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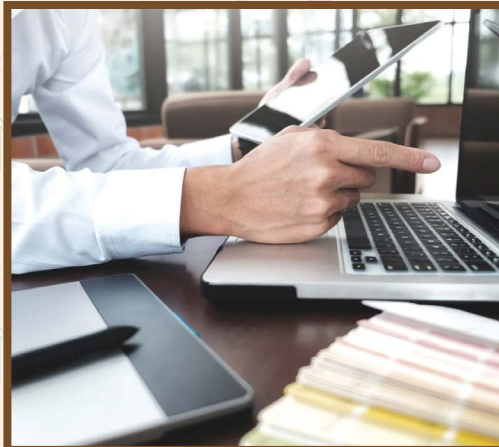
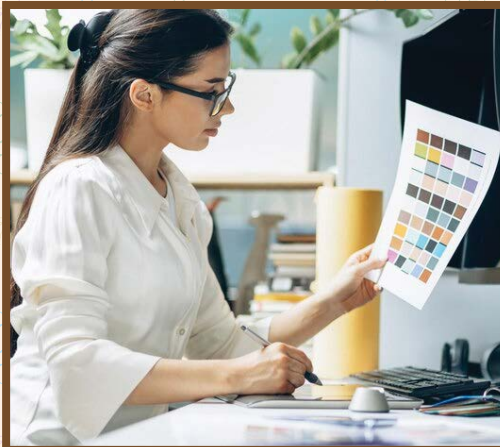
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Retailers Association's
Skill Council of India

Facilitator Guide



Sector
Retail

Sub-Sector
E-Commerce

Occupation
Sales Operations

Reference ID: RAS/Q0302, Version 3.0
NSQF level: 4.5

Digital Cataloguer

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Retailers Association's Skill Council of India

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Shri Narendra Modi
Prime Minister of India

“ Skilling is building a better India.
If we have to move India towards
development then Skill Development
should be our mission. ”



Acknowledgements

The Retailers Association's Skill Council of India (RASCI) would like to thank all the individuals and institutions who contributed in various ways towards the preparation of this facilitator guide. The facilitator guide could not have been completed without their active contribution. Special gratitude is extended to those who collaborated during the preparation of the different modules in the facilitator guide. Wholehearted appreciation is also extended to all who provided peer review for these modules.

The preparation of this guidebook would not have been possible without the retail industry's support. Industry feedback has been extremely beneficial since inception to conclusion and it is with their guidance that we have tried to bridge the existing skill gaps in the industry. This facilitator guide is dedicated to the aspiring youth, who desire to achieve special skills that will be a lifelong asset for their future endeavours.

About this Guide

The Facilitator Guide is designed for the Trainers to enable training for a specific job role and enhance the quality of executing the training program. This particular Facilitator Guide is designed for enabling the training program for the job role of “Digital Cataloguer” in the Retail Sector.

This course is aligned to Qualification Pack, Digital Cataloguer, Reference ID: RAS/Q0302.

This Qualification pack is developed by Retail Sector Skills Council of India. This course encompasses all 7 National Occupational Standards (NOS).

Each unit starts with learning objectives, followed by relevant activities and corresponding training methodology. Upon successful completion of this course, the participant will be able to:

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)

Besides, it has been endeavored to follow the facilitator guide guidelines prescribed by the National Skill Development Corporation.

Symbols Used



Ask



Explain



Elaborate



Notes



Objectives



Do



Demonstrate



Activity



Team Activity



Facilitation Notes



Practical



Say



Resources



Example



Summary



Role Play



Learning Outcomes

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Employability Skills is available at the following location :

<https://www.skillindiadigital.gov.in/content/list>

Scan the QR code below to access the ebook



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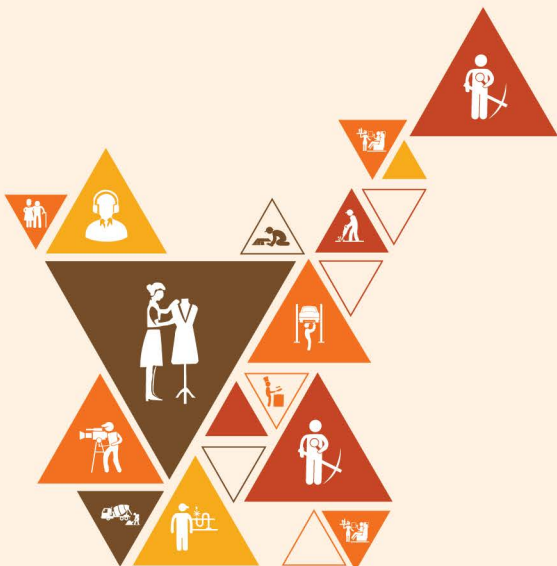
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1. Introduction to Retail

Unit 1.1 Introduction to E-Commerce

Unit 1.2 Responsibilities and Career Path for Digital Cataloguer



Bridge Module

Key Learning Outcomes



At the end of this module, the trainee will be able to:

1. Define E-commerce
2. Identify the role e-commerce websites in promoting e-commerce
3. Describe the role of Digital Cataloguer
4. Identify the career path as a Digital Cataloguer

Unit 1.1 Introduction to E-Commerce

Unit Objectives

At the end of this unit, the trainee will be able to:

1. Outline the evolution of e-commerce in India
2. List the popular e-commerce websites in promoting e-commerce businesses in India

Resources to be Used

- Participant Handbook
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

Do

- Enter the class ten minutes before the session begins.
- Welcome and greet the participants.
- Take the daily attendance.
- Maintain the record of assessment scores.

Say

- Start the class by saying, “This training program is developed to impart specific knowledge and skills relevant to the job required to be performed as a “Digital Cataloguer”, in the “Retail” Sector/Industry.”
- Talk about the Qualification Pack (QP), and the National Occupational Standards (NOS).
- List the compulsory NOSs to the QP “Digital Cataloguer”.
- Say, “Before we start the program let’s play a small game”.

Group Activity

Objective	The purpose of this activity is to connect with the course mates.
Materials required	Book (for passing)
Steps/procedure	<ol style="list-style-type: none"> 1. Welcome the new participants by giving their introduction 2. Make the participants stand in a circle, close enough to the person on each side of them so that they can pass the book quickly. 3. Say 'Stop' when it is least expected. At that time, the participant holding the book introduces himself/herself while saying his/her name and a little additional information such as favourite hobbies, where they stay, their favourite subject, etc. 4. The winner of the game should stand and introduce himself/herself at the end of the game. 5. At last, thank the participants for their participation.
Conclusion / what has been achieved	This activity helps the participants to know each other and allows them to feel comfortable.

Explain

- Explain the following topics:
 - o Evolution of E-Commerce in India
 - o Popular E-Commerce Websites Promoting E-Commerce Businesses in India

Ask

- How has e-commerce evolved in India over the past two decades?
- How has mobile internet penetration influenced the e-commerce sector in India?
- Name some of the most popular e-commerce platforms in India.
- How do e-commerce platforms support small businesses and sellers?

Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Say

- "Let us proceed with an activity to understand the different e-commerce models—B2C, B2B, D2C, and C2C."

Activity

Objective	This activity aims to help participants analyze and compare various e-commerce models, understanding their unique characteristics, advantages, and real-world applications.
Materials required	<ul style="list-style-type: none"> • Presentation slides or charts explaining different e-commerce models (B2C, B2B, D2C, C2C) • Handouts summarizing key features, examples, and differences of these models • Pens or markers • Whiteboard or flip chart (optional)
Steps/procedure	<ol style="list-style-type: none"> 1. Introduce the concept of e-commerce and explain how different models operate, catering to various customer and business needs. 2. Provide a brief explanation of the four key e-commerce models: <ul style="list-style-type: none"> o B2C (Business-to-Consumer): Businesses sell directly to individual consumers (e.g., Amazon, Flipkart). o B2B (Business-to-Business): Businesses sell products/services to other businesses (e.g., IndiaMART, Alibaba). o D2C (Direct-to-Consumer): Manufacturers or brands sell directly to customers, bypassing intermediaries (e.g., boAt, Mamaearth). o C2C (Consumer-to-Consumer): Consumers buy and sell directly to each other, typically on digital platforms (e.g., OLX, eBay). 3. Distribute handouts outlining the key features, benefits, and challenges of each e-commerce model, along with examples. 4. Divide participants into four groups and assign one e-commerce model each. 5. Ask each group to discuss their assigned model. 6. Instruct groups to prepare a short presentation summarizing their insights. 7. Have each group present their findings to the class, highlighting key takeaways. 8. Facilitate a discussion comparing all four models, encouraging participants to share their perspectives on which model is most effective in different scenarios.
Conclusion / What has been achieved	This activity enables participants to understand the different e-commerce models, their practical applications, and how businesses leverage them for success.

Tips

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

Summarize

- Summarize the session.
- Prepare a list of participants' doubts if they have any. Encourage them to ask questions.
- Answer their queries.

Unit 1.2 Responsibilities and Career Path for Digital Cataloguer

Unit Objectives

At the end of this unit, the trainee will be able to:

1. Discuss the roles and responsibilities of Digital Cataloguer
2. Outline the growth opportunities of a Digital Cataloguer

Resources to be Used

- Participant Handbooks
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

Do

- Welcome and greet the students.
- Begin the session with a brief recapitulation of the previous session.

Say

- “Let us understand and learn about the responsibilities and career path for Digital Cataloguer.”

Explain

- Explain the following topics:
 - o Roles and Responsibilities of a Digital Cataloguer – Refer to PH Table 1.3
 - o Growth Opportunities of a Digital Cataloguer

Ask

- What are the key responsibilities of a Digital Cataloguer?
- What career paths can a Digital Cataloguer explore for growth?

Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Summarize

- Summarize the session.
- Prepare a list of participants' doubts if they have any. Encourage them to ask questions.
- Answer their queries.

Exercise

1. Instruct the trainees to open their Participant Handbook and complete the exercise given in Module 1.
2. Ensure that the participants have opened the correct page for the activity.
3. Give them 20 minutes to complete the exercise.
4. Exercise Hints:
 - **Multiple-choice Questions:**
 1. Buying and selling goods and services over the Internet
 2. Myntra
 3. Paytm Mall
 4. Digital Asset Management
 5. Progression to Managerial Roles
 - **Answer the following questions:**
 1. **What is E-Commerce?**
Hint: Refer to 1.1.1 in the participant handbook
 2. **List some popular E-Commerce websites in India.**
Hint: Refer to 1.1.2 in the participant handbook
 3. **Explain the roles and responsibilities of a Digital Cataloguer.**
Hint: Refer to 1.2.1 in the participant handbook
 4. **What are the key growth opportunities for a Digital Cataloguer in the e-commerce industry?**
Hint: Refer to 1.2.2 in the participant handbook

Scan the QR codes or click on the link to watch the related videos



<https://www.youtube.com/watch?v=SRGXmxgJNVs>
Evolution of E-Commerce in India



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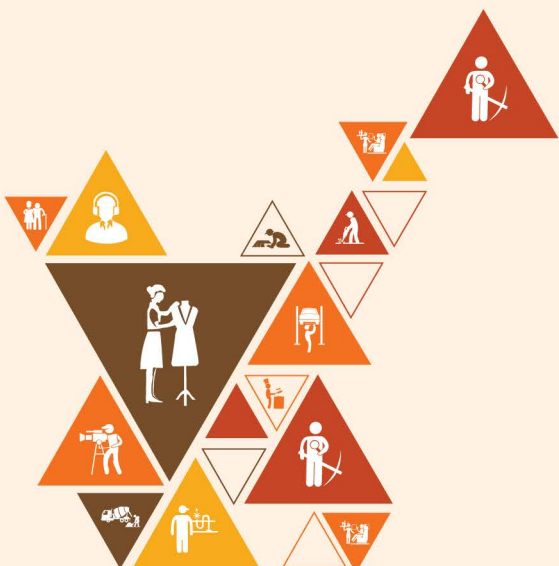
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2. List products and map SKUs accurately to cater to category and customer needs

Unit 2.1 Product Listing and SKU Mapping



RAS/N0308

Key Learning Outcomes



At the end of this module, the trainee will be able to:

1. Demonstrate the listing of products as per customer and category need
2. Discuss the importance of mapping the listed products/SKUs to listed vendors

Unit 2.1 Product Listing and SKU Mapping

Unit Objectives

At the end of this unit, the trainee will be able to:

1. Explain the importance of studying various online customer attitudes towards the merchandise / brands
2. State the reasons to understand customers need with respect to merchandise category
3. Paraphrase the importance of updating self with the features and benefits of merchandise from other e-commerce players
4. Explain the significance of maintaining accuracy of products against uploaded images in pages/leaves created
5. List and map the products in a manner that improves ease of navigation and search
6. Discuss the impact of mapping additional SKUs to listed products

Resources to be Used

- Participant Handbook
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

Do

- Enter the class ten minutes before the session begins.
- Welcome and greet the participants.
- Take the daily attendance.
- Maintain the record of assessment scores.

Say

- Start the class by saying, “This unit will help you to understand the importance of studying online customer attitudes, identifying customer needs, staying updated on competitor merchandise, ensuring product accuracy in listings, and optimizing product mapping for better navigation and search.”

Explain

- Explain the following topics:
 - o Importance of Studying Online Customer Attitudes Towards Merchandise/Brands
 - o Reasons to Know Customers' Needs Related to Merchandise Category – Refer to PH Table.2.1
 - o Importance of Keeping Updated on Features and Benefits of Merchandise of Other E-Commerce Players

Ask

- How do customer reviews and ratings influence brand perception in e-commerce?
- Why is it essential to understand customer needs when managing merchandise categories?
- Why should e-commerce professionals stay informed about competitors' merchandise features and benefits?

Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Elaborate

- Elaborate on the following topics:
 - o Significance of Maintaining Accuracy of Products Against Uploaded Images in Pages Created – Refer to PH Fig 2.1
 - o Listing and Mapping Products to Improve Ease of Navigation and Search
 - o Impact of Mapping Additional SKUs to Listed Products – Refer to PH Fig 2.2

Ask

- Why is it important to ensure product images match the actual products listed online?
- How does proper product listing and mapping improve customer experience in e-commerce?
- What are the benefits of mapping additional SKUs to listed products?

Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Summarize

- Summarize the session.
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions.
- Answer their queries.

Say

- "Let us proceed with an activity to understand SKU mapping for different product categories."

Activity

Objective	This activity aims to help participants understand the importance of SKU (Stock Keeping Unit) mapping and how to effectively categorize products across different retail segments.
Materials required	<ul style="list-style-type: none"> • Sample product lists from different categories (e.g., apparel, electronics, groceries, home appliances) • SKU templates with predefined attributes (size, color, brand, model, etc.) • Whiteboard or flip chart • Pens or markers • Printed or digital worksheets for SKU mapping
Steps/procedure	<ol style="list-style-type: none"> 1. Explain what an SKU is and its significance in inventory management, pricing, and sales tracking. 2. Discuss how different industries (fashion, electronics, FMCG, etc.) structure their SKU systems. 3. Provide examples of product categories (e.g., a smartphone, a T-shirt, a packet of biscuits). 4. Discuss key attributes that differentiate SKUs within each category (e.g., brand, model, size, variant, color). 5. Divide participants into small groups. Assign each group a specific product category (e.g., apparel, electronics, groceries). 6. Provide product lists related to their category. Each group will create SKUs for different items using a structured format. 7. Encourage participants to define logical SKU codes based on essential attributes. 8. Each group presents their SKU mapping strategy, explaining how they structured their codes. 9. Discuss common mistakes, such as redundant attributes or missing key identifiers. 10. Discuss how SKU mapping impacts store operations, supply chain efficiency, and e-commerce platforms. 11. Highlight best practices for SKU standardization and optimization.
Conclusion / What has been achieved	This activity enables participants to gain hands-on experience in SKU mapping, improving their ability to categorize products effectively for inventory and sales management.

Tips

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

Exercise

1. Instruct the trainees to open their Participant Handbook and complete the exercise given in Module 2.
2. Ensure that the participants have opened the correct page for the activity.
3. Give them 20 minutes to complete the exercise.
4. Exercise Hints:
 - **Multiple-choice Questions:**
 1. By addressing barriers like unclear descriptions or poor-quality images
 2. It ensures products are organized in logical and intuitive categories for easy discoverability
 3. By enhancing descriptions and aligning with current market trends
 4. Adding products with detailed information such as name, description, price, images, and specifications
 5. To organize products logically by linking them to specific categories, attributes, or tags
 - **Answer the following questions:**
 1. **Explain the importance of studying online customer attitudes towards merchandise/brands.**
Hint: Refer to 2.1.1 in the participant handbook
 2. **What are the reasons to know customers' needs related to the merchandise category?**
Hint: Refer to 2.1.2 in the participant handbook
 3. **Explain the importance of keeping updated on features and benefits of merchandise of other e-commerce players.**
Hint: Refer to 2.1.3 in the participant handbook
 4. **What is the purpose of listing and mapping of products?**
Hint: Refer to 2.1.5 in the participant handbook
 5. **Explain the significance of maintaining the accuracy of products against uploaded images in pages created.**
Hint: Refer to 2.1.6 in the participant handbook

Scan the QR codes or click on the link to watch the related videos



<https://www.youtube.com/watch?v=MfY3mbYMOtQ>
Customer Feedback



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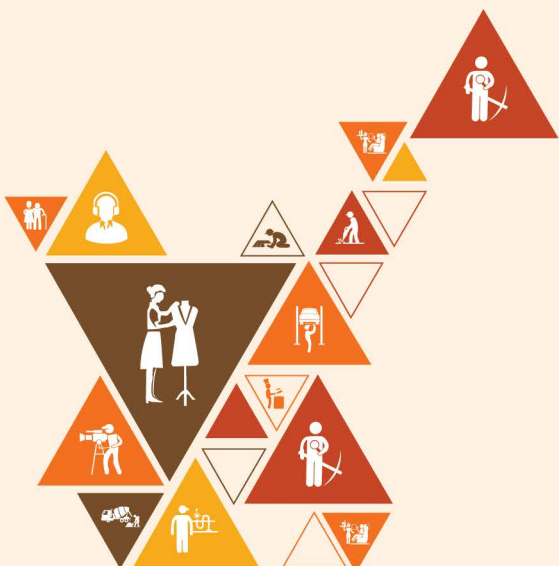


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3. Adhere to quality standards for creating and maintaining catalogues and digital pages

Unit 3.1 Quality Standards for Creating and Maintaining Catalogues and Digital Pages



RAS/N0309

Key Learning Outcomes



At the end of this module, the trainee will be able to:

1. Show how to enhance the relevance, accuracy and quality of the catalogue and digital pages

Unit 3.1 Quality Standards for Creating and Maintaining Catalogues and Digital Pages

Unit Objectives

At the end of this unit, the trainee will be able to:

1. List the quality parameters involved in digital cataloguing
2. Explain the importance of photographic nuances that enhance the aesthetic aspects of the merchandise and increase impact and movement on the page
3. List the uses of photo editing software used to enhance information being shared by vendors
4. Explain the concepts of visual communication that are used in the catalogue/digital pages
5. Discuss the need to conduct timely product audits on the digital market place

Resources to be Used

- Participant Handbook
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

Do

- Enter the class ten minutes before the session begins.
- Welcome and greet the participants.
- Take the daily attendance.
- Maintain the record of assessment scores.

Say

- Start the class by saying, “This unit will help you to understand quality standards for creating and maintaining catalogues and digital pages.”

Explain

- Explain the following topics:
 - o Quality Parameters Involved in Digital Cataloguing – Refer to PH Table 3.1
 - o Enhancing Merchandise Aesthetics Through Photographic Nuances

Ask

- What are the key quality parameters that must be maintained in digital cataloguing?
- How does data accuracy impact the effectiveness of a digital catalog?
- How do high-quality images influence customer purchasing decisions in e-commerce?

Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Say

- “Let us proceed with an activity to understand keyword optimization techniques.”

Activity

Objective	This activity aims to help participants understand how to optimize product listings using relevant keywords, ensuring better visibility and searchability in digital catalogs.
Materials required	<ul style="list-style-type: none"> • Sample product descriptions (e.g., fashion, electronics, FMCG, home appliances) • SEO keyword research tools (Google Keyword Planner, Ubersuggest, or pre-researched keyword lists) • Sample e-commerce product pages • Pens, markers, whiteboard, or flip chart (optional)
Steps/procedure	<ol style="list-style-type: none"> 1. Explain the role of keywords in digital catalogs and e-commerce platforms. 2. Discuss primary, secondary, and long-tail keywords. 3. Highlight the importance of keyword placement in product titles, descriptions, and metadata. 4. Provide participants with a sample product (e.g., “Men’s Running Shoes” or “Wireless Earbuds”). 5. Ask them to brainstorm possible keywords customers might use to search for the product.

	<ol style="list-style-type: none"> 6. Introduce keyword research tools and demonstrate how to find high-ranking keywords. 7. Give each participant/group a sample product listing with missing or ineffective keywords. 8. Ask them to rewrite the product title, description, and tags using researched keywords. 9. Ensure they maintain a balance between readability and keyword optimization. 10. Provide product listings from real e-commerce platforms (Amazon, Flipkart, Mynta, etc.). 11. Ask participants to analyze keyword usage and suggest improvements. 12. Each group presents their optimized product listing. 13. Discuss common mistakes such as keyword stuffing and missing long-tail keywords. 14. Highlight how keyword optimization helps in ranking higher on e-commerce searches. 15. Discuss how AI tools assist in automated keyword suggestions for digital cataloging.
Conclusion / What has been achieved	This activity enables participants to develop practical skills in keyword optimization, enhancing product visibility, and improving digital catalog management in the retail sector.

Tips

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

Elaborate

- Elaborate the following topics:
 - o Uses of Photo Editing Software to Enhance Information Shared by Vendors – Refer to PH Fig 3.1 & 3.2
 - o Concepts of Visual Communication Used in Catalogue/Digital Pages – Refer to PH Table 3.3
 - o Need to Conduct Timely Product Audits on Digital Marketplace
 - o Quality Control in Product Listings under Need to Conduct Timely Product Audits on Digital Marketplace

Ask

- Name few photo editing software used for digital cataloguing?
- What is the role of visual communication in digital cataloguing?
- Why is it necessary to conduct regular product audits in digital marketplaces?
- What quality control measures should be implemented in product listings?

Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Summarize

- Summarize the session.
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions.
- Answer their queries.

Exercise

1. Instruct the trainees to open their Participant Handbook and complete the exercise given in Module 3.
2. Ensure that the participants have opened the correct page for the activity.
3. Give them 20 minutes to complete the exercise.
4. Exercise Hints:
 - **Multiple-choice Questions:**
 1. Ensuring all product information, including names, descriptions, prices, and specifications, is accurate and up-to-date
 2. By ensuring clear and vibrant images that highlight product features, evoke emotions, and engage customers
 3. Adobe Lightroom
 4. Visual Hierarchy
 5. The placement of related elements close to each other to group them
 - Answer the following questions:
 1. **List the quality parameters involved in digital cataloguing.**
Hint: Refer to 3.1.1 in the participant handbook

2. How do photographic nuances enhance the visual appeal and perceived value of products in a digital catalogue?

Hint: Refer to 3.1.2 in the participant handbook

3. Name few popular photo editing software tools used for digital catalog creation.

Hint: Refer to 3.1.3 in the participant handbook

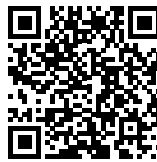
4. Explain the concept of “Visual Hierarchy” in digital catalog design.

Hint: Refer to 3.1.4 in the participant handbook

5. Explain the need to conduct timely product audits on digital marketplace.

Hint: Refer to 3.1.5 in the participant handbook

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How to Design a Brochure in Photoshop



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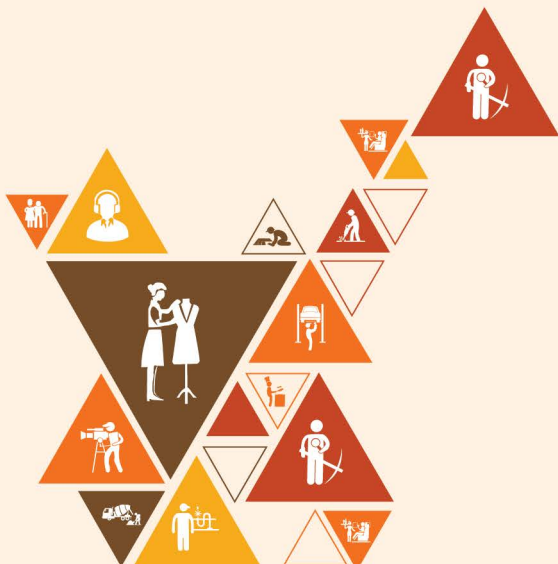
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4. Adhere to company policies and statutory regulations related to sales and service

Unit 4.1 Company Policies and Statutory Regulations Related to Sales and Service



RAS/N0310

Key Learning Outcomes



At the end of this module, the trainee will be able to:

1. Identify the importance of validating catalogue content with buyers and category managers adhering to the company policies

Unit 4.1 Company Policies and Statutory Regulations Related to Sales and Service

Unit Objectives

At the end of this unit, the trainee will be able to:

1. Outline the process of collecting desired layout of products and relevant descriptions as required by buyer and category manager
2. Discuss the importance of validating the catalogue based on company and brand policies
3. Explain the importance of validating the catalogue with concerned stake holders and get them uploaded on the website
4. Describe the approval process from stake holders on digital pages as well as on the catalogue
5. List the parameters on which the catalogue/digital pages are evaluated
6. State the importance of collecting feedback in an accurate manner and get the same addressed by all concerned

Resources to be Used

- Participant Handbook
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

Do

- Enter the class ten minutes before the session begins.
- Welcome and greet the participants.
- Take the daily attendance.
- Maintain the record of assessment scores.

Say

- Start the class by saying, “This unit will help you to understand the process of collecting product layouts and descriptions, validating catalogs as per company policies, coordinating with stakeholders for approvals and uploads, evaluating digital pages, and gathering accurate feedback for improvements.”

Explain

- Explain the following topics:
 - o Collecting Product Layouts and Descriptions for Buyers and Managers – Refer to PH Fig 4.1
 - o Importance of Validating Catalogue Based on Company and Brand Policies – Refer to PH Fig 4.2
 - o Importance of Validating Catalogue with Concerned Stakeholders and Uploading on Website

Ask

- Why is it important to collect accurate product layouts and descriptions for buyers and managers?
- Why is it necessary to validate a digital catalogue according to company and brand policies?
- Who are the key stakeholders involved in the validation of a digital catalogue?

Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Say

- “Let us proceed with an activity to understand copyright issues related to digital assets in catalogs.”

Activity

Objective	This activity aims to help participants recognize copyright concerns in digital catalogs and apply best practices to ensure legal and ethical use of digital assets.
Materials required	<ul style="list-style-type: none"> • Sample product images, descriptions, and brand logos (some with copyright protection and some royalty-free) • Case studies of copyright infringement in digital catalogs • Whiteboard or flip chart • Pens or markers • Handouts on copyright laws and fair use policies
Steps/procedure	<ol style="list-style-type: none"> 1. Explain what copyright is and how it applies to digital assets such as images, videos, product descriptions, and brand logos. 2. Discuss common copyright issues in digital catalogs, such as unauthorized image use, copying product descriptions, and using trademarked content. 3. Present real-world cases where retailers faced legal action due to copyright infringement in digital catalogs. 4. Ask participants to identify what went wrong and discuss how it could have been avoided. 5. Provide a mix of product images and descriptions, some with copyright protection and some royalty-free.

	<ol style="list-style-type: none"> 6. Ask participants to categorize them correctly and justify their choices. 7. Give participants sample product listings with copyright violations. 8. Ask them to revise the listings by replacing unauthorized images, rewriting product descriptions, or adding proper attribution. 9. Share guidelines for legally sourcing and using digital assets. 10. Discuss Creative Commons licenses, fair use policies, and AI-generated content regulations. 11. Each group presents their revised product listings, explaining how they ensured copyright compliance. 12. Discuss any challenges faced during the activity.
Conclusion / What has been achieved	<p>This activity enables participants to develop awareness of copyright issues in digital catalogs and learn practical strategies to ensure compliance, reducing the risk of legal disputes and maintaining ethical standards in digital retail operations.</p>

Tips

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

Elaborate

- Elaborate the following topics:
 - o Approval Process from Stakeholders on Digital Pages and Catalogue – Refer to PH Fig 4.3
 - o Parameters to Evaluate Catalogue/Digital Pages – Refer to PH Table 4.1
 - o Importance of Accurately Collecting and Addressing Feedback

Ask

- Why is stakeholder approval necessary before finalizing digital pages and catalogues?
- What key parameters should be considered while evaluating a digital catalogue?
- Why is it important to collect feedback on digital catalogues and pages?

Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Summarize

- Summarize the session.
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions.
- Answer their queries.

Exercise

1. Instruct the trainees to open their Participant Handbook and complete the exercise given in Module 4.
2. Ensure that the participants have opened the correct page for the activity.
3. Give them 20 minutes to complete the exercise.
4. Exercise Hints:
 - **Multiple-choice Questions:**
 1. Conducting a detailed meeting with the buyer and category manager to understand requirements
 2. To confirm accuracy, incorporate stakeholder requirements, and maintain brand consistency
 3. SEO Optimization
 4. Completeness
 5. To identify gaps, make informed decisions, and improve product listings and customer satisfaction
 - **Answer the following questions:**
 1. **Why must a Digital Cataloguer coordinate with buyers and category managers when collecting product layouts and descriptions?**
Hint: Refer to 4.1.1 in the participant handbook
 2. **Explain the importance of validating catalogue based on company and brand policies.**
Hint: Refer to 4.1.2 in the participant handbook
 3. **Explain the importance of validating catalogue with concerned stakeholders and uploading it on the website.**
Hint: Refer to 4.1.3 in the participant handbook
 4. **What is the significance of the stakeholder approval process in the creation of digital catalogues?**
Hint: Refer to 4.1.4 in the participant handbook
 5. **List three key parameters used to evaluate the quality and effectiveness of digital catalogues.**
Hint: Refer to 4.1.5 in the participant handbook



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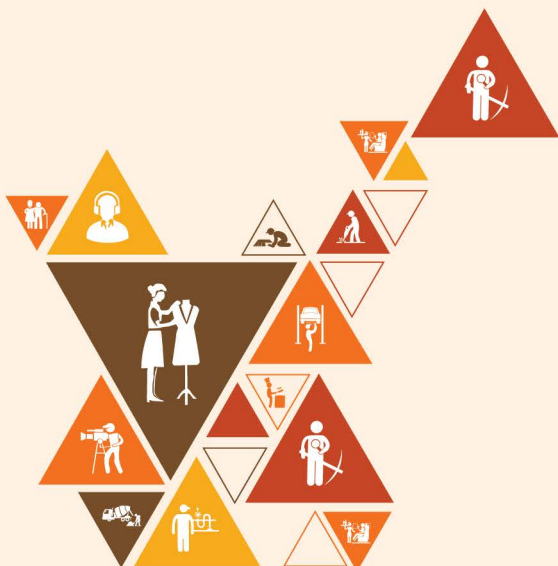


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5. Update self on the basics of category management

Unit 5.1 Basics of Category Management



RAS/N0311

Key Learning Outcomes



At the end of this module, the trainee will be able to:

1. Explain the basics of category management

Unit 5.1 Basics of Category Management

Unit Objectives

At the end of this unit, the trainee will be able to:

1. Define the concept of Category management in retailing
2. Describe the category specifications with respect to grouping and sub-grouping of products
3. Explain the features, advantages, and benefits of products
4. Discuss the importance of features, advantages and benefits in customer buying decision
5. Discuss the importance of being aware of comparative brands strategies with respect to catalogue/ page design and site layout

Resources to be Used

- Participant Handbook
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

Do

- Enter the class ten minutes before the session begins.
- Welcome and greet the participants.
- Take the daily attendance.
- Maintain the record of assessment scores.

Say

- Start the class by saying, “This unit will help you to understand the concept of Category Management, product grouping, key features and benefits, their impact on customer decisions, and the significance of analyzing competitor strategies in catalog and site design.”

Explain

- Explain the following topics:
 - o Concept of Category Management in Retailing – Refer to PH Table 5.1
 - o Category Specifications Related to Grouping and Sub-grouping of Products – Refer to PH Table 5.2

Ask

- What is category management, and why is it important in retailing?
- Why is proper grouping and sub-grouping of products essential in digital cataloguing?
- How do category specifications impact ease of navigation and searchability on e-commerce platforms?

Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Say

- “Let us proceed with an activity to understand competitor benchmarking for category pricing.”

Activity

Objective	This activity aims to help participants develop skills in competitive price analysis by benchmarking category pricing across different retailers.
Materials required	<ul style="list-style-type: none"> • Sample product categories (e.g., electronics, apparel, grocery, home appliances) • Price comparison sheets or online price-checking access (Amazon, Flipkart, Reliance Retail, etc.) • Case studies of pricing strategies from leading retail brands • Whiteboard or flip chart • Pens or markers
Steps/procedure	<ol style="list-style-type: none"> 1. Explain the importance of competitor benchmarking in retail pricing. 2. Discuss how businesses analyze competitors’ pricing strategies to stay competitive. 3. Highlight factors affecting category pricing (demand, brand value, seasonal trends, discounts, etc.). 4. Divide participants into small groups and assign each group a product category (e.g., smartphones, men’s clothing, dairy products). 5. Provide a list of key competitors in the assigned category.

6. Ask groups to research the current market prices for their assigned products across different retail platforms.
7. Use online tools or price sheets to collect data on standard pricing, discount pricing, and promotional offers.
8. Have groups compare price variations and identify trends in pricing strategies.
9. Discuss factors that may influence pricing, such as brand positioning, customer perception, and stock availability.
10. Identify how competitors adjust prices dynamically using AI and data analytics.
11. Based on their findings, each group will suggest a competitive pricing strategy for their category.
12. Encourage them to consider price matching, bundling, discounts, and premium pricing models.
13. Each group presents their findings and recommendations for pricing optimization.
14. Discuss real-world implications and best practices in competitor benchmarking.

Conclusion / What has been achieved

This activity equips participants with hands-on experience in competitor benchmarking, enabling them to develop effective pricing strategies based on market data and competitor analysis.

Tips



- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

Elaborate



- Elaborate the following topics:
 - o Features, Advantages, and Benefits of Products – Refer to PH Fig.5.1 and Table 5.3
 - o Importance of Features, Advantages and Benefits in Customer Buying Decision – Refer to PH Table 5.4
 - o Importance of Knowing Competitor Strategies in Catalogue Design and Site Layout

Ask



- How do features, advantages, and benefits (FAB) contribute to effective product descriptions in digital catalogues?
- How do product features, advantages, and benefits influence a customer's purchase decision?
- Why is it important to analyze competitor strategies in digital catalogue design?

Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Summarize

- Summarize the session.
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions.
- Answer their queries.

Exercise

1. Instruct the trainees to open their Participant Handbook and complete the exercise given in Module 5.
2. Ensure that the participants have opened the correct page for the activity.
3. Give them 20 minutes to complete the exercise.
4. Exercise Hints:
 - **Multiple-choice Questions:**
 1. Enhancing customer experience and optimizing sales within each product category
 2. By improving navigation, making it easier for customers to find desired products quickly
 3. Advantages highlight product strengths, while benefits emphasize how features meet customer needs
 4. To demonstrate how the product fulfills customer desires or addresses pain points
 5. By identifying industry trends, enhancing user experience, and implementing proven design tactics to boost sales
 - **Answer the following questions:**
 1. **Explain the concept of category management in retailing.**
Hint: Refer to 5.1.1 in the participant handbook
 2. **What role do filters and tags play in enhancing the customer shopping experience in digital catalogues?**
Hint: Refer to 5.1.2 in the participant handbook
 3. **How do features, advantages, and benefits differ in product presentation, and why are they important for engaging customers in digital retail?**
Hint: Refer to 5.1.3 in the participant handbook
 4. **Why is understanding competitor strategies important for designing catalogues and site layouts in the e-commerce industry?**
Hint: Refer to 5.1.5 in the participant handbook

Scan the QR codes or click on the link to watch the related videos



https://youtu.be/ammdkAsc9kU?si=6lu0_VZ4a5zYepOt
Concept of Category Management in Retailing



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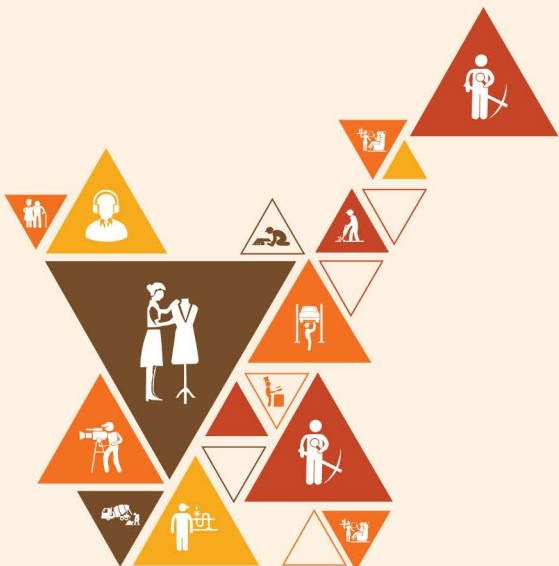


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6. Liaise with internal and external stakeholders for listing

Unit 6.1 Collaborating with Stakeholders for Product Listing



RAS/N0312

Key Learning Outcomes



At the end of this module, the trainee will be able to:

1. Elaborate on the interdepartmental coordination that leads to listing of products

Unit 6.1 Collaborating with Stakeholders for Product Listing

Unit Objectives

At the end of this unit, the trainee will be able to:

1. Explain the need to understand the listing structure
2. Discuss the importance of coordinating with the vendors
3. State the importance of coordinating with the stake holders within the company
4. Describe the internal processes that need to be followed for listing products
5. Explain the importance of interacting with various internal departments to ensure product listings go live

Resources to be Used

- Participant Handbook
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

Do

- Enter the class ten minutes before the session begins.
- Welcome and greet the participants.
- Take the daily attendance.
- Maintain the record of assessment scores.

Say

- Start the class by saying, “This unit will help you to understand the listing structure, the importance of coordinating with vendors and internal stakeholders, the processes for product listing, and the role of cross-functional collaboration in ensuring listings go live successfully.”

Explain

- Explain the following topics:
 - Need to Understand Listing Structure
 - Importance of Coordinating with Vendors

Ask

- What is a listing structure in digital cataloguing?
- Why is it important to follow a standardized listing structure for e-commerce platforms?
- Why is vendor coordination important in digital cataloguing?
- How does effective communication with vendors ensure accurate product information?

Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Say

- “Let us proceed with an activity to understand automation processes and their advantages.”

Activity

Objective	This activity aims to help participants understand how automation improves workflow efficiency and how tools like Asana and Trello facilitate task management in retail cataloging and operations.
Materials required	<ul style="list-style-type: none"> • Laptops or smartphones (if available) • Access to Asana and Trello (demo accounts or free versions) • Sample workflows (manual vs. automated) • Task assignment templates • Whiteboard or flip chart • Markers or pens
Steps/procedure	<ol style="list-style-type: none"> 1. Explain what automation is and its role in improving productivity. 2. Discuss the advantages of automation, including time savings, error reduction, and better collaboration. 3. Introduce workflow automation tools like Asana and Trello, explaining their purpose and use cases in digital cataloging and retail operations. 4. Provide a sample scenario where tasks are managed manually (e.g., tracking digital assets via email). 5. Compare this with an automated workflow using a task management tool like Asana or Trello.

	<ol style="list-style-type: none"> 6. Divide participants into small groups. 7. Assign each group a task, such as managing product listing updates or coordinating a catalog launch. 8. Ask them to create a task board in either Asana or Trello, breaking down tasks into steps and assigning deadlines. 9. Guide participants to set up automated workflows (e.g., auto-assigning tasks, deadline reminders, progress tracking). 10. Encourage them to explore integrations like email notifications, comments, and file attachments. 11. Each group presents their task board, explaining how automation improves efficiency. 12. Discuss challenges faced during the exercise and how automation tools can be optimized further. 13. Highlight how automation tools are used in digital cataloging, project management, and e-commerce operations.
Conclusion / What has been achieved	This activity equips participants gain hands-on experience in using automation tools for task management, improving workflow efficiency, reducing manual effort, and enhancing collaboration in digital cataloging and retail operations.

Tips

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

Elaborate

- Elaborate the following topics:
 - o Importance of Coordinating with Stakeholders Within the Company – Refer to PH Fig.6.1 and Table 6.1
 - o Internal Processes for Listing Products – Refer to PH Fig 6.2
 - o Ensuring Product Listings Go Live Through Internal Collaboration – Refer to PH Table 6.2

Ask

- Who are the key internal stakeholders involved in digital cataloguing?
- What are the key steps involved in the internal product listing process?
- Why is internal collaboration crucial for ensuring product listings go live on time?

Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Summarize

- Summarize the session.
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions.
- Answer their queries.

Exercise

1. Instruct the trainees to open their Participant Handbook and complete the exercise given in Module 6.
2. Ensure that the participants have opened the correct page for the activity.
3. Give them 20 minutes to complete the exercise.
4. Exercise Hints:
 - **Multiple-choice Questions:**
 1. It helps categorize products accurately, improving discoverability and enhancing the customer experience
 2. It ensures that product listings are accurate, high-quality, and up-to-date, enhancing the customer experience
 3. It ensures alignment with organizational goals and supports effective campaign execution
 4. Collecting product information, verifying accuracy, and obtaining approval from relevant departments
 5. It ensures product listings are aligned with marketing strategies, customer preferences, and compliance requirements
 - **Answer the following questions:**
 1. **Explain the need to understand the listing structure.**
Hint: Refer to 6.1.1 in the participant handbook
 2. **Explain the importance of coordinating with vendors.**
Hint: Refer to 6.1.2 in the participant handbook
 3. **List the key stakeholders within the company and the purpose of coordinating with them.**
Hint: Refer to 6.1.3 in the participant handbook
 4. **Explain the internal processes for listing products.**
Hint: Refer to 6.1.4 in the participant handbook
 5. **Why is internal collaboration important for a Digital Cataloguer when ensuring that product listings go live?**
Hint: Refer to 6.1.5 in the participant handbook

Scan the QR codes or click on the link to watch the related videos



https://youtu.be/ammdkAsc9kU?si=6lu0_VZ4a5zYepOt
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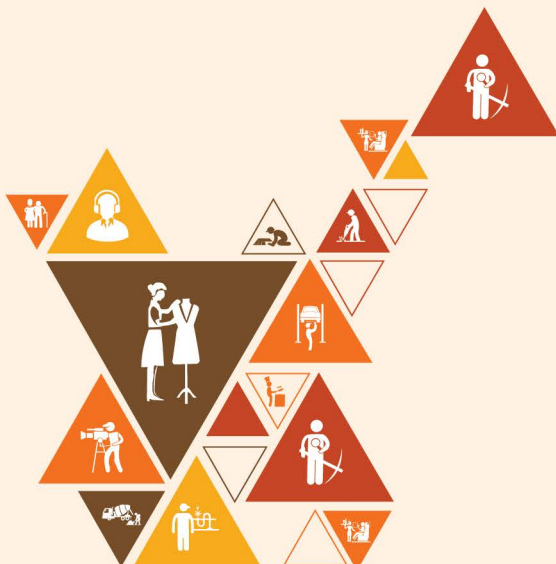
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7. Digital Asset Management

Unit 7.1 Fundamentals of Artificial Intelligence and Digital Asset Management

Unit 7.2 AI Techniques for Image Recognition and Natural Language Processing

Unit 7.3 User Insights and Predictive Analytics for Digital Catalogue Optimization



RAS/N0313

Key Learning Outcomes



At the end of this module, the trainee will be able to:

1. Develop and implement a comprehensive digital asset management system that helps AI and machine learning algorithms to automate tagging, cataloguing, and categorisation of digital assets

Unit 7.1 Fundamentals of Artificial Intelligence and Digital Asset Management

Unit Objectives

At the end of this unit, the trainee will be able to:

1. Explain the basic principles and concepts of artificial intelligence
2. Discuss the features and benefits of types of machine learning and their applications
3. List the different types of digital assets and their purpose which are part of digital cataloguing
4. Explain the principles of digital asset management
5. Discuss the significance of metadata, content context, and organization

Resources to be Used

- Participant Handbook
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

Do

- Enter the class ten minutes before the session begins.
- Welcome and greet the participants.
- Take the daily attendance.
- Maintain the record of assessment scores.

Say

- Start the class by saying, “This unit will help you to understand the Fundamentals of Artificial Intelligence and Digital Asset Management.”

Explain

- Explain the following topics:
 - o Basic Principles and Concepts of Artificial Intelligence – Refer to PH Fig 7.2 and Table 7.1
 - o Types of Machine Learning, their Features, Benefits and Applications
 - o Features of Machine Learning – Refer to PH Fig 7.3
 - o Types of Machine Learning – Refer to PH Table 7.2
 - o Benefits of Machine Learning – Refer to PH Fig 7.4
 - o Applications of Machine Learning – Refer to PH Table 7.3

Ask

- What are the fundamental principles of Artificial Intelligence (AI)?
- How does AI simulate human intelligence in problem-solving and decision-making?
- What are the three main types of machine learning?
- How does supervised learning work, and what are its key applications in retail?

Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Elaborate

- Elaborate the following topics:
 - o Types of Digital Assets and their Purpose – Refer to PH Table 7.4
 - o Principles of Digital Asset Management
 - o Significance of Optimizing Organization Through Content, Context, and Metadata

Ask

- What are digital assets, and why are they important in retail and e-commerce?
- What are the different types of digital assets used in digital cataloguing?
- What is Digital Asset Management (DAM), and how does it help businesses?
- What role does content organization play in digital asset management?

Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Say

- “Let us proceed with an activity to understand Digital Asset Management (DAM) tools.”

Activity

Objective	This activity aims to familiarize participants with DAM tools, their functionalities, and their advantages in organizing, storing, and distributing digital assets in the retail sector.
Materials required	<ul style="list-style-type: none"> • Overview slides of DAM tools (Adobe Experience Manager, Bynder, Widen Collective) • Sample digital assets (images, videos, product descriptions) • Access to trial/demo versions of DAM tools (if available) • Whiteboard or flip chart • Markers or pens
Steps/procedure	<ol style="list-style-type: none"> 1. Explain what Digital Asset Management (DAM) is and why it is essential in retail and e-commerce. 2. Introduce Adobe Experience Manager, Bynder, and Widen Collective, highlighting their core functionalities. 3. Provide real-world examples of how retailers use DAM tools for cataloging, marketing, and brand management. 4. Discuss how DAM tools improve content organization, access control, and workflow automation. 5. Assign participants different tasks such as uploading, categorizing, and retrieving digital assets. 6. Demonstrate features like metadata tagging, version control, and access permissions. 7. Divide participants into groups and assign each group one DAM tool. 8. Ask them to research its unique features, advantages, and limitations. 9. Each group presents their findings, comparing key functionalities. 10. Analyze the benefits of using DAM tools, such as increased efficiency, brand consistency, and better collaboration. 11. Discuss potential challenges like cost, integration issues, and learning curves. 12. Groups present their insights on the assigned DAM tool and its applications. 13. Encourage discussion on how DAM tools can improve digital cataloging in retail.
Conclusion / What has been achieved	This activity equips participants gain an in-depth understanding of DAM tools and their role in managing digital assets efficiently.

Tips

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

Summarize

- Summarize the session.
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions.
- Answer their queries.

Unit 7.2 AI Techniques for Image Recognition and Natural Language Processing

Unit Objectives

At the end of this unit, the trainee will be able to:

1. Explain the fundamentals and applications of image recognition algorithms
2. Explain the importance of deployment and optimization of image recognition models
3. Discuss the basics of natural language processing (NLP) and its role in digital asset management
4. Discuss the advantages of advanced search algorithms incorporating NLP and machine learning
5. Explain the principles behind dynamic adjustment of catalogue structures

Resources to be Used

- Participant Handbooks
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

Do

- Welcome and greet the students.
- Begin the session with a brief recapitulation of the previous session.

Say

- “Let us understand and learn about the AI Techniques for Image Recognition and Natural Language Processing.”

Explain

- Explain the following topics:
 - o Fundamentals and Applications of Image Recognition Algorithms – Refer to PH Table 7.5
 - o Importance of Deployment and Optimization of Image Recognition Models – Refer to PH Fig 7.9

Ask

- What is image recognition, and how does it work?
- What are the key components of an image recognition algorithm?
- Why is the deployment of image recognition models important in retail and e-commerce?
- What factors need to be considered when optimizing image recognition models?

Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Elaborate

- Elaborate the following topics:
 - Basics of Natural Language Processing (NLP) and its Role in Digital Asset Management
 - Advantages of Advanced Search Algorithms Incorporating NLP and Machine Learning
 - Principles Behind Dynamic Adjustment of Catalogue Structures – Refer to PH Table 7.6

Ask

- What is Natural Language Processing (NLP), and how does it work?
- How does NLP enhance digital asset management in e-commerce?
- What are the advantages of AI-powered search over traditional keyword-based search?
- What is dynamic catalogue structuring, and why is it important?

Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Summarize

- Summarize the session.
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions.
- Answer their queries.

Unit 7.3 User Insights and Predictive Analytics for Digital Catalogue Optimization

Unit Objectives

At the end of this unit, the trainee will be able to:

1. Explain the role of user behaviour and usage patterns in influencing catalogue evolution
2. Discuss the strategies to ensure evolution of digital asset catalogue to meet changing user needs
3. State the benefits of leveraging user feedback and behaviour analytics for iterative improvements
4. Explain the need for application of predictive analytics to forecast popular or in-demand digital assets
5. List the machine learning techniques along with their applications in predictive analytics

Resources to be Used

- Participant Handbooks
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

Do

- Welcome and greet the students.
- Begin the session with a brief recapitulation of the previous session.

Say

- “This unit will help you understand how user behavior influences catalog evolution, strategies for adapting digital assets to changing needs, the benefits of feedback and analytics, and the role of predictive analytics and machine learning in forecasting demand.”

Explain

- Explain the following topics:
 - o Role of User Behaviour and Usage Patterns in Influencing Catalogue Evolution
 - o Strategies for the Evolution of Digital Asset Catalogues to Meet Customer Demands – Refer to PH Table 7.7

Ask

- How does user behavior impact the structure and presentation of a digital catalogue?
- What types of customer usage patterns are commonly analyzed to improve catalogue design?
- What strategies can businesses use to ensure their digital asset catalogues remain relevant?
- How can personalization and AI-driven recommendations enhance catalogue evolution?

Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Elaborate

- Elaborate the following topics:
 - Benefits of Leveraging User Feedback and Behavior Analytics for Iterative Improvements
 - Need for Predictive Analytics in Forecasting Popular Digital Assets – Refer to PH Fig 7.10
 - Machine Learning Techniques and Their Applications in Predictive Analytics – Refer to PH Table 7.8

Ask

- How does user feedback contribute to refining digital catalogues?
- How can businesses use A/B testing to improve product listings and digital assets?
- What is predictive analytics, and how is it applied in digital asset management?
- What are some common machine learning techniques used in predictive analytics?

Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Summarize

- Summarize the session.
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions.
- Answer their queries.

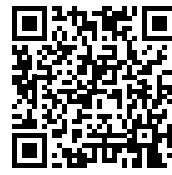
Exercise

1. Instruct the trainees to open their Participant Handbook and complete the exercise given in Module 7.
2. Ensure that the participants have opened the correct page for the activity.
3. Give them 20 minutes to complete the exercise.
4. Exercise Hints:
 - **Multiple-choice Questions:**
 1. Machine Learning (ML) focuses on using algorithms to allow systems to learn and make predictions based on data
 2. The system optimizes actions by performing them and receiving feedback in the form of rewards or penalties
 3. Metadata
 4. It enables machines to understand, interpret, and generate text or speech in a meaningful way
 5. Logistic Regression
 - **Answer the following questions:**
 1. **Explain the basic principles and concepts of Artificial Intelligence.**
Hint: Refer to 7.1.1 in the participant handbook
 2. **List various types of Machine Learning, their features, benefits, and applications.**
Hint: Refer to 7.1.2 in the participant handbook
 3. **Explain the principles of Digital Asset Management.**
Hint: Refer to 7.1.4 in the participant handbook
 4. **What is meant by NLP?**
Hint: Refer to 7.2.3 in the participant handbook
 5. **Explain the role of machine learning techniques in predictive analytics**
Hint: Refer to 7.3.5 in the participant handbook

Scan the QR codes or click on the link to watch the related video



<https://youtu.be/08PIH-qCpSo?si=vjHrDSmrFmD51HI6>



<https://www.youtube.com/watch?v=8azP1ynLFgo>

Digital Asset Management



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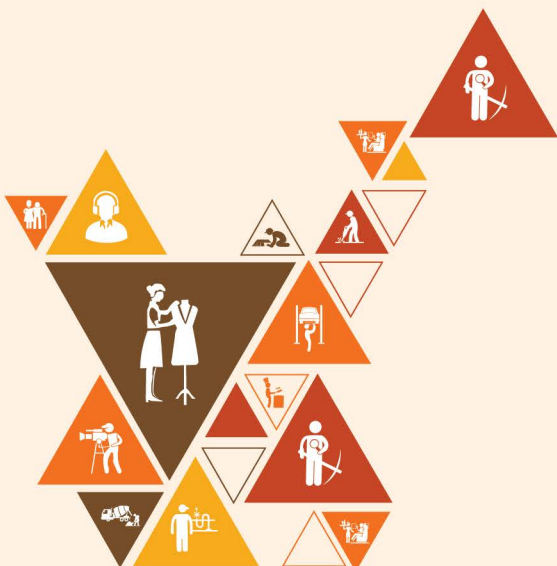


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8. IoT Integration, Metadata Enrichment and Quality Control

Unit 8.1 Leveraging IoT Integration, Metadata Enrichment, and Quality Control



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Key Learning Outcomes



At the end of this module, the trainee will be able to:

1. Discuss the benefits of IoT devices in asset tracking capabilities and recognize the importance of incorporating external data sources to enrich metadata
2. Employ various techniques for extracting information from external sources and implement quality control measures utilizing AI algorithms

Unit 8.1 Leveraging IoT Integration, Metadata Enrichment, and Quality Control

Unit Objectives

At the end of this unit, the trainee will be able to:

1. Explain the fundamentals of the Internet of Things (IoT) and its applications
2. Discuss the benefits of using IoT devices for real-time asset tracking in digital cataloguing
3. Discuss the contribution of external data in enriching the metadata
4. List the techniques for extracting information from external sources
5. Discuss the quality control measures that can be implemented using AI algorithms in digital asset management

Resources to be Used

- Participant Handbook
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

Do

- Enter the class ten minutes before the session begins.
- Welcome and greet the participants.
- Take the daily attendance.
- Maintain the record of assessment scores.

Say

- Start the class by saying, “This unit will help you to understand the fundamentals of IoT, its role in real-time asset tracking, the impact of external data on metadata enrichment, techniques for data extraction, and AI-driven quality control in digital asset management.”

Explain

- Explain the following topics:
 - o Fundamentals of Internet of Things (IoT) and its Applications – Refer to PH Table 8.1
 - o Benefits of Using IoT Devices for Real-Time Asset Tracking in Digital Cataloguing – Refer to PH Table 8.2

Ask

- What is the Internet of Things (IoT), and how does it function?
- How does IoT contribute to automation and efficiency in retail and digital cataloguing?
- How can IoT devices help in tracking digital assets in e-commerce?
- What are the advantages of real-time asset tracking in inventory and catalogue management?

Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Say

- “Let us proceed with an activity to understand the applications of IoT in digital cataloguing.”

Activity

Objective	This activity aims to help participants understand how IoT (Internet of Things) is used in digital cataloguing to improve efficiency, accuracy, and real-time data management in retail.
Materials required	<ul style="list-style-type: none"> • Presentation slides on IoT applications in digital cataloguing • Case studies or real-world examples (e.g., RFID-enabled inventory tracking, smart shelves) • Sample IoT-enabled product tags (QR codes, RFID, NFC—if available) • Whiteboard or flip chart • Markers or pens
Steps/procedure	<ol style="list-style-type: none"> 1. Explain what IoT is and its role in connecting physical retail assets to digital catalogues. 2. Discuss key applications like RFID-based inventory tracking, real-time stock updates, and AI-driven demand forecasting. 3. Provide examples of retailers using IoT for digital cataloguing (e.g., Amazon Go’s automated inventory system, Decathlon’s RFID-enabled stock management).

	<ol style="list-style-type: none"> 4. Explain how IoT devices streamline data collection, reduce errors, and enhance the accuracy of product listings. 5. Assign participants tasks such as scanning QR codes, simulating RFID inventory tracking, or using NFC tags for product authentication. 6. Demonstrate how IoT sensors update digital catalogues in real-time. 7. Divide participants into small groups and assign a retail scenario (e.g., managing a fashion store’s inventory, automating grocery stock updates). 8. Ask groups to design an IoT-powered digital cataloguing system for their scenario. 9. Each group presents their approach, explaining how IoT improves catalogue accuracy and efficiency. 10. Discuss advantages such as real-time stock visibility, improved inventory accuracy, and reduced manual data entry. 11. Highlight challenges like implementation costs, data security, and IoT integration complexities. 12. Groups present their findings and discuss the future potential of IoT in digital cataloguing. 13. Encourage participants to share insights on how IoT can be effectively integrated into retail operations.
Conclusion / What has been achieved	This activity equips participants gain hands-on knowledge of IoT applications in digital cataloguing, learning how connected devices improve inventory management, data accuracy, and automation in retail catalogues.

Tips



- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

Elaborate



- Elaborate the following topics:
 - o Contribution of External Data in Enriching Metadata
 - o Techniques for Extracting Information from External Sources – Refer to PH Table 8.3
 - o AI-Driven Quality Control Measures in Digital Asset Management

Ask

- What is metadata, and why is it important in digital asset management?
- What are some examples of external data that can enhance product listings?
- What are some common techniques used for extracting information from external sources?
- How does AI help in ensuring the accuracy and consistency of digital assets?

Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Summarize

- Summarize the session.
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions.
- Answer their queries.

Exercise

1. Instruct the trainees to open their Participant Handbook and complete the exercise given in Module 8.
2. Ensure that the participants have opened the correct page for the activity.
3. Give them 20 minutes to complete the exercise.
4. Exercise Hints:
 - **Multiple-choice Questions:**
 1. Sensors and Devices
 2. Prevents overstocking or stockouts, ensuring accurate catalog information
 3. It adds depth, context, and accuracy to the catalog, improving its comprehensiveness and user-friendliness
 4. Web Scraping
 5. Web Crawlers
 - **Answer the following questions:**
 1. **Explain the fundamentals of Internet of Things (IoT) and its applications.**
Hint: Refer to 8.1.1 in the participant handbook
 2. **Explain the benefits of using IoT devices for real-time asset tracking in digital cataloguing.**
Hint: Refer to 8.1.2 in the participant handbook

3. List some techniques used for extracting information from external sources.

Hint: Refer to 8.1.4 in the participant handbook

4. List some AI-Driven Quality Control Measures in Digital Asset Management.

Hint: Refer to 8.1.5 in the participant handbook

Scan the QR codes or click on the link to watch the related video

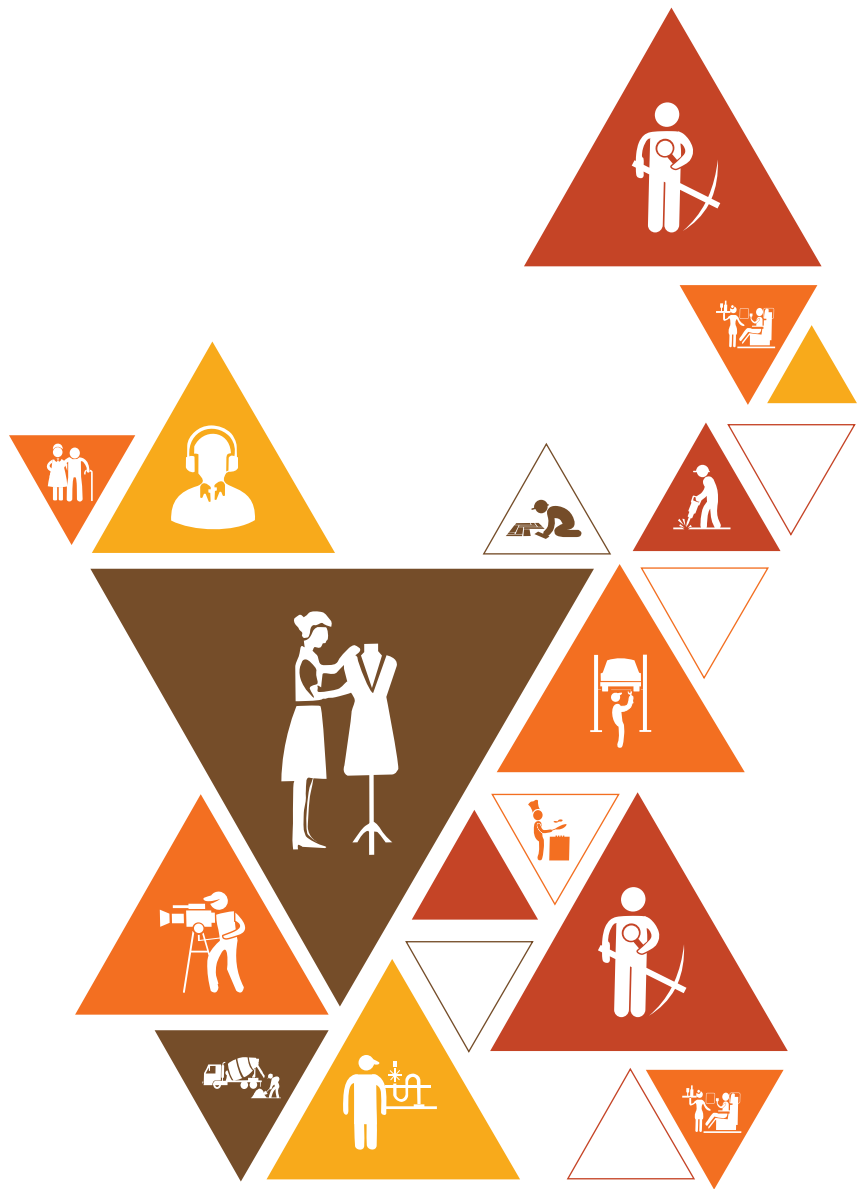


<https://www.youtube.com/watch?v=Fj02iTrWUx0>



<https://www.youtube.com/watch?v=6mBO2vqLv38>

Internet Of Things (IoT)





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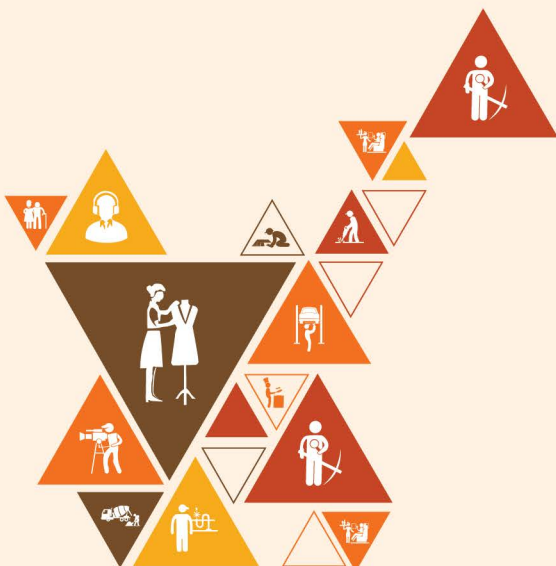


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9. Personalization Strategies and Security Measures

Unit 9.1 Strategies for Personalization and Securing Digital Systems



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Key Learning Outcomes



At the end of this module, the trainee will be able to:

1. Outline the principles of AI-driven analysis of user preferences and behaviors, enabling them to develop strategies for delivering tailored content recommendations
2. Explore and implement AI-based security measures to detect and prevent unauthorized access, ensuring the integrity and safety of digital systems

Unit 9.1 Strategies for Personalization and Securing Digital Systems

Unit Objectives

At the end of this unit, the trainee will be able to:

1. Explain the principles of AI-driven analysis of user preferences and behaviours
2. Discuss the strategies adapted for delivering personalized content recommendations
3. Discuss the advantages of techniques used for continuous improvement based on user feedback
4. Explain the importance of implementing anomaly detection for access control
5. Explore AI-based security measures to detect and prevent unauthorized access

Resources to be Used

- Participant Handbook
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

Do

- Enter the class ten minutes before the session begins.
- Welcome and greet the participants.
- Take the daily attendance.
- Maintain the record of assessment scores.

Say

- Start the class by saying, “This unit will help you to understand AI-driven analysis of user preferences, strategies for personalized recommendations, techniques for continuous improvement, the role of anomaly detection in access control, and AI-based security measures for preventing unauthorized access.”

Explain

- Explain the following topics:
 - o Principles of AI-Driven Analysis of User Preferences and Behaviours – Refer to PH Fig 9.1
 - o Strategies Adapted for Delivering Personalized Content Recommendations

Ask

- How does AI analyze user preferences and behaviors in digital commerce?
- What types of data are used for AI-driven user behavior analysis?
- What are the key strategies used to personalize content recommendations?

Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Say

- “Let us proceed with an activity to understand how AI-driven analysis helps in identifying user preferences and behaviors in e-commerce.”

Activity

Objective	This activity aims to help participants understand how AI collects, analyzes, and utilizes user data in e-commerce to improve personalization, recommendation systems, and customer engagement.
Materials required	<ul style="list-style-type: none"> • Presentation slides on AI in e-commerce (covering recommendation engines, behavioral analysis, and customer segmentation) • Case studies or real-world examples (e.g., Amazon’s recommendation system, Netflix’s personalization model) • Sample user behavior datasets (synthetic or anonymized) • Laptops with access to Excel, Google Sheets, or AI tools (if available) • Whiteboard or flip chart • Markers or pens
Steps/procedure	<ol style="list-style-type: none"> 1. Explain how AI collects data on browsing history, purchase behavior, and customer interactions. 2. Introduce AI techniques such as machine learning algorithms, collaborative filtering, and sentiment analysis used in e-commerce.

	<ol style="list-style-type: none"> 3. Provide examples of AI-driven personalization in platforms like Amazon, Flipkart, and Myntra. 4. Discuss how AI enhances product recommendations, targeted advertising, and customer retention strategies. 5. Divide participants into small groups and provide each group with a sample dataset (e.g., user purchase history, clickstream data). 6. Ask them to analyze patterns in the dataset using basic tools like Excel (sorting, filtering, and pivot tables). 7. Guide them in identifying trends, such as most frequently purchased products or peak shopping times. 8. Have each group create a recommendation strategy based on their analysis (e.g., "If a customer buys X, recommend Y"). 9. Ask them to design a mock AI-powered product recommendation feature for an e-commerce platform. 10. Highlight ethical concerns such as data privacy, user consent, and bias in AI-driven recommendations. 11. Discuss how companies ensure transparency and fair AI practices. 12. Each group presents their findings and AI-based recommendation model. 13. Discuss how AI is transforming e-commerce and how businesses can further optimize customer engagement through AI.
Conclusion / What has been achieved	This activity equips participants gain practical insights into how AI analyzes user data to enhance e-commerce experiences.

Tips

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

Elaborate

- Elaborate the following topics:
 - o Advantages of Techniques Used for Continuous Improvement Based on User Feedback – Refer to PH Fig 9.2
 - o Importance of Implementing Anomaly Detection for Access Control
 - o AI-Based Security Measures to Detect and Prevent Unauthorized Access

Ask

- How does user feedback contribute to continuous improvement in digital cataloguing?
- What is anomaly detection, and how does it enhance access control?
- What role does AI play in enhancing cybersecurity in digital cataloguing systems?

Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

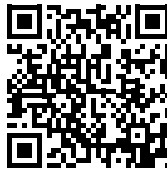
Exercise

1. Instruct the trainees to open their Participant Handbook and complete the exercise given in Module 9.
2. Ensure that the participants have opened the correct page for the activity.
3. Give them 20 minutes to complete the exercise.
4. Exercise Hints:
 - **Multiple-choice Questions:**
 1. Data Collection and Integration
 2. Collaborative Filtering
 3. Analytics and Monitoring
 4. It helps prevent unauthorized access by identifying suspicious behavior and strengthens security measures
 5. Machine Learning Algorithms
 - **Answer the following questions:**
 1. **Explain the principles of AI-Driven analysis of user preferences and behaviours.**
Hint: Refer to 9.1.1 in the participant handbook
 2. **What are the Strategies adapted for delivering personalized content recommendations.**
Hint: Refer to 9.1.2 in the participant handbook
 3. **List the advantages of techniques used for continuous improvement based on user feedback.**
Hint: Refer to 9.1.3 in the participant handbook
 4. **Explain the importance of implementing anomaly detection for access control.**
Hint: Refer to 9.1.4 in the participant handbook
 5. **List some AI- based security measures to detect and prevent unauthorized access.**
Hint: Refer to 9.1.5 in the participant handbook

Summarize

- Summarize the session.
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions.
- Answer their queries.

Scan the QR codes or click on the link to watch the related videos



<https://youtu.be/a5xjKbYRwSM?si=Sg0xgAoCEkGK-gjW>
What is AI Recommendation System



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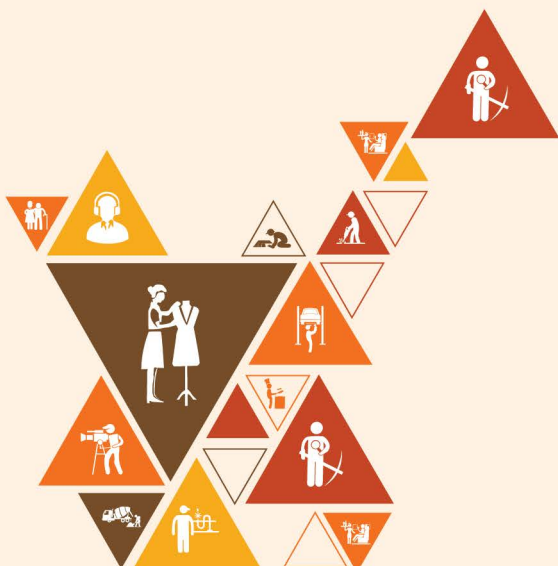


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10. Practical - Project work

Practical - Project work



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Project Overview



Design and implement an advanced Digital Asset Management System utilizing AI and machine learning techniques to automate tagging, categorization, and enhance overall organization and accessibility for associated products and services on the digital catalogue.

Project Outcomes:

- 1. Automated Tagging and Categorization (AI/ML Application):**
 - Select and implement AI algorithms for automated tagging and categorization of digital assets.
 - Achieve a specified accuracy rate in automated tagging processes.
- 2. Efficient Organization Strategies (Digital Asset Evaluation):**
 - Evaluate and implement strategies for efficient organization of digital assets.
 - Demonstrate the ability to organize assets based on content, context, and metadata.
- 3. Multimedia Content Recognition (Image and Text Recognition):**
 - Implement image and text recognition algorithms for multimedia content identification.
 - Oversee the deployment and optimization of recognition models.
- 4. Intelligent Search System (Search System Construction and Maintenance):**
 - Integrate and maintain an intelligent search system incorporating natural language processing (NLP) and machine learning.
 - Implement user-friendly search interfaces for rapid and precise retrieval of digital assets.
- 5. Dynamic Cataloguing (Adaptation of Catalogue Structures):**
 - Establish systems for dynamic adjustment of catalogue structures based on user behaviour and usage patterns.
 - Demonstrate how catalogue structures evolve to meet changing user needs over time.
- 6. User Behaviour Analysis and Predictive Analytics:**
 - Analyse user behaviour, historical data, and trends using machine learning techniques.
 - Implement predictive analytics to forecast popular or in-demand digital assets.
- 7. IoT Integration for Asset Tracking:**
 - Integrate IoT devices for real-time tracking of physical assets.
 - Demonstrate seamless linking of physical assets to their digital counterparts for accurate representation and accessibility on the digital catalogue.
- 8. External Data Integration and Metadata Enrichment:**
 - Extract information from external sources and update fields for improved catalogue organization.
 - Focus on enriching metadata associated with digital assets.
- 9. Quality Control Measures (Quality Assurance with AI):**
 - Apply AI algorithms to conduct quality control checks on digital assets.
 - Identify and rectify issues related to image resolution, file format compliance, or broken links to maintain high asset quality standards.
- 10. AI-Driven User Analysis and Security Measures:**
 - Implement AI-driven analysis of user preferences and behaviours for personalized content recommendations.
 - Employ anomaly detection and user behaviour analysis to ensure robust access control mechanisms.
 - Integrate AI-based security measures to detect and prevent unauthorized access to sensitive digital assets.

Resources to be Used

- Participant Handbook
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

Do

- Enter the class ten minutes before the session begins.
- Welcome and greet the participants.
- Take the daily attendance.
- Maintain the record of assessment scores.

Say

- Start the class by saying, “In this project work, you will design and implement an advanced Digital Asset Management System using AI and machine learning to automate tagging, categorization, and improve organization and accessibility in a digital catalog..”

Explain

- Explain the following topics:
 - o Introduction to the Project Work
 - o Project Theme Selection

Ask

- What factors should be considered while selecting a project theme?
- How can a project theme align with industry needs and digital retail trends?

Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Elaborate



- Elaborate the following topics:
 - o Step-by-Step Catalogue Creation
 - o SEO & Product Discoverability Optimization
 - o AI & Personalization Strategies
 - o IoT Integration in Catalogue Management
 - o Project Submission & Evaluation

Ask



- What are the key steps involved in creating a digital product catalogue?
- What is the role of SEO in digital cataloguing?
- How does AI contribute to personalized shopping experiences?
- What is the role of IoT in managing digital catalogues?

Notes for Facilitation



- Allow one or two students to answer the questions.
- Write down the correct answer on the board.





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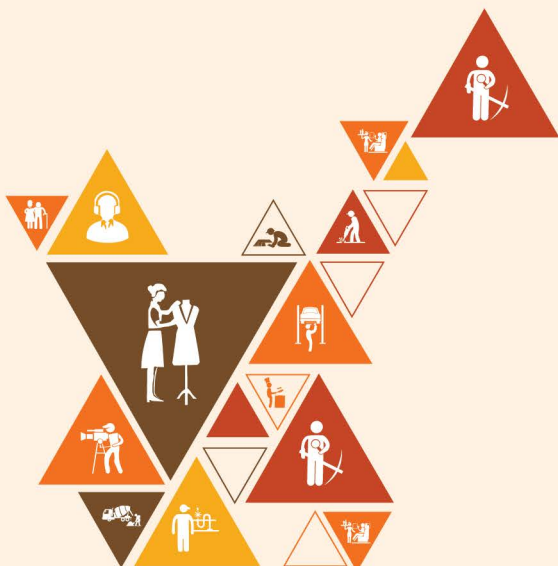
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11. Employability Skills



(DGT/VSQ/N0102)

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<https://www.skillindiadigital.gov.in/content/list>



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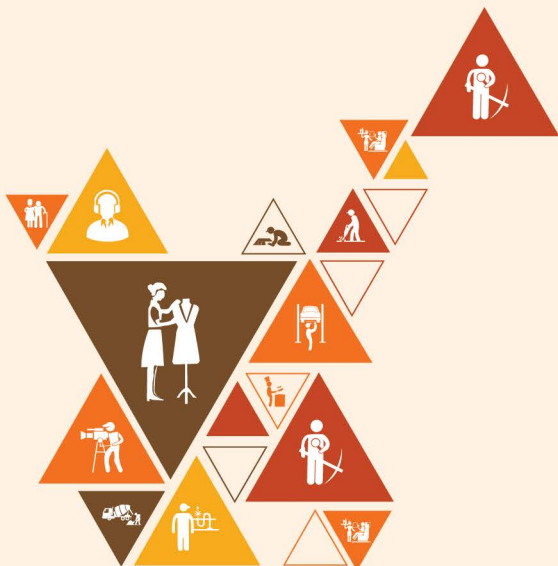


12. Annexures

Annexure I: Training Delivery Plan

Annexure II: Assessment Criteria

Annexure III: QR Code (s)



Annexure I

Training Delivery Plan

Training Delivery Plan			
Program Name:	Digital Cataloguer		
Qualification Pack Name & Ref. ID	RAS/Q0302		
Version No.	3.0	Version Update Date	30/4/2024
Pre-requisites to Training (if any)	NIL		
Training Outcomes	<p>At the end of the program, the learner should have acquired the listed knowledge and skills:</p> <ol style="list-style-type: none"> 1. List products and map SKUs accurately to cater to product category and customer needs 2. Adhere to quality standards for creating and maintaining catalogues and digital pages 3. Adhere to company policies and statutory regulations relevant to sales and service 4. Update self on basics of category management 5. Liaise with internal and external stakeholders for accurate product listings 6. Develop and implement comprehensive Digital Asset Management 7. Integrate IoT Integration, Metadata Enrichment and Quality Control for real time tracking of digital asset 8. Implement AI-driven analysis for Personalization Strategies and Security Measures 9. Employability Skills 		

S. No	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
1.	Introduction to Retail	Introduction to E-Commerce	<ul style="list-style-type: none"> Outline the evolution of e-commerce in India List the popular e-commerce websites in promoting e-commerce businesses in India 	NA	Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, and duster	Theory 00: 00 Practical 00: 00
		Responsibilities and Career Path for Digital Cataloguer	<ul style="list-style-type: none"> Discuss the roles and responsibilities of Digital Cataloguer Outline the growth opportunities of a Digital Cataloguer 		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, and duster	Theory 00: 00 Practical 00: 00
2.	List products and map SKUs accurately to cater to category and customer needs	Product Listing and SKU Mapping	<ul style="list-style-type: none"> Explain the importance of studying various online customer attitudes towards the merchandise / brands State the reasons to understand customers need with respect to merchandise category 	RAS/ N0308	Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, and duster	8 Theory 03: 00 Practical 05: 00
		Product Listing and SKU Mapping (Contd..)	<ul style="list-style-type: none"> Explain the importance of studying various online customer attitudes towards the merchandise / brands State the reasons to understand customers need with respect to merchandise category 		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, and duster	7 Theory 03: 00 Practical 04: 00
		Product Listing and SKU Mapping (Contd..)	<ul style="list-style-type: none"> Explain the importance of studying various online customer attitudes towards the merchandise / brands State the reasons to understand customers need with respect to merchandise category 		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, and duster	6 Theory 03: 00 Practical 03: 00

S. No	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		Product Listing and SKU Mapping (Contd..)	<ul style="list-style-type: none"> Explain the importance of studying various online customer attitudes towards the merchandise / brands State the reasons to understand customers need with respect to merchandise category 	NA	Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, and duster	6 Theory 03: 00 Practical 03: 00
		Product Listing and SKU Mapping (Contd..)	<ul style="list-style-type: none"> Paraphrase the importance of updating self with the features and benefits of merchandise from other e-commerce players Explain the significance of maintaining accuracy of products against uploaded images in pages/leaves created 		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, and duster	8 Theory 03: 00 Practical 05: 00
		Product Listing and SKU Mapping (Contd..)	<ul style="list-style-type: none"> Paraphrase the importance of updating self with the features and benefits of merchandise from other e-commerce players Explain the significance of maintaining accuracy of products against uploaded images in pages/leaves created 		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, and duster	8 Theory 03: 00 Practical 05: 00
		Product Listing and SKU Mapping (Contd..)	<ul style="list-style-type: none"> Paraphrase the importance of updating self with the features and benefits of merchandise from other e-commerce players Explain the significance of maintaining accuracy of products against uploaded images in pages/leaves created 		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, and duster	6 Theory 03: 00 Practical 03: 00
		Product Listing and SKU Mapping (Contd..)	<ul style="list-style-type: none"> Paraphrase the importance of updating self with the features and benefits of merchandise from other e-commerce players Explain the significance of maintaining accuracy of products against uploaded images in pages/leaves created 		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, and duster	6 Theory 03: 00 Practical 03: 00

S. No	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		Product Listing and SKU Mapping (Contd..)	<ul style="list-style-type: none"> List and map the products in a manner that improves ease of navigation and search Discuss the impact of mapping additional SKUs to listed products 		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, and duster	8 Theory 03: 00 Practical 05: 00
		Product Listing and SKU Mapping (Contd..)	<ul style="list-style-type: none"> List and map the products in a manner that improves ease of navigation and search Discuss the impact of mapping additional SKUs to listed products 		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, and duster	7 Theory 03: 00 Practical 04: 00
3.	Adhere to quality standards for creating and maintaining catalogues and digital pages	Quality Standards for Creating and Maintaining Catalogues and Digital Pages	<ul style="list-style-type: none"> List the quality parameters involved in digital cataloguing Explain the importance of photographic nuances that enhance the aesthetic aspects of the merchandise and increase impact and movement on the page List the uses of photo editing software used to enhance information being shared by vendors 	RAS/ N0309	Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	8 Theory 03: 00 Practical 05: 00
		Quality Standards for Creating and Maintaining Catalogues and Digital Pages (Contd..)	<ul style="list-style-type: none"> List the quality parameters involved in digital cataloguing Explain the importance of photographic nuances that enhance the aesthetic aspects of the merchandise and increase impact and movement on the page List the uses of photo editing software used to enhance information being shared by vendors 		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	8 Theory 03: 00 Practical

S. No	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		Quality Standards for Creating and Maintaining Catalogues and Digital Pages (Contd..)	<ul style="list-style-type: none"> List the quality parameters involved in digital cataloguing Explain the importance of photographic nuances that enhance the aesthetic aspects of the merchandise and increase impact and movement on the page List the uses of photo editing software used to enhance information being shared by vendors 		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	8 Theory 03: 00 Practical 05: 00
		Quality Standards for Creating and Maintaining Catalogues and Digital Pages (Contd..)	<ul style="list-style-type: none"> List the quality parameters involved in digital cataloguing Explain the importance of photographic nuances that enhance the aesthetic aspects of the merchandise and increase impact and movement on the page List the uses of photo editing software used to enhance information being shared by vendors 		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	8 Theory 03: 00 Practical 05: 00
		Quality Standards for Creating and Maintaining Catalogues and Digital Pages (Contd..)	<ul style="list-style-type: none"> List the quality parameters involved in digital cataloguing Explain the importance of photographic nuances that enhance the aesthetic aspects of the merchandise and increase impact and movement on the page List the uses of photo editing software used to enhance information being shared by vendors 		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	8 Theory 03: 00 Practical 05: 00
		Quality Standards for Creating and Maintaining Catalogues and Digital Pages (Contd..)	<ul style="list-style-type: none"> Explain the concepts of visual communication that are used in the catalogue/ digital pages Discuss the need to conduct timely product audits on the digital market place 		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	8 Theory 03: 00 Practical 05: 00

S. No	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		Quality Standards for Creating and Maintaining Catalogues and Digital Pages (Contd..)	<ul style="list-style-type: none"> Explain the concepts of visual communication that are used in the catalogue/ digital pages Discuss the need to conduct timely product audits on the digital market place 		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	8 Theory 03: 00 Practical 05: 00
		Quality Standards for Creating and Maintaining Catalogues and Digital Pages (Contd..)	<ul style="list-style-type: none"> Explain the concepts of visual communication that are used in the catalogue/ digital pages Discuss the need to conduct timely product audits on the digital market place 		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	8 Theory 03: 00 Practical 05: 00
		Quality Standards for Creating and Maintaining Catalogues and Digital Pages (Contd..)	<ul style="list-style-type: none"> Explain the concepts of visual communication that are used in the catalogue/ digital pages Discuss the need to conduct timely product audits on the digital market place 		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	8 Theory 03: 00 Practical 05: 00
		Quality Standards for Creating and Maintaining Catalogues and Digital Pages (Contd..)	<ul style="list-style-type: none"> Explain the concepts of visual communication that are used in the catalogue/ digital pages Discuss the need to conduct timely product audits on the digital market place 		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	8 Theory 03: 00 Practical 05: 00
4.	Adhere to company policies and statutory regulations related to sales and service	Company Policies and Statutory Regulations Related to Sales and Service	<ul style="list-style-type: none"> Outline the process of collecting desired layout of products and relevant descriptions as required by buyer and category manager Discuss the importance of validating the catalogue based on company and brand policies Explain the importance of validating the catalogue with concerned stake holders and get them uploaded on the website 	RAS/ N0310	Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	8 Theory 03: 00 Practical 05: 00

S. No	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		Company Policies and Statutory Regulations Related to Sales and Service (Contd..)	<ul style="list-style-type: none"> Outline the process of collecting desired layout of products and relevant descriptions as required by buyer and category manager Discuss the importance of validating the catalogue based on company and brand policies Explain the importance of validating the catalogue with concerned stake holders and get them uploaded ion the website 		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	8 Theory 03: 00 Practical 05: 00
		Company Policies and Statutory Regulations Related to Sales and Service (Contd..)	<ul style="list-style-type: none"> Outline the process of collecting desired layout of products and relevant descriptions as required by buyer and category manager Discuss the importance of validating the catalogue based on company and brand policies Explain the importance of validating the catalogue with concerned stake holders and get them uploaded ion the website 		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	8 Theory 03: 00 Practical 05: 00
		Company Policies and Statutory Regulations Related to Sales and Service (Contd..)	<ul style="list-style-type: none"> Outline the process of collecting desired layout of products and relevant descriptions as required by buyer and category manager Discuss the importance of validating the catalogue based on company and brand policies Explain the importance of validating the catalogue with concerned stake holders and get them uploaded ion the website 		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	8 Theory 03: 00 Practical 05: 00

S. No	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		Company Policies and Statutory Regulations Related to Sales and Service (Contd..)	<ul style="list-style-type: none"> Outline the process of collecting desired layout of products and relevant descriptions as required by buyer and category manager Discuss the importance of validating the catalogue based on company and brand policies Explain the importance of validating the catalogue with concerned stake holders and get them uploaded on the website 		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	8 Theory 03: 00 Practical 05: 00
		Company Policies and Statutory Regulations Related to Sales and Service (Contd..)	<ul style="list-style-type: none"> Describe the approval process from stake holders on digital pages as well as on the catalogue List the parameters on which the catalogue/digital pages are evaluated State the importance of collecting feedback in an accurate manner and get the same addressed by all concerned 		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	8 Theory 03: 00 Practical 05: 00
		Company Policies and Statutory Regulations Related to Sales and Service (Contd..)	<ul style="list-style-type: none"> Describe the approval process from stake holders on digital pages as well as on the catalogue List the parameters on which the catalogue/digital pages are evaluated State the importance of collecting feedback in an accurate manner and get the same addressed by all concerned 		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	8 Theory 03: 00 Practical 05: 00
		Company Policies and Statutory Regulations Related to Sales and Service (Contd..)	<ul style="list-style-type: none"> Describe the approval process from stake holders on digital pages as well as on the catalogue List the parameters on which the catalogue/digital pages are evaluated State the importance of collecting feedback in an accurate manner and get the same addressed by all concerned 		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	8 Theory 03: 00 Practical 05: 00

S. No	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		Company Policies and Statutory Regulations Related to Sales and Service (Contd..)	<ul style="list-style-type: none"> Describe the approval process from stake holders on digital pages as well as on the catalogue List the parameters on which the catalogue/digital pages are evaluated State the importance of collecting feedback in an accurate manner and get the same addressed by all concerned 		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	8 Theory 03: 00 Practical 05: 00
		Company Policies and Statutory Regulations Related to Sales and Service (Contd..)	<ul style="list-style-type: none"> Describe the approval process from stake holders on digital pages as well as on the catalogue List the parameters on which the catalogue/digital pages are evaluated State the importance of collecting feedback in an accurate manner and get the same addressed by all concerned 		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	8 Theory 03: 00 Practical 05: 00
5.	Update self on the basics of category management	Basics of Category Management	<ul style="list-style-type: none"> Define the concept of Category management in retailing Describe the category specifications with respect to grouping and sub-grouping of products Explain the features, advantages, and benefits of products 	RAS/ N0311	Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	8 Theory 03: 00 Practical 05: 00
		Basics of Category Management (Contd..)	<ul style="list-style-type: none"> Define the concept of Category management in retailing Describe the category specifications with respect to grouping and sub-grouping of products Explain the features, advantages, and benefits of products 		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	8 Theory 03: 00 Practical 05: 00

S. No	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		Basics of Category Management (Contd..)	<ul style="list-style-type: none"> Define the concept of Category management in retailing Describe the category specifications with respect to grouping and sub-grouping of products Explain the features, advantages, and benefits of products 		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	8 Theory 03: 00 Practical 05: 00
		Basics of Category Management (Contd..)	<ul style="list-style-type: none"> Discuss the importance of features, advantages and benefits in customer buying decision Discuss the importance of being aware of comparative brands strategies with respect to catalogue/page design and site layout 		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	8 Theory 03: 00 Practical 05: 00
		Basics of Category Management (Contd..)	<ul style="list-style-type: none"> Discuss the importance of features, advantages and benefits in customer buying decision Discuss the importance of being aware of comparative brands strategies with respect to catalogue/page design and site layout 		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	8 Theory 03: 00 Practical 05: 00
		Basics of Category Management (Contd..)	<ul style="list-style-type: none"> Discuss the importance of features, advantages and benefits in customer buying decision Discuss the importance of being aware of comparative brands strategies with respect to catalogue/page design and site layout 		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	8 Theory 03: 00 Practical 05: 00
		Basics of Category Management (Contd..)	<ul style="list-style-type: none"> Discuss the importance of features, advantages and benefits in customer buying decision Discuss the importance of being aware of comparative brands strategies with respect to catalogue/page design and site layout 		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	2 Theory 00: 00 Practical 02: 00

S. No	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
6.	Liaise with internal and external stakeholders for listing	Collaborating with Stakeholders for Product Listing	<ul style="list-style-type: none"> Explain the need to understand the listing structure Discuss the importance of coordinating with the vendors State the importance of coordinating with the stake holders within the company 	RAS/ N0312	Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	8 Theory 03: 00 Practical 05: 00
		Collaborating with Stakeholders for Product Listing (Contd..)	<ul style="list-style-type: none"> Explain the need to understand the listing structure Discuss the importance of coordinating with the vendors State the importance of coordinating with the stake holders within the company 		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	8 Theory 03: 00 Practical 05: 00
		Collaborating with Stakeholders for Product Listing (Contd..)	<ul style="list-style-type: none"> Explain the need to understand the listing structure Discuss the importance of coordinating with the vendors State the importance of coordinating with the stake holders within the company 		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	8 Theory 03: 00 Practical 05: 00
		Collaborating with Stakeholders for Product Listing (Contd..)	<ul style="list-style-type: none"> Explain the need to understand the listing structure Discuss the importance of coordinating with the vendors State the importance of coordinating with the stake holders within the company 		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	8 Theory 03: 00 Practical 05: 00
		Collaborating with Stakeholders for Product Listing (Contd..)	<ul style="list-style-type: none"> Describe the internal processes that need to be followed for listing products Explain the importance of interacting with various internal departments to ensure product listings go live 		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	8 Theory 03: 00 Practical 05: 00

S. No	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		Collaborating with Stakeholders for Product Listing (Contd..)	<ul style="list-style-type: none"> Describe the internal processes that need to be followed for listing products Explain the importance of interacting with various internal departments to ensure product listings go live 		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	8 Theory 03: 00 Practical 05: 00
		Collaborating with Stakeholders for Product Listing (Contd..)	<ul style="list-style-type: none"> Describe the internal processes that need to be followed for listing products Explain the importance of interacting with various internal departments to ensure product listings go live 		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	2 Theory 00: 00 Practical 02: 00
7.	Digital Asset Management	Fundamentals of Artificial Intelligence and Digital Asset Management	<ul style="list-style-type: none"> Explain the basic principles and concepts of artificial intelligence Discuss the features and benefits of types of machine learning and their applications List the different types of digital assets and their purpose which are part of digital cataloguing Explain the principles of digital asset management Discuss the significance of metadata, content context, and organization 	RAS/ N0313	Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	2 Theory 02: 00 Practical 00: 00
		AI Techniques for Image Recognition and Natural Language Processing	<ul style="list-style-type: none"> Explain the fundamentals and applications of image recognition algorithms Explain the importance of deployment and optimization of image recognition models Discuss the basics of natural language processing (NLP) and its role in digital asset management 		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	2 Theory 02: 00 Practical 00: 00

S. No	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
			<ul style="list-style-type: none"> Discuss the advantages of advanced search algorithms incorporating NLP and machine learning Explain the principles behind dynamic adjustment of catalogue structures 				
		User Insights and Predictive Analytics for Digital Catalogue Optimization	<ul style="list-style-type: none"> Explain the role of user behaviour and usage patterns in influencing catalogue evolution Discuss the strategies to ensure evolution of digital asset catalogue to meet changing user needs State the benefits of leveraging user feedback and behaviour analytics for iterative improvements Explain the need for application of predictive analytics to forecast popular or in-demand digital assets List the machine learning techniques along with their applications in predictive analytics 		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	1 Theory 01: 00 Practical 00: 00
8.	IoT Integration, Metadata Enrichment and Quality Control	Leveraging IoT Integration, Metadata Enrichment, and Quality Control	<ul style="list-style-type: none"> Explain the fundamentals of the Internet of Things (IoT) and its applications Discuss the benefits of using IoT devices for real-time asset tracking in digital cataloguing Discuss the contribution of external data in enriching the metadata List the techniques for extracting information from external sources Discuss the quality control measures that can be implemented using AI algorithms in digital asset management 	RAS/ N0313	Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	5 Theory 05: 00 Practical 00: 00

S. No	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
9.	Personalization Strategies and Security Measures	Strategies for Personalization and Securing Digital Systems	<ul style="list-style-type: none"> Explain the principles of AI-driven analysis of user preferences and behaviours Discuss the strategies adapted for delivering personalized content recommendations Discuss the advantages of techniques used for continuous improvement based on user feedback Explain the importance of implementing anomaly detection for access control Explore AI-based security measures to detect and prevent unauthorized access 	RAS/N0313	Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	5 Theory 05: 00 Practical 00: 00
10.	Practical - Project work	Automated Tagging and Categorization (AI/ML Application)	<ul style="list-style-type: none"> Select and implement AI algorithms for automated tagging and categorization of digital assets Achieve a specified accuracy rate in automated tagging processes 	RAS/N0313	Practical	Computer/Laptop/ Tab/Smart Phone with built in softwares: MS Office, Photo editing softwares,Ecommerce Website, Camera, Product catalogue, UPS, Scanner cum Printer, Computer Tables, Chairs, LCD Projector, White Board	1.5 Practical 01: 30
		Efficient Organization Strategies (Digital Asset Evaluation)	<ul style="list-style-type: none"> Evaluate and implement strategies for efficient organization of digital assets Demonstrate the ability to organize assets based on content, context, and metadata 		Practical	Computer/Laptop/ Tab/Smart Phone with built in softwares: MS Office, Photo editing softwares,Ecommerce Website, Camera, Product catalogue, UPS, Scanner cum Printer, Computer Tables, Chairs, LCD Projector, White Board	1.5 Practical 01: 30

S. No	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		Multimedia Content Recognition (Image and Text Recognition)	<ul style="list-style-type: none"> Implement image and text recognition algorithms for multimedia content identification Oversee the deployment and optimization of recognition models 		Practical	Computer/Laptop/Tab/Smart Phone with built in softwares: MS Office, Photo editing softwares,Ecommerce Website, Camera, Product catalogue, UPS, Scanner cum Printer, Computer Tables, Chairs, LCD Projector, White Board	1.5 Practical 01: 30
		Intelligent Search System (Search System Construction and Maintenance)	<ul style="list-style-type: none"> Integrate and maintain an intelligent search system incorporating natural language processing (NLP) and machine learning Implement user-friendly search interfaces for rapid and precise retrieval of digital assets 		Practical	Computer/Laptop/Tab/Smart Phone with built in softwares: MS Office, Photo editing softwares,Ecommerce Website, Camera, Product catalogue, UPS, Scanner cum Printer, Computer Tables, Chairs, LCD Projector, White Board	1.5 Practical 01: 30
		Dynamic Cataloguing (Adaptation of Catalogue Structures)	<ul style="list-style-type: none"> Establish systems for dynamic adjustment of catalogue structures based on user behaviour and usage patterns Demonstrate how catalogue structures evolve to meet changing user needs over time 		Practical	Computer/Laptop/Tab/Smart Phone with built in softwares: MS Office, Photo editing softwares,Ecommerce Website, Camera, Product catalogue, UPS, Scanner cum Printer, Computer Tables, Chairs, LCD Projector, White Board	1.5 Practical 01: 30
		User Behaviour Analysis and Predictive Analytics	<ul style="list-style-type: none"> Analyse user behaviour, historical data, and trends using machine learning techniques Implement predictive analytics to forecast popular or in-demand digital assets 		Practical	Computer/Laptop/Tab/Smart Phone with built in softwares: MS Office, Photo editing softwares,Ecommerce Website, Camera, Product catalogue, UPS, Scanner cum Printer, Computer Tables, Chairs, LCD Projector, White Board	1.5 Practical 01: 30

S. No	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		IoT Integration for Asset Tracking	<ul style="list-style-type: none"> Integrate IoT devices for real-time tracking of physical assets Demonstrate seamless linking of physical assets to their digital counterparts for accurate representation and accessibility on the digital catalogue 		Practical	Computer/Laptop/Tab/Smart Phone with built in softwares: MS Office, Photo editing softwares,Ecommerce Website, Camera, Product catalogue, UPS, Scanner cum Printer, Computer Tables, Chairs, LCD Projector, White Board	1.5 Practical 01: 30
		External Data Integration and Metadata Enrichment	<ul style="list-style-type: none"> Extract information from external sources and update fields for improved catalogue organization Focus on enriching metadata associated with digital assets 		Practical	Computer/Laptop/Tab/Smart Phone with built in softwares: MS Office, Photo editing softwares,Ecommerce Website, Camera, Product catalogue, UPS, Scanner cum Printer, Computer Tables, Chairs, LCD Projector, White Board	1.5 Practical 01: 30
		Quality Control Measures (Quality Assurance with AI)	<ul style="list-style-type: none"> Apply AI algorithms to conduct quality control checks on digital assets Identify and rectify issues related to image resolution, file format compliance, or broken links to maintain high asset quality standards 		Practical	Computer/Laptop/Tab/Smart Phone with built in softwares: MS Office, Photo editing softwares,Ecommerce Website, Camera, Product catalogue, UPS, Scanner cum Printer, Computer Tables, Chairs, LCD Projector, White Board	1.5 Practical 01: 30

S. No	Module Name	Session Name	Session Objectives	NOS		Training Tools/Aids	Duration (hours)
		AI-Driven User Analysis and Security Measures	<ul style="list-style-type: none"> Implement AI-driven analysis of user preferences and behaviours for personalized content recommendation Employ anomaly detection and user behaviour analysis to ensure robust access control mechanisms Integrate AI-based security measures to detect and prevent unauthorized access to sensitive digital assets 		Practical	Computer/Laptop/Tab/Smart Phone with built in softwares: MS Office, Photo editing softwares,Ecommerce Website, Camera, Product catalogue, UPS, Scanner cum Printer, Computer Tables, Chairs, LCD Projector, White Board	1.5 Practical 01: 30
11.	Employability Skills	Introduction to Employability Skills	<ul style="list-style-type: none"> Discuss the Employability Skills required for jobs in various industries List different learning and employability related GOI and private portals and their usage 	DGT/ VSQ/ N0102	Interactive Lecture in the Class, Activity	Participant handbook, Projector, Whiteboard, Marker, Duster, Audio Visual aide, Computer with Internet	1.5 T: 0.5 P: 01:00

S. No	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		Constitutional values - Citizenship	<ul style="list-style-type: none"> Explain the constitutional values, including civic rights and duties, citizenship, responsibility towards society and personal values and ethics such as honesty, integrity, caring and respecting others that are required to become a responsible citizen Show how to practice different environmentally sustainable practices 		Interactive Lecture in the Class, Activity	Participant handbook, Projector, Whiteboard, Marker, Duster, Audio Visual aide, Computer with Internet	1.5 T: 0.5 P: 01:00
		Becoming a Professional in the 21st Century	<ul style="list-style-type: none"> Discuss importance of relevant 21st century skills Exhibit 21st century skills like Self-Awareness, Behavior Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn etc. in personal or professional life Describe the benefits of continuous learning 		Interactive Lecture in the Class, Activity	Participant handbook, Projector, Whiteboard, Marker, Duster, Audio Visual aide, Computer with Internet	2.5 T: 01:00 P: 01:5
		Basic English Skills	<ul style="list-style-type: none"> Show how to use basic English sentences for everyday conversation in different contexts, in person and over the telephone Read and understand text written in basic English Write a short note/ paragraph / letter/e-mail using correct basic English 		Interactive Lecture in the Class, Activity	Participant handbook, Projector, Whiteboard, Marker, Duster, Audio Visual aide, Computer with Internet	10:00 T: 04:00 P: 06:00

S. No	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		Career Development & Goal Setting	<ul style="list-style-type: none"> Create a career development plan with well-defined short- and long-term goals 		Interactive Lecture in the Class, Activity	Participant handbook, Projector, Whiteboard, Marker, Duster, Audio Visual aide, Computer with Internet	02:00 T: 01:00 P: 01:00
		Communication Skills	<ul style="list-style-type: none"> Demonstrate how to communicate effectively using verbal and nonverbal communication etiquette Explain the importance of active listening for effective communication Discuss the significance of working collaboratively with others in a team 		Interactive Lecture in the Class, Activity	Participant handbook, Projector, Whiteboard, Marker, Duster, Audio Visual aide, Computer with Internet	05:00 T: 02:00 P: 03:00
		Diversity & Inclusion	<ul style="list-style-type: none"> Demonstrate how to behave, communicate, and conduct appropriately with all genders and PwD Discuss the significance of escalating sexual harassment issues as per POSH act 		Interactive Lecture in the Class, Activity	Participant handbook, Projector, Whiteboard, Marker, Duster, Audio Visual aide, Computer with Internet	2.5 T: 01:00 P: 01:5
		Financial and Legal Literacy	<ul style="list-style-type: none"> Outline the importance of selecting the right financial institution, product, and service Demonstrate how to carry out offline and online financial transactions, safely and securely List the common components of salary and compute income, expenditure, taxes, investments etc. Discuss the legal rights, laws, and aids 		Interactive Lecture in the Class, Activity	Participant handbook, Projector, Whiteboard, Marker, Duster, Audio Visual aide, Computer with Internet	05:00 T: 02:00 P: 03:00

S. No	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		Essential Digital Skills	<ul style="list-style-type: none"> Describe the role of digital technology in today's life Demonstrate how to operate digital devices and use the associated applications and features, safely and securely Discuss the significance of displaying responsible online behavior while browsing, using various social media platforms, e-mails, etc., safely and securely 		Interactive Lecture in the Class, Activity	Participant handbook, Projector, Whiteboard, Marker, Duster, Audio Visual aide, Computer with Internet	05:00 T: 02:00 P: 03:00
		Essential Digital Skills (Contd..)	<ul style="list-style-type: none"> Create sample word documents, excel sheets and presentations using basic features Utilize virtual collaboration tools to work effectively 		Interactive Lecture in the Class, Activity	Participant handbook, Projector, Whiteboard, Marker, Duster, Audio Visual aide, Computer with Internet	05:00 T: 02:00 P: 03:00
		Entrepreneurship	<ul style="list-style-type: none"> Explain the types of entrepreneurship and enterprises Discuss how to identify opportunities for potential business, sources of funding and associated financial and legal risks with its mitigation plan Describe the 4Ps of Marketing-Product, Price, Place and Promotion and apply them as per requirement Create a sample business plan, for the selected business opportunity 		Interactive Lecture in the Class, Activity	Participant handbook, Projector, Whiteboard, Marker, Duster, Audio Visual aide, Computer with Internet	07:00 T: 03:00 P: 04:00

S. No	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		Customer Service	<ul style="list-style-type: none"> Describe the significance of analyzing different types and needs of customers Explain the significance of identifying customer needs and responding to them in a professional manner Discuss the significance of maintaining hygiene and dressing appropriately 		Interactive Lecture in the Class, Activity	Participant handbook, Projector, Whiteboard, Marker, Duster, Audio Visual aide, Computer with Internet	05:00 T: 02:00 P: 03:00
		Getting Ready for Apprenticeship & Jobs	<ul style="list-style-type: none"> Create a professional Curriculum Vitae (CV) Use various offline and online job search sources such as employment exchanges, recruitment agencies, and job portals respectively Discuss the significance of maintaining hygiene and confidence during an interview Perform a mock interview List the steps for searching and registering for apprenticeship opportunities 		Interactive Lecture in the Class, Activity	Participant handbook, Projector, Whiteboard, Marker, Duster, Audio Visual aide, Computer with Internet	08:00 T: 03:00 P: 05:00
						Theory	165:00
						Practical	255:00
						OJT	60:00
						Total Duration	480:00

Annexure II

Assessment Criteria

CRITERIA FOR ASSESSMENT OF TRAINEES

Assessment Criteria for Retail Cashier	
Job Role	Digital Cataloguer
Qualification Pack	RAS/Q0302, V3.0
Sector Skill Council	Retailers Association's Skill Council of India

S. No.	Guidelines for Assessment
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.

Assessment outcomes	Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
RAS/N0308: List products and map SKUs accurately to cater to category and customer needs	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	-	-	

Assessment outcomes	Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	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	-	-
RAS/N0309: Adhere to quality standards for creating and maintaining catalogues and digital pages	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	-	-

Assessment outcomes	Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
RAS/N0310: Adhere to company policies and statutory regulations related to sales and service	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	-	-
RAS/N0311: Update self on basics of category management	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	-	-

Assessment outcomes	Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	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	-	-
RAS/N0312: Liaise with internal and external stakeholders for listing	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	-	-

Assessment outcomes	Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	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	-	-
RAS/N0313: Smart Digital Asset Management	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	-	-

Assessment out-comes	Assessment Criteria for Out-comes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	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	-	-
	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	-	-

Assessment out-comes	Assessment Criteria for Out-comes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	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	-	-
DGT/VSQ/N0102: Employability Skills (60 Hours)	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	-	-	-	-	







Assessment outcomes	Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	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	-	-
	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	-	-




Assessment out-comes	Assessment Criteria for Out-comes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	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	-	-	-	-
	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	-	-	-	-

Assessment outcomes	Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	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	-	-

Annexure III

QR Code (s)

Module No.	Unit No.	Topic Name	Page No	Link for QR Code (s)	QR code (s)
Chapter 1	Introduction to E-Commerce	Evolution of E-Commerce in India	8	https://www.youtube.com/watch?v=SRGXmxgJNVs	
Chapter 2	Product Listing and SKU Mapping	Customer Feedback	14	https://www.youtube.com/watch?v=MfY3mbYMOtQ	
Chapter 3	Adhere to quality standards for creating and maintaining catalogues and digital pages	How to Design a Brochure in Photoshop	21	https://youtu.be/yNkfrzOr-5CA?si=5LLa1R-fWslWuiCM	
Chapter 5	Concept of Category Management in Retailing	Concept of Category Management in Retailing	34	https://youtu.be/ammdkAs-c9kU?si=6lu0_VZ4a5zYepOt	
Chapter 7	Digital Asset Management	Principles of Digital Asset Management	52	https://www.youtube.com/watch?v=8azP1ynLFgo	
			52	https://www.youtube.com/watch?v=08PIH-qCpSo	

Module No.	Unit No.	Topic Name	Page No	Link for QR Code (s)	QR code (s)
Chapter 8	IoT Integration, Metadata Enrichment and Quality Control	Fundamentals of Internet of Things (IoT) and its Applications	59	https://www.youtube.com/watch?v=6mBO2vqLv38	
			59	https://www.youtube.com/watch?v=Fj02iTrWUx0	
Chapter 9	IoT Integration, Metadata Enrichment and Quality Control	Strategies Adapted for Delivering Personalized Content Recommendations	67	https://youtu.be/a5xjKbYR-wSM?si=Sg0xgAoCEkGK-gjW	

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