

# Model Curriculum

## Digital Cataloguer

**SECTOR : RETAIL**  
**SUB-SECTOR : E-COMMERCE**  
**OCCUPATION : CATEGORY MANAGEMENT**  
**REF. ID : RAS/Q0302 VERSION 1.0**  
**NSQF LEVEL : 4**

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## Certificate

### CURRICULUM COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

**RETAILERS ASSOCIATION'S SKILL COUNCIL OF INDIA**

for the

### MODEL CURRICULUM

Complying to National Occupational Standards of  
Job Role/Qualification Pack: **'Digital Cataloguer'** QP No. **'RAS/Q0302 NSQF Level 4'**

Date of Issuance: **May 21<sup>st</sup>, 2021**

Valid up to: **May 26<sup>th</sup>, 2024**

\* Valid up to the next review date of the Qualification Pack



Authorised Signatory  
(Retailers Association's Skill Council of India)

# Digital Cataloguer

## Curriculum / Syllabus

This program is aimed at training candidates for the job of a “Digital Cataloguer”, in the “Retail” Sector/Industry and aims at building the following key competencies amongst the learner

|  |   |                            |            |
|--|---|----------------------------|------------|
| <b>Program Name</b>                                | <b>Digital Cataloguer</b>   |                            |            |
| <b>Qualification Pack Name &amp; Reference ID.</b> | Digital Cataloguer<br>RAS/Q0302 VERSION 1.0   |                            |            |
| <b>Version No.</b>                                 | 1.0   | <b>Version Update Date</b> | 21-05-2021 |
| <b>Pre-requisites to Training</b>                  | 12th standard pass and 2 Years of experience in a similar role.<br>OR<br>ITI Pass (2 Years after Class 10) and 2 Years of experience in a similar role.   |                            |            |
| <b>Training Outcomes</b>                           | <p><b>After completing this programme, participants will be able to:</b></p> <ul style="list-style-type: none"> <li>• List products and map SKUs accurately to cater to product category and customer needs</li> <li>• Adhere to quality standards for creating and maintaining catalogues and digital pages</li> <li>• Adhere to company policies and statutory regulations relevant to sales and service</li> <li>• Update self on basics of category management</li> <li>• Liaise with internal and external stakeholders for accurate product listings</li> </ul> |                            |            |

This course encompasses 5 out of 5 National Occupational Standards (NOS) of “Digital Cataloguer” Qualification Pack issued by “Retailers Association's Skill Council of India”.

| Sr. No. | Module  | Key Learning Outcomes   | Equipment Required   |
|---------|---|---|--|
| 1       | <p><b>List products and map SKUs accurately to cater to product category and customer needs</b></p> <p><b>Theory Duration</b><br/>(hh:mm)<br/>30:00</p> <p><b>Practical Duration</b><br/>(hh:mm)<br/>30:00</p> <p><b>Corresponding NOS Code</b><br/>RAS / N0308</p> | <p>The learners should be able to:</p> <ul style="list-style-type: none"> <li>• study online customer attitudes towards the merchandise / brands</li> <li>• understand customer needs with respect to merchandise category</li> <li>• suggest methods to communicate the merchandise in an online platform</li> <li>• update self on comparative features and benefits of merchandise from other ecommerce players</li> <li>• update self on competitor’s online product presentations</li> <li>• coordinate with teams to ensure development of accurate product descriptions as per category norms</li> <li>• ensure listing and mapping of products in a manner that improves ease of navigation and search</li> <li>• ensure accuracy of products against uploaded images in pages/leaves created</li> <li>• periodic updates to existing product listings for prices, offers, quantity etc.</li> <li>• correct mapping of listed products/SKUs to listed vendors</li> <li>• mapping additional SKUs to listed products</li> </ul> <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> <li>• categories of products being sold</li> <li>• industry and market information about products being sold</li> <li>• marketing plans and promotions within the organization</li> <li>• possible errors in listing of products and how to prevent them</li> </ul> | <ul style="list-style-type: none"> <li>• Hi-speed internet connection</li> <li>• Computer/Laptop/Tab/Smart Phone with built in softwares: <ul style="list-style-type: none"> <li>○ MS Office</li> <li>○ Photo editing softwares</li> <li>○ Ecommerce Website</li> </ul> </li> <li>• Camera</li> <li>• Product catalogue (just to give an idea of how product detailing is done)</li> </ul> |

|          |   |  |   |
|----------|---|--|---|
| <p>2</p> | <p><b>Adhere to quality standards for creating and maintaining catalogues and digital pages</b></p> <p><b>Theory Duration</b><br/>(hh:mm)<br/>30:00</p> <p><b>Practical Duration</b><br/>(hh:mm)<br/>30:00</p> <p><b>Corresponding NOS Code</b><br/>RAS/N0309</p> | <p>The learners should be able to:</p> <ul style="list-style-type: none"> <li>• create catalogues and digital pages using appropriate softwares</li> <li>• ensure correct mapping of products and product descriptions to the photographs being showcased/displayed</li> <li>• understand and explain photographic nuances that enhance the aesthetic aspects of the merchandise and increase impact and movement on the page</li> <li>• recommend usage of editing software's that impacts photo quality</li> <li>• work closely with category teams to conform to brand and sales requirements</li> <li>• explain the concepts of visual communication being used in the catalogue/digital pages</li> <li>• conduct timely product audit on the digital marketplace</li> </ul> <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> <li>• categories of products being sold</li> <li>• concept of digital visual communication</li> <li>• availability of content and digital capabilities within the organization</li> <li>• softwares and quality parameters involved in digital cataloguing</li> <li>• possible errors in listing of products and how to</li> </ul>   | <ul style="list-style-type: none"> <li>• Hi-speed internet connection</li> <li>• Computer/Laptop/Tab/S mart Phone with built in softwares: <ul style="list-style-type: none"> <li>○ MS Office</li> <li>○ Photo editing softwares</li> <li>○ Ecommerce Website</li> </ul> </li> <li>• Camera</li> <li>• Product catalogue (just to give an idea of how product detailing is done)</li> </ul> |
| <p>3</p> | <p><b>Adhere to company policies and statutory regulations related to sales and service</b></p> <p><b>Theory Duration</b><br/>(hh:mm)<br/>30:00</p> <p><b>Practical Duration</b><br/>(hh:mm)<br/>30:00</p> <p><b>Corresponding NOS Code</b><br/>RAS/N0310</p>     | <p>The learners should be able to:</p> <ul style="list-style-type: none"> <li>• collect desired layout of products and relevant descriptions as required by buyer and category manager</li> <li>• share photographs, descriptions and other relevant information with respect to products as received from sellers/ vendors</li> <li>• validate photographs, descriptions and other relevant information with respect to company and brand policies</li> <li>• validate the updated information with concerned stake holders and get the same uploaded on the website</li> <li>• seek approval from concerned stake holders on digital pages as well as pages/leaves in the online catalogue</li> <li>• collect feedback in an accurate manner and get the same addressed by all concerned</li> </ul> <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> <li>• categories of products being sold</li> <li>• policies with respect to data transfer to and from business partners</li> <li>• availability of content and digital capabilities within the organization</li> <li>• page/leave creation/product listing on the website</li> <li>• business policies with respect to listing/adding vendors</li> <li>• specifications with respect to product images</li> </ul> | <ul style="list-style-type: none"> <li>• Hi-speed internet connection</li> <li>• Computer/Laptop/Tab/S mart Phone with built in softwares: <ul style="list-style-type: none"> <li>○ MS Office</li> <li>○ Photo editing softwares</li> <li>○ Ecommerce Website</li> </ul> </li> <li>• Camera</li> <li>• Product catalogue (just to give an idea of how product detailing is done)</li> </ul> |

| Sr. No. | Module  | Key Learning Outcomes  | Equipment Required  |
|---------|---|--|---|
| 4       | <p><b>Update self on basics of category management</b></p> <p><b>Theory Duration</b><br/>(hh:mm)<br/>25:00</p> <p><b>Practical Duration</b><br/>(hh:mm)<br/>25:00</p> <p><b>Corresponding NOS Code</b><br/>RAS/N0311</p>                                | <p>The learners should be able to:</p> <ul style="list-style-type: none"> <li>understand category specifications with respect to grouping and sub grouping of products</li> <li>group products correctly as per their subcategories and hierarchies</li> <li>explain the features, advantages and benefits of products</li> <li>identify the importance of features, advantages and benefits in customer buying decision</li> <li>relate to strategies of comparative brands with respect to catalogues/page designs and site lay-out</li> </ul> <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> <li>concept of category management</li> <li>categories of products being sold</li> <li>industry and market information about products being sold</li> <li>policies with respect to data transfer to and from business partners</li> <li>availability of content and digital capabilities within the organization</li> </ul>  | <ul style="list-style-type: none"> <li>Hi-speed internet connection</li> <li>Computer/Laptop/Tab/S mart Phone with built in softwares:             <ul style="list-style-type: none"> <li>MS Office</li> <li>Photo editing softwares</li> <li>Ecommerce Website</li> </ul> </li> <li>Camera</li> <li>Product catalogue (just to give an idea of how product detailing is done)</li> </ul> |
| 5       | <p><b>Liase with internal and external stakeholders for accurate product listings</b></p> <p><b>Theory Duration</b><br/>(hh:mm)<br/>25:00</p> <p><b>Practical Duration</b><br/>(hh:mm)<br/>25:00</p> <p><b>Corresponding NOS Code</b><br/>RAS/N0312</p> | <p>The learners should be able to:</p> <ul style="list-style-type: none"> <li>interact with category managers to understand specified listing structure</li> <li>interact with category managers to identify products to be displayed as per specified structure</li> <li>identify internal processes that need to be followed for listings to go live</li> <li>interact with various internal departments to ensure product listings go live</li> <li>co-ordinate with vendors to ensure information is available in the desired form and in accurate formats</li> <li>co-ordinate with vendors for products, product descriptions and supporting documents</li> </ul> <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> <li>categories of products being sold marketing plans and promotions within the organization</li> <li>possible errors in listing of products and how to prevent the same</li> <li>policies with respect to data transfer to and from business partners</li> <li>availability of content and digital capabilities within the organization</li> <li>page/leaf creation/product listing on the site</li> <li>business policies with respect to listing/adding vendors</li> </ul> | <ul style="list-style-type: none"> <li>Hi-speed internet connection</li> <li>Computer/Laptop/Tab/S mart Phone with built in softwares:             <ul style="list-style-type: none"> <li>MS Office</li> <li>Photo editing softwares</li> <li>Ecommerce Website</li> </ul> </li> <li>Camera</li> <li>Product catalogue (just to give an idea of how product detailing is done)</li> </ul> |

| Sr. No. | Module  | Key Learning Outcomes   | Equipment Required |
|---------|---|---|--------------------|
|         | <p><b>Total Duration</b></p> <p><b>Theory Duration</b><br/><b>140.00</b></p> <p><b>Practical Duration</b><br/><b>140.00</b></p> | <p><b>Unique Equipment Required:</b></p> <ul style="list-style-type: none"> <li>• Hi-speed internet connection</li> <li>• Computer/Laptop/Tab/Smart Phone with built in softwares:               <ul style="list-style-type: none"> <li>○ MS Office</li> <li>○ Photo editing softwares</li> <li>○ Ecommerce Website</li> </ul> </li> <li>• Camera</li> <li>• Product catalogue (just to give an idea of how product detailing is done)</li> </ul> |                    |

**Grand Total Course Duration: 280 Hours 00 Minutes**

***(This syllabus/ curriculum has been approved by Retailers Association's Skill Council of India)***



## Trainer Prerequisites for Job role: “Digital Cataloguer” mapped to Qualification Pack: “RAS/Q0302 VERSION 1.0”

| Sr. No. | Area                                      | Details  |
|---------|---|--|
| 1       | <b>Job Description</b>                    | Individual in this position should be able to train and skill candidates as per Qualification Pack by using effective methodology for the target audience/candidates whilst ensuing consistently high pass percentage.   |
| 2       | <b>Personal Attributes</b>                | Individual in this position should exhibits below mentioned attributes: <ul style="list-style-type: none"> <li>• Should be subject knowledge / matter expert</li> <li>• Effective communication skills and proven integrity, as well as sincerity</li> <li>• Ability to conduct interactive training program and concentrate on details</li> <li>• High sense of thoughtfulness in a habitually active environment</li> <li>• Multi-talented and resourceful ability when handling different tasks</li> <li>• Highly skilled in promoting friendly atmosphere and efficient in managing learners</li> </ul>  |
| 3       | <b>Minimum Educational Qualifications</b> | <b>Existing Trainers</b> <ul style="list-style-type: none"> <li>• 12th pass with 4 years of experience in Retail Store Operations or Sales including minimum 1 year of supervisory or training experience</li> </ul> OR <ul style="list-style-type: none"> <li>• Retail Diploma/Graduate with 2 years of experience in Retail Store Operations or Sales including minimum 1 year of supervisory or training experience</li> </ul> <b>New Trainers</b> <ul style="list-style-type: none"> <li>• 12th pass with 4 years of experience in Retail Store Operations or Sales</li> </ul> OR <ul style="list-style-type: none"> <li>• Retail Diploma/Graduate with 2 years of experience in Retail Store Operations or Sales</li> </ul> |
| 4a      | <b>Domain Certification</b>               | Certified for Job Role: “ <u>Digital Cataloguer</u> ” mapped to QP “ <u>RAS/Q0302 VERSION 1.0</u> ”. Minimum accepted score of 80% or as per RASCI guidelines.   |
| 4b      | <b>Platform Certification</b>             | Recommended that the Trainer is certified for the Job Role: “Trainer”, mapped to the Qualification Pack: “MEP/Q2601”. Minimum accepted score of 80% or as per RASCI guidelines.  |
| 5       | <b>Experience</b>                         | As specified above in the Minimum Educational Qualifications   |

## Annexure: Assessment Criteria

|   |   |
|---|---|
| <b>Assessment Criteria for Digital Cataloguer</b> |   |
| <b>Job Role</b>                                   | <b>Digital Cataloguer</b>                             |
| <b>Qualification Pack</b>                         | <b>RAS/Q0302 VERSION 1.0</b>                          |
| <b>Sector Skill Council</b>                       | <b>Retailers Association's Skill Council of India</b> |

| Sr. No. | Guidelines for Assessment  |
|---------|--|
| 1       | Criteria for assessment for each Qualification Pack will be created by Retailers Association's Skill Council of India. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each PC |
| 2       | The assessment for the theory part will be based on knowledge bank of questions created by the SSC   |
| 3       | Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training centre   |
| 4       | Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training centre based on this criteria   |
| 5       | To pass the Qualification Pack, every trainee should score a minimum marks as mentioned in respective QP   |
| 6       | In case of successfully passing only certain number of NOS's, the trainee is eligible to take subsequent assessment on the balance NOS's to pass the Qualification Pack  |

| Assessment Outcomes   | Assessment Criteria for Outcomes  | Marks Allocation |        |        |                  |
|---|---|------------------|--------|--------|------------------|
|   |   | Total Mark       | Out Of | Theory | Skills Practical |
| 1. RAS/N0308<br>(List products and map SKUs accurately to cater to category and customer needs) | PC1. study online customer attitudes towards the merchandise / brand                                    | <b>100</b>       | 10     | 5      | 5                |
|   | PC2. understand customer needs with respect to merchandise category                                     |                  | 9      | 4.5    | 4.5              |
|   | PC3. suggest methods to communicate the merchandise in an online form                                   |                  | 9      | 4.5    | 4.5              |
|   | PC4. update self on comparative features and benefits of merchandise from other e-commerce players      |                  | 9      | 4.5    | 4.5              |
|   | PC5. update self on competitors' online product presentations   |                  | 9      | 4.5    | 4.5              |
|   | PC6. coordinate with teams to ensure development of accurate product descriptions as per category norms |                  | 9      | 4.5    | 4.5              |
|   | PC7. ensure listing and mapping of products in a manner that improves ease of navigation and search     |                  | 9      | 4.5    | 4.5              |
|   | PC8. ensure accuracy of products against uploaded images in pages/leaves created                        |                  | 9      | 4.5    | 4.5              |

|   |   |              |     |     |     |
|---|---|--------------|-----|-----|-----|
|   | PC9. periodic updates to existing product listings for prices, offers, quantity etc.  |              | 9   | 4.5 | 4.5 |
|   | PC10. correct mapping of listed products/SKUs to listed vendors   |              | 9   | 4.5 | 4.5 |
|   | PC11. mapping additional SKUs to listed products  |              | 9   | 4.5 | 4.5 |
|   |   | <b>Total</b> | 100 | 50  | 50  |
| 2. RAS/N0309<br>(Adhere to quality standards for creating and maintaining catalogues and digital pages) | PC1. create catalogues and digital pages using appropriate softwares  | <b>100</b>   | 20  | 10  | 10  |
|   | PC2. ensure correct mapping of products and product descriptions to the photographs being showcased/displayed                                       |              | 20  | 10  | 10  |
|   | PC3. understand and explain photographic nuances that enhance the aesthetic aspects of the merchandise and increase impact and movement on the page |              | 16  | 8   | 8   |
|   | PC4. recommend usage of editing software's that impacts photo quality   |              | 14  | 7   | 7   |
|   | PC5. work closely with category teams to conform to brand and sales requirements  |              | 8   | 4   | 4   |
|   | PC6. explain the concepts of visual communication being used in the catalogue/digital pages   |              | 14  | 7   | 7   |
|   | PC7. conduct timely product audit on the marketplace  |              | 8   | 4   | 4   |
|   |   | <b>Total</b> | 100 | 50  | 50  |
| 3. RAS/N0310<br>(Adhere to company policies and statutory regulations relevant to sales and service)    | PC1. collect desired layout of products and relevant descriptions as required by buyer and category manager   | <b>100</b>   | 16  | 8   | 8   |
|   | PC2. share photographs, descriptions and other relevant information with respect to products as received from sellers/ vendors                      |              | 16  | 8   | 8   |
|   | PC3. validate photographs, descriptions and other relevant information with respect to company and brand policies                                   |              | 18  | 9   | 9   |
|   | PC4. validate the updated information with concerned stake holders and get the same uploaded on the website   |              | 18  | 9   | 9   |
|   | PC5. seek approval from concerned stake holders on leaves in the online catalogue   |              | 16  | 8   | 8   |
|   | PC6. collect feedback in an accurate manner and get the same addressed by all concerned   |              | 16  | 8   | 8   |
|   |   | <b>Total</b> | 100 | 50  | 50  |
| 4. RAS/N0311<br>(Update self on basics of category management)  | PC1. understand category specifications with respect to grouping and sub grouping of products   | <b>100</b>   | 20  | 10  | 10  |
|   | PC2. group products correctly as per their sub-categories and hierarchies   |              | 20  | 10  | 10  |
|   | PC3. explain the features, advantages and benefits of products  |              | 20  | 10  | 10  |

|  |  |              |     |    |    |
|--|--|--------------|-----|----|----|
|  | PC4. identify the importance of features, advantages and benefits in customer buying decision                |              | 20  | 10 | 10 |
|  | PC5. relate to strategies of comparative brands with respect to catalogues designs and site lay-out          |              | 20  | 10 | 10 |
|  |  | <b>Total</b> | 100 | 50 | 50 |
| 5. RAS / N0312<br>(Liaise with internal and external stakeholders for listing) | PC1. interact with category managers to understand specified listing structure                               | <b>100</b>   | 16  | 8  | 8  |
|  | PC2. interact with category managers to identify products to be displayed as per specified structure         |              | 18  | 9  | 9  |
|  | PC3. identify internal processes that need to be followed for listings to go live                            |              | 16  | 8  | 8  |
|  | PC4. interact with various internal departments to ensure product listings go live                           |              | 16  | 8  | 8  |
|  | PC5. co-ordinate with vendors to ensure information is available in the desired form and in accurate formats |              | 18  | 9  | 9  |
|  | PC6. co-ordinate with vendors for products, product descriptions and supporting documents                    |              | 16  | 8  | 8  |
|  |  | <b>Total</b> | 100 | 50 | 50 |