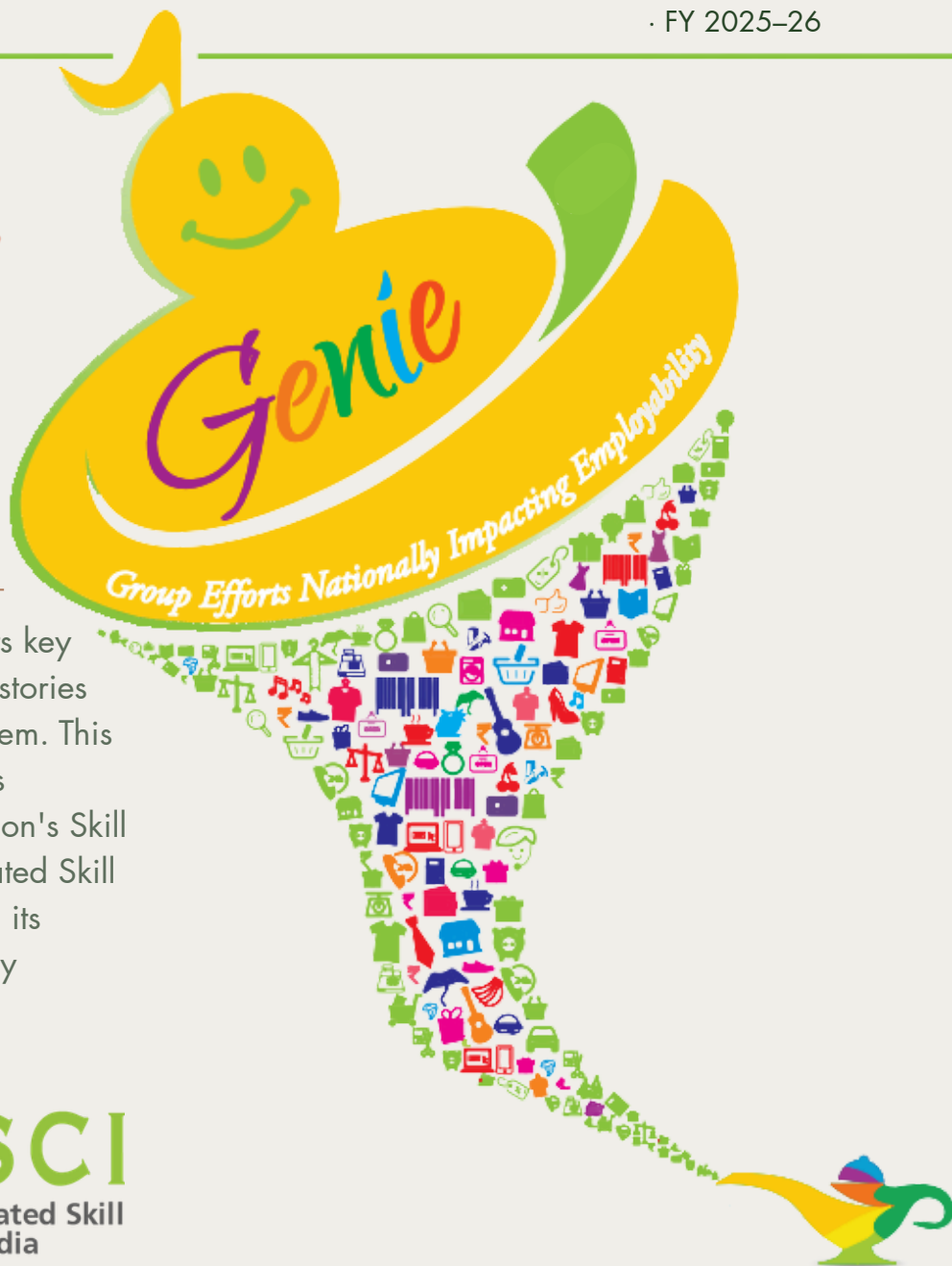


Genie

Group Efforts
Nationally Impacting
Employability

RASCI's flagship newsletter highlights key milestones, innovations, and impact stories shaping India's retail skilling ecosystem. This edition also marks the organization's transition from the Retailers Association's Skill Council of India to the Retail Associated Skill Council of India (RASCI), reaffirming its commitment to building a future-ready workforce.



RASCI Impact At A Glance (Till Date)

Industry Endorsement & Government Recognition 26 Qualifications	33 Print & Digital Courseware	Individuals Skilled (Trained) 18.0 L+ Govt. Sponsored	6.04 L+ Industry Sponsored	Assessment & Certification 20.5 L+ Assessed	17.6 L+ Certified	Employability & Livelihood Outcomes 12.1 L+ Employable	8.6 L+ Employed
Capacity Building (Ecosystem Strength) 9000+ Trainers	6200+ Assessors	Infrastructure Strength (Training Network) 1300+ Training Centres	5 Centres of Excellence (COE)	Stakeholder Engagement 33 State/UTs	1457 Industry Members	Apprenticeship 1650+ Establishments	3.9 L+ Contracts Generated

A YEAR OF IMPACT. INNOVATION. TRANSFORMATION.



Mr. James Raphael

Executive Head (RASCI)
Joint Central Apprenticeship Adviser (MoSDE, GOI)



Greetings From RASCI!

Dear Readers,

It gives me immense pleasure to present the FY 2025–26 GENIE Newsletter — a reflection of our collective journey towards building a skilled, employable and future-ready workforce for India's retail sector.

This year has been marked by innovation, collaboration, and measurable impact. Through strong partnerships with industry, academia, government and communities, RASCI has continued to expand opportunities for millions of aspiring professionals across the country.

From launching future-focused qualifications in AI, Data Analytics, IoT and Sustainability, from strengthening digital learning to pioneering initiatives like **RASCI PILOT™**, our focus remains clear — creating pathways for youth to **Learn, Earn and Grow.**

Our livelihood initiatives in Jharkhand have empowered women and youth with skills, confidence and real opportunities, while IndiaSkills competitions showcased the tremendous talent and potential of our young workforce.

None of this would be possible without the trust and support of our stakeholders, partners and the entire RASCI family.

As we move forward, our commitment remains stronger than ever — to drive futures, create opportunities and build a more inclusive and prosperous India through skilling.

Thank you for being part of our journey!

A stylized, handwritten signature in black ink, appearing to be 'J. Raphael'.

Mr. James Raphael

Executive Head (RASCI)
Joint Central Apprenticeship Adviser (MoSDE, GOI)

Together,

We Drive Futures.

**We Create Opportunities.
We Build Impact.**



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- STRENGTHENING INDUSTRY - ACADEMIA COLLABORATION & YOUTH INDEPENDENCE
- CREATING CAREER PATHWAYS. CAMPUS TO CORPORATE
- EMPOWERING FUTURES
- INDIASKILLS 2025-26 - REGIONAL & NATIONAL COMPETITIONS
- THE TEAM RASCI

Qualification Files on *One Click*

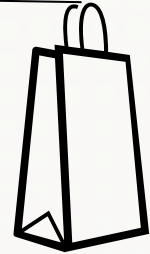


FMCG

- [Sales Person \(Distribution\)](#)
- [Junior Supervisor \(Sales\)](#)

Retail Operations

- [Retail Store Operations Assistant](#)
- [Retail Cashier](#)
- [Retail Sales Assistant](#)
- [Retail Sales Executive](#)
- [Retail Team Leader](#)
- [Deputy Manager \(Retail Store Department\)](#)
- [Visual Merchandiser](#)
- [Retail Store Manager](#)



Retail
Qualification
Files

Retail E-commerce

- [Merchant Relationship Executive](#)
- [Retail Order fulfilment Assistant](#)
- [Digital Cataloguer](#)
- [Marketing Manager E-commerce](#)



Retail Business

- [Direct Seller](#)
- [Retailer](#)



Future-Ready Skills

RASCI has developed 8 NSQF-aligned qualifications, now live on Kaushal Verse, covering AI, IoT, data analytics and sustainability to equip India's retail workforce with future-ready, industry-relevant skills.



AI-Ready Qualifications for a Digital Retail Future

From Product Catalogue AI Tools to Retail Data Analytics and IoT-based Customer Engagement — RASCI's new curriculum prepares retail professionals for the demands of Omnichannel, data-driven commerce. Each qualification is credit-bearing, NSQF-mapped and industry-endorsed.

01 Introduction to Retail Data Analytics

02 Basics of Product Catalogue Using AI Tools

03 Fundamentals of AI and IoT in Customer Engagement (Omnichannel Retail)

04 Customer Engagement for Environmental Sustainability

05 Fundamentals of Retail Business

06 Sustainable Practices in Packaging and Fixtures

07 Sustainable Practices for Retail Store Operations

08 Business Data Analyst (Retail)

E-Books & E-courses

RASCI has expanded digital access of industry endorsed Qualifications and micro-credentials via SIDH and RASCI platform - *Enabling Anytime, Anywhere Learning at no cost.*

01

Direct
Seller

02

Retail Order
Fulfilment
Assistant

03

Salesperson
Distribution

04

Retail Sales
Executive

05

Retail Team
Leader

06

Retail Store
Manager

07

Deputy
Manager
(Retail Store
Department)

08

Customer
Engagement for
Environmental
Sustainability
(Micro credential)

09

Sustainable
Practices for
Retail Store
Operations
(Micro credential)

10

Sustainable
Practices in
Packaging and
Fixtures
(Micro credential)



APPRENTICESHIP IMPACT IN RETAIL

RASCI plays an important role in facilitating and overseeing the implementation of Apprenticeship training in Retail Sector under the Apprenticeship act 1961, while promoting compliance & workplace - based learning.



1 APPRENTICES ACT, 1961



Statutory framework enabling establishments to engage apprentices through structured on-the-job training, developing industry-ready skills.

- Applicable for establishments with 30+ employees (2.5% to 18%)

2 NATIONAL APPRENTICESHIP PROMOTION SCHEME (NAPS)



Provides financial support, encourages apprenticeship adoption and enables youth to gain practical workplace experience and enhanced employability.

- 25% of stipend reimbursed (up to 1,500 per month) via DBT

3 RASCI SUPPORT IN ENABLING INDUSTRY COMPLIANCE



Industry Advocacy, Awareness & Onboarding



Technical Assistance & Governance



Design & Develop industry aligned curricula



NSQF aligned Assessment & Certification



1,600+

Establishments Registered
on Portal



3.96 Lakh+

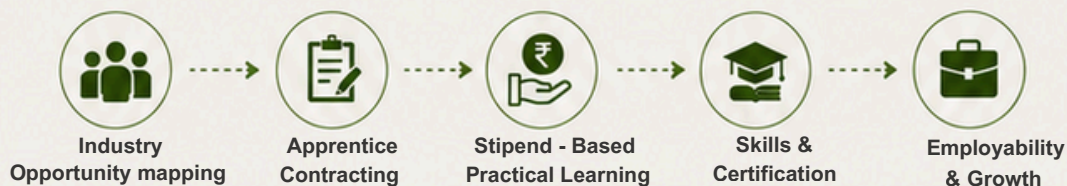
Apprenticeship Contracts
Generated



150 Crore+

NAPS Incentive disbursed to
Industry

APPRENTICESHIP
TO
EMPLOYMENT
PATHWAY



RASCI continues to strengthen the Retail apprenticeship ecosystem by connecting industry, Government and youth for building skilled & future - ready workforce.

Strengthening Industry-Academia Collaboration & Youth Independence

RASCI PILOT™ a direct bridge between industry, institution, and individual, enabling industry aligned skilling and employment pathways for candidates enrolled in the Higher Education Institutions (HEIs).

What is RASCI PILOT™ ?

RASCI PILOT™ (Promoting **I**nnovation **L**ead **O**ver **T**radition) is an apprenticeship-linked, employment orientated retail program that bridges academia and industry through a hybrid curriculum design and structure. Students Learn, Earn and Grow while gaining industry-relevant knowledge, skills and workplace based exposure, leading towards employment and career growth.

An initiative aimed at building sustainable talent pool of relevantly skilled and employable workforce through education system, aligned with industry needs.

Impact

12

States Covered

75+

Universities/
Colleges

20+

Leading Retail Brands

2100+

Students enrolled

100%

Placement
Opportunity Mapped

RASCI PILOT™ (Promoting Innovation Lead Over Tradition)



FOR STUDENTS

- ✓ Earn while you learn
- ✓ Build practical skills alongside academics
- ✓ Advance career visibility
- ✓ Graduate with work experience



FOR HIGHER EDUCATION INSTITUTIONS

- ✓ Improve graduate employability
- ✓ Comply with UGC guidelines
- ✓ Curriculum aligned to industry requirements
- ✓ No major infrastructure required



FOR INDUSTRY

- ✓ Access to job-ready talent
- ✓ Reduce training and onboarding costs
- ✓ Opportunity to develop a seamless talent supply pool
- ✓ Compliance with the Apprentices Act, 1961

CREATING CAREER PATHWAYS. CAMPUS TO CORPORATE

Strengthening higher education institutions through Apprenticeship Linked Degree Programmes- MoUs, faculty development, conclaves, industry interactions and placement drive.



MOU & HEI SKILLING INITIATIVES



Building Career-Ready Talent

Faculty Development Programme - AEDP

📍 Dharwad, Karnataka

Equipping faculty with industry insights, skilling frameworks and effective delivery



Demand- Supply Conclave

📍 Bellary, Karnataka

Academic leaders and industry experts advanced collaborative, employment-linked skilling pathways.



A Step Towards Economic Independence

📍 Dharwad, Karnataka

Facilitating apprentices through learning, collaboration, skill enhancement and industry interaction.



Stronger Partnerships
with HEI
across India



Industry-Aligned Skilling
integrated in academic
ecosystems



Youth Independence
vide apprenticeships, assured
employment & career pathways



Sustainable Impact
building a future-ready
workforce

ACTIVITIES



Faculty, Student & Parent Orientation
Program structure & opportunity



Industry Orientation
Program advocacy and Employer
onboarding



Open House Sessions
Progress & Feedback Session between
HEI, Student & Industry



Placement Drives
Linking students with apprenticeship
and employment opportunities.

VOICE ACROSS LANGUAGES



OUTCOMES

- ✓ Stronger Industry–Academia Partnerships
- ✓ 100% Apprenticeship Mapping & Placement Opportunities
- ✓ Increased Apprenticeship Participation & Workforce Readiness
- ✓ Enhanced Career Pathway Awareness



OUR INDUSTRY PARTNERS



SHOPPERS STOP

WESTSIDE

TRENDS

and many more...

EMPOWERING FUTURE

Beyond Boundaries

Transforming aspirations into livelihood opportunities for adolescent girls in Jharkhand

Through the SENU initiative, RASCI in partnership with GIZ and MWCD, empowered 500+ adolescent girls in Ranchi and Giridih with skills, confidence and livelihood opportunities in the Retail sector.

500+ Girls Empowered in Jharkhand

Project Highlights

600+

Livelihood Opportunities from Leading Brands



1,950+

Candidates Mobilised & Oriented



997

Registered for LMS Training



674

Completed LMS Training



575

Appeared for Assessment



560

Passed & Certified 97% pass rate

Moments from the Field



Candidate & Faculty Orientation Programme

Laid the foundation for successful learning by familiarizing candidates and faculty with the programme objectives, curriculum, and career opportunities in the Retail sector.



RASCI Team Orientation Session

RASCI team conducted orientation sessions for candidates before programme commencement successfully.



Certificate Distribution Ceremony

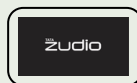
Celebrating achievements through certifications recognizing skills, dedication and successful programme completion.



Interview Session

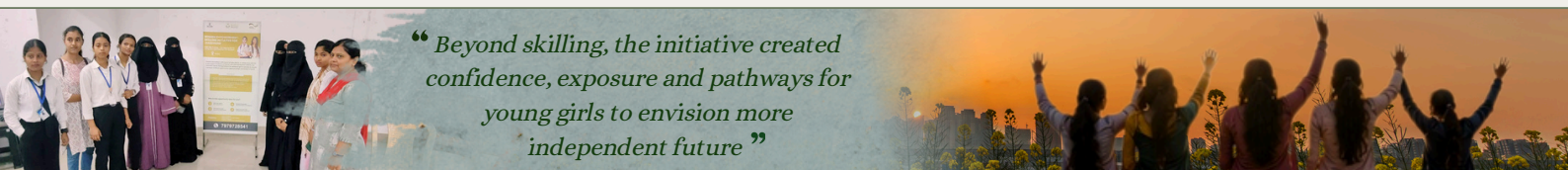
Connecting skilled candidates with employers through structured interview and placement opportunities.

Connecting Skills With Opportunities



...and many more

Leading Brands



"Beyond skilling, the initiative created confidence, exposure and pathways for young girls to envision more independent future"



Towards Sustainable Empowerment



Skills for Growth



Confidence for Life



Opportunities for all



Stronger Communities



Ranchi & Giridih Jharkhand



April 2025 - Sep 2025

NEW PATHS NEW SKILLS

To Secure Futures.

Building alternative livelihood pathways through retail and allied sector skilling in Jharkhand's coal-transitioning regions.

FROM COAL-LINKED DEPENDENCE
TO DIVERSIFIED,
INDUSTRY-ALIGNED OPPORTUNITIES.

CREATING MEANINGFUL IMPACT



WHAT IS THE PROJECT?

Exploratory action-research pilot to test feasibility and acceptance of retail and allied sector skilling in Mandu (Ramgarh) and Sadar (Giridih). Blended delivery (classroom + LMS), NSQF-aligned assessments, certification and pathways to jobs or entrepreneurship.

AIM

- Skill 200 youths on Fundamentals of Retail Business.
- Enable industry-recognized certification and placements.
- Assess receptivity, mobility and ecosystem readiness.
- Explore entrepreneurship linked pathways.

OUTCOMES

- ✓ 212 vacancies aggregated with 30+ employers.
- ✓ 231 trained | 202 certified by RASCI.
- ✓ 109 candidates placed; additional placements underway.
- ✓ Field insights on mobility, salary expectations, and gender barriers to inform scale-up.



MOMENTS FROM THE FIELD



RASCI EFFORTS AND VALUE

- NSQF alignment, assessment and certification for credibility and portability.
- Industry linkages enabling vacancy aggregation and structured interviews.
- LMS enablement and partner readiness for digital delivery in low-connectivity contexts.
- Contextual orientation on workplace expectations, attendance discipline and growth pathways.

Field Insights - Barriers Observed

- Reluctance to relocate
- Preference for immediate/assured
- Confirmation over probation
- Comparison with informal earnings
- Family restrictions for women

Field Insights - What Worked

- Panchayat- and SHG-led mobilization
- Family counseling and expectation-setting
- Local employer engagement and drives
- Staggered placement drives
- Continued digital handholding

“Through industry-aligned skilling and meaningful employer connections, I was able to secure a stable and rewarding opportunity in the retail sector.”

— Program Participant

TRAINING SNAPSHOT



Fundamentals of
Retail Business



NSQF Level 3



Mode:
Classroom + LMS



7 Batches



Multilingual
Digital Assessments



IndiaSkills 2025-26 – Regional & National Competitions

Showcasing Skills, Celebrating Talent,
Building the Future

IndiaSkills is India's premier skill competition that identifies, nurtures and recognizes talented youth across diverse vocational trades. Participants advance from Regional to National competitions, with top performers earning the opportunity to represent India at WorldSkills, the world's largest international skills competition. RASCI supports the Retail sector by identifying, mentoring and evaluating participants, enabling them to showcase industry-ready skills, innovation, professionalism and excellence in line with national and international skill standards.



Skills in Focus



Retail Sales

Focused on customer handling, communication, sales processes, billing, and service excellence.

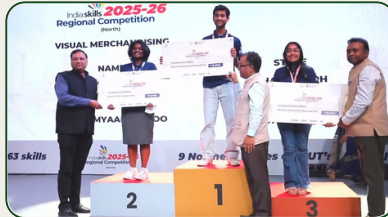


Visual Merchandising

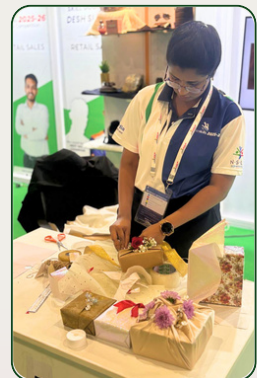
Focused on creative display techniques, visual storytelling, space utilization, and product aesthetics.

Moments from Indiaskills

Regional Skills Competition for Retail Sales & Visual Merchandising



National Skills Competition for Retail Sales & Visual Merchandising



Special Thanks to our Industry Partners



Your valued partnership and support have played a pivotal role in empowering young professionals, fostering excellence and contributing to the success of IndiaSkills 2025-26.



THE JOURNEY CONTINUES... NEXT STOP: WORLDSKILLS!



THE TEAM RASCI

Stronger Together

Every milestone, every learner empowered,
every partnership strengthened -
it all happens because of our incredible team.

Proud to Be Part of Team RASCI 



Together,

we innovate,
we celebrate,
we impact lives.

A TEAM THAT MAKES IT POSSIBLE



ONE TEAM

united by purpose



ONE CULTURE

built on trust



ONE MISSION

driving change

CELEBRATING TOGETHER



TEAM BONDING



SPECIAL MOMENTS



RECOGNITION & APPRECIATION

Connect with RASCI

Email: info@rasci.in

Address: 703-704, Sagar Tech
Plaza - A, Andheri-Kurla Road,
Sakinaka Junction, Sakinaka,
Andheri (E), Mumbai-400 072

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