



# Model Curriculum

**QP Name: Digital Customer Experience Specialist (Omnichannel Retail)**

**QP Code: RAS/Q0112**

**QP Version: 1.0**

**NSQF Level: 5.0**

**Model Curriculum Version: 1.0**

Retailers Association's Skill Council of India, 703-704 Sagar Tech Plaza - A, Andheri-Kurla Road, Sakinaka Junction, Sakinaka, Andheri (E) Mumbai-400072.

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## Training Parameters

<b>Sector</b>	Retail
<b>Sub-Sector</b>	Retail Operations
<b>Occupation</b>	Store Operations
<b>Country</b>	India
<b>NSQF Level</b>	5.0
<b>Aligned to NCO/ISCO/ISIC Code</b>	NA
<b>Minimum Educational Qualification and Experience</b>	<ul style="list-style-type: none"> <li>• UG Diploma in any discipline or equivalent with basic digital literacy skills and with 1 year of relevant experience in handling CRM tools in Retail environment.</li> <li>• Completed 3-year diploma after 10th with 1.5 years of relevant experience in Store Operations/ Customer Service.</li> <li>• 12th grade Pass with 3 Years of relevant experience in Store Operations/ Customer Service</li> <li>• Previous relevant Qualification of NSQF Level (4.5) with 1.5 years of experience relevant experience in Store Operations/ Customer Service</li> <li>• Previous relevant Qualification of NSQF Level (4) with 3 Years of experience relevant experience in Store Operations/ Customer Service</li> </ul>
<b>Pre-Requisite License or Training</b>	NIL
<b>Minimum Job Entry Age</b>	18 years
<b>Last Reviewed On</b>	18/02/2026
<b>Next Review Date</b>	18/02/2029
<b>NSQC Approval Date</b>	18/02/2026
<b>QP Version</b>	1.0
<b>Model Curriculum Creation Date</b>	23/12/2024

<b>Model Curriculum Valid Up to Date</b>	18/02/2029
<b>Model Curriculum Version</b>	1.0
<b>Minimum Duration of the Course</b>	540 hours
<b>Maximum Duration of the Course</b>	540 hours

## Program Overview

This qualification equips the learners with the skills and knowledge required to deliver seamless customer experiences across digital and physical retail channels. It enables individuals to use emerging technologies such as AI-powered recommendation tools, AR/VR interfaces, IoT-based inventory systems, and CRM platforms to personalize customer engagement, optimize in-store digital operations, and support omnichannel integration in retail environments

### Training Outcomes

At the end of the program, the learner should have acquired the listed knowledge and skills.

- Demonstrate the usage of AI Tools and Chatbots for customer engagement.
- Use AR/VR tools to conduct immersive product demos for customers.
- Show how to apply predictive analytics to drive cross-selling and up-selling.
- Use CRM systems to ensure seamless customer journeys between multiple channels
- Use IOT enabled tools to monitor and manage stock/ inventory replenishments
- Assess the performance of AI and AR/VR tools and resolve technical issues.
- Demonstrate compliance with data privacy and cybersecurity protocols.
- Conduct AR/VR-based in-store events and measure their effectiveness.
- Develop skills through continuous learning and application of emerging technologies.
- Demonstrate workplace competencies

## Compulsory Modules

The table lists the modules and their duration corresponding to the Compulsory NOS of the QP.

NOS and Module Details	Theory Duration	Practical Duration	OJT Duration (Mandatory)	Total Duration
<b>Bridge Module</b>	<b>00:00</b>	<b>00:00</b>	-	<b>00:00</b>
Module 0: Introduction to Omni-Channel Retail Operations	00:00	00:00	-	00:00
<b>RAS/N0179: Engage Customer through AI Tools and Chatbots</b> NSQF Level: 5 Version 1.0	<b>15:00</b>	<b>25:00</b>	<b>20:00</b>	<b>60:00</b>
Module 1: Operate AI Tools and Chatbots for Customer Engagement	15:00	25:00	20:00	60:00
<b>RAS/N0180: Use Augmented Reality/ Virtual Reality (AR /VR) Tools for Product Demos and Immersive Experiences</b> NSQF Level: 5 Version 1.0	<b>20:00</b>	<b>25:00</b>	<b>15:00</b>	<b>60:00</b>
Module 2: Operate AR/VR Tools for Product Demonstration	20:00	25:00	15:00	60:00
<b>RAS/N0181: Drive Sales through Cross-Selling and Up-Selling Using Predictive Analytics</b> NSQF Level: 5 Version 1.0	<b>20:00</b>	<b>25:00</b>	<b>15:00</b>	<b>60:00</b>
Module 3: Apply Predictive Analytics for Cross-Selling and Up-Selling	20:00	25:00	15:00	60:00
<b>RAS/N0182: Integrate Omni-Channel Operations and Manage CRM Systems</b> NSQF Level: 5 Version 1.0	<b>20:00</b>	<b>25:00</b>	<b>15:00</b>	<b>60:00</b>
Module 4: Integrate Omni-Channel Operations and Manage CRM Systems	20:00	25:00	15:00	60:00
<b>RAS/N0183: Monitor IoT-Enabled Inventory and Manage Stock Replenishment</b> NSQF Level: 5 Version 1.0	<b>20:00</b>	<b>25:00</b>	<b>15:00</b>	<b>60:00</b>
Module 5: Monitor IoT Inventory and Manage Stock Replenishment	20:00	25:00	15:00	60:00
<b>RAS/N0184: Operate and Troubleshoot AI and AR/VR Devices for Optimal Performance</b> NSQF Level: 5	<b>15:00</b>	<b>30:00</b>	<b>15:00</b>	<b>60:00</b>

<b>Version 1.0</b>				
Module 6: Troubleshoot and Maintain AI and AR/VR Devices	15:00	30:00	15:00	60:00
<b>RAS/N0185: Ensure Data Privacy, Cybersecurity, and Ethical Compliance</b> <b>NSQF Level: 5</b> <b>Version 1.0</b>	<b>04:00</b>	<b>11:00</b>	<b>15:00</b>	<b>30:00</b>
Module 7: Ensure Data Privacy, Mitigate Cybersecurity Risks, and Maintain Compliance	04:00	11:00	15:00	30:00
<b>RAS/N0186: Plan and Execute AR/VR-Based In-Store Events</b> <b>NSQF Level: 5</b> <b>Version 1.0</b>	<b>20:00</b>	<b>30:00</b>	<b>10:00</b>	<b>60:00</b>
Module 8: Design and Execute AR/VR-Based In-Store Events	20:00	30:00	10:00	60:00
<b>Module 10: DGT/VSQ/N0103: Employability skills</b> <b>NSQF Level:6</b> <b>Version 1.0</b>	<b>36:00</b>	<b>54:00</b>	-	<b>90:00</b>
Introduction to employability skills	1:00	2:00		3:00
Constitutional values - Citizenship	0:30	1:00		1:30
Become a professional in 21st century	2:00	3:00		5:00
Basic English skills	4:00	6:00		10:00
Career Development and Goal settings	1:30	2:30		4:00
Communication Skills	4:00	6		10:00
Diversity and inclusion	1:00	1:30		2:30
Financial and legal literacy	4:00	6:00		10:00
Essential Digital skills	8:00	12:00		20:00
Entrepreneurship	3:00	4:00		7:00
Customer Service	4:00	5:00		9:00
Getting Ready for apprenticeship and jobs	3:00	5:00		8:00
<b>Total Duration</b>	<b>170:00</b>	<b>250:00</b>	<b>120:00</b>	<b>540:00</b>

## Module Details

### Module 0: Introduction to Omni-Channel Retail Operations (Bridge Module)

#### Terminal Outcomes:

1. Explain the fundamentals of omni-channel retail and its importance in modern retail businesses.
2. Describe how multiple retail channels work together to create a seamless customer journey.
3. Illustrate the benefits and challenges of implementing omni-channel strategies.
4. Discuss how customer satisfaction is enhanced through integrated retail operations.

<i>Duration: 00:00</i>	<i>Duration: 00:00</i>
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Define omni-channel retail and explain its significance.</li> <li>• Outline the evolution from single-channel to omni-channel retail.</li> <li>• Describe tools and technologies enabling omni-channel operations.</li> <li>• Identify customer expectations in an omni-channel environment.</li> <li>• Explain the principles of key performance indicators (KPIs) for omni-channel success.</li> </ul>	<ul style="list-style-type: none"> <li>• Prepare a map of customer journey showing multiple touchpoints in an omni-channel system.</li> <li>• Prepare a simulation on omni-channel retail operations using provided case studies.</li> <li>• Role-play to simulate handling customer inquiries across channels.</li> <li>• Show how to resolve simulated channel misalignments in customer service scenarios.</li> <li>• Analyze customer feedback and propose improvements to channel coordination.</li> </ul>
<b>Classroom Aids</b>	
LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, and duster	
<b>Tools, Equipment and Other Requirements</b>	
Process maps, customer interaction cards (10 sets), projector, and role-play setup, customer feedback scenarios, case studies for omni-channel simulation.	

## Module 1: Operate AI Tools and Chatbots for Customer Engagement

### Terminal Outcomes:

1. Demonstrate the use of AI-powered tools to enhance customer engagement.
2. Operate chatbots to handle customer queries and escalations effectively.
3. Analyse customer feedback using AI tools to improve engagement strategies.
4. Identify and resolve challenges in using AI and chatbots in customer interactions.

<i>Duration: 15:00</i>	<i>Duration: 25:00</i>
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Define AI tools and their applications in retail.</li> <li>• Explain how chatbots improve customer service and retention.</li> <li>• Describe the process of integrating AI tools with CRM systems.</li> <li>• Summarize ethical considerations in AI-driven customer interactions.</li> <li>• Identify common challenges in using chatbots for retail customer engagement.</li> <li>• Outline AI-enabled personalization techniques.</li> <li>• Describe methods for analyzing customer interaction data.</li> <li>• Explain feedback loops in AI systems to enhance chatbot performance.</li> <li>• Define key performance indicators (KPIs) for chatbot success.</li> <li>• Outline troubleshooting procedures for chatbot errors.</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrate steps to configure and operate chatbot systems for simulated customer interactions.</li> <li>• Show how to resolve customer queries using AI tools during role-play scenarios.</li> <li>• Use chat bot tools to escalate unresolved chatbot issues and manage the resolution process.</li> <li>• Analyze chatbot performance using dashboards and metrics.</li> <li>• Evaluate feedbacks and recommend optimization of chatbot performance.</li> <li>• Demonstrate how to generate reports on chatbot engagement metrics.</li> </ul>
<b>Classroom Aids</b>	
LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, and duster	
<b>Tools, Equipment and Other Requirements</b>	
Salesforce CRM (1 license), Google Dialogflow (1 license), Tablets with AI software (10 units).	

## Module 2: Operate AR/VR Tools for Product Demonstration

### Terminal Outcomes:

1. Demonstrate the use of AR/VR tools for immersive product demos.
2. Calibrate AR/VR devices to ensure smooth operation during demos.
3. Analyse customer feedback from AR/VR product demos to optimize engagement.
4. Troubleshoot technical issues with AR/VR devices during operations.

<i>Duration: 20:00</i>	<i>Duration: 25:00</i>
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Define AR/VR technologies and their applications in retail.</li> <li>• Explain the role of immersive technologies in improving customer experience.</li> <li>• Identify the types of products best suited for AR/VR demonstrations.</li> <li>• Describe calibration techniques for AR/VR devices.</li> <li>• Summarize troubleshooting methods for AR/VR devices.</li> <li>• Explain privacy concerns related to immersive technologies.</li> <li>• Describe methods for collecting feedback from AR/VR demo participants.</li> <li>• Outline metrics for measuring the success of AR/VR campaigns.</li> <li>• Explain how to design AR/VR-based customer engagement strategies.</li> <li>• Summarize post-demo reporting techniques to analyze effectiveness.</li> </ul>	<ul style="list-style-type: none"> <li>• Prepare AR/VR devices for simulated product demonstrations.</li> <li>• Perform calibration and testing of AR/VR devices.</li> <li>• Deliver immersive product demonstrations to engage with mock customers effectively.</li> <li>• Diagnose and resolve common issues during AR/VR product demos.</li> <li>• Interpret sample feedback collected through sample forms to improve future AR/VR demos</li> <li>• Evaluate post-event data to assess the effectiveness of AR/VR product demonstrations</li> </ul>
<b>Classroom Aids</b>	
LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	
<b>Tools, Equipment and Other Requirements</b>	
Oculus Quest 2 VR Headsets (5 units), ZapWorks AR Platform (1 license), Monitors for AR/VR visualization (3 units).	

## Module 3: Apply Predictive Analytics for Cross-Selling and Up-Selling

### Terminal Outcomes:

- Develop AI-driven cross-selling and up-selling strategies.
- Interpret customer behaviour analytics for sales.
- Monitor AI-driven sales performance metrics.

<i>Duration: 20:00</i>	<i>Duration: 25:00</i>
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Describe predictive analytics in retail.</li> <li>• Explain how customer behaviour patterns drive cross-sell opportunities.</li> <li>• Discuss the seasonal trends affecting product demand.</li> <li>• State KPIs for measuring campaign success.</li> <li>• Compare different predictive analytics platforms.</li> <li>• Analyse historical data for forecasting trends.</li> <li>• List strategies to align sales campaigns with predictive insights.</li> <li>• Outline corrective measures for underperforming campaigns.</li> <li>• Summarize methods for real-time campaign adjustments.</li> <li>• Explain how to report insights effectively to stakeholders.</li> <li>• Discuss the risks associated with AI-powered promotions.</li> </ul>	<ul style="list-style-type: none"> <li>• Design product bundles using predictive analytics.</li> <li>• Prepare and execute a simulated cross-sell campaign.</li> <li>• Prepare a report after interpreting sample data dashboards to assess sales trends.</li> <li>• Prepare a document to suggest corrective measures for underperforming promotions.</li> <li>• Use sample data to evaluate campaign outcomes using KPIs.</li> <li>• Prepare a presentation to present sales insights to stakeholders.</li> <li>• Prepare predictive reports from analytics software.</li> </ul>
<b>Classroom Aids</b>	
LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	
<b>Tools, Equipment and Other Requirements</b>	
<b>Tableau:</b> 1 license (for predictive dashboards); <b>Microsoft Power BI:</b> 1 license (for sales trend analysis) ; <b>Laptops with analytics software:</b> 10 units (with analytics tools installed)	

## Module 4: Integrate Omni-Channel Operations and Manage CRM Systems

### Terminal Outcomes:

1. Conduct AR/VR-based immersive product demonstrations.
2. Troubleshoot and calibrate AR/VR tools to ensure smooth operations.
3. Analyse customer feedback post-demos to optimize future experiences.
4. Explain privacy concerns related to immersive technologies.

<i>Duration: 20:00</i>	<i>Duration: 25:00</i>
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Define omni-channel retail and its importance in modern retail operations.</li> <li>• Explain how omni-channel operations integrate various retail channels (e.g., physical stores, e-commerce, mobile apps).</li> <li>• Describe the architecture and functionality of CRM systems.</li> <li>• List the key features of omni-channel platforms used in retail.</li> <li>• Identify customer touchpoints and their relevance to an omni-channel strategy.</li> <li>• Explain the role of CRM systems in tracking customer journeys and preferences.</li> <li>• Summarize key performance indicators (KPIs) for measuring omni-channel effectiveness.</li> <li>• Describe organizational policies for data management and customer interaction across channels.</li> <li>• Outline methods to align marketing, sales, and service teams in omni-channel operations.</li> <li>• Explain customer data privacy laws relevant to CRM system usage.</li> </ul>	<ul style="list-style-type: none"> <li>• Show how to configure CRM systems to manage customer profiles and interactions across channels.</li> <li>• Perform cross-channel returns using simulated CRM tools.</li> <li>• Demonstrate the ability to map a customer journey to identify gaps and propose enhancements.</li> <li>• Develop interactive simulations to model omnichannel customer support scenarios like click-and-collect and buy-online-return-in-store.</li> <li>• Analyze customer interaction data using CRM dashboards.</li> <li>• Prepare reports on customer preferences and buying patterns using CRM tools.</li> </ul>
<b>Classroom Aids</b>	
LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	
<b>Tools, Equipment and Other Requirements</b>	
Zoho CRM (1 license): For managing customer profiles and omni-channel integration. Salesforce CRM (1 license): For tracking customer journeys and engagement metrics. Laptops with CRM access (10 units): For hands-on practice.	

## Module 5: Monitor IoT Inventory and Manage Stock Replenishment

### Terminal Outcomes:

1. Explain IoT-based inventory management systems and their applications in retail.
2. Monitor and track inventory using IoT-enabled tools like RFID.
3. Manage stock replenishment based on real-time IoT data.
4. Identify and mitigate inventory risks, such as stockouts and shrinkage.

<i>Duration: 20:00</i>	<i>Duration: 25:00</i>
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Define IoT and its role in inventory management.</li> <li>• Describe RFID technology and its applications in retail.</li> <li>• Summarize AI-driven forecasting techniques for inventory demand.</li> <li>• Identify shrinkage risks and mitigation strategies.</li> <li>• Explain automated inventory alert systems.</li> <li>• Describe supplier coordination processes for stock replenishment.</li> <li>• Explain the differences between manual and IoT-enabled inventory management.</li> <li>• Summarize methods for aligning inventory levels with sales forecasts.</li> <li>• Explain the role of predictive analytics in stock management.</li> <li>• Outline compliance requirements for IoT data usage in retail.</li> </ul>	<ul style="list-style-type: none"> <li>• Configure IoT sensors for real-time inventory tracking.</li> <li>• Perform inventory audits using RFID devices using sample product RFID tags/shelves.</li> <li>• Show how to generate replenishment orders based on IoT dashboards.</li> <li>• Analyze sample inventory data to identify stock patterns and risks.</li> <li>• Implement shrinkage prevention techniques using IoT systems.</li> <li>• Present inventory management reports to stakeholders.</li> </ul>
<b>Classroom Aids</b>	
LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	
<b>Tools, Equipment and Other Requirements</b>	
IoT-enabled RFID Shelves (5 sets), Inventory Management Software (1 license), RFID Scanners (10 units). Sample inventory data for stock pattern identification; sample inventory management reports	

## Module 6: Troubleshoot and Maintain AI and AR/VR Devices

### Terminal Outcomes:

1. Identify and troubleshoot common technical issues in AI and AR/VR devices.
2. Perform preventive maintenance to ensure smooth device operation.
3. Calibrate AR/VR devices for optimal performance during demonstrations.
4. Document maintenance activities and coordinate with vendors for support.

<i>Duration: 15:00</i>	<i>Duration: 30:00</i>
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Define the structure and components of AI and AR/VR devices.</li> <li>• Summarize common errors and their resolutions in retail devices.</li> <li>• Describe diagnostic tools and techniques for troubleshooting.</li> <li>• Explain calibration processes for AR/VR tools.</li> <li>• Summarize preventive maintenance practices.</li> <li>• Outline vendor coordination protocols for complex issues.</li> <li>• Explain software update procedures for AI and AR/VR devices.</li> <li>• Describe methods for monitoring device performance metrics.</li> <li>• Summarize best practices for ensuring device longevity.</li> <li>• Outline documentation processes for maintenance activities.</li> </ul>	<ul style="list-style-type: none"> <li>• Diagnose and resolve AR/VR device errors during product demonstrations."</li> <li>• Perform preventive maintenance tasks on AI-powered tools.</li> <li>• Calibrate VR headsets and AR devices for simulated usage.</li> <li>• Update software and firmware on retail technology devices.</li> <li>• Analyse device performance using diagnostic tools.</li> <li>• Prepare a document of maintenance logs</li> <li>• Prepare reports for vendor support.</li> </ul>
<b>Classroom Aids</b>	
LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	
<b>Tools, Equipment and Other Requirements</b>	
Diagnostic Kits (5 units): For troubleshooting. AR/VR Maintenance Tools (1 set): For calibration and repairs. AI Debugging Software (1 license): For system diagnostics.	

## Module 7: Ensure Data Privacy, Mitigate Cybersecurity Risks, and Maintain Compliance

### Terminal Outcomes:

1. Demonstrate compliance with data privacy laws and cybersecurity protocols.
2. Identify and mitigate cybersecurity risks in retail operations.
3. Implement encryption techniques to secure customer data.
4. Generate reports on compliance readiness and data security measures.

<i>Duration: 04:00</i>	<i>Duration: 11:00</i>
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Define data privacy laws (e.g., GDPR) and their implications for retail.</li> <li>• Summarize cybersecurity risks and their impact on retail systems.</li> <li>• Explain encryption techniques for protecting customer data.</li> <li>• Describe the role of firewalls in safeguarding retail networks.</li> <li>• Identify procedures for reporting data breaches.</li> <li>• Explain the importance of compliance audits in retail systems.</li> <li>• Summarize best practices for handling customer data securely.</li> <li>• Outline protocols for monitoring data flow and preventing anomalies.</li> <li>• Describe methods for evaluating compliance readiness.</li> <li>• Explain collaboration with IT teams for cybersecurity risk mitigation.</li> </ul>	<ul style="list-style-type: none"> <li>• Apply encryption tools to secure customer data during simulated scenarios.</li> <li>• Demonstrate the process of configure firewalls to protect retail systems.</li> <li>• Perform risk assessments to identify potential cybersecurity threats.</li> <li>• Simulate data anomalies to evaluate system response and troubleshoot data flow irregularities</li> <li>• Prepare sample compliance readiness reports for review based on sample data.</li> <li>• Simulate a data breach and demonstrate the reporting process.</li> </ul>
<b>Classroom Aids</b>	
LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers	
<b>Tools, Equipment and Other Requirements</b>	
Encryption Software (1 license), Cybersecurity Monitoring Tools (5 licenses), Firewalls (2 units).	

## Module 8: Design and Execute AR/VR-Based In-Store Events

### Terminal Outcomes:

1. Execute AR/VR-based in-store events to boost customer engagement.
2. Analyze the success of events using customer feedback and engagement metrics.
3. Demonstrate the process of troubleshooting AR/VR devices during events.

<i>Duration: 20:00</i>	<i>Duration: 30:00</i>
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Define event planning strategies using AR/VR tools.</li> <li>• Summarize the role of immersive technologies in retail campaigns.</li> <li>• Describe methods for collecting and analyzing customer feedback.</li> <li>• Explain metrics for assessing event success.</li> <li>• Outline common challenges in managing AR/VR-based events.</li> <li>• Explain troubleshooting protocols for AR/VR devices during events.</li> <li>• Summarize procedures for post-event reporting and recommendations.</li> <li>• Describe privacy concerns associated with AR/VR events.</li> <li>• Identify vendor coordination strategies for event execution.</li> <li>• Outline methods for incorporating AR/VR insights into broader retail strategies.</li> </ul>	<ul style="list-style-type: none"> <li>• Prepare a plan and design an AR/VR-based in-store event in a simulated environment.</li> <li>• Set up and configure AR/VR tools for the event.</li> <li>• Simulate an in-store event using AR/VR technologies to demonstrate customer engagement strategies.</li> <li>• Demonstrate the ability to troubleshoot AR/VR devices during the event.</li> <li>• Collect and analyze feedback from mock customers attending the event.</li> <li>• Prepare post-event reports highlighting engagement metrics and lessons learned.</li> </ul>
<b>Classroom Aids</b>	
LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	
<b>Tools, Equipment and Other Requirements</b>	
Oculus Quest 2 VR Headsets (5 units): For immersive demonstrations.; Zap Works AR Platform (1 license): For designing AR campaigns.; Event Management Software (1 license): For planning and monitoring event logistics.).	

## Module 9: Employability Skills

*Mapped to: DGT/VSQ/N0103*

### Key Learning Outcomes:

#### Introduction to Employability Skills      Duration: 3 Hours

After completing this programme, participants will be able to:

1. Outline the importance of Employability Skills for the current job market and future of work
2. List different learning and employability related GOI and private portals and their usage
3. Research and prepare a note on different industries, trends, required skills and the available opportunities

#### Constitutional values – Citizenship      Duration: 1.5 Hours

4. 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
5. Demonstrate how to practice different environmentally sustainable practices.

#### Becoming a Professional in the 21st Century      Duration: 5 Hours

6. Discuss relevant 21st century skills required for employment
7. Highlight the importance of practicing 21st century skills like Self-Awareness, Behaviour 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.
8. Create a pathway for adopting a continuous learning mindset for personal and professional development

#### Basic English Skills      Duration: 10 Hours

9. Show how to use basic English sentences for everyday conversation in different contexts, in person and over the telephone.
10. Read and understand text written in basic English.
11. Write a short note/paragraph / letter/e -mail using correct basic English.

#### Career Development & Goal Setting      Duration: 4 Hours

12. Create a career development plan.
13. Identify well-defined short- and long-term goals.

#### Communication Skills      Duration: 10 Hours

14. Demonstrate how to communicate effectively using verbal and nonverbal communication etiquette.
15. Write a brief note/paragraph on a familiar topic.
16. Explain the importance of communication etiquette including active listening for effective communication
17. Role play a situation on how to work collaboratively with others in a team.

### **Diversity and Inclusion**

**Duration: 2.5 Hours**

18. Demonstrate how to behave, communicate, and conduct appropriately with all genders and PwD
19. Discuss the significance of escalating sexual harassment issues as per POSH act

### **Financial and Legal Literacy**

**Duration: 10 Hours**

20. Discuss various financial institutions, products, and services.
21. Demonstrate how to conduct offline and online financial transactions, safely and securely and check passbook/statement.
22. Explain the common components of salary such as Basic, PF, Allowances (HRA, TA, DA, etc.), tax deductions
23. Calculate income and expenditure for budgeting.
24. Discuss the legal rights, laws, and aids.

### **Essential Digital Skills**

**Duration: 20 Hours**

25. Describe the role of digital technology in day-to-day life and the workplace.
26. Demonstrate how to operate digital devices and use the associated applications and features, safely and securely
27. Demonstrate how to connect devices securely to internet using different means.
28. Follow the dos and don'ts of cyber security to protect against cybercrimes.
29. Discuss the significance of displaying responsible online behaviour while using various social media platforms
30. Create an e-mail id and follow e-mail etiquette to exchange e-mails.
31. Show how to create documents, spreadsheets and presentations using appropriate applications.
32. Utilize virtual collaboration tools to work effectively.

### **Entrepreneurship**

**Duration: 7 Hours**

33. Explain the types of entrepreneurships and enterprises.
34. Discuss how to identify opportunities for potential business, sources of funding and associated financial and legal risks with its mitigation plan
35. Describe the 4Ps of Marketing-Product, Price, Place and Promotion and apply them as per requirement
36. Create a sample business plan, for the selected business opportunity.

### **Customer Service**

**Duration: 9 Hours**

37. Classify different types of customers.
38. Demonstrate how to identify customer needs and respond to them in a professional manner.
39. Discuss various tools used to collect customer feedback.
40. Discuss the significance of maintaining hygiene and dressing appropriately.

### **Getting ready for apprenticeship & Jobs**

**Duration: 8 Hours**

41. Draft a professional Curriculum Vitae (CV)
42. Use various offline and online job search sources to find and apply for jobs
43. Discuss the significance of maintaining hygiene and dressing appropriately for an interview
44. Role play a mock interview.
45. List the steps for searching and registering for apprenticeship opportunities.

**LIST OF TOOLS & EQUIPMENT FOR EMPLOYABILITY SKILLS**

S No.	Name of the Equipment	Quantity
1.	Computer (PC) with latest configurations – and Internet connection with standard operating system and standard word processor and worksheet software (Licensed) (all software should either be latest version or one/two version below)	As required
2.	UPS	As required
3.	Scanner cum Printer	As required
4.	Computer Tables	As required
5.	Computer Chairs	As required
6.	LCD Projector	As required
7.	White Board 1200mm x 900mm	As required
<i>Note: Above Tools &amp; Equipment not required, if Computer LAB is available in the institute.</i>		

## Module 10: On-the-Job Training

*Mapped to Customer Experience Specialist (Omnichannel Retail)*

### On-the-Job Training (OJT) Curriculum for

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#### Objective of OJT

To enable learners to apply their knowledge and skills in real-world retail environments, focusing on AI-powered customer engagement, omni-channel operations, AR/VR-based demonstrations, predictive analytics, and inventory management.

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#### Duration: 90 Hours

OJT will be conducted in a live retail store, e-commerce operations hub, or a customer experience center, where learners will either shadow work or work under supervision on various tasks.

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#### Performance Criteria (PC) for OJT

##### 1. AI-Powered Customer Engagement (20 Hours)

- PC1. Operate AI-powered chatbots to handle customer inquiries and resolve issues.
  - PC2. Apply customer sentiment analysis using AI tools to personalize engagement.
  - PC3. Use CRM-integrated AI tools to suggest product recommendations.
  - PC4. Troubleshoot chatbot-related issues in real-time customer interactions.
  - PC5. Document AI-driven customer interactions for future learning and process improvements.
  - PC6. Evaluate chatbot performance based on real-time customer feedback.
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##### 1. AR/VR-Based Product Demonstration to Customers' (10 Hours)

- PC1. Set up and calibrate AR/VR devices for immersive product demonstrations.
  - PC2. Conduct AR/VR-based in-store demonstrations to showcase product features.
  - PC3. Analyse customer feedback and behavioural insights from AR/VR interactions.
  - PC4. Troubleshoot AR/VR devices and ensure seamless customer experiences.
  - PC5. Record customer engagement insights from AR/VR-based campaigns.
  - PC6. Measure effectiveness of AR/VR demos using customer response data.
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##### 2. Cross-Selling & Up-Selling Using Predictive Analytics (10 Hours)

- PC1. Interpret sales trend dashboards and AI-driven predictive analytics.
  - PC2. Execute personalized cross-selling and up-selling strategies using customer data.
  - PC3. Monitor customer buying patterns and suggest relevant product recommendations.
  - PC4. Measure effectiveness of AI-powered promotions and sales strategies.
  - PC5. Develop a data-driven improvement plan for underperforming products.
  - PC6. Present predictive sales insights to the store management.
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#### 4. Omni-Channel Integration and CRM Usage (10 Hours)

- PC1. Configure CRM systems to manage customer data and purchase history.
  - PC2. Implement click-and-collect and return process management within a CRM system.
  - PC3. Track and analyse customer interactions across multiple retail channels.
  - PC4. Evaluate customer loyalty program effectiveness using CRM data.
  - PC5. Coordinate with multiple sales channels to ensure a seamless shopping experience.
  - PC6. Generate reports on multi-channel customer journeys for business insights.
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### **5. IoT-Enabled Inventory & Stock Management (10 Hours)**

- PC1. Set up and monitor IoT-enabled RFID inventory tracking systems.
- PC2. Perform real-time stock audits using RFID scanners and IoT dashboards.
- PC3. Analyse inventory reports to forecast replenishment requirements.
- PC4. Execute automated stock alert systems to prevent stockouts and overstocking.
- PC5. Document and report inventory shrinkage reduction strategies.
- PC6. Optimize replenishment strategies based on AI-generated insights.

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### **6. AI/AR/VR Troubleshooting & Maintenance (10 Hours)**

- PC1. Conduct preventive maintenance for AI-driven customer engagement tools.
- PC2. Identify and resolve common hardware and software issues in AI, AR, and VR devices.
- PC3. Apply updates to AI/AR/VR systems to enhance performance.
- PC4. Coordinate with IT teams or vendors for escalated troubleshooting issues.
- PC5. Prepare reports on system performance and improvement recommendations.
- PC6. Implement data backup and recovery protocols for AI/AR/VR tools.

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### **7. Ensure Data Privacy, Mitigate Cybersecurity Risks, and Maintain Compliance (10 Hours)**

- PC1. Apply encryption techniques to secure customer data.
- PC2. Perform risk assessments for cybersecurity threats in a retail environment.
- PC3. Execute protocols for reporting and handling data breaches.
- PC4. Implement firewall and network security measures to protect customer information.
- PC5. Monitor retail data systems for unusual activity or security risks.
- PC6. Generate compliance readiness checklists and reports.

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### **8. Design and Execute AR/VR-Based In-Store Events (10 Hours)**

- PC1. Plan and design an AR/VR-based in-store promotional event.
- PC2. Simulate an AR/VR event in a retail store or showroom.
- PC3. Collect and analyse customer engagement data during the event.
- PC4. Execute troubleshooting protocols for AR/VR devices during live events.
- PC5. Evaluate event success based on customer engagement metrics and sales outcomes.
- PC6. Generate post-event reports with actionable recommendations for improvement.

## Evaluation of OJT Performance

OJT Task Category	Weightage (%)	Assessment Criteria
AI-Powered Customer Engagement	15%	Accuracy in handling AI-driven customer queries, chatbot efficiency, and personalization.
AR/VR-Based Product Demonstration	15%	Ability to set up, conduct, and troubleshoot immersive product demos.
Cross-Selling & Up-Selling Using AI	15%	Effectiveness of personalized recommendations and sales conversions.
Omni-Channel CRM & Customer Data Management	15%	Seamless integration of CRM and multi-channel sales process execution.
IoT-Enabled Inventory & Stock Management	10%	Efficient stock auditing, inventory tracking, and shrinkage control.
AI/AR/VR Troubleshooting & Maintenance	10%	Ability to resolve technical issues and document improvement strategies.
Data Privacy, Cybersecurity & Compliance	10%	Application of encryption, risk assessment, and compliance protocols.
AR/VR-Based Event Execution	10%	Ability to plan, execute, and assess the success of AR/VR promotional events.

### Final OJT Report Submission

At the end of the OJT, each learner must submit a self-assessment report including:

- Tasks performed
- Challenges faced
- Learnings and Improvements
- Supervisor feedback summary

### Supervision & Mentoring

During the OJT, learners will work under a Retail Supervisor or Digital Customer Experience Manager, who will:

- Provide real-time feedback
- Monitor task performance
- Evaluate on-the-job effectiveness

### OJT Completion Criteria

- Minimum 80% attendance
- Successful completion of performance criteria tasks
- Submission of final OJT report
- Employer/Supervisor feedback

## Module-Wise Learner Evaluation Form for On-the-Job Training (OJT)

### Objective:

This evaluation form assesses the learner's performance in **each module** during the OJT based on **practical application, problem-solving, adherence to process, and engagement with AI/AR/VR tools** in a real-time retail environment.

- **Learner Evaluation Form (Module-Wise)**
- **Learner Name:** \_\_\_\_\_
- **Batch No.:** \_\_\_\_\_
- **Retail Store/Training Location:** \_\_\_\_\_
- **OJT Duration:** \_\_\_\_\_
- **Supervisor Name:** \_\_\_\_\_

### Performance Criteria Evaluation

**Instructions:** The supervisor/trainer will evaluate the learner's performance on a **5-point scale** based on the given rubrics.

Rating Scale	Rubrics
<b>5 - Excellent</b>	Consistently performs tasks independently, exceeds expectations, and demonstrates exceptional problem-solving.
<b>4 - Good</b>	Performs tasks with minimal supervision and shows good application of concepts.
<b>3 - Satisfactory</b>	Requires some guidance but meets expectations for the role.
<b>2 - Needs Improvement</b>	Frequently requires supervision and struggles with task execution.
<b>1 - Unsatisfactory</b>	Does not meet expectations and lacks basic understanding.

### Module-Wise Performance Evaluation

Module	Performance Criteria (PCs)	Rating (1-5)	Supervisor's Comments
<b>Operate AI Tools and Chatbots for Customer Engagement</b>	Handles AI-driven chatbots effectively to assist customers.		
	Uses AI-powered tools for personalized customer engagement.		
	Troubleshoots chatbot issues and escalates unresolved queries.		
<b>Demonstrate and Operate AR/VR Tools for Product Demos</b>	Sets up AR/VR tools for immersive product demonstrations.		
	Conducts product trials using AR/VR for customer engagement.		
	Measures the effectiveness of AR/VR experiences and reports feedback.		
<b>Apply Predictive Analytics for Cross-Selling and Up-Selling</b>	Uses customer data and AI analytics to suggest upsell/cross-		

	sell opportunities.		
	Implements predictive analytics to improve sales recommendations.		
	Generates reports on AI-driven sales trends and consumer behaviour.		
<b>Integrate Omni-Channel Operations and Manage CRM Systems</b>	Configures CRM systems for multi-channel customer engagement.		
	Tracks and evaluates customer interactions across sales channels.		
	Manages customer loyalty programs and resolves CRM-related issues.		
<b>Monitor IoT Inventory and Manage Stock Replenishment</b>	Uses IoT-enabled devices for inventory tracking.		
	Generates stock alerts and performs real-time stock audits.		
	Implements AI-driven stock replenishment techniques.		
<b>Troubleshoot and Maintain AI and AR/VR Devices</b>	Performs preventive maintenance on AI and AR/VR tools.		
	Identifies and resolves common technical issues in AI/AR/VR tools.		
	Documents troubleshooting steps and collaborates with IT teams for fixes.		
<b>Ensure Data Privacy, Mitigate Cybersecurity Risks, and Maintain Compliance</b>	Implements data privacy measures in customer interactions.		
	Identifies cybersecurity risks and reports potential threats.		
	Ensures compliance with industry standards and company policies.		
<b>Design and Execute AR/VR-Based In-Store Events</b>	Plans and executes AR/VR-powered customer engagement events.		
	Analyses customer responses and engagement data from AR/VR events.		
	Generates post-event reports with actionable insights.		

### Overall Learner Rating

Performance Area	Rating (1-5)	Comments
Technical Knowledge & Application		
Problem-Solving & Troubleshooting		
Customer Engagement & Communication		
Adherence to Processes & Policies		
Team Collaboration & Leadership		

### Final Supervisor's Observations

1. What are the learner's key strengths in handling digital retail tools?

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2. What areas need improvement?

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3. Would you recommend this learner for a full-time role based on performance? (Yes/No, with comments)

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Supervisor's Final Comments & Improvement Suggestions

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**Signature of Supervisor:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Signature of Learner:** \_\_\_\_\_

## Annexure

### Trainer Requirement for Domain Skills

Trainer Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training Experience		Remarks
		Years	Specialization	Years	Specialization	
Graduate	Any Discipline	2	Omni-channel retail/ retail store operations/ e-commerce in customer service involving usage of CRM tools, AR/VR technologies, and applications of AI in digital commerce.	1	Omni-channel retail/ retail store operations/ e-commerce in customer service involving usage of CRM tools, AR/VR technologies, and applications of AI in digital commerce.	Certifications in applications of AI in Retail, Digital Commerce including AR/VR, CRM tools preferred

Trainer Certification	
Domain Certification	Platform Certification
Certified for Job Role “ Digital Customer Experience Specialist (Omnichannel Retail”, mapped to QP: RAS/Q0112, v1.0’. Minimum accepted score: 80%.”	Recommended that the Trainer is certified for the Job Role: “Trainer (Vet and Skills)”, mapped to the Qualification Pack: “MEP/Q2601, v2.0”. The minimum accepted score as per MEPSC guidelines is 80%.

## Trainer Requirement for Employability Skills

Trainer Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training Experience		Remarks
		Years	Specialization	Years	Specialization	
Graduate/CITS	Any discipline			2	Teaching experience	Prospective ES trainer should: <ul style="list-style-type: none"> <li>• Have good communication skills.</li> <li>• Be well versed in English.</li> <li>• Have digital skills.</li> <li>• Pay attention to the details.</li> <li>• Be adaptable.</li> <li>• Have a willingness to learn.</li> </ul>
Current ITI trainers	Employability Skills Training (3 days full-time course done between 2019-2022)					
Certified current EEE trainers (155 hours)	from Management SSC (MEPSC)					
Certified Trainer	Qualification Pack: Trainer (MEP/Q0102)					

Domain Certification	Platform Certification
Certified in 60-hour Employability NOS (2022), with a minimum score of <b>80%</b> <b>OR</b> Certified in 120-, 90-hour Employability NOS (2022), with a minimum score of <b>80%</b>	NA

## Master Trainers Requirements for Employability Skills

Master Trainer Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training Experience		Remarks
		Years	Specialization	Years	Specialization	
Graduate	Any discipline			3	Employability Skills curriculum training experience with an interest to train as well as orient other peer trainers	Prospective ES Master trainer should: <ul style="list-style-type: none"> <li>• have good communication skills.</li> <li>• be well versed in English.</li> <li>• have basic digital skills.</li> <li>• pay attention to detail.</li> <li>• be adaptable.</li> <li>• have willingness to learn.</li> <li>• be able to grasp concepts fast and is creative with teaching practices and likes sharing the learnings with others.</li> </ul>
Certified Master Trainer	Qualification Pack: Master Trainer (MEP/Q2602)			3	EEE training of Management SSC (MEPSC) (155 hours)	

Master Trainer Certification	
Domain Certification	Platform Certification
Certified in 60-hour Employability NOS (2022), with a minimum score of <b>90%</b> .  <b>OR</b> Certified in 120-, 90-hour Employability NOS (2022), with a minimum score of <b>90%</b>	NA

### Assessors Requirement for Domain Skills

Trainer Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training Experience		Remarks
		Years	Specialization	Years	Specialization	
Graduate	Any Discipline	3	Retail store operations and customer service involving usage of CRM tools, AR/VR technologies, and AI applications in digital commerce.	1	Retail store operations and customer service involving usage of CRM tools, AR/VR technologies, and AI applications in digital commerce.	Certifications in applications of AI in Retail, Digital Commerce including AR/VR, CRM tools preferred

### Trainer Certification

Domain Certification	Platform Certification
Certified for Job Role “Digital Customer Experience Specialist (Omnichannel Retail”, mapped to QP: RAS/Q0112, v1.0’. Minimum accepted score: 80%.”	Recommended that the Assessor is certified for the Job Role Digital Customer Experience Specialist (Omnichannel Retail): “Assessor (VET and skills)”, mapped to the Qualification Pack: “MEP/Q2701”. The minimum accepted score is 80%.

## Assessment Strategy

### 1. Assessment System Overview:

- Batches are assigned to the NCVET recognized RASCI empaneled Assessment Agencies (AA) for conducting all Government funded NSQF assessment on SIP and or email 7 days to 15 days in advance or based on the availability of the complete information received from the training entities on completion dates and receipt of assessment fee for assessment of the training batches.
- Assessment Agencies (AA) send the assessment confirmation to VTP/TC looping RASCI within 24 hours of receipt of information on assessment assignment from RASCI.
- Assessment agency reviews the assessment centre/ Training Centre (TC)/ VTP centre before the commencement of assessments against the prescribed infrastructure and equipment.
- Assessment agency deploys the certified Assessor for executing the assessment. A qualified proctor is recommended to accompany the certified assessor.
- The assessment will be conducted online on digital devices such as computers, Tabs, Laptops, Smart Phones either through web browser or apps having the ability to auto proctor and remote physical proctor the assessments.
- The candidate/ learner must possess the OJT completion certificate (**If OJT is mandatory for the qualification**) duly signed and stamped by the authorised signatory on the letter head of the employer where the OJT was imparted. The candidates/ learners without the OJT completion certificate must not be allowed to undertake the assessments (**If OJT is mandatory for the qualification**).
- **Theory Assessment (Online):** Theory assessments will be Multiple Choice Questions (MCQ) based.
- **Practical:** This test will be administered by and under the supervision of a certified assessor. The candidates/ learner will be assessed based on their performance against the rubrics/ observation checklist. The practical assessment will consist of case study or scenario-based Viva Voce, Role Play, or Demonstration. The learner will be graded/ marked on a digital assessment platform. Based on the grade/ marks provided by the assessor, the digital assessment platform automatically determines the results. The entire intervention must be video recorded as evidence and made available to the AB as and when demanded. The AA is required to store comprehensive auditable trails as per the SOP of the AB.
- **A certified assessor is mandatory** for this qualification as the practical assessments are conducted through case study / scenario-based Viva Voce/ Role Play/ Demonstration on digital platform with comprehensive auditable trails under the supervision of qualified/ certified assessor. The results are auto determined by the digital assessment platform based on the grading provided by the certified assessor.
- Assessment Agency must ensure the Assessor and Proctor arrives 1 hour before the commencement of assessments.
- Assessment agency confirms the commencement and conduct of assessments to the training entity and RASCI provided the Assessment centre/ TC/ VTP Centre for assessment complies to the infrastructure and equipment prescribed by RASCI for conduct of assessments.

- The assessment agency monitors and records the proceedings of the assessment on the ground and will share the access of live feeding/ audit trails of the proceedings from its digital assessment platform.
- RASCI audits the assessment process & records.
- **For Remote Online Assessments:** AA must follow and implement all the guidelines of RASCI for conducting remote online assessments.

## 2. Testing Environment:

- AA/ Assessor/ Proctor to note the Assessment location, date and time.
- If the batch size is more than 30, then there should be 2 Assessors/ proctors deployed by the AA.
- The assessor and proctors must conduct the orientation session to the candidates on the assessment protocols and processes as prescribed by RASCI.
- Check and confirm that the allotted time to the candidates to complete Theory & Practical Assessment is correct as per the assessment blueprint.
- Assessment centre/ TC/ VTP centre must verify the identity of the Assessor/ Proctor in alignment with the SOP for assessments released by RASCI.
- The Assessor/ Proctor of the AA must verify the identity and the training attendance of the candidate as per the scheme and or RASCI assessment SOP.
- Only those candidates complying with the requisite training attendance prescribed by the scheme guidelines and or RASCI guidelines must be allowed to proceed and undertake the assessments.
- AA will be held responsible for any deviation on the above and will be levied penalties including revoking of Assessment Agency status of RASCI as per NCVET guidelines and RASCI assessment guidelines.
- The Assessment Centre/ VTP/TC including the Assessment Agency, Assessor and or Proctor will adhere to all the guidelines under the SOP for assessments of RASCI.
- **For Remote Online Assessments:** AA must follow and implement all the guidelines under conducting remote online assessments.

## 3. Assessment Quality Assurance levels/Framework:

- Question bank is created by the Subject Matter Experts (SME) from the Assessment Agency and are verified by the other SME and approved by RASCI.
- Questions are mapped to the specified assessment criteria/ assessment blueprint approved by RASCI for the qualification.
- Assessor must be ToA certified/ Proctor must be certified as per the guidelines of RASCI.
- Trainer must be ToT Certified by RASCI on this qualification and must possess a valid ToT certificate during the conduct of training of the batch being assessed.
- Assessor/ Proctor must verify the validity of the ToT certificate of the trainer.
- The assessment must **NOT** be allowed to continue if the ToT certificate of the trainer was or is not valid during the duration/ tenure of training of the batch being assessed.
- Ensure all assessment data and evidence is collected and stored as per the requirements.

- AA/ Assessor/ Proctor must report any noncompliance/ malpractices to RASCI immediately.
- The Assessment Centre/ VTP/TC including the Assessment Agency, Assessor and or Proctor will adhere to all the guidelines under the SOP for assessments of RASCI.
- **For Remote Online Assessments:** AA must follow and implement all the guidelines under conducting remote online assessments.

#### 4. Types of evidence or evidence-gathering protocol:

- Time-stamped & geotagged reporting of the assessor from assessment location
- Centre photographs with signboards and scheme specific branding
- The attendance sheet signed by the candidates with the declaration certifying the validity of the candidate by the VTP/ TC Official/ Assessment Centre official with stamp/ seal and signature of the authorised signatory of VTP/TC/ Assessment Centre.
- Assessment attendance sheets co-certified by Assessor/ Proctor
- Training attendance records of the candidate, AEBAS attendance records wherever applicable.
- Feedback forms prescribed by RASCI on the assessment process from the assessed candidates.
- Group Photograph of the trainees, assessor and training centre officials with geotagging and time stamp.
- The soft copy of the answer sheets and or hard copies including marking sheet signed by the Assessor/ Proctor approved by authorised official of Assessment Agency with signature and stamp.
- Video recording and still photographs (minimum 5) of the entire assessment process of the batch supported by video recording and intermittent still photographs on the digital assessment platform of each candidate while she/ he is undergoing assessments.
- The credibility score report on the digital online assessment platform in alignment with RASCI SOP for assessment.
- A timestamped image of the candidate on the assessment platform including the image of the Govt. authorised identity card of the candidate must be made available once the candidate takes the assessment.
- A timestamped image of the candidate is available once the candidate takes the assessment.
- Every candidate must produce their OJT Completion Certificate (**if OJT is mandatory for the qualification**) duly signed and stamped from the authorised signatory of the employer where the OJT was completed. A copy of the same must be collected and stored by the assessor/ proctor/ AA and submitted to RASCI/ AB on demand (**if OJT is mandatory for the qualification**).
- **Candidate Photograph/ ID photograph:** A candidate snapshot and his/her ID snapshot is being captured before the candidate is allowed to start the test.
- **Assessment Logs:** AA Maintains a detailed audit log of each assessment that is administered. Audit logs should be recoverable on requests from RASCI. Assessment audit log should include:
  - The time when the assessment is being started.
  - Flags in case an additional person is there
  - Flags in case candidate navigate away from the window.

- Candidate away from the test window
- Any other device spotted.
- The time when the candidate finishes the test.
- Question wise and NOS-wise summary of the attempt
- Response sheets/ Answer sheets including the question paper.
- All applicable other credibility scores including the above of the candidate.
- **For Remote Online Assessments:** AA must follow and implement all the guidelines under conducting remote online assessments.

**5. Method of verification or validation of assessment processes:**

- AA must provide live feed access/ records to RASCI through the appropriate digital infrastructure such as IP camera etc to seamlessly to remotely monitor the assessments happening at the Assessment centre/ VTP Centre/ TC.
- Surprise visit to the assessment location by RASCI authorised personnel and or agency including RASCI officials.

**6. Method for assessment documentation, archiving, and access**

- Hard and hard copies converted to soft copies of the documents are stored.
- The assessment logs including the response sheets and documentation recommended by RASCI from time to time must be maintained by the AA in soft and hard form for 5 years and access to validate/ Audit and comment must be provided to RASCI.
- The documentation mentioned in the above Sl No 1 to Sl No 6 needs to be archived on the cloud server and maintained by the Assessment Agency soft form with constant seamless access being provided to RASCI by AA. The hard copies of the same needs to be maintained by AAs and given access to RASCI on demand.

Assessment Type	Formative or Summative	Strategies
Theory	Summative	(Web proctoring/Paper pencil/Tab based): Written test will be Multiple Choice Questions (MCQ) based. In case of availability of internet connectivity, the test will be hosted on web (online). In case of absence of internet connectivity, the test will be administered in offline mode or via paper
Practical: Portfolio of evidence and practical assignment	Summative	The portfolio of evidence for the candidate will be evaluated based on the assessment criteria of the qualification for the duration of the program along with synoptic assessment on a practical assignment

## References

### Glossary

Term	Description
<b>Declarative Knowledge</b>	Declarative knowledge refers to facts, concepts and principles that need to be known and/or understood in order to accomplish a task or to solve a problem.
<b>Key Learning Outcome</b>	Key learning outcome is the statement of what a learner needs to know, understand and be able to do in order to achieve the terminal outcomes. A set of key learning outcomes will make up the training outcomes. Training outcome is specified in terms of knowledge, understanding (theory) and skills (practical application).
<b>OJT (M)</b>	On-the-job training (Mandatory); trainees are mandated to complete specified hours of training on site
<b>OJT (R)</b>	On-the-job training (Recommended); trainees are recommended the specified hours of training on site
<b>Procedural Knowledge</b>	Procedural knowledge addresses how to do something, or how to perform a task. It is the ability to work, or produce a tangible work output by applying cognitive, affective or psychomotor skills.
<b>Training Outcome</b>	Training outcome is a statement of what a learner will know, understand and be able to do upon the completion of the training.
<b>Terminal Outcome</b>	Terminal outcome is a statement of what a learner will know, understand and be able to do upon the completion of a module. A set of terminal outcomes help to achieve the training outcome.

### Acronyms and Abbreviations

Term	Description
<b>QP</b>	Qualification Pack
<b>NSQF</b>	National Skills Qualification Framework
<b>NSQC</b>	National Skills Qualification Committee
<b>NOS</b>	National Occupational Standards