

Qualification Pack



Digital Customer Experience Specialist (Omnichannel Retail)

QP Code: RAS/Q0112

Version: 1.0

NSQF Level: 5

Retail Associated Skill Council of India (RASCI) || 703-704 Sagar Tech Plaza - A, Andheri-Kurla Road,
Sakinaka Junction, Andheri (E)
Mumbai-400072 || email:amol.kulkarni@rasci.in

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RAS/Q0112: Digital Customer Experience Specialist (Omnichannel Retail)

Brief Job Description

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

Personal Attributes

The individual should possess strong customer service orientation, effective communication and interpersonal skills, digital literacy, analytical thinking, and problem-solving abilities. They should be adaptable to new technologies, detail-oriented, proactive, and capable of working collaboratively in a dynamic omnichannel retail environment. A positive attitude, professionalism, integrity, customer-centric approach, and commitment to continuous learning are essential for this role.

Applicable National Occupational Standards (NOS)

Compulsory NOS:

1. [RAS/N0179: Engage Customer through AI Tools and Chatbots](#)
2. [RAS/N0180: Use Augmented Reality/ Virtual Reality \(AR /VR\) Tools for Product Demos and Immersive Experiences](#)
3. [RAS/N0181: Drive Sales through Cross-Selling and Up-Selling Using Predictive Analytics](#)
4. [RAS/N0182: Integrate Omni-Channel Operations and Manage CRM Systems](#)
5. [RAS/N0183: Monitor IoT-Enabled Inventory and Manage Stock Replenishment](#)
6. [RAS/N0184: Operate and Troubleshoot AI and AR/VR Devices for Optimal Performance](#)
7. [RAS/N0185: Ensure Data Privacy, Cybersecurity, and Ethical Compliance](#)
8. [RAS/N0186: Plan and Execute AR/VR-Based In-Store Events](#)
9. [DGT/VSQ/N0103: Employability Skills \(90 Hours\)](#)

Qualification Pack (QP) Parameters

Sector	Retail
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Sub-Sector	Retail Operations
Occupation	Store Operations
Country	India
NSQF Level	5
Credits	18
Aligned to NCO/ISCO/ISIC Code	NCO-2015/4225.0100
Minimum Educational Qualification & Experience	<p>Completed 2nd year of UG (UG Diploma) (Any discipline with basic digital literacy) with 1 Year of experience relevant experience in Store Operations/Customer Service handling CRM tools in Retail environment OR Completed 3 year diploma after 10th (Any discipline with basic digital literacy) with 1.5 years of experience relevant experience in Store Operations/ Customer Service. OR 12th grade Pass (Any stream with basic digital literacy) with 3 Years of experience relevant experience in Store Operations/ Customer Service OR Previous relevant Qualification of NSQF Level (4.5) with 1.5 years of experience relevant experience in Store Operations/ Customer Service OR Previous relevant Qualification of NSQF Level (4) with 3 Years of experience relevant experience in Store Operations/ Customer Service</p>
Minimum Level of Education for Training in School	
Pre-Requisite License or Training	NA
Minimum Job Entry Age	18 Years
Last Reviewed On	NA
Next Review Date	18/02/2029
NSQC Approval Date	18/02/2026
Version	1.0
Reference code on NQR	QG-05-OR-05033-2026-V1-RASCI



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NQR Version	1.0
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RAS/N0179: Engage Customer through AI Tools and Chatbots

Description

This NOS covers the skills required to use AI-enabled tools and digital platforms to provide personalized customer assistance, manage customer interactions, support self-service experiences, and maintain customer data in a retail environment.

Scope

The scope covers the following :

- Use AI-enabled devices and tools
- Provide AI-based recommendations and comparisons
- Handle chatbot-assisted customer interactions
- Update customer data in CRM systems
- Record customer feedback
- Troubleshoot and escalate AI tool issues
- Guide customers on digital self-service platforms
- Escalate complex customer queries and concerns

Elements and Performance Criteria

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

- PC1.** Operate AI-enabled devices (tablets, kiosks) to generate personalized product suggestions
- PC2.** Provide real-time comparisons based on AI recommendations
- PC3.** Use chatbots to handle basic inquiries
- PC4.** Refer complex queries which are beyond the scope of his/her work to higher authorities
- PC5.** Record and analyse customer feedback collected through chatbots
- PC6.** Maintain real-time updates on customer profiles in the CRM
- PC7.** Troubleshoot minor issues with AI tools and escalate unresolved issues.
- PC8.** Demonstrate product recommendations based on AI-predicted preferences.
- PC9.** Guide customers in self-service digital interfaces.

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** Basics of AI-enabled retail tools and applications
- KU2.** Features and functions of tablets, kiosks, chatbots, and self-service interfaces
- KU3.** Principles of AI-based product recommendations and comparisons
- KU4.** CRM systems and customer data management procedures
- KU5.** Methods for collecting and analysing customer feedback
- KU6.** Organizational procedures for query handling and escalation

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- KU7.** Common issues related to AI tools and basic troubleshooting steps
- KU8.** Data privacy, security, and confidentiality requirements
- KU9.** Customer service standards and communication protocols

Generic Skills (GS)

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

- GS1.** Read and interpret information displayed on AI-enabled devices, chatbots, and CRM systems
- GS2.** Communicate clearly and professionally with customers and team members
- GS3.** Guide customers in using digital self-service platforms
- GS4.** Analyse AI-generated recommendations and customer feedback to support customer interactions
- GS5.** Identify and resolve routine issues related to AI tools and applications
- GS6.** Decide when customer queries or technical issues need to be escalated
- GS7.** Prioritize and organize tasks while managing multiple customer interactions
- GS8.** Maintain accuracy while updating customer information and records
- GS9.** Adapt to new technologies and digital tools used in the retail environment
- GS10.** Collaborate with supervisors and colleagues to ensure effective customer service

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	50	50	-	-
PC1. Operate AI-enabled devices (tablets, kiosks) to generate personalized product suggestions	4	7	-	-
PC2. Provide real-time comparisons based on AI recommendations	6	6	-	-
PC3. Use chatbots to handle basic inquiries	7	5	-	-
PC4. Refer complex queries which are beyond the scope of his/her work to higher authorities	4	5	-	-
PC5. Record and analyse customer feedback collected through chatbots	7	4	-	-
PC6. Maintain real-time updates on customer profiles in the CRM	7	5	-	-
PC7. Troubleshoot minor issues with AI tools and escalate unresolved issues.	5	6	-	-
PC8. Demonstrate product recommendations based on AI-predicted preferences.	6	7	-	-
PC9. Guide customers in self-service digital interfaces.	4	5	-	-
NOS Total	50	50	-	-

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National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0179
NOS Name	Engage Customer through AI Tools and Chatbots
Sector	Retail
Sub-Sector	
Occupation	Store Operations
NSQF Level	5
Credits	2
Version	1.0
Last Reviewed Date	18/02/2026
Next Review Date	18/02/2029
NSQC Clearance Date	18/02/2026

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RAS/N0180: Use Augmented Reality/ Virtual Reality (AR /VR) Tools for Product Demos and Immersive Experiences

Description

This NOS covers the skills required to operate and support AR/VR technologies in a retail environment, enabling immersive customer experiences, managing system performance, collecting customer feedback, and coordinating with relevant teams to enhance AR/VR-based customer engagement initiatives.

Scope

The scope covers the following :

- Operate AR/VR tools and applications
- Set up and calibrate AR/VR systems
- Demonstrate virtual product experiences
- Assist customers using AR applications
- Troubleshoot AR/VR device issues
- Collect and analyse customer feedback
- Monitor AR/VR usage and performance
- Coordinate AR-based promotional activities
- Report system issues and performance metrics

Elements and Performance Criteria

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

- PC1.** Demonstrate AR/VR tools for virtual try-ons and product previews
- PC2.** Set up and calibrate AR/VR systems before use
- PC3.** Troubleshoot and resolve issues with AR/VR devices
- PC4.** Monitor usage trends of AR tools and suggest improvements
- PC5.** Collect customer feedback from immersive experiences
- PC6.** Collaborate with marketing to align AR-based campaigns
- PC7.** Provide tutorials to customers using AR apps
- PC8.** Track and report system performance metrics to IT teams

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** Fundamentals of AR/VR technology and its applications in retail
- KU2.** Features and functionalities of AR/VR devices, software, and applications
- KU3.** Procedures for setting up, calibrating, and maintaining AR/VR systems
- KU4.** Techniques for delivering immersive product demonstrations and virtual try-ons
- KU5.** Methods for collecting and interpreting customer feedback

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- KU6.** Key performance indicators (KPIs) and usage metrics for AR/VR systems
- KU7.** Common technical issues in AR/VR devices and troubleshooting procedures
- KU8.** Organizational escalation procedures for technical issues
- KU9.** Basics of customer engagement and experience management
- KU10.** Roles of marketing and IT teams in AR/VR implementation
- KU11.** Data privacy and security requirements while using digital technologies

Generic Skills (GS)

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

- GS1.** Read and interpret operating instructions, system alerts, and performance reports
- GS2.** Communicate clearly with customers while demonstrating AR/VR experiences
- GS3.** Guide customers in using AR/VR applications and virtual try-on tools
- GS4.** Identify and resolve routine technical issues in AR/VR systems
- GS5.** Analyse customer feedback and usage trends to suggest improvements
- GS6.** Decide when technical issues need to be escalated to IT or higher authorities
- GS7.** Plan and organize AR/VR demonstrations and customer support activities
- GS8.** Collaborate effectively with marketing, IT, and other stakeholders
- GS9.** Maintain accurate records of feedback, system performance, and usage data
- GS10.** Adapt to new AR/VR technologies and evolving customer experience tools

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	50	50	-	-1
PC1. Demonstrate AR/VR tools for virtual try-ons and product previews	8	8	-	-
PC2. Set up and calibrate AR/VR systems before use	6	6	-	-
PC3. Troubleshoot and resolve issues with AR/VR devices	6	6	-	-
PC4. Monitor usage trends of AR tools and suggest improvements	6	6	-	-
PC5. Collect customer feedback from immersive experiences	6	6	-	-
PC6. Collaborate with marketing to align AR-based campaigns	6	6	-	-
PC7. Provide tutorials to customers using AR apps	6	6	-	-
PC8. Track and report system performance metrics to IT teams	6	6	-	-1
NOS Total	50	50	-	-1

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National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0180
NOS Name	Use Augmented Reality/ Virtual Reality (AR /VR) Tools for Product Demos and Immersive Experiences
Sector	Retail
Sub-Sector	
Occupation	Store Operations
NSQF Level	5
Credits	2
Version	1.0
Last Reviewed Date	18/02/2026
Next Review Date	18/02/2029
NSQC Clearance Date	18/02/2026

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RAS/N0181: Drive Sales through Cross-Selling and Up-Selling Using Predictive Analytics

Description

This NOS covers the skills required to leverage predictive analytics and customer data insights to identify cross-selling and up-selling opportunities, deliver personalized product recommendations, and support data-driven sales strategies to improve customer value and business performance.

Scope

The scope covers the following :

- Interpret predictive analytics insights
- Identify cross-selling and up-selling opportunities
- Recommend products and promotional bundles
- Analyse customer buying patterns
- Monitor sales conversion performance
- Support personalized marketing initiatives
- Identify seasonal sales trends
- Report sales and customer insights
- Recommend improvements to promotional strategies

Elements and Performance Criteria

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

- PC1.** Interpret predictive analytics to suggest relevant products
- PC2.** Monitor customer buying patterns for cross-selling opportunities
- PC3.** Promote promotional bundles based on customer data insights
- PC4.** Track success rates of cross-sell and up-sell strategies.
- PC5.** Collaborate with marketing to implement personalized offers
- PC6.** Use predictive models to identify seasonal trends
- PC7.** Report on performance insights to store management
- PC8.** Make data-driven recommendations to modify promotions

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** Fundamentals of predictive analytics and data-driven selling
- KU2.** Concepts of cross-selling, up-selling, and personalized marketing
- KU3.** Customer buying behaviour and purchasing patterns
- KU4.** Methods for interpreting predictive models and sales insights
- KU5.** Features and functionalities of CRM and analytics tools

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- KU6.** Principles of promotional planning and bundle offers
- KU7.** Key sales performance indicators and conversion metrics
- KU8.** Seasonal demand patterns and market trends
- KU9.** Organizational procedures for reporting sales insights
- KU10.** Data privacy and confidentiality requirements

Generic Skills (GS)

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

- GS1.** Read and interpret customer data, analytics reports, and dashboards
- GS2.** Communicate personalized product recommendations effectively to customers and stakeholders
- GS3.** Analyse customer behaviour and predictive insights to identify sales opportunities
- GS4.** Make data-driven decisions regarding product recommendations and promotional offers
- GS5.** Identify trends and patterns to support sales planning
- GS6.** Resolve issues related to customer preferences and sales recommendations
- GS7.** Focus on customer needs while suggesting relevant products and services
- GS8.** Plan and organize sales activities based on analytics insights
- GS9.** Prepare and present sales performance reports accurately
- GS10.** Collaborate with marketing and store teams to implement targeted promotions

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	50	50	-	-
PC1. Interpret predictive analytics to suggest relevant products	8	8	-	-
PC2. Monitor customer buying patterns for cross-selling opportunities	6	6	-	-
PC3. Promote promotional bundles based on customer data insights	6	6	-	-
PC4. Track success rates of cross-sell and up-sell strategies.	6	6	-	-
PC5. Collaborate with marketing to implement personalized offers	6	6	-	-
PC6. Use predictive models to identify seasonal trends	6	6	-	-
PC7. Report on performance insights to store management	6	6	-	-
PC8. Make data-driven recommendations to modify promotions	6	6	-	-
NOS Total	50	50	-	-

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National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0181
NOS Name	Drive Sales through Cross-Selling and Up-Selling Using Predictive Analytics
Sector	Retail
Sub-Sector	
Occupation	Store Operations
NSQF Level	5
Credits	2
Version	1.0
Last Reviewed Date	18/02/2026
Next Review Date	18/02/2029
NSQC Clearance Date	18/02/2026

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RAS/N0182: Integrate Omni-Channel Operations and Manage CRM Systems

Description

This NOS covers the skills required to manage omni-channel retail operations and CRM systems to ensure seamless customer experiences across online and offline channels, maintain accurate customer records, and support efficient order fulfilment, returns, and customer service processes.

Scope

The scope covers the following :

- Manage customer profiles through CRM
- Coordinate omni-channel order fulfilment
- Process returns and exchanges across channels
- Ensure consistency of offers and promotions
- Track customer interactions across touchpoints
- Resolve customer issues using CRM insights
- Manage click-and-collect operations
- Maintain billing and order accuracy
- Monitor and update customer records

Elements and Performance Criteria

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

- PC1.** Use CRM tools to update and manage customer profiles in real-time
- PC2.** Coordinate online and in-store orders to ensure smooth customer journeys
- PC3.** Process returns and exchanges across multiple channels efficiently
- PC4.** Ensure consistency in promotional offers across all channels
- PC5.** Track customer interactions from different touchpoints for analysis
- PC6.** Resolve customer issues by accessing CRM data for previous interactions
- PC7.** Coordinate and oversee click-and-collect or in-store pickup operations
- PC8.** Ensure accuracy in billing, order processing, and CRM records

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** Basics of omni-channel retail operations
- KU2.** Features and functionalities of CRM systems
- KU3.** Customer profile management procedures
- KU4.** Order fulfilment processes across online and offline channels
- KU5.** Returns and exchange procedures

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- KU6.** Promotional offer management
- KU7.** Click-and-collect and in-store pickup processes
- KU8.** Billing, order processing, and record management procedures
- KU9.** Data privacy, security, and customer information handling requirements
- KU10.** Customer service standards and issue-resolution processes

Generic Skills (GS)

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

- GS1.** Read and update CRM and order records
- GS2.** Communicate effectively with customers and teams
- GS3.** Support customers across channels
- GS4.** Analyse customer and order information
- GS5.** Resolve customer issues efficiently
- GS6.** Decide when to escalate issues
- GS7.** Coordinate order fulfilment activities
- GS8.** Maintain accuracy in records and transactions
- GS9.** Work collaboratively with relevant teams
- GS10.** Adapt to digital retail tools and processes

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	50	50	-	-
PC1. Use CRM tools to update and manage customer profiles in real-time	8	8	-	-
PC2. Coordinate online and in-store orders to ensure smooth customer journeys	6	6	-	-
PC3. Process returns and exchanges across multiple channels efficiently	6	6	-	-
PC4. Ensure consistency in promotional offers across all channels	6	6	-	-
PC5. Track customer interactions from different touchpoints for analysis	6	6	-	-
PC6. Resolve customer issues by accessing CRM data for previous interactions	6	6	-	-
PC7. Coordinate and oversee click-and-collect or in-store pickup operations	6	6	-	-
PC8. Ensure accuracy in billing, order processing, and CRM records	6	6	-	-
NOS Total	50	50	-	-

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National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0182
NOS Name	Integrate Omni-Channel Operations and Manage CRM Systems
Sector	Retail
Sub-Sector	
Occupation	Store Operations
NSQF Level	5
Credits	2
Version	1.0
Last Reviewed Date	18/02/2026
Next Review Date	18/02/2029
NSQC Clearance Date	18/02/2026

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RAS/N0183: Monitor IoT-Enabled Inventory and Manage Stock Replenishment

Description

This NOS covers the skills required to monitor inventory using IoT-enabled technologies, maintain optimal stock levels through real-time data and demand forecasts, and support efficient stock replenishment and inventory management processes.

Scope

The scope covers the following :

- Monitor IoT-enabled inventory systems
- Track stock movement using RFID/IoT devices
- Analyse demand forecasts and inventory levels
- Manage stock replenishment activities
- Prevent stockouts and overstock situations
- Coordinate with suppliers for inventory management
- Generate and review inventory reports
- Troubleshoot inventory system issues

Elements and Performance Criteria

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

- PC1.** Monitor inventory using IoT sensors and smart shelves
- PC2.** Align inventory levels with AI-generated demand forecasts
- PC3.** Identify low-stock alerts and coordinate timely replenishment
- PC4.** Track the movement of stock within the store using RFID or IoT devices
- PC5.** Collaborate with suppliers to optimize inventory levels
- PC6.** Use real-time data to prevent stockouts and overstock
- PC7.** Generate and review inventory reports regularly
- PC8.** Troubleshoot issues with IoT-enabled inventory systems

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** Basics of IoT-enabled inventory management
- KU2.** RFID, smart shelves, and IoT devices
- KU3.** Demand forecasting concepts
- KU4.** Stock replenishment procedures
- KU5.** Inventory control principles
- KU6.** Supplier coordination processes

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- KU7.** Inventory reporting methods
- KU8.** Basic troubleshooting techniques
- KU9.** Data accuracy and record management requirements

Generic Skills (GS)

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

- GS1.** Read inventory data and reports
- GS2.** Communicate with suppliers and team members
- GS3.** Monitor stock levels and inventory movements
- GS4.** Identify and resolve inventory issues
- GS5.** Plan and coordinate stock management activities
- GS6.** Maintain accurate inventory records
- GS7.** Work collaboratively with relevant stakeholders
- GS8.** Use digital inventory management tools effectively
- GS9.** Adapt to new inventory technologies and systems

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	50	50	-	-
PC1. Monitor inventory using IoT sensors and smart shelves	8	8	-	-
PC2. Align inventory levels with AI-generated demand forecasts	6	6	-	-
PC3. Identify low-stock alerts and coordinate timely replenishment	6	6	-	-
PC4. Track the movement of stock within the store using RFID or IoT devices	6	6	-	-
PC5. Collaborate with suppliers to optimize inventory levels	6	6	-	-
PC6. Use real-time data to prevent stockouts and overstock	6	6	-	-
PC7. Generate and review inventory reports regularly	6	6	-	-
PC8. Troubleshoot issues with IoT-enabled inventory systems	6	6	-	-
NOS Total	50	50	-	-

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National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0183
NOS Name	Monitor IoT-Enabled Inventory and Manage Stock Replenishment
Sector	Retail
Sub-Sector	
Occupation	Store Operations
NSQF Level	5
Credits	2
Version	1.0
Last Reviewed Date	18/02/2026
Next Review Date	18/02/2029
NSQC Clearance Date	18/02/2026

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RAS/N0184: Operate and Troubleshoot AI and AR/VR Devices for Optimal Performance

Description

This NOS covers the skills required to operate, monitor, and troubleshoot AI-enabled and AR/VR devices to ensure their optimal performance, minimize downtime, and support seamless customer and business operations

Scope

The scope covers the following :

- Monitor AI and AR/VR system performance
- Troubleshoot device and system issues
- Resolve minor technical errors
- Coordinate issue escalation with IT teams
- Update software and system applications
- Maintain device performance logs
- Report system issues and feedback
- Support staff training on device usage

Elements and Performance Criteria

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

- PC1.** Monitor the performance of AI-based tools and AR/VR systems
- PC2.** Identify and troubleshoot common issues with AI devices
- PC3.** Resolve minor system errors in AR/VR kiosks
- PC4.** Coordinate with IT teams to resolve complex issues
- PC5.** Ensure devices are regularly updated with the latest software
- PC6.** Maintain device logs to track performance metrics
- PC7.** Provide feedback to developers on system issues
- PC8.** Train store staff on basic troubleshooting techniques

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** Basics and applications of AI and AR/VR technologies
- KU2.** Functions, operation, and maintenance of AI-enabled and AR/VR devices
- KU3.** Common device issues, troubleshooting techniques, and escalation procedures
- KU4.** Software updates, system performance monitoring, and logging processes
- KU5.** Data security requirements and organizational operational guidelines
- KU6.** Roles and responsibilities of IT support teams

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Generic Skills (GS)

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

- GS1.** Read and interpret system alerts, logs, and reports
- GS2.** Communicate technical information and support team members effectively
- GS3.** Identify, analyse, and troubleshoot routine system issues
- GS4.** Decide when issues need escalation to relevant authorities
- GS5.** Maintain accurate records and monitor device performance
- GS6.** Plan routine maintenance and software update activities
- GS7.** Use digital tools and adapt to new technologies and system updates

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	50	50	-	-
PC1. Monitor the performance of AI-based tools and AR/VR systems	8	8	-	-
PC2. Identify and troubleshoot common issues with AI devices	6	6	-	-
PC3. Resolve minor system errors in AR/VR kiosks	6	6	-	-
PC4. Coordinate with IT teams to resolve complex issues	6	6	-	-
PC5. Ensure devices are regularly updated with the latest software	6	6	-	-
PC6. Maintain device logs to track performance metrics	6	6	-	-
PC7. Provide feedback to developers on system issues	6	6	-	-
PC8. Train store staff on basic troubleshooting techniques	6	6	-	-
NOS Total	50	50	-	-

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National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0184
NOS Name	Operate and Troubleshoot AI and AR/VR Devices for Optimal Performance
Sector	Retail
Sub-Sector	
Occupation	Store Operations
NSQF Level	5
Credits	2
Version	1.0
Last Reviewed Date	18/02/2026
Next Review Date	18/02/2029
NSQC Clearance Date	18/02/2026

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RAS/N0185: Ensure Data Privacy, Cybersecurity, and Ethical Compliance

Description

This NOS covers the skills required to ensure data privacy, cybersecurity, and compliance in retail operations by protecting customer data, identifying security risks, implementing security measures, monitoring compliance, and responding to data breaches.

Scope

The scope covers the following :

- Ensure data privacy compliance
- Implement cybersecurity measures
- Protect data through encryption
- Monitor data security and compliance
- Identify and mitigate cyber risks
- Report and respond to data breaches
- Conduct compliance assessments
- Coordinate with IT teams for security management

Elements and Performance Criteria

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

- PC1.** Handle customer data in compliance with GDPR/PDP Bill
- PC2.** Identify potential cybersecurity alerts in systems
- PC3.** Report data breaches promptly to management
- PC4.** Adhere to established SOPs to safeguard customer information
- PC5.** Use encryption tools to protect sensitive data
- PC6.** Train staff on data privacy protocols
- PC7.** Monitor compliance with internal and external policies
- PC8.** Implement corrective actions after data breaches

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** Data privacy regulations and compliance requirements
- KU2.** Organizational SOPs for data protection
- KU3.** Common cybersecurity threats and risks
- KU4.** Data breach reporting and response procedures
- KU5.** Encryption and data security measures
- KU6.** Compliance monitoring and corrective action processes
- KU7.** Ethical handling of customer and business data

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Generic Skills (GS)

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

- GS1.** Read and interpret data protection policies and guidelines
- GS2.** Communicate security requirements and incidents effectively
- GS3.** Identify potential cybersecurity risks and vulnerabilities
- GS4.** Respond to and report data security incidents
- GS5.** Decide when issues require escalation
- GS6.** Maintain confidentiality and accuracy while handling data
- GS7.** Train and guide staff on data privacy practices
- GS8.** Adapt to changing compliance requirements and security technologies

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	50	50	-	-
PC1. Handle customer data in compliance with GDPR/PDP Bill	8	8	-	-
PC2. Identify potential cybersecurity alerts in systems	6	6	-	-
PC3. Report data breaches promptly to management	6	6	-	-
PC4. Adhere to established SOPs to safeguard customer information	6	6	-	-
PC5. Use encryption tools to protect sensitive data	6	6	-	-
PC6. Train staff on data privacy protocols	6	6	-	-
PC7. Monitor compliance with internal and external policies	6	6	-	-
PC8. Implement corrective actions after data breaches	6	6	-	-
NOS Total	50	50	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0185
NOS Name	Ensure Data Privacy, Cybersecurity, and Ethical Compliance
Sector	Retail
Sub-Sector	
Occupation	Store Operations
NSQF Level	5
Credits	1
Version	1.0
Last Reviewed Date	18/02/2026
Next Review Date	18/02/2029
NSQC Clearance Date	18/02/2026

Qualification Pack

RAS/N0186: Plan and Execute AR/VR-Based In-Store Events

Description

This NOS covers the skills required to plan, coordinate, and execute AR/VR-based in-store events that enhance customer engagement, support brand promotions, and deliver immersive retail experiences while ensuring smooth event operations

Scope

The scope covers the following :

- Plan AR/VR-based in-store events
- Coordinate with marketing, vendors, and IT teams
- Deliver AR/VR customer experiences
- Monitor customer engagement
- Collect and analyse event feedback
- Report event outcomes and performance
- Ensure brand alignment in event execution
- Manage technical contingencies during events

Elements and Performance Criteria

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

- PC1.** Plan and execute product launches using AR/VR technologies (e.g., virtual product demos)
- PC2.** Collaborate with marketing teams to align AR/VR events with broader brand campaigns
- PC3.** Guide customers through AR-based experiences during promotional events
- PC4.** Track customer engagement metrics (e.g., interaction time, feedback) during events
- PC5.** Coordinate with vendors and IT teams to ensure smooth event operations
- PC6.** Collect and analyse feedback from participants to improve future events
- PC7.** Document event outcomes and report them to store management
- PC8.** Ensure alignment with brand identity and customer expectations in event planning
- PC9.** Develop contingency plans for technical disruptions during events

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** Fundamentals of AR/VR technologies and applications
- KU2.** Event planning and execution processes
- KU3.** Customer engagement and experience management techniques
- KU4.** Brand guidelines and promotional campaign requirements
- KU5.** Methods for tracking event performance and customer feedback
- KU6.** Coordination procedures with vendors, IT, and marketing teams

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KU7. Contingency planning and issue management during events

Generic Skills (GS)

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

- GS1.** Read and interpret event plans and performance reports
- GS2.** Communicate effectively with customers and stakeholders
- GS3.** Guide customers through immersive AR/VR experiences
- GS4.** Analyse customer engagement metrics and feedback
- GS5.** Resolve event-related issues and technical disruptions
- GS6.** Make decisions during event execution and contingency situations
- GS7.** Plan and organize event activities and resources
- GS8.** Collaborate with marketing, vendors, and IT teams
- GS9.** Maintain accurate event records and reports
- GS10.** Adapt to new technologies and customer engagement methods

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	50	50	-	-
PC1. Plan and execute product launches using AR/VR technologies (e.g., virtual product demos)	6	6	-	-
PC2. Collaborate with marketing teams to align AR/VR events with broader brand campaigns	5	5	-	-
PC3. Guide customers through AR-based experiences during promotional events	6	6	-	-
PC4. Track customer engagement metrics (e.g., interaction time, feedback) during events	6	6	-	-
PC5. Coordinate with vendors and IT teams to ensure smooth event operations	5	5	-	-
PC6. Collect and analyse feedback from participants to improve future events	6	6	-	-
PC7. Document event outcomes and report them to store management	5	5	-	-
PC8. Ensure alignment with brand identity and customer expectations in event planning	6	6	-	-
PC9. Develop contingency plans for technical disruptions during events	5	5	-	-
NOS Total	50	50	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0186
NOS Name	Plan and Execute AR/VR-Based In-Store Events
Sector	Retail
Sub-Sector	
Occupation	Store Operations
NSQF Level	5
Credits	2
Version	1.0
Last Reviewed Date	18/02/2026
Next Review Date	18/02/2029
NSQC Clearance Date	18/02/2026

Qualification Pack

DGT/VSQ/N0103: Employability Skills (90 Hours)

Description

This unit is about employability skills, Constitutional values, becoming a professional in the 21st Century, digital, financial, and legal literacy, diversity and Inclusion, English and communication skills, customer service, entrepreneurship, and apprenticeship, getting ready for jobs and career development.

Scope

The scope covers the following :

- Introduction to Employability Skills
- Constitutional values - Citizenship
- Becoming a Professional in the 21st Century
- Basic English Skills
- Career Development & Goal Setting
- Communication Skills
- Diversity & Inclusion
- Financial and Legal Literacy
- Essential Digital Skills
- Entrepreneurship
- Customer Service
- Getting ready for Apprenticeship & Jobs

Elements and Performance Criteria

Introduction to Employability Skills

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

- PC1.** understand the significance of employability skills in meeting the current job market requirement and future of work
- PC2.** identify and explore learning and employability relevant portals
- PC3.** research about the different industries, job market trends, latest skills required and the available opportunities

Constitutional values - Citizenship

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

- PC4.** recognize the significance of constitutional values, including civic rights and duties, citizenship, responsibility towards society etc. and personal values and ethics such as honesty, integrity, caring and respecting others, etc.
- PC5.** follow environmentally sustainable practices

Becoming a Professional in the 21st Century

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

- PC6.** recognize the significance of 21st Century Skills for employment

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- PC7.** practice the 21st Century Skills such as Self-Awareness, Behaviour Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn for continuous learning etc. in personal and professional life
- PC8.** adopt a continuous learning mindset for personal and professional development

Basic English Skills

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

- PC9.** use basic English for everyday conversation in different contexts, in person and over the telephone
- PC10.** read and understand routine information, notes, instructions, mails, letters etc. written in English
- PC11.** write short messages, notes, letters, e-mails etc. in English

Career Development & Goal Setting

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

- PC12.** identify career goals based on the skills, interests, knowledge, and personal attributes
- PC13.** prepare a career development plan with short- and long-term goals

Communication Skills

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

- PC14.** follow verbal and non-verbal communication etiquette while communicating in professional and public settings
- PC15.** use active listening techniques for effective communication
- PC16.** communicate in writing using appropriate style and format based on formal or informal requirements
- PC17.** work collaboratively with others in a team

Diversity & Inclusion

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

- PC18.** communicate and behave appropriately with all genders and PwD
- PC19.** escalate any issues related to sexual harassment at workplace according to POSH Act

Financial and Legal Literacy

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

- PC20.** identify and select reliable institutions for various financial products and services such as bank account, debit and credit cards, loans, insurance etc.
- PC21.** carry out offline and online financial transactions, safely and securely, using various methods and check the entries in the passbook
- PC22.** identify common components of salary and compute income, expenses, taxes, investments etc
- PC23.** identify relevant rights and laws and use legal aids to fight against legal exploitation

Essential Digital Skills

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

- PC24.** operate digital devices and use their features and applications securely and safely
- PC25.** carry out basic internet operations by connecting to the internet safely and securely, using the mobile data or other available networks through Bluetooth, Wi-Fi, etc.
- PC26.** display responsible online behaviour while using various social media platforms

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- PC27.** create a personal email account, send and process received messages as per requirement
- PC28.** carry out basic procedures in documents, spreadsheets and presentations using respective and appropriate applications
- PC29.** utilize virtual collaboration tools to work effectively

Entrepreneurship

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

- PC30.** identify different types of Entrepreneurship and Enterprises and assess opportunities for potential business through research
- PC31.** develop a business plan and a work model, considering the 4Ps of Marketing Product, Price, Place and Promotion
- PC32.** identify sources of funding, anticipate, and mitigate any financial/ legal hurdles for the potential business opportunity

Customer Service

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

- PC33.** identify different types of customers and ways to communicate with them
- PC34.** identify and respond to customer requests and needs in a professional manner
- PC35.** use appropriate tools to collect customer feedback
- PC36.** follow appropriate hygiene and grooming standards

Getting ready for apprenticeship & Jobs

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

- PC37.** create a professional Curriculum vitae (Résumé)
- PC38.** search for suitable jobs using reliable offline and online sources such as Employment exchange, recruitment agencies, newspapers etc. and job portals, respectively
- PC39.** apply to identified job openings using offline /online methods as per requirement
- PC40.** answer questions politely, with clarity and confidence, during recruitment and selection
- PC41.** identify apprenticeship opportunities and register for it as per guidelines and requirements

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** need for employability skills and different learning and employability related portals
- KU2.** various constitutional and personal values
- KU3.** different environmentally sustainable practices and their importance
- KU4.** Twenty first (21st) century skills and their importance
- KU5.** how to use English language for effective verbal (face to face and telephonic) and written communication in formal and informal set up
- KU6.** importance of career development and setting long- and short-term goals
- KU7.** about effective communication
- KU8.** POSH Act
- KU9.** Gender sensitivity and inclusivity
- KU10.** different types of financial institutes, products, and services

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- KU11.** components of salary and how to compute income and expenditure
- KU12.** importance of maintaining safety and security in offline and online financial transactions
- KU13.** different legal rights and laws
- KU14.** different types of digital devices and the procedure to operate them safely and securely
- KU15.** how to create and operate an e- mail account
- KU16.** use applications such as word processors, spreadsheets etc.
- KU17.** how to identify business opportunities
- KU18.** types and needs of customers
- KU19.** how to apply for a job and prepare for an interview
- KU20.** apprenticeship scheme and the process of registering on apprenticeship portal

Generic Skills (GS)

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

- GS1.** read and write different types of documents/instructions/correspondence in English and other languages
- GS2.** communicate effectively using appropriate language in formal and informal settings
- GS3.** behave politely and appropriately with all to maintain effective work relationship
- GS4.** how to work in a virtual mode, using various technological platforms
- GS5.** perform calculations efficiently
- GS6.** solve problems effectively
- GS7.** pay attention to details
- GS8.** manage time efficiently
- GS9.** maintain hygiene and sanitization to avoid infection

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Introduction to Employability Skills</i>	1	1	-	-
PC1. understand the significance of employability skills in meeting the current job market requirement and future of work	-	-	-	-
PC2. identify and explore learning and employability relevant portals	-	-	-	-
PC3. research about the different industries, job market trends, latest skills required and the available opportunities	-	-	-	-
<i>Constitutional values - Citizenship</i>	1	1	-	-
PC4. recognize the significance of constitutional values, including civic rights and duties, citizenship, responsibility towards society etc. and personal values and ethics such as honesty, integrity, caring and respecting others, etc.	-	-	-	-
PC5. follow environmentally sustainable practices	-	-	-	-
<i>Becoming a Professional in the 21st Century</i>	1	3	-	-
PC6. recognize the significance of 21st Century Skills for employment	-	-	-	-
PC7. practice the 21st Century Skills such as Self-Awareness, Behaviour Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn for continuous learning etc. in personal and professional life	-	-	-	-
PC8. adopt a continuous learning mindset for personal and professional development	-	-	-	-
<i>Basic English Skills</i>	3	4	-	-
PC9. use basic English for everyday conversation in different contexts, in person and over the telephone	-	-	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC10. read and understand routine information, notes, instructions, mails, letters etc. written in English	-	-	-	-
PC11. write short messages, notes, letters, e-mails etc. in English	-	-	-	-
<i>Career Development & Goal Setting</i>	1	2	-	-
PC12. identify career goals based on the skills, interests, knowledge, and personal attributes	-	-	-	-
PC13. prepare a career development plan with short- and long-term goals	-	-	-	-
<i>Communication Skills</i>	2	2	-	-
PC14. follow verbal and non-verbal communication etiquette while communicating in professional and public settings	-	-	-	-
PC15. use active listening techniques for effective communication	-	-	-	-
PC16. communicate in writing using appropriate style and format based on formal or informal requirements	-	-	-	-
PC17. work collaboratively with others in a team	-	-	-	-
<i>Diversity & Inclusion</i>	1	1	-	-
PC18. communicate and behave appropriately with all genders and PwD	-	-	-	-
PC19. escalate any issues related to sexual harassment at workplace according to POSH Act	-	-	-	-
<i>Financial and Legal Literacy</i>	2	3	-	-
PC20. identify and select reliable institutions for various financial products and services such as bank account, debit and credit cards, loans, insurance etc.	-	-	-	-
PC21. carry out offline and online financial transactions, safely and securely, using various methods and check the entries in the passbook	-	-	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC22. identify common components of salary and compute income, expenses, taxes, investments etc	-	-	-	-
PC23. identify relevant rights and laws and use legal aids to fight against legal exploitation	-	-	-	-
<i>Essential Digital Skills</i>	3	5	-	-
PC24. operate digital devices and use their features and applications securely and safely	-	-	-	-
PC25. carry out basic internet operations by connecting to the internet safely and securely, using the mobile data or other available networks through Bluetooth, Wi-Fi, etc.	-	-	-	-
PC26. display responsible online behaviour while using various social media platforms	-	-	-	-
PC27. create a personal email account, send and process received messages as per requirement	-	-	-	-
PC28. carry out basic procedures in documents, spreadsheets and presentations using respective and appropriate applications	-	-	-	-
PC29. utilize virtual collaboration tools to work effectively	-	-	-	-
<i>Entrepreneurship</i>	2	3	-	-
PC30. identify different types of Entrepreneurship and Enterprises and assess opportunities for potential business through research	-	-	-	-
PC31. develop a business plan and a work model, considering the 4Ps of Marketing Product, Price, Place and Promotion	-	-	-	-
PC32. identify sources of funding, anticipate, and mitigate any financial/ legal hurdles for the potential business opportunity	-	-	-	-
<i>Customer Service</i>	1	2	-	-
PC33. identify different types of customers and ways to communicate with them	-	-	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC34. identify and respond to customer requests and needs in a professional manner	-	-	-	-
PC35. use appropriate tools to collect customer feedback	-	-	-	-
PC36. follow appropriate hygiene and grooming standards	-	-	-	-
<i>Getting ready for apprenticeship & Jobs</i>	2	3	-	-
PC37. create a professional Curriculum vitae (Résumé)	-	-	-	-
PC38. search for suitable jobs using reliable offline and online sources such as Employment exchange, recruitment agencies, newspapers etc. and job portals, respectively	-	-	-	-
PC39. apply to identified job openings using offline /online methods as per requirement	-	-	-	-
PC40. answer questions politely, with clarity and confidence, during recruitment and selection	-	-	-	-
PC41. identify apprenticeship opportunities and register for it as per guidelines and requirements	-	-	-	-
NOS Total	20	30	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	DGT/VSQ/N0103
NOS Name	Employability Skills (90 Hours)
Sector	Cross Sectoral
Sub-Sector	Professional Skills
Occupation	Employability
NSQF Level	5
Credits	3
Version	1.0
Last Reviewed Date	18/02/2026
Next Review Date	18/02/2029
NSQC Clearance Date	18/02/2026

Assessment Guidelines and Assessment Weightage

Assessment Guidelines

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council.
2. Each Element/ Performance Criteria (PC) will be assigned marks proportional to its importance in NOS.
3. SSC will lay down proportion of marks for Theory and Skills Practical for each Element/ PC.
4. Individual NCVET recognised assessment agencies will prepare the theory and practical question papers
5. The assessments will be conducted by individual NCVET recognised assessment agencies as per the SOP.
6. Every learner/ candidate appearing for the assessment must possess the OJT completion certificate from the employer to undertake the assessments under this qualification.
7. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.
8. To pass the Qualification Pack assessment, every trainee should score a minimum of 70% aggregate passing percentage recommended at QP Level.

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

10. For detailed guidelines SOP on assessments can be referred to on the RASCI website.

<https://www.rasci.in/StandardOperatingProcedureAssessments.php>

Minimum Aggregate Passing % at QP Level : 70

(Please note: Every Trainee should score a minimum aggregate passing percentage as specified above, to successfully clear the Qualification Pack assessment.)

Assessment Weightage

Compulsory NOS

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
RAS/N0179.Engage Customer through AI Tools and Chatbots	50	50	0	0	100	15
RAS/N0180.Use Augmented Reality/ Virtual Reality (AR /VR) Tools for Product Demos and Immersive Experiences	50	50	0	-1	99	12
RAS/N0181.Drive Sales through Cross-Selling and Up-Selling Using Predictive Analytics	50	50	0	0	100	12
RAS/N0182.Integrate Omni-Channel Operations and Manage CRM Systems	50	50	0	0	100	12
RAS/N0183.Monitor IoT-Enabled Inventory and Manage Stock Replenishment	50	50	0	0	100	12
RAS/N0184.Operate and Troubleshoot AI and AR/VR Devices for Optimal Performance	50	50	0	0	100	10
RAS/N0185.Ensure Data Privacy, Cybersecurity, and Ethical Compliance	50	50	0	0	100	10

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National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
RAS/N0186.Plan and Execute AR/VR-Based In-Store Events	50	50	0	0	100	12
DGT/VSQ/N0103.Employability Skills (90 Hours)	20	30	-	-	50	5
Total	420	430	-	-1	849	100

Qualification Pack

Acronyms

NOS	National Occupational Standard(s)
NSQF	National Skills Qualifications Framework
QP	Qualifications Pack
TVET	Technical and Vocational Education and Training

Qualification Pack

Glossary

Sector	Sector is a conglomeration of different business operations having similar business and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests.
Sub-sector	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
Occupation	Occupation is a set of job roles, which perform similar/ related set of functions in an industry.
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.
Occupational Standards (OS)	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the Knowledge and Understanding (KU) they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts.
Performance Criteria (PC)	Performance Criteria (PC) are statements that together specify the standard of performance required when carrying out a task.
National Occupational Standards (NOS)	NOS are occupational standards which apply uniquely in the Indian context.
Qualifications Pack (QP)	QP comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A QP is assigned a unique qualifications pack code.
Unit Code	Unit code is a unique identifier for an Occupational Standard, which is denoted by an 'N'
Unit Title	Unit title gives a clear overall statement about what the incumbent should be able to do.
Description	Description gives a short summary of the unit content. This would be helpful to anyone searching on a database to verify that this is the appropriate OS they are looking for.
Scope	Scope is a set of statements specifying the range of variables that an individual may have to deal with in carrying out the function which have a critical impact on quality of performance required.

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Knowledge and Understanding (KU)	Knowledge and Understanding (KU) are statements which together specify the technical, generic, professional and organisational specific knowledge that an individual needs in order to perform to the required standard.
Organisational Context	Organisational context includes the way the organisation is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility.
Technical Knowledge	Technical knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
Core Skills/ Generic Skills (GS)	Core skills or Generic Skills (GS) are a group of skills that are the key to learning and working in today's world. These skills are typically needed in any work environment in today's world. These skills are typically needed in any work environment. In the context of the OS, these include communication related skills that are applicable to most job roles.
Electives	Electives are NOS/set of NOS that are identified by the sector as contributive to specialization in a job role. There may be multiple electives within a QP for each specialized job role. Trainees must select at least one elective for the successful completion of a QP with Electives.
Options	Options are NOS/set of NOS that are identified by the sector as additional skills. There may be multiple options within a QP. It is not mandatory to select any of the options to complete a QP with Options.