



Model Curriculum

Micro credential Name: Customer Engagement for Environmental Sustainability

Micro credential Code: RAS/MCr-0002

Micro credential Version: 1.0

NSQF Level: 4

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

Sector	Retail
Sub-Sector	Retail Operations
Occupation	Store Operations
Country	India
NSQF Level	4
Aligned to NCO/ISCO/ISIC Code	NA
Minimum Educational Qualification and Experience	<ul style="list-style-type: none"> • 12th grade pass or pursuing • 10th grade pass with two years of any combination of NTC/NAC/CITS or equivalent. • Previous relevant Qualification of NSQF Level 3.5 with 1.5 -year relevant experience • Previous relevant Qualification of NSQF Level 3.0 with 3-year relevant experience
Pre-Requisite License or Training	NIL
Minimum Job Entry Age	-
Last Reviewed On	NA
Next Review Date	08/05/2028
NSQC Approval Date	08/05/2025
QP Version	1.0
Model Curriculum Creation Date	16/06/2023
Model Curriculum Valid Up to Date	08/05/2028
Model Curriculum Version	1.0
Minimum Duration of the Course	15 Hours
Maximum Duration of the Course	15 Hours

Program Overview

This section summarises the end objectives of the program along with its duration.

Training Outcomes

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

- Communication needs for environmental sustainability
- Reducing Impact & Protecting Environment
- Compliance
- Monitoring & Reporting

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	On-the-Job Training Duration (Mandatory)	On-the-Job Training Duration (Recommended)	Total Duration
Customer Engagement for Environmental Sustainability	10:00	05:00	00:00	00:00	15:00
Module 1: Communicate need for environmental sustainability	03:00	02:00	00:00	00:00	05:00
Module 2: Reducing Impact & Protecting Environment	04:00	01:00	00:00	00:00	05:00
Module 3: Sustainability Compliance in Customer Engagement	02:00	01:00	00:00	00:00	03:00
Module 4: Monitoring & Reporting Environmental Sustainability Performance	01:00	01:00	00:00	00:00	02:00
Total Duration	10:00	05:00	00:00	00:00	15:00

Module Details

Module 1: Communicate need for environmental sustainability

Terminal Outcomes:

- Promote knowledge about environmental sustainability and sustainability initiatives done by business through regular communication, social media and in-store messaging.
- Encourage participation in World Awareness Days of Environment.

Duration: 3 Hours	Duration: 2 Hours
Theory–Key Learning Outcomes	Practical–Key Learning Outcomes
<ul style="list-style-type: none"> • Discuss sustainability concepts like SDGs, environment sustainability, climate change, and global warming. • Outline the sustainability initiatives taken by the business. • Discuss the significance of World Awareness Day for the Environment. • Describe various forms of communication (digital and physical) used to spread awareness about environmental sustainability. • Compare how digital and physical platforms can be used to communicate urgency and responsibility toward sustainability. 	<ul style="list-style-type: none"> • Conduct research on the sustainability initiatives implemented by the business and prepare a presentation or report outlining these efforts, highlighting their impact and importance. • Organize events that promote environmental education and community involvement, emphasize the significance of World Awareness Day in raising awareness about environmental issues. • Create sample messages/posters/social media posts that convey sustainability needs clearly. • Role-play or simulate customer interactions where the goal is to explain the "why" behind sustainability initiatives.
Classroom Aids:	
Projector, white board and white board marker, pen, notepad, Participant Handbook, Presentation deck	
Tools, Equipment and Other Requirements	
Card sheets, Sketch pens / Marker pens, Case Study, Feasibility Analysis Report Template, Flipchart with Markers, Printed Role Play Scenario Cards, Customer Interaction Scripts (Printed), Sample Customer Feedback Forms, Charts/Posters on Sustainability Concepts, Worksheets / Activity Sheets, Sustainability Awareness Flashcards, Eco-Label Reference Cards	

Module 2: Reducing Impact & Protecting Environment

Terminal Outcomes:

- Give customers the option to participate in carbon offsetting to help reduce their carbon footprint.
- Promote charity donations to support agencies/NGOs involved in the protection of the environment.

Duration: 4 Hours	Duration: 1 Hours
Theory–Key Learning Outcomes	Practical–Key Learning Outcomes
<ul style="list-style-type: none"> • Discuss the concept of carbon credits, and its impact on the environment. • Explain the importance of identifying reliable partners that provide carbon offsetting options. • Determine various programs or initiatives designed to engage customers in carbon offsetting. • Describe the methods and actions taken by individuals or organizations to protect the environment. • Discuss the immediate outcomes or changes resulting from protecting the environment, which might include <ol style="list-style-type: none"> i. improved air and water quality, ii. increased biodiversity, iii. greater public awareness of environmental issues. • Outline the long-term effects of these efforts on the environment and society, including <ol style="list-style-type: none"> i. mitigation of climate change, 	<ul style="list-style-type: none"> • Show how the concept of carbon credits works and its impact / benefit on the environment. • Identify and prepare a list of credible partners who offer carbon-offsetting programmers / initiatives along with feasibility analysis report.
Classroom Aids:	
Projector, white board and white board marker, pen, notepad, Participant Handbook, Presentation deck	
Tools, Equipment and Other Requirements	
Card sheets, Sketch pens / Marker pens, Case Study, Feasibility Analysis Report Template	

Module 3: Sustainability Compliance in Customer Engagement

Terminal Outcomes:

- Adhere to relevant compliance requirements in all areas of operations.

<i>Duration:</i> 02:00 Hours	<i>Duration:</i> 01:00 Hours
Theory–Key Learning Outcomes	Practical–Key Learning Outcomes
<ul style="list-style-type: none"> • Summarize the various compliances needed by the concerned authorities in respective fields. • Distinguish between digital and physical customer engagement methods • Identify and apply appropriate forms of engagement (digital and physical) to promote sustainability practices among customers. • Describe the role of customer engagement in promoting sustainability goals 	<ul style="list-style-type: none"> • Demonstrate how to communicate compliance with sustainability standards in customer interactions • Develop mock social media posts or email templates that encourage eco-friendly practices. • Design interactive digital elements (quizzes, challenges) to engage customers in sustainability themes.
Classroom Aids:	
Projector, whiteboard and white board marker, pen, notepad, Participant Handbook, Presentation deck	
Tools, Equipment and Other Requirements	
Card sheets, Sketch pens / Marker pens, Case Study, Reporting Format template	

Module 4: Monitoring & Reporting Environmental Sustainability Performance

Terminal Outcomes:

- Determine key performance indicators (KPIs) and evaluation parameters related to environment sustainability.

Duration: 1 Hours	Duration: 1 Hours
Theory–Key Learning Outcomes	Practical–Key Learning Outcomes
<ul style="list-style-type: none"> Determine the KPIs to report regularly showing the progress and impact of sustainability initiatives taken by the business. 	<ul style="list-style-type: none"> Show how to prepare a list of KPIs for sustainability practices for both at the store level & overall business level.
Classroom Aids:	
Projector, whiteboard and white board marker, pen, notepad, Participant Handbook, Presentation deck	
Tools, Equipment and Other Requirements	
Card sheets, Sketch pens / Marker pens, Case Study, Monitoring Tracker, Reporting Format template	

Annexure

Trainer Requirement for Domain Skills

Trainer Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training Experience		Remarks
		Years	Specialization	Years	Specialization	
For Existing Trainers						
Diploma	Retail Operations/ Retail Management	5	Practicing sustainability in product sourcing. Area of Experience - sourcing Processes, understanding retail, knowledge of general environmental sustainability, vendor management.	0		
OR						
Graduate	Retail operations / Retail management	0	Teaching Sustainability in product sourcing.	5	Teaching in sustainability practices for graduate/diploma students. Area of Experience – sourcing Processes, understanding retail, knowledge of general environmental sustainability, vendor management.	

Trainer Certification	
Domain Certification	Platform Certification
Certified for the Micro Credential "Customer Engagement for Environmental Sustainability RAS/MCr-0002 with Minimum pass percentage: 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 is 80%.

Assessor Requirements for Domain Skills

Assessor Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training Experience		Remarks
		Years	Specialization	Years	Specialization	
For Existing Assessors						
Diploma	Retail Operations/ Retail Management	5	practicing sustainability in product sourcing. Area of Experience - sourcing Processes, understanding retail , knowledge of general environmental sustainability , vendor management.	0		
OR						
Graduate	Retail operations / Retail management	0	Teaching Sustainability in product sourcing.	5	Teaching in sustainability practices for graduate/diploma students. Area of Experience – sourcing Processes, understanding retail, knowledge of general environmental sustainability, vendor management	

Assessor Certification	
Domain Certification	Platform Certification
Certified for the Micro Credential "Customer Engagement for Environmental Sustainability RAS/MCr-0002 with Minimum pass percentage: 80%	Recommended that the Assessor is certified for the Job Role: "Assessor (VET and skills)", mapped to the Qualification Pack: "MEP/Q2701, v2.0". The minimum accepted score is 80%.

Assessment Strategy

This section includes the processes involved in identifying, gathering, and interpreting information to evaluate the learner on the required competencies of the program.

Assessment will be done by RASCI-affiliated assessment agencies. The assessors/proctors will be trained & certified by SSC through the Training of Assessors / Proctors program. The emphasis will be on practical skills and knowledge based on the performance criteria. The assessment papers are developed by Subject Matter Experts (SME), as per the assessment criteria mentioned in the Qualification Pack. The assessment papers are also checked for the various outcome-based parameters such as quality, time taken, precision, tools & equipment requirement, etc. The assessment sets are then reviewed by SSC officials for consistency.

Testing Tools

- Carry out assessments under realistic work pressures that are found in the normal industry workplace.
- Ensure that the range of materials, equipment, and tools that learners use are current and of the type routinely found in the normal industry workplace environments.

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 the web (online). In case of the absence of internet connectivity, the test will be administered in offline mode on a tablet or via paper pencil.
Practical	Summative	This test will be administered through an online digital assessment platform in the form of situation based / case based multiple choice questions

The assessment results are backed by evidence collected by assessors.

1. The assessor/proctor must collect a copy of the attendance for the training under the scheme. The attendance sheets are signed and stamped by the in-charge / Head of the Training Centre.
2. The assessor/proctor needs to verify the authenticity of the candidates by checking the photo ID card issued by the institute as well as anyone Photo ID card issued by the Central/Government. The same needs to be mentioned in the attendance sheet. In case of suspicion, the assessor should authenticate and cross-verify the trainee's credentials in the enrolment form.

3. The assessor/proctor needs to punch the trainee's roll number on all the evidence.
4. The assessor/proctor can take a photograph of all the students along with the assessor standing in the middle and with the center name/banner at the back as evidence.
5. The assessor also needs to carry his/her photo ID card.

The assessment agencies are instructed to hire assessors/proctors with integrity, reliability, and fairness. Each assessor shall sign a document with its assessment agency by which they commit themselves to comply with the rules of confidentiality and conflict of interest, independence from commercial and other interests that would compromise the impartiality of the assessments.

Assessment Strategy for Employability Skills

The trainee will be tested for the acquired skill, knowledge, and attitude through formative/summative assessment at the end of the course, and as this NOS and MC are adopted across sectors and qualifications, the respective AB can conduct the assessments as per their requirements.

References

Glossary

Term	Description
Declarative Knowledge	Declarative knowledge refers to facts, concepts and principles that need to be known and/or understood in order to accomplish a task or solve a problem.
Key Learning Outcome	The 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).
OJT (M)	On-the-job training (Mandatory); trainees are mandated to complete specified hours of training on site
OJT (R)	On-the-job training (Recommended); trainees are recommended the specified hours of training on site
Procedural Knowledge	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.
Training Outcome	Training outcome is a statement of what a learner will know, understand and be able to do upon the completion of the training.
Terminal Outcome	The 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
QP	Qualification Pack
NSQF	National Skills Qualification Framework
NSQC	National Skills Qualification Committee
NOS	National Occupational Standards