

## Qualification Pack



# Retailer

QP Code: RAS/Q0202

Version: 3.0

NSQF Level: 4.5

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## Qualification Pack

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## Qualification Pack

### RAS/Q0202: Retailer

#### Brief Job Description

The individual in this position is also known as Retail Store Owner. He/ She is the primary or sole operator for the business who employs / engages others for daily operations. He/ she effectively manages inventory, customer service, marketing, and sales strategies to succeed in a competitive market.

#### Personal Attributes

The individual needs to be physically fit to be able to fulfil tasks efficiently and be mentally balanced to be able to motivate self to deal with unexpected situations, if any. He/she should also have product/service knowledge, business acumen, customer service skills and people management skills.

#### Applicable National Occupational Standards (NOS)

##### Compulsory NOS:

1. [RAS/N0205: Build relationship with vendors / dealers to ensure smooth business operations and increase sales](#)
2. [RAS/N0206: Meet health and safety requirements at place of work](#)
3. [RAS/N0207: Manage customer needs effectively through need identification and strong customer relationships](#)
4. [RAS/N0209: Implement legal compliances, policies and procedures](#)
5. [RAS/N0210: Plan and manage finances to accomplish business objectives](#)
6. [RAS/N0211: Manage inventory and sales](#)
7. [RAS/N0212: Manage marketing and sale of goods and services](#)
8. [RAS/N0213: Implement robust business systems to ensure process excellence](#)
9. [RAS/N0214: Exhibit business acumen, self-discipline and demonstrate leadership skills](#)
10. [RAS/N0230: Use Social Media to Market Products and Services](#)
11. [RAS/N0231: Deliver customer service in online mode](#)
12. [DGT/VSQ/N0102: Employability Skills \(60 Hours\)](#)

#### Qualification Pack (QP) Parameters

### Qualification Pack

<b>Sector</b>	Retail
<b>Sub-Sector</b>	Retail Business
<b>Occupation</b>	Consumer Sales
<b>Country</b>	India
<b>NSQF Level</b>	4.5
<b>Credits</b>	18
<b>Aligned to NCO/ISCO/ISIC Code</b>	NCO-2015/ 1120.2000
<b>Minimum Educational Qualification &amp; Experience</b>	<p>Completed 1st year of UG (UG Certificate) with 1 Year of experience  OR  Completed 3 year diploma after 10th with 1 Year of experience  OR  12th grade Pass with 2 Years of experience  OR  Previous relevant Qualification of NSQF Level (3.5) with 3 Years of experience  OR  Previous relevant Qualification of NSQF Level (4) with 1.5 years of experience</p>
<b>Minimum Level of Education for Training in School</b>	10th Class
<b>Pre-Requisite License or Training</b>	No licensing or statutory approvals required for the training
<b>Minimum Job Entry Age</b>	18 Years
<b>Last Reviewed On</b>	NA
<b>Next Review Date</b>	30/04/2027
<b>NSQF Approval Date</b>	30/04/2024
<b>Version</b>	3.0
<b>Reference code on NQR</b>	QG-4.5-OR-02431-2024-V2-RASCI
<b>NQR Version</b>	2.0

## Qualification Pack

# RAS/N0205: Build relationship with vendors / dealers to ensure smooth business operations and increase sales

## Description

This unit deals in building relationships with vendors/dealers.

## Scope

The scope covers the following :

- Build and manage networks with vendors and dealers
- Establish trust and confidence in vendors and partners

## Elements and Performance Criteria

### *Build and manage networks with vendors and dealers*

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

- PC1.** communicate clearly in the required local language
- PC2.** articulate clearly and coherently
- PC3.** respond appropriately

### *Establish trust and confidence in vendors and partners*

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

- PC4.** identify where to get help and information from
- PC5.** understand what is required from specific vendors
- PC6.** express need clearly and get into workable relationship with vendor/s
- PC7.** negotiate with vendors for better deal
- PC8.** ensure proper contracting with vendors
- PC9.** ensure minimisation of possible risks and losses in vendor relationships
- PC10.** understand best practices and maintain cordial relationships

## Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** vendors and ways to connect with them
- KU2.** local language
- KU3.** basic offerings by vendors elsewhere

## Generic Skills (GS)

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

- GS1.** complete documentation accurately

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- GS2.** collate simple data when required
- GS3.** read information accurately
- GS4.** read and interpret data sheets
- GS5.** use gestures or simple words to communicate where language barriers exist
- GS6.** use questioning to minimise misunderstandings
- GS7.** display courteous and helpful behaviour at all times
- GS8.** make appropriate decisions regarding the responsibilities of the job role
- GS9.** plan and organize service feedback files/documents
- GS10.** schedule daily activities and draw up priorities; allocate start times, estimate completion times, materials, equipment and assistance required for completion
- GS11.** build customer relationships and use customer centric approach
- GS12.** identify problems immediately and take up solutions quickly to resolve delays
- GS13.** think through the problem, evaluate the possible solution(s) and adopt an optimum /best possible solution(s)
- GS14.** data interpretation and its inference
- GS15.** how to break down complex problems into single and manageable components within his/her area of work
- GS16.** apply, analyze, and evaluate the information gathered from observation, experience, reasoning, or communication, as a guide to thought and action

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Build and manage networks with vendors and dealers</i>	<b>7.8</b>	<b>18.2</b>	-	-
<b>PC1.</b> communicate clearly in the required local language	3.6	8.4	-	-
<b>PC2.</b> articulate clearly and coherently	2.1	4.9	-	-
<b>PC3.</b> respond appropriately	2.1	4.9	-	-
<i>Establish trust and confidence in vendors and partners</i>	<b>22.2</b>	<b>51.8</b>	-	-
<b>PC4.</b> identify where to get help and information from	3.6	8.4	-	-
<b>PC5.</b> understand what is required from specific vendors	3.6	8.4	-	-
<b>PC6.</b> express need clearly and get into workable relationship with vendor/s	2.1	4.9	-	-
<b>PC7.</b> negotiate with vendors for better deal	3.6	8.4	-	-
<b>PC8.</b> ensure proper contracting with vendors	3.6	8.4	-	-
<b>PC9.</b> ensure minimisation of possible risks and losses in vendor relationships	3.6	8.4	-	-
<b>PC10.</b> understand best practices and maintain cordial relationships	2.1	4.9	-	-
<b>NOS Total</b>	<b>30</b>	<b>70</b>	-	-

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	RAS/N0205
<b>NOS Name</b>	Build relationship with vendors / dealers to ensure smooth business operations and increase sales
<b>Sector</b>	Retail
<b>Sub-Sector</b>	Retail Business
<b>Occupation</b>	Consumer Sales
<b>NSQF Level</b>	4
<b>Credits</b>	2
<b>Version</b>	3.0
<b>Last Reviewed Date</b>	30/04/2024
<b>Next Review Date</b>	30/04/2027
<b>NSQC Clearance Date</b>	30/04/2024



## Qualification Pack

### RAS/N0206: Meet health and safety requirements at place of work

#### Description

This unit deals in building awareness and implementing overall basic hygiene factors and understanding emergency related procedure at the workplace.

#### Scope

The scope covers the following :

- Implementing overall basic hygiene factors and understanding emergency related procedures
- Disposing of waste safely
- Taking precautionary measures to avoid work hazards
- Following standard safety procedure

#### Elements and Performance Criteria

##### *Implementing overall basic hygiene factors and understanding emergency related procedures*

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

- PC1.** wash hands with clean water and soap in order to keep them clean at all times
- PC2.** wear clean and washed clothes every day
- PC3.** be presentable and well groomed to service customers of all types
- PC4.** use separate and clean handkerchief/cloth for wiping off perspiration or dust
- PC5.** keep the cleaning aids dry and clean
- PC6.** avoid sneezing or coughing around the area of work
- PC7.** sweep the surrounding area to create a tidy atmosphere
- PC8.** drain out or dry off any accumulation of stale water in the form of small pools, etc., which can be breeding ground for mosquitoes
- PC9.** use government approved disposal stations or appropriately large waste bins to store and dispose-off collected waste
- PC10.** advise customers to throw waste at designated bins or waste areas
- PC11.** prevent development of clean areas into unauthorised waste dump yards over time, in coordination with co-vendors
- PC12.** describe ways and means to handle emergency situations like fire, robbery, riots etc.
- PC13.** describe ways and means to mitigate risks to people and property during emergencies

##### *Disposing of waste safely*

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

- PC14.** avoid locating the vending cart near heaps of dumped industrial or food waste with pests around
- PC15.** ensure that all waste is collected and disposed-off safely at the end of the day at the nearest waste disposal station
- PC16.** ensure that waste water is drained-off in closed drains or in a designated way

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**PC17.** describe other ways to maintain cleanliness. Not to litter and dump waste in an unauthorized area

### *Taking precautionary measures to avoid work hazards*

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

**PC18.** understand the various work hazards

**PC19.** take necessary steps to eliminate or minimize hazards

**PC20.** describe the causes of accidents at the workplace and identify measures to prevent such accidents from taking place

**PC21.** take preventive measures to avoid risk of burns and other injury

### *Following standard safety procedure*

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

**PC22.** check and review the storage areas frequently

**PC23.** stack items in an organized way and use safe lifting techniques to reduce risk of injuries from handling procedures at the storage areas

**PC24.** follow health and safety practices for storing, cleaning, and maintaining tools, equipment, and supplies

**PC25.** display safety signs at places where necessary for people to be cautious

**PC26.** adhere to safety standards and ensure no material damage

## Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

**KU1.** legal implications of not implementing health and sanitation requirements

**KU2.** possible emergencies

**KU3.** health and sanitation requirements and the importance of the same

**KU4.** possible losses due to emergency

## Generic Skills (GS)

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

**GS1.** complete documentation accurately

**GS2.** collate simple data when required

**GS3.** read information accurately

**GS4.** read and interpret data sheets

**GS5.** use gestures or simple words to communicate where language barriers exist

**GS6.** use questioning to minimise misunderstandings

**GS7.** display courteous and helpful behaviour at all times

**GS8.** make appropriate decisions regarding the responsibilities of the job role

**GS9.** plan and organize service feedback files/documents

**GS10.** schedule daily activities and draw up priorities; allocate start times, estimate completion times, materials, equipment and assistance required for completion

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- GS11.** build customer relationships and use customer centric approach
- GS12.** identify problems immediately and take up solutions quickly to resolve delays
- GS13.** think through the problem, evaluate the possible solution(s) and adopt an optimum /best possible solution(s)
- GS14.** data interpretation and its inference
- GS15.** how to break down complex problems into single and manageable components within his/her area of work
- GS16.** apply, analyze, and evaluate the information gathered from observation, experience, reasoning, or communication, as a guide to thought and action

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Implementing overall basic hygiene factors and understanding emergency related procedures</i>	<b>15.5</b>	<b>33.5</b>	-	-
<b>PC1.</b> wash hands with clean water and soap in order to keep them clean at all times	1.5	3.5	-	-
<b>PC2.</b> wear clean and washed clothes every day	1	2	-	-
<b>PC3.</b> be presentable and well groomed to service customers of all types	1.5	3.5	-	-
<b>PC4.</b> use separate and clean handkerchief/cloth for wiping off perspiration or dust	1	2	-	-
<b>PC5.</b> keep the cleaning aids dry and clean	1	2	-	-
<b>PC6.</b> avoid sneezing or coughing around the area of work	1	2	-	-
<b>PC7.</b> sweep the surrounding area to create a tidy atmosphere	1.5	3.5	-	-
<b>PC8.</b> drain out or dry off any accumulation of stale water in the form of small pools, etc., which can be breeding ground for mosquitoes	1	2	-	-
<b>PC9.</b> use government approved disposal stations or appropriately large waste bins to store and dispose-off collected waste	1.5	3.5	-	-
<b>PC10.</b> advise customers to throw waste at designated bins or waste areas	1	2	-	-
<b>PC11.</b> prevent development of clean areas into unauthorised waste dump yards over time, in coordination with co-vendors	1	2	-	-
<b>PC12.</b> describe ways and means to handle emergency situations like fire, robbery, riots etc.	1.5	3.5	-	-
<b>PC13.</b> describe ways and means to mitigate risks to people and property during emergencies	1	2	-	-
<i>Disposing of waste safely</i>	<b>4.5</b>	<b>11</b>	-	-

### Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC14.</b> avoid locating the vending cart near heaps of dumped industrial or food waste with pests around	1	2.5	-	-
<b>PC15.</b> ensure that all waste is collected and disposed-off safely at the end of the day at the nearest waste disposal station	1.5	3.5	-	-
<b>PC16.</b> ensure that waste water is drained-off in closed drains or in a designated way	1	2.5	-	-
<b>PC17.</b> describe other ways to maintain cleanliness. Not to litter and dump waste in an unauthorized area	1	2.5	-	-
<i>Taking precautionary measures to avoid work hazards</i>	<b>4.5</b>	<b>12</b>	-	-
<b>PC18.</b> understand the various work hazards	1.5	3.5	-	-
<b>PC19.</b> take necessary steps to eliminate or minimize hazards	1	3.5	-	-
<b>PC20.</b> describe the causes of accidents at the workplace and identify measures to prevent such accidents from taking place	1	2.5	-	-
<b>PC21.</b> take preventive measures to avoid risk of burns and other injury	1	2.5	-	-
<i>Following standard safety procedure</i>	<b>5.5</b>	<b>13.5</b>	-	-
<b>PC22.</b> check and review the storage areas frequently	1	2.5	-	-
<b>PC23.</b> stack items in an organized way and use safe lifting techniques to reduce risk of injuries from handling procedures at the storage areas	1	3.5	-	-
<b>PC24.</b> follow health and safety practices for storing, cleaning, and maintaining tools, equipment, and supplies	1	2	-	-
<b>PC25.</b> display safety signs at places where necessary for people to be cautious	1	2	-	-
<b>PC26.</b> adhere to safety standards and ensure no material damage	1.5	3.5	-	-



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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>NOS Total</b>	<b>30</b>	<b>70</b>	-	-

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	RAS/N0206
<b>NOS Name</b>	Meet health and safety requirements at place of work
<b>Sector</b>	Retail
<b>Sub-Sector</b>	Retail Business
<b>Occupation</b>	Consumer Sales
<b>NSQF Level</b>	4
<b>Credits</b>	1
<b>Version</b>	3.0
<b>Last Reviewed Date</b>	30/04/2024
<b>Next Review Date</b>	30/04/2027
<b>NSQC Clearance Date</b>	30/04/2024

## Qualification Pack

### **RAS/N0207: Manage customer needs effectively through need identification and strong customer relationships**

#### **Description**

This unit deals in sub tasks that ensure enhancing customer satisfaction by identifying needs and building relationships with customers.

#### **Scope**

The scope covers the following :

- Enhancing customer satisfaction by identifying and catering to their needs and desires
- Build strong relationships and network

#### **Elements and Performance Criteria**

##### *Enhancing customer satisfaction by identifying and catering to their needs and desires*

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

- PC1.** identify target customers
- PC2.** understand and assess target customer need and desire
- PC3.** identify possible options to satisfy customer need
- PC4.** present options in an attractive manner that are mutually beneficial in nature
- PC5.** establish rapport with customers and express genuine interest to clarify customer requirements and enhance outcomes
- PC6.** maximise sales opportunities by use of add-on and complementary sales techniques
- PC7.** provide customer with detailed information about the product/service

##### *Build strong relationships and network*

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

- PC8.** build relationships with customers to generate referrals
- PC9.** collect feedback to improvise to increase business returns and reach
- PC10.** manage on time delivery service fulfilment
- PC11.** implement customer loyalty programs like vouchers, promotions
- PC12.** plan and implement sales presentations
- PC13.** understand customer complaints and problems and support difficult customers to produce positive outcome

#### **Knowledge and Understanding (KU)**

The individual on the job needs to know and understand:

- KU1.** the target customer
- KU2.** acceptable service fulfillment norms
- KU3.** how to build referrals



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**KU4.** what is a loyalty program

### Generic Skills (GS)

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

- GS1.** complete documentation accurately
- GS2.** collate simple data when required
- GS3.** read information accurately
- GS4.** read and interpret data sheets
- GS5.** use gestures or simple words to communicate where language barriers exist
- GS6.** use questioning to minimise misunderstandings
- GS7.** display courteous and helpful behaviour at all times
- GS8.** make appropriate decisions regarding the responsibilities of the job role
- GS9.** plan and organize service feedback files/documents
- GS10.** schedule daily activities and draw up priorities; allocate start times, estimate completion times, materials, equipment and assistance required for completion
- GS11.** build customer relationships and use customer centric approach
- GS12.** identify problems immediately and take up solutions quickly to resolve delays
- GS13.** think through the problem, evaluate the possible solution(s) and adopt an optimum /best possible solution(s)
- GS14.** data interpretation and its inference
- GS15.** how to break down complex problems into single and manageable components within his/her area of work
- GS16.** apply, analyze, and evaluate the information gathered from observation, experience, reasoning, or communication, as a guide to thought and action

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Enhancing customer satisfaction by identifying and catering to their needs and desires</i>	<b>19.5</b>	<b>45.5</b>	-	-
<b>PC1.</b> identify target customers	3	7	-	-
<b>PC2.</b> understand and assess target customer need and desire	3	7	-	-
<b>PC3.</b> identify possible options to satisfy customer need	3	7	-	-
<b>PC4.</b> present options in an attractive manner that are mutually beneficial in nature	3	7	-	-
<b>PC5.</b> establish rapport with customers and express genuine interest to clarify customer requirements and enhance outcomes	3	7	-	-
<b>PC6.</b> maximise sales opportunities by use of add-on and complementary sales techniques	1.5	3.5	-	-
<b>PC7.</b> provide customer with detailed information about the product/service	3	7	-	-
<i>Build strong relationships and network</i>	<b>10.5</b>	<b>24.5</b>	-	-
<b>PC8.</b> build relationships with customers to generate referrals	1.5	3.5	-	-
<b>PC9.</b> collect feedback to improvise to increase business returns and reach	1.5	3.5	-	-
<b>PC10.</b> manage on time delivery service fulfilment	3	7	-	-
<b>PC11.</b> implement customer loyalty programs like vouchers, promotions	1.5	3.5	-	-
<b>PC12.</b> plan and implement sales presentations	1.5	3.5	-	-
<b>PC13.</b> understand customer complaints and problems and support difficult customers to produce positive outcome	1.5	3.5	-	-
<b>NOS Total</b>	<b>30</b>	<b>70</b>	-	-

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	RAS/N0207
<b>NOS Name</b>	Manage customer needs effectively through need identification and strong customer relationships
<b>Sector</b>	Retail
<b>Sub-Sector</b>	Retail Business
<b>Occupation</b>	Consumer Sales
<b>NSQF Level</b>	4
<b>Credits</b>	1
<b>Version</b>	3.0
<b>Last Reviewed Date</b>	30/04/2024
<b>Next Review Date</b>	30/04/2027
<b>NSQC Clearance Date</b>	30/04/2024

## Qualification Pack

### RAS/N0209: Implement legal compliances, policies and procedures

#### Description

This unit deals in sub tasks that lead to effective implementation of legal compliances, policies and procedures for managing a business.

#### Scope

The scope covers the following :

- Liaison and interact with local corporations and government bodies for smooth conduct of business
- Awareness of self and team on legal compliance, different forms of contracts and agreements, legal aspects of financial transactions, quality norms and legal requirements with regards to sale of products and services
- Awareness of safety hazards and implement policies and procedures to ensure goods are handled, stored and transported safely and according to requirements for dangerous and hazardous materials

#### Elements and Performance Criteria

##### *Liaison and interact with local corporations and government bodies for smooth conduct of business*

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

- PC1.** identify local corporations and government bodies that have a bearing on the particular business
- PC2.** identify the contact persons of the particular corporations and government bodies
- PC3.** interact and maintain relationships with the key persons to ensure smooth functioning of business

##### *Awareness of self and team on legal compliance, different forms of contracts and agreements, legal aspects of financial transactions, quality norms and legal requirements with regards to sale of products and services*

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

- PC4.** determine key elements of major legal oversight systems affecting business operations and follow relevant rules and policies
- PC5.** compare various issues affecting different forms of contract and agreements within business operations
- PC6.** ensure team conformance to the relevant rules and policies for smooth functioning of business
- PC7.** describe the concept of minimizing losses and maximizing gains
- PC8.** articulate legal aspects of financial transactions within business operations
- PC9.** describe legal requirements for the sale of products and services
- PC10.** describe various methods of regulating patents and trademarks in local business environment

##### *Awareness of safety hazards and implement policies and procedures to ensure goods are handled, stored and transported safely and according to requirements for dangerous and hazardous materials*

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

- PC11.** identify and adhere to policies and procedures to ensure goods are handled, stored and transported safely and according to requirements for dangerous and hazardous materials
- PC12.** ensure security checks and balances are conducted to prevent hazards and risks involved in the business process
- PC13.** describe ways and means to handle emergencies and mitigate risks
- PC14.** record, store and transfer information according to legislative and business requirements

## Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** local corporations/authorities that have a bearing on the particular business
- KU2.** policies and procedures that have a bearing on the particular business
- KU3.** legal formalities applicable for the particular business
- KU4.** knowledge of systems and processes involved in the business
- KU5.** hazards and risks involved in the business

## Generic Skills (GS)

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

- GS1.** complete legal documentation accurately
- GS2.** collate legal data when required
- GS3.** read legal documentation and related information accurately
- GS4.** read and interpret agreements, legal documents
- GS5.** use gestures or simple words to communicate where language barriers exist
- GS6.** use questioning to minimise misunderstandings
- GS7.** display courteous and helpful behaviour at all times
- GS8.** make appropriate decisions regarding related to legal procedures and policies
- GS9.** prioritize activities and schedule daily activities accordingly; allocate start times, estimate completion times, documentation, material and assistance required for completion.
- GS10.** build strong relationships with representatives from local corporations, government organizations
- GS11.** identify problems immediately and take up solutions quickly to resolve problems, deviations and delays
- GS12.** evaluate the problem, identify possible solution(s) and adopt an optimum /best possible solution(s)
- GS13.** interpret data and legal documentation and arrive at inference
- GS14.** break down complex problems into single and manageable component within the scope of responsibility



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**GS15.** apply, analyze, and evaluate the information gathered from observation, experience, reasoning, or communication, as a guide to thought and action

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Liaison and interact with local corporations and government bodies for smooth conduct of business</i>	<b>7.5</b>	<b>17.5</b>	-	-
<b>PC1.</b> identify local corporations and government bodies that have a bearing on the particular business	3	7	-	-
<b>PC2.</b> identify the contact persons of the particular corporations and government bodies	1.5	3.5	-	-
<b>PC3.</b> interact and maintain relationships with the key persons to ensure smooth functioning of business	3	7	-	-
<i>Awareness of self and team on legal compliance, different forms of contracts and agreements, legal aspects of financial transactions, quality norms and legal requirements with regards to sale of products and services</i>	<b>15</b>	<b>35</b>	-	-
<b>PC4.</b> determine key elements of major legal oversight systems affecting business operations and follow relevant rules and policies	3	7	-	-
<b>PC5.</b> compare various issues affecting different forms of contract and agreements within business operations	1.5	3.5	-	-
<b>PC6.</b> ensure team conformance to the relevant rules and policies for smooth functioning of business	1.5	3.5	-	-
<b>PC7.</b> describe the concept of minimizing losses and maximizing gains	1.5	3.5	-	-
<b>PC8.</b> articulate legal aspects of financial transactions within business operations	3	7	-	-
<b>PC9.</b> describe legal requirements for the sale of products and services	3	7	-	-
<b>PC10.</b> describe various methods of regulating patents and trademarks in local business environment	1.5	3.5	-	-

### Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Awareness of safety hazards and implement policies and procedures to ensure goods are handled, stored and transported safely and according to requirements for dangerous and hazardous materials</i>	<b>7.5</b>	<b>17.5</b>	-	-
<b>PC11.</b> identify and adhere to policies and procedures to ensure goods are handled, stored and transported safely and according to requirements for dangerous and hazardous materials	3	7	-	-
<b>PC12.</b> ensure security checks and balances are conducted to prevent hazards and risks involved in the business process	1.5	3.5	-	-
<b>PC13.</b> describe ways and means to handle emergencies and mitigate risks	1.5	3.5	-	-
<b>PC14.</b> record, store and transfer information according to legislative and business requirements	1.5	3.5	-	-
<b>NOS Total</b>	<b>30</b>	<b>70</b>	-	-



## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	RAS/N0209
<b>NOS Name</b>	Implement legal compliances, policies and procedures
<b>Sector</b>	Retail
<b>Sub-Sector</b>	Retail Business
<b>Occupation</b>	Consumer Sales
<b>NSQF Level</b>	4.5
<b>Credits</b>	1
<b>Version</b>	2.0
<b>Last Reviewed Date</b>	30/04/2024
<b>Next Review Date</b>	30/04/2027
<b>NSQC Clearance Date</b>	30/04/2024

## Qualification Pack

# RAS/N0210: Plan and manage finances to accomplish business objectives

## Description

This unit is about understanding and implementation of financial activities critical to business.

## Scope

The scope covers the following :

- Maintain Profit & Loss Accounts
- Negotiate and generate credit from vendors/suppliers
- Plan, monitor and record the cash flow
- Ensure implementation of security procedures with respect to monetary transactions

## Elements and Performance Criteria

### *Maintain Profit & Loss Accounts*

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

- PC1.** describe elements of basic financial accounting
- PC2.** educate team on conducting basic accounting tasks
- PC3.** create and maintain accounting reports
- PC4.** describe sources of profits and causes of losses as reflected in the reports

### *Negotiate and generate credit from vendors/suppliers*

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

- PC5.** assess and interpret information on costs and resource allocation
- PC6.** instruct team members to actively control costs in their areas of responsibility
- PC7.** understand the business cycle from accounting point of view
- PC8.** calculate break-even point and payment schedules
- PC9.** calculate credit amount and credit period required in order to break even
- PC10.** define vendor credit cycle to ensure smooth borrowing process
- PC11.** negotiate with vendor and finalise credit cycle

### *Plan, monitor and record the cash flow*

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

- PC12.** identify credit sources for borrowing of funds
- PC13.** explain the terms and conditions of sources offering credit
- PC14.** assess risks involved in borrowing / raising of funds
- PC15.** select the suitable credit source after evaluation of creditors
- PC16.** raise additional funds for business expansion
- PC17.** promptly implement recommendations for improving cost reduction and communicate to team

### *Ensure implementation of security procedures with respect to monetary transactions*

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

## Qualification Pack

- PC18.** maintain procedures in regard to preparation of budget or target figures
- PC19.** compare, analyse, document and report budget and actual sales revenue and expenditure figures, according to budget targets
- PC20.** identify and describe possible fraudulent activities in monetary and financial transactions
- PC21.** implement procedures and systems to prevent monetary losses due to fraudulent activities
- PC22.** implement, monitor and maintain store systems for recording sales figures, revenue and expenditure

## Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** the importance of error free accounting
- KU2.** legal implications of erroneous accounting
- KU3.** reporting forms and formats of the organisation
- KU4.** basic mathematical skills
- KU5.** elements, specific to business, that need to be considered in accounting
- KU6.** popular ways of accounting
- KU7.** risks management while expanding business
- KU8.** basic of IT systems for accounting purpose

## Generic Skills (GS)

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

- GS1.** record and update books of accounts
- GS2.** complete accounting and financial documentation accurately
- GS3.** collate financial and accounting data when required
- GS4.** read accounting and financial information accurately
- GS5.** read and interpret data sheets
- GS6.** use gestures or simple words to communicate where language barriers exist
- GS7.** use questioning to minimise misunderstandings
- GS8.** display courteous and helpful behaviour at all times
- GS9.** make appropriate decisions regarding financial matters
- GS10.** plan and organize accounting files/documents
- GS11.** plan for controlling costs, resource utilization
- GS12.** manage time to prepare, negotiate and complete budgets
- GS13.** build relationships with banks, accounting firms and other financial institutions
- GS14.** identify problems immediately and take up solutions quickly to resolve delays
- GS15.** think through the problem, evaluate the possible solution(s) and adopt an optimum /best possible solution(s)
- GS16.** interpret financial data and arrive at inferences



## Qualification Pack

- GS17.** break down complex problems related to finance and accounts into single and manageable components
- GS18.** apply, analyze, and evaluate the financial information gathered from observation, experience, reasoning, or communication, as a guide to thought and action

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Maintain Profit &amp; Loss Accounts</i>	<b>6</b>	<b>14</b>	-	-
<b>PC1.</b> describe elements of basic financial accounting	1.5	3.5	-	-
<b>PC2.</b> educate team on conducting basic accounting tasks	1.5	3.5	-	-
<b>PC3.</b> create and maintain accounting reports	1.5	3.5	-	-
<b>PC4.</b> describe sources of profits and causes of losses as reflected in the reports	1.5	3.5	-	-
<i>Negotiate and generate credit from vendors/suppliers</i>	<b>9.5</b>	<b>21.5</b>	-	-
<b>PC5.</b> assess and interpret information on costs and resource allocation	1.5	3.5	-	-
<b>PC6.</b> instruct team members to actively control costs in their areas of responsibility	1.5	3.5	-	-
<b>PC7.</b> understand the business cycle from accounting point of view	1.5	3.5	-	-
<b>PC8.</b> calculate break-even point and payment schedules	1	2	-	-
<b>PC9.</b> calculate credit amount and credit period required in order to break even	1	2	-	-
<b>PC10.</b> define vendor credit cycle to ensure smooth borrowing process	1.5	3.5	-	-
<b>PC11.</b> negotiate with vendor and finalise credit cycle	1.5	3.5	-	-
<i>Plan, monitor and record the cash flow</i>	<b>9</b>	<b>19.5</b>	-	-
<b>PC12.</b> identify credit sources for borrowing of funds	1.5	3.5	-	-
<b>PC13.</b> explain the terms and conditions of sources offering credit	1.5	3.5	-	-

### Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC14.</b> assess risks involved in borrowing / raising of funds	1.5	3.5	-	-
<b>PC15.</b> select the suitable credit source after evaluation of creditors	1.5	3	-	-
<b>PC16.</b> raise additional funds for business expansion	1.5	3	-	-
<b>PC17.</b> promptly implement recommendations for improving cost reduction and communicate to team	1.5	3	-	-
<i>Ensure implementation of security procedures with respect to monetary transactions</i>	<b>5.5</b>	<b>15</b>	-	-
<b>PC18.</b> maintain procedures in regard to preparation of budget or target figures	1.5	3	-	-
<b>PC19.</b> compare, analyse, document and report budget and actual sales revenue and expenditure figures, according to budget targets	1	2	-	-
<b>PC20.</b> identify and describe possible fraudulent activities in monetary and financial transactions	1	3	-	-
<b>PC21.</b> implement procedures and systems to prevent monetary losses due to fraudulent activities	1	3.5	-	-
<b>PC22.</b> implement, monitor and maintain store systems for recording sales figures, revenue and expenditure	1	3.5	-	-
<b>NOS Total</b>	<b>30</b>	<b>70</b>	-	-

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	RAS/N0210
<b>NOS Name</b>	Plan and manage finances to accomplish business objectives
<b>Sector</b>	Retail
<b>Sub-Sector</b>	Retail Business
<b>Occupation</b>	Consumer Sales
<b>NSQF Level</b>	4.5
<b>Credits</b>	2
<b>Version</b>	2.0
<b>Last Reviewed Date</b>	30/04/2024
<b>Next Review Date</b>	30/04/2027
<b>NSQC Clearance Date</b>	30/04/2024

## Qualification Pack

### RAS/N0211: Manage inventory and sales

#### Description

This unit is about ensuring appropriate market analysis to ensure that the right product is stocked in right quantities and sold in the correct manner.

#### Scope

The scope covers the following :

- Conduct market analysis to identify customer and plan product assortment/stocks accordingly
- Ensure effective management of Inventory and Sales

#### Elements and Performance Criteria

##### *Conduct market analysis to identify need and plan assortment/stocks accordingly*

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

- PC1.** identify target audience/consumer profile
- PC2.** identify buying patterns and analyse sales data to define assortments and modify them as per trends observed
- PC3.** understand competitors/other players/substitute products
- PC4.** determine means to forecast demands on inventory
- PC5.** describe the importance for monitoring market trends and technology changes as part of managing inventory demands

##### *Effective inventory and sales management*

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

- PC6.** describe inventory/procuring capacity as per demand
- PC7.** determine required inventory is on hand
- PC8.** monitor stock levels and maintain at required levels
- PC9.** coordinate stocktake or cyclical count
- PC10.** understand operational costs
- PC11.** define targets for self and team to achieve business gains
- PC12.** match logistics of delivery to inventory supply requirements
- PC13.** calculate profits and margins
- PC14.** take steps to prevent inventory losses
- PC15.** plan for contingencies in case of stockout

#### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** products/services involved in the business
- KU2.** related products/services



## Qualification Pack

- KU3.** competitors and substitutes
- KU4.** all costs involved
- KU5.** possible contingencies
- KU6.** equipment involved in the business
- KU7.** calculating various costs
- KU8.** possible sources of losses

## Generic Skills (GS)

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

- GS1.** complete inventory and sales-related documentation accurately
- GS2.** collate market information data when required
- GS3.** read market research reports, inventory and sales-related information accurately
- GS4.** read and interpret market research data, inventory and sales-related information
- GS5.** use gestures or simple words to communicate where language barriers exist
- GS6.** use questioning to minimise misunderstandings within team or any other stakeholder
- GS7.** display courteous and helpful behaviour to the team at all times
- GS8.** make appropriate decisions regarding the responsibilities of the job role
- GS9.** plan for conducting market research and demand forecast
- GS10.** schedule daily activities; help team prioritise and organise tasks, allocate start times, estimate completion times, materials, equipment and assistance required for completion.
- GS11.** build customer relationships with vendors by using customer centric approach
- GS12.** identify problems immediately and take up solutions quickly to resolve delays
- GS13.** think through the problem, evaluate the possible solution(s) and adopt an optimum /best possible solution(s)
- GS14.** interpret and infer market research data
- GS15.** analyse impact of various factors on current and future demand for inventory
- GS16.** break down complex problems into single and manageable components within his/her area of work
- GS17.** apply, analyze, and evaluate the information gathered from observation, experience, reasoning, or communication, as a guide to thought and action

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Conduct market analysis to identify need and plan assortment/stocks accordingly</i>	9	21	-	-
<b>PC1.</b> identify target audience/consumer profile	1.5	3.5	-	-
<b>PC2.</b> identify buying patterns and analyse sales data to define assortments and modify them as per trends observed	3	7	-	-
<b>PC3.</b> understand competitors/other players/substitute products	1.5	3.5	-	-
<b>PC4.</b> determine means to forecast demands on inventory	1.5	3.5	-	-
<b>PC5.</b> describe the importance for monitoring market trends and technology changes as part of managing inventory demands	1.5	3.5	-	-
<i>Effective inventory and sales management</i>	21	49	-	-
<b>PC6.</b> describe inventory/procuring capacity as per demand	3	7	-	-
<b>PC7.</b> determine required inventory is on hand	3	7	-	-
<b>PC8.</b> monitor stock levels and maintain at required levels	3	7	-	-
<b>PC9.</b> coordinate stocktake or cyclical count	3	7	-	-
<b>PC10.</b> understand operational costs	1.5	3.5	-	-
<b>PC11.</b> define targets for self and team to achieve business gains	1.5	3.5	-	-
<b>PC12.</b> match logistics of delivery to inventory supply requirements	1.5	3.5	-	-
<b>PC13.</b> calculate profits and margins	1.5	3.5	-	-
<b>PC14.</b> take steps to prevent inventory losses	1.5	3.5	-	-
<b>PC15.</b> plan for contingencies in case of stockout	1.5	3.5	-	-



### Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>NOS Total</b>	<b>30</b>	<b>70</b>	-	-

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	RAS/N0211
<b>NOS Name</b>	Manage inventory and sales
<b>Sector</b>	Retail
<b>Sub-Sector</b>	Retail Business
<b>Occupation</b>	Consumer Sales
<b>NSQF Level</b>	4.5
<b>Credits</b>	2
<b>Version</b>	3.0
<b>Last Reviewed Date</b>	30/04/2024
<b>Next Review Date</b>	30/04/2027
<b>NSQC Clearance Date</b>	30/04/2024

## Qualification Pack

### RAS/N0212: Manage marketing and sale of goods and services

#### Description

This unit deals in sub tasks that lead to maximum reach with the help of promotions and related campaigns.

#### Scope

The scope covers the following :

- Establish customer requirements
- Develop, implement and monitor marketing strategy
- Sell products and services

#### Elements and Performance Criteria

##### *Establish customer requirements*

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

- PC1.** engage with existing and potential customers to establish demand
- PC2.** record customer requirements and preferences in relation to business products or services and factor into marketing strategy

##### *Develop, implement and monitor marketing strategy*

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

- PC3.** devise marketing strategy to optimise sales and profit, according to customer requirements, market position, logistical capacity and business resources and forecasts relating to demand
- PC4.** describe segmentation, targeting and positioning of a product
- PC5.** define resource requirements for implementation of marketing plans
- PC6.** decide cost of promotional activities to reach identified and potential customers
- PC7.** allocate resources required to implement marketing strategy
- PC8.** establish systems for regularly monitoring marketing activities and evaluating marketing strategies

##### *Sell products and services*

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

- PC9.** develop and impart product knowledge to the team
- PC10.** identify target customer, initiate customer contact and approach the customer
- PC11.** record information by applying questioning technique, sound listening and interpretation of non-verbal cues
- PC12.** direct the customer to the appropriate merchandise
- PC13.** sell the product by demonstrating/communicating its features, benefits or any other additional offers/complementary products
- PC14.** solve customer objections related to price, quality, delivery or any other by applying a problem solving technique
- PC15.** close sale by encouraging customer to make the purchase decision

## Qualification Pack

### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** customer buying behavior
- KU2.** elements of marketing and promotion strategy
- KU3.** stages involved in selling of product/services
- KU4.** the elements involved in sales process
- KU5.** successful promotions in same/related industries
- KU6.** leveraging partners/vendors in executing promotions

### Generic Skills (GS)

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

- GS1.** complete marketing documentation such as marketing strategy, marketing plan accurately
- GS2.** collate market information and customer feedback when required
- GS3.** read information accurately
- GS4.** read and interpret data sheets
- GS5.** use gestures or simple words to communicate where language barriers exist
- GS6.** use questioning technique with customers to minimise misunderstandings
- GS7.** display courteous and helpful behavior with customers at all times
- GS8.** make appropriate decisions regarding the responsibilities of the job role
- GS9.** plan and organize service feedback files/documents
- GS10.** schedule daily activities and draw up priorities; allocate start times, estimate completion times, materials, equipment and assistance required for completion
- GS11.** build customer relationships and use customer centric approach
- GS12.** identify problems immediately and take up solutions quickly to resolve delays
- GS13.** think through the problem, evaluate the possible solution(s) and adopt an optimum /best possible solution(s)
- GS14.** interpret and infer market data and customer feedback
- GS15.** break down complex problems into single and manageable components within his/her area of work
- GS16.** interpret and infer data on marketing and sales
- GS17.** break down complex problems into single and manageable components within his/her area of work

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Establish customer requirements</i>	<b>6</b>	<b>14</b>	-	-
<b>PC1.</b> engage with existing and potential customers to establish demand	3	7	-	-
<b>PC2.</b> record customer requirements and preferences in relation to business products or services and factor into marketing strategy	3	7	-	-
<i>Develop, implement and monitor marketing strategy</i>	<b>13.5</b>	<b>31.5</b>	-	-
<b>PC3.</b> devise marketing strategy to optimise sales and profit, according to customer requirements, market position, logistical capacity and business resources and forecasts relating to demand	3	7	-	-
<b>PC4.</b> describe segmentation, targeting and positioning of a product	3	7	-	-
<b>PC5.</b> define resource requirements for implementation of marketing plans	1.5	3.5	-	-
<b>PC6.</b> decide cost of promotional activities to reach identified and potential customers	1.5	3.5	-	-
<b>PC7.</b> allocate resources required to implement marketing strategy	3	7	-	-
<b>PC8.</b> establish systems for regularly monitoring marketing activities and evaluating marketing strategies	1.5	3.5	-	-
<i>Sell products and services</i>	<b>10.5</b>	<b>24.5</b>	-	-
<b>PC9.</b> develop and impart product knowledge to the team	1.5	3.5	-	-
<b>PC10.</b> identify target customer, initiate customer contact and approach the customer	1.5	3.5	-	-
<b>PC11.</b> record information by applying questioning technique, sound listening and interpretation of non-verbal cues	1.5	3.5	-	-

### Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC12.</b> direct the customer to the appropriate merchandise	1.5	3.5	-	-
<b>PC13.</b> sell the product by demonstrating/communicating its features, benefits or any other additional offers/complementary products	1.5	3.5	-	-
<b>PC14.</b> solve customer objections related to price, quality, delivery or any other by applying a problem solving technique	1.5	3.5	-	-
<b>PC15.</b> close sale by encouraging customer to make the purchase decision	1.5	3.5	-	-
<b>NOS Total</b>	<b>30</b>	<b>70</b>	-	-



## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	RAS/N0212
<b>NOS Name</b>	Manage marketing and sale of goods and services
<b>Sector</b>	Retail
<b>Sub-Sector</b>	Retail Business
<b>Occupation</b>	Consumer Sales
<b>NSQF Level</b>	4.5
<b>Credits</b>	2
<b>Version</b>	2.0
<b>Last Reviewed Date</b>	30/04/2024
<b>Next Review Date</b>	30/04/2027
<b>NSQC Clearance Date</b>	30/04/2024

## Qualification Pack

# RAS/N0213: Implement robust business systems to ensure process excellence

## Description

This unit deals in improving systems, processes and performances to ensure the best products and services.

## Scope

The scope covers the following :

- Learning and updating product/service information relevant to business
- Operating relevant equipment required for daily operations
- Knowing how to source, supply, package and market products/services

## Elements and Performance Criteria

### *Learning and updating product/service information relevant to business*

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

- PC1.** describe in-depth knowledge of products/services involved in the business
- PC2.** describe to staff features of products/services, their advantages and benefits with respect to comparative and complementary products in the market
- PC3.** understand market trends with respect to sales patterns as against comparative and complementary products in the market
- PC4.** describe related products/services and possible opportunities with respect to up-selling, cross-selling, expansion of business to the team

### *Operating relevant equipment required for daily operations*

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

- PC5.** operate systems and equipment involved in running daily operations
- PC6.** understand precautions and maintenance required while operating systems and equipment
- PC7.** understand new technologies that can improve efficiencies and reduce risks
- PC8.** train staff on use of systems and equipment relevant to business
- PC9.** train staff to handle emergencies that could occur while handling the systems or equipment

### *Knowing how to source, supply, package and market products/services*

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

- PC10.** understand the best sources of materials
- PC11.** negotiate to arrive at the most profitable vendor relationship for the organization
- PC12.** train staff on packaging and marketing of products/services being sold
- PC13.** ensure quality check of products/services to maintain quality and conform to statutory quality requirements
- PC14.** solicit and incorporate feedback on products/services received from the customers

## Knowledge and Understanding (KU)

## Qualification Pack

The individual on the job needs to know and understand:

- KU1.** customer buying behavior
- KU2.** elements of marketing and promotion strategy
- KU3.** stages involved in selling of product/services
- KU4.** the elements involved in sales process
- KU5.** successful promotions in same/related industries
- KU6.** leveraging partners/vendors in executing promotions

## Generic Skills (GS)

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

- GS1.** complete marketing documentation such as marketing strategy, marketing plan accurately
- GS2.** collate market information and customer feedback when required
- GS3.** read information accurately
- GS4.** read and interpret data sheets
- GS5.** use gestures or simple words to communicate where language barriers exist
- GS6.** use questioning technique with customers to minimise misunderstandings
- GS7.** display courteous and helpful behavior with customers at all times
- GS8.** make appropriate decisions regarding the responsibilities of the job role
- GS9.** plan and organize service feedback files/documents
- GS10.** schedule daily activities and draw up priorities; allocate start times, estimate completion times, materials, equipment and assistance required for completion
- GS11.** build customer relationships and use customer centric approach
- GS12.** identify problems immediately and take up solutions quickly to resolve delays
- GS13.** think through the problem, evaluate the possible solution(s) and adopt an optimum /best possible solution(s)
- GS14.** interpret and infer market data and customer feedback
- GS15.** break down complex problems into single and manageable components within his/her area of work
- GS16.** interpret and infer data on marketing and sales
- GS17.** break down complex problems into single and manageable components within his/her area of work

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Learning and updating product/service information relevant to business</i>	<b>12</b>	<b>28</b>	-	-
<b>PC1.</b> describe in-depth knowledge of products/services involved in the business	3	7	-	-
<b>PC2.</b> describe to staff features of products/services, their advantages and benefits with respect to comparative and complementary products in the market	3	7	-	-
<b>PC3.</b> understand market trends with respect to sales patterns as against comparative and complementary products in the market	3	7	-	-
<b>PC4.</b> describe related products/services and possible opportunities with respect to up-selling, cross-selling, expansion of business to the team	3	7	-	-
<i>Operating relevant equipment required for daily operations</i>	<b>10.5</b>	<b>24.5</b>	-	-
<b>PC5.</b> operate systems and equipment involved in running daily operations	3	7	-	-
<b>PC6.</b> understand precautions and maintenance required while operating systems and equipment	1.5	3.5	-	-
<b>PC7.</b> understand new technologies that can improve efficiencies and reduce risks	3	7	-	-
<b>PC8.</b> train staff on use of systems and equipment relevant to business	1.5	3.5	-	-
<b>PC9.</b> train staff to handle emergencies that could occur while handling the systems or equipment	1.5	3.5	-	-
<i>Knowing how to source, supply, package and market products/services</i>	<b>7.5</b>	<b>17.5</b>	-	-
<b>PC10.</b> understand the best sources of materials	1.5	3.5	-	-
<b>PC11.</b> negotiate to arrive at the most profitable vendor relationship for the organization	1.5	3.5	-	-

### Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC12.</b> train staff on packaging and marketing of products/services being sold	1.5	3.5	-	-
<b>PC13.</b> ensure quality check of products/services to maintain quality and conform to statutory quality requirements	1.5	3.5	-	-
<b>PC14.</b> solicit and incorporate feedback on products/services received from the customers	1.5	3.5	-	-
<b>NOS Total</b>	<b>30</b>	<b>70</b>	-	-

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	RAS/N0213
<b>NOS Name</b>	Implement robust business systems to ensure process excellence
<b>Sector</b>	Retail
<b>Sub-Sector</b>	Retail Business
<b>Occupation</b>	Consumer Sales
<b>NSQF Level</b>	4.5
<b>Credits</b>	1
<b>Version</b>	2.0
<b>Last Reviewed Date</b>	30/04/2024
<b>Next Review Date</b>	30/04/2027
<b>NSQC Clearance Date</b>	30/04/2024

## Qualification Pack

### **RAS/N0214: Exhibit business acumen, self-discipline and demonstrate leadership skills**

#### **Description**

This unit deals in sub tasks that are about creativity, innovation/newness and self-discipline to sustain, enhance and grow business.

#### **Scope**

The scope covers the following :

- Create and validate a strong business plan
- Motivate self to enhance and grow his/her business
- Display creativity and innovation for sustenance and business growth
- Lead and manage a team

#### **Elements and Performance Criteria**

##### *Create and validate a strong business plan*

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

- PC1.** make short-term and long-term plans with respect to returns from the business
- PC2.** define milestones and break them into achievable targets
- PC3.** identify efforts and resources required
- PC4.** get buy in from investors and other credit sources

##### *Motivate self to enhance and grow his/her business*

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

- PC5.** understand entrepreneurial thinking and perspective
- PC6.** participate in workshops, seminars and engage with other successful business owners
- PC7.** drive self-development through available mediums
- PC8.** identify and get certifications in related line of business

##### *Display creativity and innovation for sustenance and business growth*

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

- PC9.** identify opportunities and create solutions to face uncertainties
- PC10.** keep self-updated to be able to expand business in other fields/line of business as desired
- PC11.** improvise methods so as to improve efficiencies

##### *Lead and manage a team*

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

- PC12.** demonstrate high personal standards in alignment to business ethics
- PC13.** motivate team members to achieve high standards of performance
- PC14.** use honest, open consultation to facilitate communication with team members
- PC15.** deal with difficult situations fairly, openly and promptly

## Qualification Pack

- PC16.** develop clear, accurate and relevant team objectives, including expected performance standards, monitor and course correct performance

### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** success stories in the related field
- KU2.** innovations in the relevant product/service
- KU3.** other successful organisations in the same space
- KU4.** strengths, weakness, opportunity of and threat to self and own organization

### Generic Skills (GS)

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

- GS1.** complete documentation accurately
- GS2.** collate data when required
- GS3.** read information accurately
- GS4.** read and interpret data sheets
- GS5.** use gestures or simple words to communicate where language barriers exist
- GS6.** use questioning to minimise misunderstandings
- GS7.** display courteous and helpful behaviour at all times
- GS8.** make appropriate decisions regarding the responsibilities of the job role
- GS9.** plan and organize service feedback files/documents
- GS10.** schedule daily activities and drawing up priorities; allocate start times, estimation of completion times and materials, equipment and assistance required for completion
- GS11.** build customer relationships and use customer centric approach
- GS12.** identify problems immediately and take up solutions quickly to resolve delays
- GS13.** think through the problem, evaluate the possible solution(s) and adopt an
- GS14.** interpret and infer data
- GS15.** break down complex problems into single and manageable components within his/her area of work
- GS16.** apply, analyze, and evaluate the information gathered from observation, experience, reasoning, or communication, as a guide to thought and action



## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Create and validate a strong business plan</i>	<b>6</b>	<b>14</b>	-	-
<b>PC1.</b> make short-term and long-term plans with respect to returns from the business	1.5	3.5	-	-
<b>PC2.</b> define milestones and break them into achievable targets	1.5	3.5	-	-
<b>PC3.</b> identify efforts and resources required	1.5	3.5	-	-
<b>PC4.</b> get buy in from investors and other credit sources	1.5	3.5	-	-
<i>Motivate self to enhance and grow his/her business</i>	<b>7.5</b>	<b>17.5</b>	-	-
<b>PC5.</b> understand entrepreneurial thinking and perspective	1.5	3.5	-	-
<b>PC6.</b> participate in workshops, seminars and engage with other successful business owners	1.5	3.5	-	-
<b>PC7.</b> drive self-development through available mediums	3	7	-	-
<b>PC8.</b> identify and get certifications in related line of business	1.5	3.5	-	-
<i>Display creativity and innovation for sustenance and business growth</i>	<b>9</b>	<b>21</b>	-	-
<b>PC9.</b> identify opportunities and create solutions to face uncertainties	3	7	-	-
<b>PC10.</b> keep self-updated to be able to expand business in other fields/line of business as desired	3	7	-	-
<b>PC11.</b> improvise methods so as to improve efficiencies	3	7	-	-
<i>Lead and manage a team</i>	<b>7.5</b>	<b>17.5</b>	-	-
<b>PC12.</b> demonstrate high personal standards in alignment to business ethics	1.5	3.5	-	-

### Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC13.</b> motivate team members to achieve high standards of performance	1.5	3.5	-	-
<b>PC14.</b> use honest, open consultation to facilitate communication with team members	1.5	3.5	-	-
<b>PC15.</b> deal with difficult situations fairly, openly and promptly	1.5	3.5	-	-
<b>PC16.</b> develop clear, accurate and relevant team objectives, including expected performance standards, monitor and course correct performance	1.5	3.5	-	-
<b>NOS Total</b>	<b>30</b>	<b>70</b>	-	-

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	RAS/N0214
<b>NOS Name</b>	Exhibit business acumen, self-discipline and demonstrate leadership skills
<b>Sector</b>	Retail
<b>Sub-Sector</b>	Retail Business
<b>Occupation</b>	Consumer Sales
<b>NSQF Level</b>	4.5
<b>Credits</b>	1
<b>Version</b>	2.0
<b>Last Reviewed Date</b>	30/04/2024
<b>Next Review Date</b>	30/04/2027
<b>NSQC Clearance Date</b>	30/04/2024

## Qualification Pack

### RAS/N0230: Use Social Media to Market Products and Services

#### Description

This OS describes the skills and knowledge required to effectively use social media for marketing, branding, and customer communication.

#### Scope

The scope covers the following :

- Use social media to promote products and services

#### Elements and Performance Criteria

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

- PC1.** Classify the need of social media requirements to promote products and services
- PC2.** Identify suitable social media platforms that have reach and access to the target customer segment
- PC3.** Evaluate the latest trends in using social media platforms to promote products and services
- PC4.** Shortlist the social media platforms required to promote organisation's products and services that have access and reach to the target customers
- PC5.** Prepare a social media publishing calendar
- PC6.** Aggregate preliminary content on products and services to be published on the socialmedia platforms
- PC7.** Curate the promotional content aligned with brand cultures, target customers, and socialmedia platform requirements and compliances
- PC8.** Prepare marketing campaigns on special offers, promotions and events as required
- PC9.** Post content on the social media platforms in alignment with social media policies and procedures
- PC10.** Use standard monitoring tools to track activity on social media posts
- PC11.** Identify opportunities to enhance customer experience and implement changes
- PC12.** Review the account and posts on social media for look and feel and update continuously
- PC13.** Engage with customers to resolve customer complaints and providing customer service

#### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** Organisational policies and procedures for social media use
- KU2.** Rules and regulations and terms of use of specific social media platforms
- KU3.** Social media trends and trending platforms
- KU4.** Consumer behaviour
- KU5.** Trending content

## Qualification Pack

- KU6.** Various social media platforms
- KU7.** Legal and ethical practices for use of social media
- KU8.** Types of social media users and their impacts
- KU9.** Techniques for marketing the business using social media platform

### Generic Skills (GS)

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

- GS1.** Reading skills to interpret technical terminology relevant to the use of social media platforms.
- GS2.** Writing skills to use correct spelling and grammar in social media posts
- GS3.** Technology skills to: upload images, text files, PDF files, audio files, video files and link associated files, import and export software functions, conduct online research for appropriate content, compare social media platform functionality.

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	<b>30</b>	<b>70</b>	-	-
<b>PC1.</b> Classify the need of social media requirements to promote products and services	2	4	-	-
<b>PC2.</b> Identify suitable social media platforms that have reach and access to the target customer segment	2	4	-	-
<b>PC3.</b> Evaluate the latest trends in using social media platforms to promote products and services	2	4	-	-
<b>PC4.</b> Shortlist the social media platforms required to promote organisation's products and services that have access and reach to the target customers	2	4	-	-
<b>PC5.</b> Prepare a social media publishing calendar	3	7	-	-
<b>PC6.</b> Aggregate preliminary content on products and services to be published on the socialmedia platforms	2	5	-	-
<b>PC7.</b> Curate the promotional content aligned with brand cultures, target customers, and socialmedia platform requirements and compliances	2	5	-	-
<b>PC8.</b> Prepare marketing campaigns on special offers, promotions and events as required	3	7	-	-
<b>PC9.</b> Post content on the social media platforms in alignment with social media policies and procedures	3	7	-	-
<b>PC10.</b> Use standard monitoring tools to track activity on social media posts	2	5	-	-
<b>PC11.</b> Identify opportunities to enhance customer experience and implement changes	2	5	-	-
<b>PC12.</b> Review the account and posts on social media for look and feel and update continuously	2	6	-	-

### Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC13.</b> Engage with customers to resolve customer complaints and providing customer service	3	7	-	-
<b>NOS Total</b>	<b>30</b>	<b>70</b>	-	-

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	RAS/N0230
<b>NOS Name</b>	Use Social Media to Market Products and Services
<b>Sector</b>	Retail
<b>Sub-Sector</b>	
<b>Occupation</b>	Consumer Sales
<b>NSQF Level</b>	4
<b>Credits</b>	1
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	30/04/2024
<b>Next Review Date</b>	30/04/2027
<b>NSQC Clearance Date</b>	30/04/2024



## Qualification Pack

### RAS/N0231: Deliver customer service in online mode

#### Description

This OS describes the skills and knowledge required for effectively delivering customer Service in online mode

#### Scope

The scope covers the following :

- Provide Service to customer in online mode

#### Elements and Performance Criteria

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

- PC1.** Follow organisational protocols to communicate with customers using digital communication tools
- PC2.** Use appropriate styles and methods of communication within turnaround time specified in operating procedures of organisation
- PC3.** Assess customer requirements for products and services and ensure that the customer demands are met within the limits of organizational policies and procedures
- PC4.** Improve customer experience within the authority and responsibilities of self
- PC5.** Use opportunities to promote customer loyalty during online interaction with customers
- PC6.** Seek customer feedback, testimonials, and referrals during online interaction with the customers
- PC7.** Use appropriate writing etiquettes when communicating with customers on email.
- PC8.** Communicate recommendations to improve online customer service standards to relevant stakeholders within the organisation
- PC9.** Identify the problems of the customers and provide support to resolve them
- PC10.** Take appropriate action to avoid escalation of customer service problems within the online service standards of organisation
- PC11.** Respond to the customers online on the complaints raised by them in alignment with online customer service standards of the organisation
- PC12.** Identify complex customer service problems and refer them to relevant personnel
- PC13.** Follow professional etiquettes while interacting with the customer online
- PC14.** Take appropriate actions in alignment
- PC15.** Refer recurring and potential customer service problems to relevant personnel within the organisation to avoid recurrence and customer dissatisfaction

#### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** Key legal and ethical considerations as related to online customer service provision

## Qualification Pack

- KU2.** Organisational policies and procedures for processing refunds and exchanges online and recording customer information
- KU3.** Organisational online customer service standards
- KU4.** Key aspects of online communication such as written communication techniques, appropriate communication styles, role and use of tone in written communication, maintaining brand integrity
- KU5.** Common causes of customer complaints and difficulties in an online environment
- KU6.** Online customer service provision and techniques for handling customer complaints and feedback
- KU7.** Role and impact of customer feedback in an online environment
- KU8.** Commercial impact of unresolved customer complaints, customer dissatisfaction and refunds and exchanges

## Generic Skills (GS)

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

- GS1.** Self-management skills to maintain professionalism in difficult situations related to customer complaints.
- GS2.** Technology skills to use online technology and tools to communicate with customers.

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	<b>30</b>	<b>70</b>	-	-
<b>PC1.</b> Follow organisational protocols to communicate with customers using digital communication tools	2	4	-	-
<b>PC2.</b> Use appropriate styles and methods of communication within turnaround time specified in operating procedures of organisation	2	5	-	-
<b>PC3.</b> Assess customer requirements for products and services and ensure that the customer demands are met within the limits of organizational policies and procedures	2	4	-	-
<b>PC4.</b> Improve customer experience within the authority and responsibilities of self	2	5	-	-
<b>PC5.</b> Use opportunities to promote customer loyalty during online interaction with customers	2	5	-	-
<b>PC6.</b> Seek customer feedback, testimonials, and referrals during online interaction with the customers	2	5	-	-
<b>PC7.</b> Use appropriate writing etiquettes when communicating with customers on email.	2	5	-	-
<b>PC8.</b> Communicate recommendations to improve online customer service standards to relevant stakeholders within the organisation	2	5	-	-
<b>PC9.</b> Identify the problems of the customers and provide support to resolve them	2	5	-	-
<b>PC10.</b> Take appropriate action to avoid escalation of customer service problems within the online service standards of organisation	2	5	-	-
<b>PC11.</b> Respond to the customers online on the complaints raised by them in alignment with online customer service standards of the organisation	2	5	-	-

### Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC12.</b> Identify complex customer service problems and refer them to relevant personnel	2	5	-	-
<b>PC13.</b> Follow professional etiquettes while interacting with the customer online	2	4	-	-
<b>PC14.</b> Take appropriate actions in alignment	2	4	-	-
<b>PC15.</b> Refer recurring and potential customer service problems to relevant personnel within the organisation to avoid recurrence and customer dissatisfaction	2	4	-	-
<b>NOS Total</b>	<b>30</b>	<b>70</b>	-	-

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	RAS/N0231
<b>NOS Name</b>	Deliver customer service in online mode
<b>Sector</b>	Retail
<b>Sub-Sector</b>	
<b>Occupation</b>	Consumer Sales
<b>NSQF Level</b>	4.5
<b>Credits</b>	2
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	30/04/2024
<b>Next Review Date</b>	30/04/2027
<b>NSQC Clearance Date</b>	30/04/2024

## Qualification Pack

### DGT/VSQ/N0102: Employability Skills (60 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.** identify employability skills required for jobs in various industries
- PC2.** identify and explore learning and employability portals

##### *Constitutional values - Citizenship*

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

- PC3.** 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.
- PC4.** follow environmentally sustainable practices

##### *Becoming a Professional in the 21st Century*

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

- PC5.** recognize the significance of 21st Century Skills for employment
- PC6.** 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

##### *Basic English Skills*

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

## Qualification Pack

- PC7.** use basic English for everyday conversation in different contexts, in person and over the telephone
- PC8.** read and understand routine information, notes, instructions, mails, letters etc. written in English
- PC9.** 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:

- PC10.** understand the difference between job and career
- PC11.** prepare a career development plan with short- and long-term goals, based on aptitude

### *Communication Skills*

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

- PC12.** follow verbal and non-verbal communication etiquette and active listening techniques in various settings
- PC13.** work collaboratively with others in a team

### *Diversity & Inclusion*

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

- PC14.** communicate and behave appropriately with all genders and PwD
- PC15.** 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:

- PC16.** select financial institutions, products and services as per requirement
- PC17.** carry out offline and online financial transactions, safely and securely
- PC18.** identify common components of salary and compute income, expenses, taxes, investments etc
- PC19.** 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:

- PC20.** operate digital devices and carry out basic internet operations securely and safely
- PC21.** use e- mail and social media platforms and virtual collaboration tools to work effectively
- PC22.** use basic features of word processor, spreadsheets, and presentations

### *Entrepreneurship*

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

- PC23.** identify different types of Entrepreneurship and Enterprises and assess opportunities for potential business through research
- PC24.** develop a business plan and a work model, considering the 4Ps of Marketing Product, Price, Place and Promotion
- PC25.** 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:

- PC26.** identify different types of customers
- PC27.** identify and respond to customer requests and needs in a professional manner.

## Qualification Pack

**PC28.** follow appropriate hygiene and grooming standards

*Getting ready for apprenticeship & Jobs*

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

**PC29.** create a professional Curriculum vitae (Résumé)

**PC30.** search for suitable jobs using reliable offline and online sources such as Employment exchange, recruitment agencies, newspapers etc. and job portals, respectively

**PC31.** apply to identified job openings using offline /online methods as per requirement

**PC32.** answer questions politely, with clarity and confidence, during recruitment and selection

**PC33.** 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

**KU11.** 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 and use applications such as word processors, spreadsheets etc.

**KU16.** how to identify business opportunities

**KU17.** types and needs of customers

**KU18.** how to apply for a job and prepare for an interview

**KU19.** 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

**GS2.** communicate effectively using appropriate language in formal and informal settings





## Qualification Pack

- GS3.** behave politely and appropriately with all
- GS4.** how to work in a virtual mode
- 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

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Introduction to Employability Skills</i>	<b>1</b>	<b>1</b>	-	-
<b>PC1.</b> identify employability skills required for jobs in various industries	-	-	-	-
<b>PC2.</b> identify and explore learning and employability portals	-	-	-	-
<i>Constitutional values - Citizenship</i>	<b>1</b>	<b>1</b>	-	-
<b>PC3.</b> 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.	-	-	-	-
<b>PC4.</b> follow environmentally sustainable practices	-	-	-	-
<i>Becoming a Professional in the 21st Century</i>	<b>2</b>	<b>4</b>	-	-
<b>PC5.</b> recognize the significance of 21st Century Skills for employment	-	-	-	-
<b>PC6.</b> 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	-	-	-	-
<i>Basic English Skills</i>	<b>2</b>	<b>3</b>	-	-
<b>PC7.</b> use basic English for everyday conversation in different contexts, in person and over the telephone	-	-	-	-
<b>PC8.</b> read and understand routine information, notes, instructions, mails, letters etc. written in English	-	-	-	-
<b>PC9.</b> write short messages, notes, letters, e-mails etc. in English	-	-	-	-
<i>Career Development &amp; Goal Setting</i>	<b>1</b>	<b>2</b>	-	-

### Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC10.</b> understand the difference between job and career	-	-	-	-
<b>PC11.</b> prepare a career development plan with short- and long-term goals, based on aptitude	-	-	-	-
<i>Communication Skills</i>	<b>2</b>	<b>2</b>	-	-
<b>PC12.</b> follow verbal and non-verbal communication etiquette and active listening techniques in various settings	-	-	-	-
<b>PC13.</b> work collaboratively with others in a team	-	-	-	-
<i>Diversity &amp; Inclusion</i>	<b>1</b>	<b>2</b>	-	-
<b>PC14.</b> communicate and behave appropriately with all genders and PwD	-	-	-	-
<b>PC15.</b> escalate any issues related to sexual harassment at workplace according to POSH Act	-	-	-	-
<i>Financial and Legal Literacy</i>	<b>2</b>	<b>3</b>	-	-
<b>PC16.</b> select financial institutions, products and services as per requirement	-	-	-	-
<b>PC17.</b> carry out offline and online financial transactions, safely and securely	-	-	-	-
<b>PC18.</b> identify common components of salary and compute income, expenses, taxes, investments etc	-	-	-	-
<b>PC19.</b> identify relevant rights and laws and use legal aids to fight against legal exploitation	-	-	-	-
<i>Essential Digital Skills</i>	<b>3</b>	<b>4</b>	-	-
<b>PC20.</b> operate digital devices and carry out basic internet operations securely and safely	-	-	-	-
<b>PC21.</b> use e- mail and social media platforms and virtual collaboration tools to work effectively	-	-	-	-
<b>PC22.</b> use basic features of word processor, spreadsheets, and presentations	-	-	-	-

### Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Entrepreneurship</i>	<b>2</b>	<b>3</b>	-	-
<b>PC23.</b> identify different types of Entrepreneurship and Enterprises and assess opportunities for potential business through research	-	-	-	-
<b>PC24.</b> develop a business plan and a work model, considering the 4Ps of Marketing Product, Price, Place and Promotion	-	-	-	-
<b>PC25.</b> identify sources of funding, anticipate, and mitigate any financial/ legal hurdles for the potential business opportunity	-	-	-	-
<i>Customer Service</i>	<b>1</b>	<b>2</b>	-	-
<b>PC26.</b> identify different types of customers	-	-	-	-
<b>PC27.</b> identify and respond to customer requests and needs in a professional manner.	-	-	-	-
<b>PC28.</b> follow appropriate hygiene and grooming standards	-	-	-	-
<i>Getting ready for apprenticeship &amp; Jobs</i>	<b>2</b>	<b>3</b>	-	-
<b>PC29.</b> create a professional Curriculum vitae (Résumé)	-	-	-	-
<b>PC30.</b> search for suitable jobs using reliable offline and online sources such as Employment exchange, recruitment agencies, newspapers etc. and job portals, respectively	-	-	-	-
<b>PC31.</b> apply to identified job openings using offline /online methods as per requirement	-	-	-	-
<b>PC32.</b> answer questions politely, with clarity and confidence, during recruitment and selection	-	-	-	-
<b>PC33.</b> identify apprenticeship opportunities and register for it as per guidelines and requirements	-	-	-	-
<b>NOS Total</b>	<b>20</b>	<b>30</b>	-	-

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	DGT/VSQ/N0102
<b>NOS Name</b>	Employability Skills (60 Hours)
<b>Sector</b>	Cross Sectoral
<b>Sub-Sector</b>	Professional Skills
<b>Occupation</b>	Employability
<b>NSQF Level</b>	4
<b>Credits</b>	2
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	31/01/2024
<b>Next Review Date</b>	31/01/2027
<b>NSQC Clearance Date</b>	31/01/2024

## 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.

## Qualification Pack

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.

### 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/N0205.Build relationship with vendors / dealers to ensure smooth business operations and increase sales	30	70	-	-	100	6
RAS/N0206.Meet health and safety requirements at place of work	30	70	-	-	100	6
RAS/N0207.Manage customer needs effectively through need identification and strong customer relationships	30	70	-	-	100	8
RAS/N0209.Implement legal compliances, policies and procedures	30	70	-	-	100	10
RAS/N0210.Plan and manage finances to accomplish business objectives	30	70	-	-	100	10
RAS/N0211.Manage inventory and sales	30	70	-	-	100	10

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National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
RAS/N0212.Manage marketing and sale of goods and services	30	70	-	-	100	10
RAS/N0213.Implement robust business systems to ensure process excellence	30	70	-	-	100	10
RAS/N0214.Exhibit business acumen, self-discipline and demonstrate leadership skills	30	70	-	-	100	8
RAS/N0230.Use Social Media to Market Products and Services	30	70	-	-	100	8
RAS/N0231.Deliver customer service in online mode	30	70	-	-	100	8
DGT/VSQ/N0102.Employability Skills (60 Hours)	20	30	-	-	50	6
<b>Total</b>	<b>350</b>	<b>800</b>	<b>-</b>	<b>-</b>	<b>1150</b>	<b>100</b>

## Qualification Pack

### Acronyms

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



## Qualification Pack

### Glossary

<b>Sector</b>	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.
<b>Sub-sector</b>	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
<b>Occupation</b>	Occupation is a set of job roles, which perform similar/ related set of functions in an industry.
<b>Job role</b>	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.
<b>Occupational Standards (OS)</b>	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.
<b>Performance Criteria (PC)</b>	Performance Criteria (PC) are statements that together specify the standard of performance required when carrying out a task.
<b>National Occupational Standards (NOS)</b>	NOS are occupational standards which apply uniquely in the Indian context.
<b>Qualifications Pack (QP)</b>	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.
<b>Unit Code</b>	Unit code is a unique identifier for an Occupational Standard, which is denoted by an 'N'
<b>Unit Title</b>	Unit title gives a clear overall statement about what the incumbent should be able to do.
<b>Description</b>	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.
<b>Scope</b>	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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<b>Knowledge and Understanding (KU)</b>	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.
<b>Organisational Context</b>	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.
<b>Technical Knowledge</b>	Technical knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
<b>Core Skills/ Generic Skills (GS)</b>	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.
<b>Electives</b>	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.
<b>Options</b>	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.