



# Model Curriculum

**QP Name: Digital Cataloguer**

**QP Code: RAS/Q0302**

**QP Version: 3.0**

**NSQF Level: 4.5**

**Model Curriculum Version: 1.0**

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

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## Training Parameters

<b>Sector</b>	Retail
<b>Sub-Sector</b>	E-commerce
<b>Occupation</b>	Sales Operations
<b>Country</b>	India
<b>NSQF Level</b>	4.5
<b>Aligned to NCO/ISCO/ISIC Code</b>	NCO-2015/1222.0102
<b>Minimum Educational Qualification and Experience</b>	<ul style="list-style-type: none"> <li>• 3-year diploma after 10<sup>th</sup> or equivalent in relevant field (Digital Marketing) with no experience required.</li> <li>• 12th grade pass with 1.5 -year relevant experience</li> <li>• 10<sup>th</sup> grade pass with 4.5 -year relevant experience</li> <li>• Previous relevant Qualification of NSQF Level 4.0 with 1.5-year relevant experience</li> <li>• Previous relevant Qualification of NSQF Level 3.5 with 3-year relevant experience</li> </ul>
<b>Pre-Requisite License or Training</b>	No licencing or statutory approvals required for the training
<b>Minimum Job Entry Age</b>	18 years
<b>Last Reviewed On</b>	30/04/2024
<b>Next Review Date</b>	29/04/2027
<b>NSQC Approval Date</b>	30/04/2024
<b>QP Version</b>	3.0
<b>Model Curriculum Creation Date</b>	02/01/2024
<b>Model Curriculum Valid Up to Date</b>	29/04/2027
<b>Model Curriculum Version</b>	1.0
<b>Minimum Duration of the Course</b>	480 hours
<b>Maximum Duration of the Course</b>	480 hours

## Program Overview

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

### Training Outcomes

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

- List products and map SKUs accurately to cater to product category and customer needs.
- Adhere to quality standards for creating and maintaining catalogues and digital pages.
- Adhere to company policies and statutory regulations relevant to sales and service.
- Update self on basics of category management
- Liaise with internal and external stakeholders for accurate product listings.
- Develop and implement comprehensive Digital Asset Management.
- Integrate IoT Integration, Metadata Enrichment and Quality Control for real time tracking of digital asset.
- Implement AI-driven analysis for Personalization Strategies and Security Measures.
- Employability Skills

### Compulsory Modules

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

NOS and Module Details	Theory Duration	Practical Duration	On-the-Job Training Duration (Mandatory)	On-the-Job Training Duration (Recommended)	Total Duration
<b>Bridge Module</b>	<b>00:00</b>	<b>00:00</b>			<b>00:00</b>
Module:1 Introduction to Retail	00:00	00:00			00:00
<b>RAS/N0308: List products and map SKUs accurately to cater to category and customer needs NSQF Level – 4.5</b>	<b>30:00</b>	<b>40:00</b>	<b>20:00</b>		<b>90:00</b>
Module:2 List products and map SKUs accurately to cater to category and customer needs	30:00	40:00	20:00		90:00

<b>RAS/N0309: Adhere to quality standards for creating and maintaining catalogues and digital pages NSQF Level – 4.5</b>	<b>30:00</b>	<b>50:00</b>	<b>10:00</b>		<b>90:00</b>
Module:3 Adhere to quality standards for creating and maintaining catalogues and digital pages	30:00	50:00	10:00		90:00
<b>RAS/N0310: Adhere to company policies and statutory regulations related to sales and service NSQF Level – 4.5</b>	<b>30:00</b>	<b>50:00</b>	<b>10:00</b>		<b>90:00</b>
Module:4 Adhere to company policies and statutory regulations related to sales and service	30:00	50:00	10:00		90:00
<b>RAS/N0311: Update self on basics of category management NSQF Level – 4.5</b>	<b>18:00</b>	<b>32:00</b>	<b>10:00</b>		<b>60:00</b>
Module:5 Update self on basics of category management	18:00	32:00	10:00		60:00
<b>RAS/N0312: Liaise with internal and external stakeholders for listing NSQF Level – 4.5</b>	<b>18:00</b>	<b>32:00</b>	<b>10:00</b>		<b>60:00</b>
Module:6 Liaise with internal and external stakeholders for listing	18:00	32:00	10:00		60:00
<b>RAS/N0313: Smart Digital Asset Management NSQF Level – 4.5</b>	<b>15:00</b>	<b>15:00</b>	<b>00:00</b>		<b>30:00</b>
Module:7 Digital Asset Management	05:00	00:00	00:00		05:00
Module:8 IoT Integration, Metadata Enrichment and Quality Control	05:00	00:00	00:00		05:00
Module:9 Personalization Strategies and Security Measures	05:00	00:00	00:00		05:00
<b>Module 10: Practical - Project work Mapped to RAS/N0313</b>	00:00	15:00	00:00		15:00
<b>DGT/VSQ/N0102: Employability skills</b>	<b>24:00</b>	<b>36:00</b>			<b>60:00</b>

<b>NSQF Level:4</b>					
Introduction to employability skills	00:30	01:00			01:30
Constitutional values - Citizenship	00:30	01:00			01:30
Become a professional in 21 <sup>st</sup> century	01:00	01:30			02:30
Basic English skills	04:00	06:00			10:00
Career Development and Goal settings	01:00	01:00			02:00
Communication Skills	02:00	03:00			05:00
Diversity and inclusion	01:00	01:30			02:30
Financial and legal literacy	02:00	03:00			05:00
Essential Digital skills	04:00	06:00			10:00
Entrepreneurship	03:00	04:00			07:00
Customer Service	02:00	03:00			05:00
Getting Ready for apprenticeship and jobs	03:00	05:00			08:00
<b>Total Duration</b>	<b>165:00</b>	<b>255:00</b>	<b>60:00</b>		<b>480:00</b>

## Module Details

### Module 1: Introduction to Retail

#### Bridge Module

#### Terminal Outcomes:

- Define E-commerce.
- Identify the role e-commerce websites in promoting e-commerce.
- Describe the role of Digital Cataloguer.
- Identify the career path as a Digital Cataloguer.

<i>Duration: 00:00</i>	<i>Duration: 00:00</i>
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Outline the evolution of e-commerce in India.</li> <li>• List the popular e-commerce websites in promoting e-commerce businesses in India.</li> <li>• Discuss the roles and responsibilities of Digital Cataloguer.</li> <li>• Outline the growth opportunities of a Digital Cataloguer.</li> </ul>	
<b>Classroom Aids</b>	
LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers	
<b>Tools, Equipment and Other Requirements</b>	
Graphs and charts showing online retail sector in India	

## Module 2: List products and map SKUs accurately to cater to category and customer needs

*Mapped to RAS/N0308*

### Terminal Outcomes:

- Demonstrate the listing of products as per customer and category need.
- Discuss the importance of mapping the listed products/SKUs to listed vendors.

<i>Duration: 30:00</i>	<i>Duration: 40:00</i>
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Explain the importance of studying various online customer attitudes towards the merchandise / brands.</li> <li>• State the reasons to understand customers need with respect to merchandise category.</li> <li>• Paraphrase the importance of updating self with the features and benefits of merchandise from other e-commerce players.</li> <li>• Explain the significance of maintaining accuracy of products against uploaded images in pages/leaves created.</li> <li>• List and map the products in a manner that improves ease of navigation and search.</li> <li>• Discuss the impact of mapping additional SKUs to listed products.</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrate the process of suggesting merchandise in an online platform.</li> <li>• Demonstrate ways to gather information and update self on competitor's online product presentations.</li> <li>• Demonstrate the steps to list and map the products in a manner that improves ease of navigation and search.</li> <li>• Identify correct mapping of listed products/SKUs to listed vendors.</li> <li>• Demonstrate how to map additional SKUs to listed products.</li> <li>• Dramatize a scenario to show how to coordinate with teams to ensure development of accurate product descriptions as per category norms.</li> <li>• Identify possible errors in listing of products and find ways to prevent them.</li> </ul>
<b>Classroom Aids</b>	
LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	
<b>Tools, Equipment and Other Requirements</b>	
Hi-speed internet connection, Computer/Laptop/Tab/S mart Phone with built in software - MS Office, Photo editing software, Ecommerce Website, Camera, Product catalogue (just to give an idea of how product detailing is done)	



## Module 3: Adhere to quality standards for creating and maintaining catalogues and digital pages

Mapped to RAS/N0309

### Terminal Outcomes:

- Show how to enhance the relevance, accuracy and quality of the catalogue and digital pages.

<i>Duration: 30:00</i>	<i>Duration: 50:00</i>
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• List the quality parameters involved in digital cataloguing.</li> <li>• Explain the importance of photographic nuances that enhance the aesthetic aspects of the merchandise and increase impact and movement on the page.</li> <li>• List the uses of photo editing software used to enhance information being shared by vendors.</li> <li>• Explain the concepts of visual communication that are used in the catalogue/digital pages.</li> <li>• Discuss the need to conduct timely product audits on the digital market place.</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrate the process of correct mapping of products and product descriptions to the photographs being showcased/displayed.</li> <li>• Demonstrate how to recommend usage of editing software that impacts the photo quality.</li> <li>• Dramatize a situation on Identifying possible errors in listing of products and how to prevent the same.</li> <li>• Dramatize a situation on coordinating with the category team to conform brand and sales requirements.</li> </ul>
<b>Classroom Aids</b>	
LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	
<b>Tools, Equipment and Other Requirements</b>	
Hi-speed internet connection, Computer/Laptop/Tab/Smart Phone with built in software - MS Office, Photo editing software, Ecommerce Website, Camera, Product catalogue (just to give an idea of how product detailing is done)	

## Module 4: Adhere to company policies and statutory regulations related to sales and service

*Mapped to RAS/N0310*

### Terminal Outcomes:

- Identify the importance of validating catalogue content with buyers and category managers adhering to the company policies.

<i>Duration: 30:00</i>	<i>Duration: 50:00</i>
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Outline the process of collecting desired layout of products and relevant descriptions as required by buyer and category manager.</li> <li>• Discuss the importance of validating the catalogue based on company and brand policies.</li> <li>• Explain the importance of validating the catalogue with concerned stakeholders and get them uploaded on the website.</li> <li>• Describe the approval process from stakeholders on digital pages as well as on the catalogue.</li> <li>• List the parameters on which the catalogue/digital pages are evaluated.</li> <li>• State the importance of collecting feedback in an accurate manner and get the same addressed by all concerned.</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrate the steps for collecting desired layout of products and relevant descriptions as required by buyer and category manager.</li> <li>• Show how to validate photographs, descriptions and other relevant information with respect to company and brand policies based on the given case study.</li> <li>• Demonstrate the process of uploading the catalogue on the website after receiving the validation from stakeholders.</li> <li>• Demonstrate the process of evaluating a sample catalogue for its visual appeal and aesthetics.</li> <li>• Identify problems immediately and take up solutions quickly to resolve delays.</li> </ul>
<b>Classroom Aids</b>	
LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	
<b>Tools, Equipment and Other Requirements</b>	
Hi-speed internet connection, Computer/Laptop/Tablet/Smart Phone with built-in software - MS Office, Photo editing software, Ecommerce Website, Camera, Product catalogue (just to give an idea of how product detailing is done)	

## Module 5: Update self on the basics of category management

Mapped to RAS/N0311

### Terminal Outcomes:

- Explain the basics of category management.

<i>Duration: 18:00</i>	<i>Duration: 32:00</i>
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Define the concept of Category management in retailing.</li> <li>• Describe the category specifications with respect to grouping and sub-grouping of products.</li> <li>• Explain the features, advantages, and benefits of products.</li> <li>• Discuss the importance of features, advantages and benefits in customer buying decision.</li> <li>• Discuss the importance of being aware of comparative brands strategies with respect to catalogue/page design and site layout.</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrate the process of grouping and subgrouping of the products.</li> <li>• Complete a presentation in the classroom environment on policies with respect to data transfer to and from business partners.</li> <li>• Assess the strategies of comparative brands with respect to catalogues/page designs and site lay-out.</li> </ul>
<b>Classroom Aids</b>	
LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	
<b>Tools, Equipment and Other Requirements</b>	
Hi-speed internet connection, Computer/Laptop/Tab/Smart Phone with built in software - MS Office, Photo editing software, Ecommerce Website, Camera, Product catalogue (just to give an idea of how product detailing is done)	

## Module 6: Liaise with internal and external stakeholders for listing

Mapped to RAS/N0312

### Terminal Outcomes:

- Elaborate on the interdepartmental coordination that leads to listing of products.

<i>Duration: 18:00</i>	<i>Duration: 32:00</i>
<p><b>Theory – Key Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• Explain the need to understand the listing structure.</li> <li>• Discuss the importance of coordinating with the vendors.</li> <li>• State the importance of coordinating with the stake holders within the company.</li> <li>• Describe the internal processes that need to be followed for listing products.</li> <li>• Explain the importance of interacting with various internal departments to ensure product listings go live.</li> </ul>	<p><b>Practical – Key Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• Role-play a situation on interacting with a category manager to understand specified listing structure.</li> <li>• Dramatize a scenario of interacting with the category managers to identify products to be displayed as per specified structure.</li> <li>• Demonstrate the internal process that needs to be followed for listings to go live.</li> <li>• Demonstrate the process of co-ordinating with vendors for products, product descriptions and supporting documents.</li> <li>• Assess the products to be displayed are as per specified structure given by category managers.</li> </ul>
<p><b>Classroom Aids</b></p> <p>LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair &amp; Table, Demonstration Table, Pin Up Boards</p>	
<p><b>Tools, Equipment and Other Requirements</b></p> <p>Hi-speed internet connection, Computer/Laptop/Tab/Smart Phone with built in software - MS Office, Photo editing software, Ecommerce Website, Camera, Product catalogue (just to give an idea of how product detailing is done)</p>	

## Module 7: Digital Asset Management

Mapped to RAS/N0313

### Terminal Outcomes:

- Develop and implement a comprehensive digital asset management system that helps AI and machine learning algorithms to automate tagging, cataloguing, and categorisation of digital assets.

<i>Duration: 05:00</i>	<i>Duration: 00:00</i>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> <li>• Explain the basic principles and concepts of artificial intelligence.</li> <li>• Discuss the features and benefits of types of machine learning and their applications.</li> <li>• List the different types of digital assets and their purpose which are part of digital cataloguing.</li> <li>• Explain the principles of digital asset management.</li> <li>• Discuss the significance of metadata, content context, and organization.</li> <li>• Explain the fundamentals and applications of image recognition algorithms.</li> <li>• Explain the importance of deployment and optimization of image recognition models.</li> <li>• Discuss the basics of natural language processing (NLP) and its role in digital asset management.</li> <li>• Discuss the advantages of advanced search algorithms incorporating NLP and machine learning.</li> <li>• Explain the principles behind dynamic adjustment of catalogue structures.</li> <li>• Explain the role of user behaviour and usage patterns in influencing catalogue evolution.</li> <li>• Discuss the strategies to ensure evolution of digital asset catalogue to meet changing user needs.</li> <li>• State the benefits of leveraging user feedback and behaviour analytics for iterative improvements.</li> </ul>	

<ul style="list-style-type: none"> <li>• Explain the need for application of predictive analytics to forecast popular or in-demand digital assets.</li> <li>• List the machine learning techniques along with their applications in predictive analytics.</li> </ul>	
<p><b>Classroom Aids</b></p>	
<p>LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair &amp; Table, Demonstration Table, Pin Up Boards</p>	
<p><b>Tools, Equipment and Other Requirements</b></p>	
<p>Hi-speed internet connection, Computer/Laptop/Tab/Smart Phone with built in software - MS Office, Photo editing software, Ecommerce Website, Camera, Product catalogue (just to give an idea of how product detailing is done)</p>	

## Module 8: IoT Integration, Metadata Enrichment and Quality Control

Mapped to RAS/N0313

### Terminal Outcomes:

- Discuss the benefits of IoT devices in asset tracking capabilities and recognize the importance of incorporating external data sources to enrich metadata.
- Employ various techniques for extracting information from external sources and implement quality control measures utilizing AI algorithms.

<i>Duration: 05:00</i>	<i>Duration: 00:00</i>
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Explain the fundamentals of the Internet of Things (IoT) and its applications.</li> <li>• Discuss the benefits of using IoT devices for real-time asset tracking in digital cataloguing.</li> <li>• Discuss the contribution of external data in enriching the metadata.</li> <li>• List the techniques for extracting information from external sources.</li> <li>• Discuss the quality control measures that can be implemented using AI algorithms in digital asset management.</li> </ul>	
<b>Classroom Aids</b>	
LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	
<b>Tools, Equipment and Other Requirements</b>	
Hi-speed internet connection, Computer/Laptop/Tab/Smart Phone with built in software - MS Office, Photo editing software, Ecommerce Website, Camera, Product catalogue (just to give an idea of how product detailing is done)	

## Module 09: Personalization Strategies and Security Measures

Mapped to RAS/N0313

### Terminal Outcomes:

- Outline the principles of AI-driven analysis of user preferences and behaviors, enabling them to develop strategies for delivering tailored content recommendations.
- Explore and implement AI-based security measures to detect and prevent unauthorized access, ensuring the integrity and safety of digital systems.

<i>Duration: 05:00</i>	<i>Duration: 00:00</i>
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Explain the principles of AI-driven analysis of user preferences and behaviours.</li> <li>• Discuss the strategies adapted for delivering personalized content recommendations.</li> <li>• Discuss the advantages of techniques used for continuous improvement based on user feedback.</li> <li>• Explain the importance of implementing anomaly detection for access control.</li> <li>• Explore AI-based security measures to detect and prevent unauthorized access.</li> </ul>	
<b>Classroom Aids</b>	
LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	
<b>Tools, Equipment and Other Requirements</b>	
Hi-speed internet connection, Computer/Laptop/Tab/Smart Phone with built in software - MS Office, Photo editing software, Ecommerce Website, Camera, Product catalogue (just to give an idea of how product detailing is done)	



## Module 10: Practical - Project work

*Mapped to RAS/N0313 (Duration – 15 Hours)*

**Project Overview:** Design and implement an advanced Digital Asset Management System utilizing AI and machine learning techniques to automate tagging, categorization, and enhance overall organization and accessibility for associated products and services on the digital catalogue.

### Project Outcomes:

- 1. Automated Tagging and Categorization (AI/ML Application):**
  - Select and implement AI algorithms for automated tagging and categorization of digital assets.
  - Achieve a specified accuracy rate in automated tagging processes.
- 2. Efficient Organization Strategies (Digital Asset Evaluation):**
  - Evaluate and implement strategies for efficient organization of digital assets.
  - Demonstrate the ability to organize assets based on content, context, and metadata.
- 3. Multimedia Content Recognition (Image and Text Recognition):**
  - Implement image and text recognition algorithms for multimedia content identification.
  - Oversee the deployment and optimization of recognition models.
- 4. Intelligent Search System (Search System Construction and Maintenance):**
  - Integrate and maintain an intelligent search system incorporating natural language processing (NLP) and machine learning.
  - Implement user-friendly search interfaces for rapid and precise retrieval of digital assets.
- 5. Dynamic Cataloguing (Adaptation of Catalogue Structures):**
  - Establish systems for dynamic adjustment of catalogue structures based on user behaviour and usage patterns.
  - Demonstrate how catalogue structures evolve to meet changing user needs over time.
- 6. User Behaviour Analysis and Predictive Analytics:**
  - Analyse user behaviour, historical data, and trends using machine learning techniques.
  - Implement predictive analytics to forecast popular or in-demand digital assets.
- 7. IoT Integration for Asset Tracking:**
  - Integrate IoT devices for real-time tracking of physical assets.
  - Demonstrate seamless linking of physical assets to their digital counterparts for accurate representation and accessibility on the digital catalogue.
- 8. External Data Integration and Metadata Enrichment:**
  - Extract information from external sources and update fields for improved catalogue organization.
  - Focus on enriching metadata associated with digital assets.
- 9. Quality Control Measures (Quality Assurance with AI):**
  - Apply AI algorithms to conduct quality control checks on digital assets.
  - Identify and rectify issues related to image resolution, file format compliance, or broken links to maintain high asset quality standards.
- 10. AI-Driven User Analysis and Security Measures:**
  - Implement AI-driven analysis of user preferences and behaviours for personalized content recommendations.
  - Employ anomaly detection and user behaviour analysis to ensure robust access control mechanisms.

- Integrate AI-based security measures to detect and prevent unauthorized access to sensitive digital assets.

## Module 11: Employability Skills

*Mapped to: DGT/VSQ/N0102*

### Key Learning Outcomes:

#### Introduction to Employability Skills Duration: 1.5 Hours

After completing this programme, participants will be able to:

1. Discuss the Employability Skills required for jobs in various industries
2. List different learning and employability related GOI and private portals and their usage

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

3. Explain the constitutional values, including civic rights and duties, citizenship, responsibility towards society and personal values and ethics such as honesty, integrity, caring and respecting others that are required to become a responsible citizen
4. Show how to practice different environmentally sustainable practices.

#### Becoming a Professional in the 21st Century Duration: 2.5 Hours

5. Discuss importance of relevant 21st century skills.
6. Exhibit 21st century skills like Self-Awareness, Behavior Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn etc. in personal or professional life.
7. Describe the benefits of continuous learning.

#### Basic English Skills Duration: 10 Hours

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

#### Career Development & Goal Setting Duration: 2 Hours

11. Create a career development plan with well-defined short- and long-term goals

#### Communication Skills Duration: 5 Hours

12. Demonstrate how to communicate effectively using verbal and nonverbal communication etiquette.
13. Explain the importance of active listening for effective communication
14. Discuss the significance of working collaboratively with others in a team

#### Diversity & Inclusion Duration: 2.5 Hours

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

#### Financial and Legal Literacy Duration:5 Hours

17. Outline the importance of selecting the right financial institution, product, and service
18. Demonstrate how to carry out offline and online financial transactions, safely and securely
19. List the common components of salary and compute income, expenditure, taxes, investments etc.
20. Discuss the legal rights, laws, and aids

#### Essential Digital Skills Duration: 10 Hours

21. Describe the role of digital technology in today's life
22. Demonstrate how to operate digital devices and use the associated applications and features, safely and securely
23. Discuss the significance of displaying responsible online behavior while browsing, using various social media platforms, e-mails, etc., safely and securely
24. Create sample word documents, excel sheets and presentations using basic features
25. utilize virtual collaboration tools to work effectively

#### Entrepreneurship Duration: 7 Hours

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

#### Customer Service Duration: 5 Hours

30. Describe the significance of analyzing different types and needs of customers
31. Explain the significance of identifying customer needs and responding to them in a professional manner.
32. Discuss the significance of maintaining hygiene and dressing appropriately

#### Getting Ready for apprenticeship & Jobs Duration: 8 Hours

33. Create a professional Curriculum Vitae (CV)
34. Use various offline and online job search sources such as employment exchanges, recruitment agencies, and job portals respectively
35. Discuss the significance of maintaining hygiene and confidence during an interview
36. Perform a mock interview
37. List the steps for searching and registering for apprenticeship opportunities

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

## Module 12: On-the-Job Training

*Mapped to Digital Cataloguer RAS/Q0302*

<b>Mandatory Duration: 60:00 hrs</b>	<b>Recommended Duration: NA.</b>
<b>Location: Workplace/ On Site</b>	
<b>Terminal Outcomes</b>	
<ul style="list-style-type: none"> <li>• Demonstrate the process of suggesting merchandise in an online platform.</li> <li>• Demonstrate the steps to list and map the products in a manner that improves ease of navigation and search.</li> <li>• Identify correct mapping of listed products/SKUs to listed vendors.</li> <li>• Demonstrate how to map additional SKUs to listed products.</li> <li>• Dramatize a scenario to show how to coordinate with teams to ensure development of accurate product descriptions as per category norms.</li> <li>• Identify possible errors in listing of products and find ways to prevent them.</li> <li>• Demonstrate the process of correct mapping of products and product descriptions to the photographs being showcased/displayed.</li> <li>• Demonstrate how to recommend usage of editing software that impacts the photo quality.</li> <li>• Dramatize a situation on Identifying possible errors in listing of products and how to prevent the same.</li> <li>• Dramatize a situation on coordinating with the category team to conform brand and sales requirements.</li> <li>• Demonstrate the steps in collecting desired layout of products and relevant descriptions as required by buyer and category manager.</li> <li>• Show how to validate photographs, descriptions and other relevant information with respect to company and brand policies based on the given case study.</li> <li>• Demonstrate the process of uploading the catalogue on the website after the validation received from stake holders.</li> <li>• Dramatize the process of evaluating a sample catalogue for its visual appeal and aesthetics.</li> <li>• Identify problems immediately and take up solutions quickly to resolve delays.</li> <li>• Demonstrate the process of grouping and subgrouping of the products.</li> <li>• Follow company policies with respect to data transfer to and from business partners.</li> <li>• Assess the strategies of comparative brands with respect to catalogues/page designs and site lay-out.</li> <li>• Role-play a situation on interacting with a category manager to understand specified listing structure.</li> <li>• Dramatize a scenario of interacting with the category managers to identify products to be displayed as per specified structure.</li> <li>• Demonstrate the internal process that needs to be followed for listings to go live.</li> <li>• Demonstrate the process of coordinating with vendors for products, product descriptions and supporting documents.</li> <li>• Assess the products to be displayed are as per specified structure given by category managers.</li> </ul>	

## Annexure

### Trainer Requirements for Domain Skills

Trainer Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training Experience		Remarks
		Years	Specialization	Years	Specialization	
For Trainers						
Diploma	Digital Marketing	3	Digital marketing including Digital cataloguing & web designing in E-commerce	2	web designing and Digital cataloguing	

Trainer Certification	
Domain Certification	Platform Certification
Digital Cataloguer QP (RAS/Q0302) Minimum pass percentage: 80%	Recommended that the Trainer is certified for Digital Cataloguer Job Role "Trainer (VET and Skills)", mapped to the Qualification Pack: "MEP/2601, V2.0" with minimum score of 80%

## Trainer Requirement for Employability Skills

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

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



## Master Trainers Requirements for Employability Skills

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

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

## Assessor Requirements for Domain Skills

Assessors Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training Experience		Remarks
		Years	Specialization	Years	Specialization	
For Assessors						
Diploma	Digital Marketing	5	Digital marketing including Digital cataloguing & web designing in E-commerce sector	-	-	

Assessor Certification	
Domain Certification	Platform Certification
Digital Cataloguer QP (RAS/Q0302) Minimum pass percentage: 80%	Recommended that the Assessor is certified for the Digital Cataloguer Job Role; Assessor (VET and SKILLS)", mapped to the Qualification Pack "MEP/Q2701, V2.0" with minimum score of 80%

## Assessment Strategy

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

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

### Testing Tools

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

Assessment Type	Formative or Summative	Strategies
Theory	Summative	(Web proctoring/Paper pencil/Tab based): Written test will be Multiple Choice Questions (MCQ) based. In case of availability of internet connectivity, the test will be hosted on web (online). In case of absence of internet connectivity, the test will be administered in offline mode on a tablet or via paper pencil.
Practical	Summative	This test will be administered through online digital assessment platform in the form of situation based / case based multiple choice questions

The assessment results are backed by evidences collected by assessors.

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

4. The assessor / proctor can take a photograph of all the students along with the assessor standing in the middle and with the centre name/banner at the back as evidence.
5. The assessor also needs to carry his/her photo ID card.

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

### **Assessment Strategy for Employability Skills**

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

## References

### Glossary

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

### Acronyms and Abbreviations

Term	Description
QP	Qualification Pack
NSQF	National Skills Qualification Framework
NSQC	National Skills Qualification Committee
NOS	National Occupational Standards