

QUALIFICATION FILE

Salesperson (Distribution)

- Short Term Training (STT) Long Term Training (LTT) Apprenticeship
- Upskilling Dual/Flexi Qualification For ToT For ToA
- General Multi-skill (MS) Cross Sectoral (CS) Future Skills OEM

NCrF/NSQF Level: 3

Submitted By:

Retailers Association's Skill Council of India

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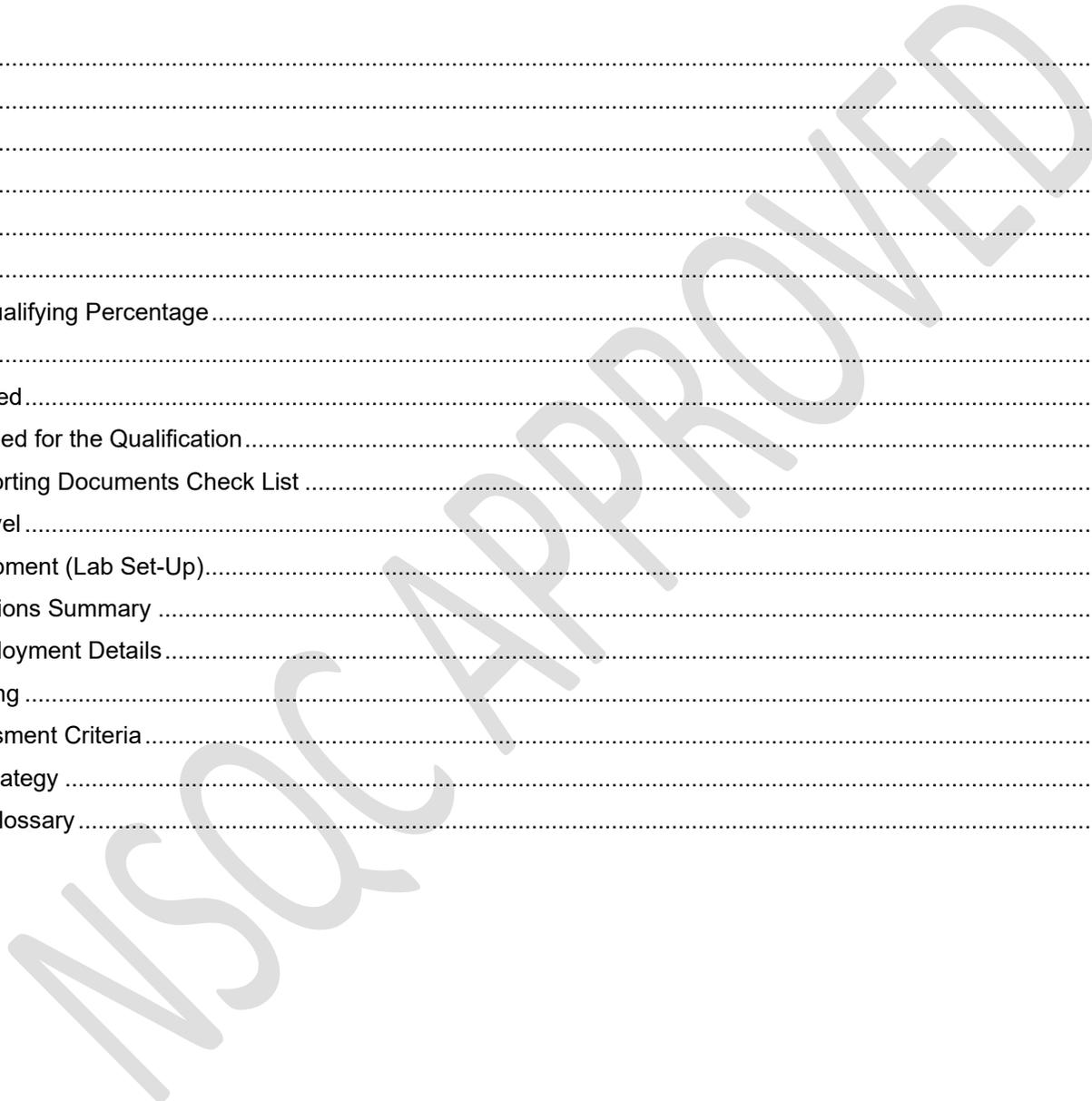
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Section 1: Basic Details

1.	Qualification Name	Salesperson (Distribution)	
2.	Sector/s	Retail	
3.	Type of Qualification: <input type="checkbox"/> New <input checked="" type="checkbox"/> Revised <input type="checkbox"/> Has Electives/Options <input type="checkbox"/> OEM	NQR Code & version of existing/previous qualification: QG-03-OR-00412-2023-V1.1-RASCI: Version 3.0	Qualification Name of existing/previous version: Distributor Salesman
4.	a. OEM Name b. Qualification Name (Wherever applicable)	Not Applicable	
5.	National Qualification Register (NQR) Code &Version (Will be issued after NSQC approval)	QG-03-OR-03325-2024-V2-RASCI	6. NCrF/NSQF Level: 3
7.	Award (Certificate/Diploma/Advance Diploma/ Any Other (Wherever applicable specify multiple entry/exits also & provide details in annexure)	Certificate	
8.	Brief Description of the Qualification	Individual in this position visits retail/wholesale outlets as per daily route plan & makes sales call using relevant selling aids like handhelds to increase productivity and achieve sales targets, demonstrate commanding knowledge of the trade being serviced by him/her and the existing competitors. He/she identifies new outlets to increase sales of the products and provide service facilitating resolution of trade problems related to products and company being represented by the salesman. He/she creates demand at point of sale by creating visibility for products putting POSM (Point of sales material) and merchandising elements like countertop/ shelves or racks depending on the category of product he/she sells.	
9.	Eligibility Criteria for Entry for Student/Trainee/Learner/Employee	a. Entry Qualification & Relevant Experience:	

		<table border="1"> <thead> <tr> <th>S. No.</th> <th>Academic/Skill Qualification (with Specialization - if applicable)</th> <th>Required Experience (with Specialization - if applicable)</th> </tr> </thead> <tbody> <tr> <td>1</td> <td> <ul style="list-style-type: none"> 10th Grade pass or equivalent </td> <td>No Experience required</td> </tr> <tr> <td>3</td> <td> <ul style="list-style-type: none"> Previous relevant Qualification of NSQF Level 2.5 </td> <td>1.5-year relevant experience in store operations</td> </tr> <tr> <td>4</td> <td> <ul style="list-style-type: none"> Previous relevant Qualification of NSQF Level 2 </td> <td>3-year relevant experience in store operations</td> </tr> </tbody> </table>						S. No.	Academic/Skill Qualification (with Specialization - if applicable)	Required Experience (with Specialization - if applicable)	1	<ul style="list-style-type: none"> 10th Grade pass or equivalent 	No Experience required	3	<ul style="list-style-type: none"> Previous relevant Qualification of NSQF Level 2.5 	1.5-year relevant experience in store operations	4	<ul style="list-style-type: none"> Previous relevant Qualification of NSQF Level 2 	3-year relevant experience in store operations				
S. No.	Academic/Skill Qualification (with Specialization - if applicable)	Required Experience (with Specialization - if applicable)																					
1	<ul style="list-style-type: none"> 10th Grade pass or equivalent 	No Experience required																					
3	<ul style="list-style-type: none"> Previous relevant Qualification of NSQF Level 2.5 	1.5-year relevant experience in store operations																					
4	<ul style="list-style-type: none"> Previous relevant Qualification of NSQF Level 2 	3-year relevant experience in store operations																					
		b. Age: <Please specify age only in case of any legal restrictions>																					
10.	Credits Assigned to this Qualification, Subject to Assessment (as per National Credit Framework (NCrF))	13	11. Common Cost Norm Category (I/II/III) (wherever applicable): II																				
12.	Any Licensing requirements for Undertaking Training on This Qualification (wherever applicable)	Not applicable																					
13.	Training Duration by Modes of Training Delivery (Specify Total Duration as per selected training delivery modes and as per requirement of the qualification)	<input checked="" type="checkbox"/> Offline <input type="checkbox"/> Online <input type="checkbox"/> Blended																					
		<table border="1"> <thead> <tr> <th>Training Delivery Modes</th> <th>Theory (Hours)</th> <th>Practical (Hours)</th> <th>OJT Mandatory (Hours)</th> <th>OJT Recommended (Hours)</th> <th>Total (Hours)</th> </tr> </thead> <tbody> <tr> <td>Classroom (offline)</td> <td>134</td> <td>196</td> <td>60</td> <td>NA</td> <td>390</td> </tr> <tr> <td>Online</td> <td>NA</td> <td>NA</td> <td>NA</td> <td>NA</td> <td>NA</td> </tr> </tbody> </table>				Training Delivery Modes	Theory (Hours)	Practical (Hours)	OJT Mandatory (Hours)	OJT Recommended (Hours)	Total (Hours)	Classroom (offline)	134	196	60	NA	390	Online	NA	NA	NA	NA	NA
Training Delivery Modes	Theory (Hours)	Practical (Hours)	OJT Mandatory (Hours)	OJT Recommended (Hours)	Total (Hours)																		
Classroom (offline)	134	196	60	NA	390																		
Online	NA	NA	NA	NA	NA																		
		(Refer Blended Learning Annexure for details)																					
14.	Aligned to NCO/ISCO Codes (if no code is available mention the same)	NCO-2015/5249.0200																					
15.	Progression path after attaining the qualification (Please show Professional and Academic progression)	Junior Supervisor (Sales)																					
16.	Other Indian languages in which the Qualification & Model Curriculum are being submitted	Not Applicable																					
17.	Is similar Qualification(s) available on NQR-if yes, justification for this qualification	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No URLs of similar Qualifications:																					
18.	Is the Job Role Amenable to Persons with Disability	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No																					

		If “Yes”, specify applicable type of Disability: Leprosy Cured Person; Dwarfism	
19.	How Participation of Women will be Encouraged	Through women’s organisations for social welfare, Higher and General education institutes, designated NGOs for Women’s Welfare & Development, CSR sponsored trainings	
20.	Are Greening/ Environment Sustainability Aspects Covered <i>(Specify the NOS/Module which covers it)</i>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
21.	Is Qualification Suitable to be Offered in Schools/Colleges	Schools <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Colleges <input type="checkbox"/> Yes <input type="checkbox"/> No	
22.	Name and Contact Details of Submitting / Awarding Body SPOC <i>(In case of CS or MS, provide details of both Lead AB & Supporting ABs)</i>	Name: Ms. Amruta Khodke Email: amruta.khodke@rasci.in Contact No: +91 22 40058210-5; Ext. 17 Website: https://www.rasci.in	
23.	Final Approval Date by NSQC: 22/10/2024	24. Validity Duration: 3 years	25. Next Review Date: 22/10/2027

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Section 2: Module Summary

NOS/s of Qualifications

(In exceptional cases these could be described as components)

Mandatory NOS/s: Specify the training duration and assessment criteria at NOS/ Module level. For further details refer curriculum document.

Th.-Theory Pr.-Practical OJT-On the Job Man.-Mandatory Training Rec.-Recommended Proj. -Project

S. No	NOS/Module Name	NOS/Module Code & Version (if applicable)	Core/Non-Core	NCrF/NSQ F Level	Credits as per NCrF	Training Duration (Hours)					Assessment Marks						
						Th.	Pr.	OJT-Man.	OJT-Rec.	Total	Th.	Pr.	Pr oj.	Viva	Total	Weightage (%) (if applicable)	
1	Update self on product knowledge and merchandising practices	RAS/N0601 : v3.0	Core	3	2	20	28	12	NA	60	50	50	NA	NA	100	16	
2	Follow business productivity targets and work towards achieving them	RAS/N0602 : v3.0	None Core	3	1	10	14	6	NA	30	50	50	NA	NA	100	16	
3	Make effective sales calls	RAS/N0603 : v3.0	Core	3	2	20	30	10	NA	60	50	50	NA	NA	100	14	
4	Handle credit, receivables, and payables of retail outlets	RAS/N0604 : v3.0	None Core	3	2	20	30	10	NA	60	50	50	NA	NA	100	16	
5	Use Technological Tools and Applications	RAS/N0618 : v1.0	Core	3	2	20	28	12	NA	60	50	50	NA	NA	100	18	
6	Build and maintain trade relationships with retailers and resolve objections	RAS/N0605 : v3.0	None Core	3	2	20	30	10	NA	60	50	50	NA	NA	100	14	
7	Employability Skills	DGT/VSQ/ N0102	Non-Core	4	2	24	36	0	NA	60	20	30	NA	NA	50	6	
Duration (in Hours) / Total Marks						13	134	196	60	NA	390	320	330	NA	NA	650	100

Elective NOS/s:

S. No	NOS/Module Name	NOS/Module Code & Version (if applicable)	Core/ Non-Core	NCrF/NSQF Level	Credits as per NCrF	Training Duration (Hours)					Assessment Marks					
						Th.	Pr.	OJT-Man.	OJT-Rec.	Total	Th.	Pr.	Proj.	Viva	Total	Weightage (%) (if applicable)
1.	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
2.	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Duration (in Hours) / Total Marks																

Optional NOS/s:

S. No	NOS/Module Name	NOS/Module Code & Version (if applicable)	Core/ Non-Core	NCrF/NSQF Level	Credits as per NCrF	Training Duration (Hours)					Assessment Marks					
						Th.	Pr.	OJT-Man.	OJT-Rec.	Total	Th.	Pr.	Proj.	Viva	Total	Weightage (%) (if applicable)
1.	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
2.	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Duration (in Hours) / Total Marks																

Assessment - Minimum Qualifying Percentage

Please specify **any one** of the following:

Minimum Pass Percentage – Aggregate at qualification level: 50% (Every Trainee should score specified minimum aggregate passing percentage at qualification level to successfully clear the assessment.)

Minimum Pass Percentage – NOS/Module-wise: _____% (Every Trainee should score specified minimum passing percentage in each mandatory and selected elective NOS/Module to successfully clear the assessment.)

Section 3: Training Related

1.	Trainer's Qualification and experience in the relevant sector (in years) (as per NCVET guidelines)	<ul style="list-style-type: none"> 12th pass and qualified at minimum NCrf/ NSQF level of 4.5 in the sub sector of retail store operations or FMCG/FMCD Sales & Distribution and having a minimum of 4 years of Industry or training experience in FMCG/FMCD Sales & Distribution with at least 2 year of industry experience in FMCG/FMCD Sales & Distribution. OR Graduate/ Diploma in Sales Management and qualified at minimum NCrf/ NSQF level of 4.5 in the sub sector of retail store operations or FMCG/FMCD Sales & Distribution and having a minimum of 2 years of Industry or training experience in FMCG/FMCD Sales & Distribution with at least 1 year of industry experience in FMCG/FMCD Sales & Distribution. <p>Platform Certification: Recommended that the Trainer is certified for the Job Role Salesperson (Distribution): "Trainer (VET and skills)", mapped to the Qualification Pack: "MEP/Q2601, v2.0". The minimum accepted score is 80%.</p>
2.	Trainer's Qualification and experience for Employability skills	<ul style="list-style-type: none"> Graduate in any discipline with 2 years of Training Experience Certified current EEE trainers with 155 hours from Management SSC (MEPSC) Certified Trainer in Qualification Pack: Trainer (MEP/Q0102) <p>Prospective ES trainer should:</p> <ul style="list-style-type: none"> have good communication skills be well versed in English have digital skills have attention to detail be adaptable have willingness to learn
3.	Master Trainer's Qualification and experience in the relevant sector (in years) (as per NCVET guidelines)	<ul style="list-style-type: none"> ToT certified trainer with minimum 5 years of training experience, upskilled and certified in any qualification which is at a minimum of 2 NCrf/ NSQF levels above this qualification in retail store operations or FMCG/ FMCD Sales.
4.	Master Trainers Qualification and Experience for Employability Skills	<ul style="list-style-type: none"> Graduate in any discipline with 3 years in Employability Skills curriculum training experience with an interest to train as well as orient other peer trainers Certified Master Trainer in Qualification Pack: Master Trainer (MEP/Q2602) with 3 years of experience in EEE training of Management SSC (MEPSC) (155 hours) <p>Prospective ES Master trainer should:</p> <ul style="list-style-type: none"> have good communication skills be well versed in English have basic digital skills have attention to detail be adaptable

		<ul style="list-style-type: none"> • have willingness to learn • be able to grasp concepts fast and is creative with teaching practices and likes sharing back their learning with others
5.	Tools and Equipment Required for Training	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No (If "Yes", details to be provided in Annexure)
6.	In Case of Revised Qualification, Details of Any Upskilling Required for Trainer	Upskilling required for trainers in TOT certification in Employability Skills, and NOS RAS/N0 "Use Technological Tools and Applications"

Section 4: Assessment Related

1.	Assessor's Qualification and experience in relevant sector (in years) (as per NCVET guidelines)	<ul style="list-style-type: none"> • 12th pass and qualified at minimum NCrf/ NSQF level of 4.5 in the sub sector of retail store operations or FMCG/FMCD Sales & Distribution and having a minimum of 5 years of Industry experience in FMCG/FMCD Sales & Distribution. <p>OR</p> <ul style="list-style-type: none"> • Graduate/ Diploma in Sales Management and qualified at minimum NCrf/ NSQF level of 4.5 in the sub sector of retail store operations or FMCG/FMCD Sales & Distribution and having a minimum of 3 years of Industry experience in FMCG/FMCD Sales & Distribution. <p>Platform Certification: Recommended that the Assessor is certified for the Job Role Salesperson (Distribution): "Assessor (VET and skills)", mapped to the Qualification Pack: "MEP/Q2701, v2.0". The minimum accepted score is 80%.</p>
2.	Proctor's Qualification and experience in relevant sector (in years) (as per NCVET guidelines)	<ul style="list-style-type: none"> • 12th grade pass with 2 years of experience in exam invigilation including minimum 1 year exam proctoring experience on a digital assessment platform.
3.	Lead Assessor's/Proctor's Qualification and experience in relevant sector (in years) (as per NCVET guidelines)	<ul style="list-style-type: none"> • Graduate and above with a minimum of 10 years of industry experience in FMCG/FMCD Sales & Distribution.
4.	Assessment Mode (Specify the assessment mode)	Online on physically proctored/ remote proctored digital assessment platform with comprehensive auditable trails
5.	Tools and Equipment Required for Assessment	<input checked="" type="checkbox"/> Same as for training <input type="checkbox"/> Yes <input type="checkbox"/> No (details to be provided in Annexure-if it is different for Assessment)

Section 5: Evidence of the need for the Qualification

Provide Annexure/Supporting documents name.

1.	Latest Skill Gap Study (not older than 2 years) (Yes/No): Yes
2.	Latest Market Research Reports or any other source (not older than 2 years) (Yes/No): Yes
3.	Government /Industry initiatives/ requirement (Yes/No): Yes
4.	Number of Industry validation provided: 20
5.	Estimated nos. of persons to be trained and employed: 57068
6.	Evidence of Concurrence/Consultation with Line Ministry/State Departments: Annexure Enclosed

Section 6: Annexure & Supporting Documents Check List

Specify Annexure Name / Supporting document file name.

1.	Annexure: NCrf/NSQF level justification based on NCrf level/NSQF descriptors <i>(Mandatory)</i>	<i>Enclosed</i>
2.	Annexure: List of tools and equipment relevant for qualification <i>(Mandatory, except in case of online course)</i>	<i>Enclosed</i>
3.	Annexure: Detailed Assessment Criteria <i>(Mandatory)</i>	<i>Enclosed</i>
4.	Annexure: Assessment Strategy <i>(Mandatory)</i>	<i>Enclosed</i>
5.	Annexure: Blended Learning <i>(Mandatory, in case selected Mode of delivery is "Blended Learning")</i>	<i>Enclosed</i>
6.	Annexure: Multiple Entry-Exit Details <i>(Mandatory, in case qualification has multiple Entry-Exit)</i>	<i>Not Applicable</i>
7.	Annexure: Acronym and Glossary <i>(Optional)</i>	<i>Enclosed</i>
8.	Supporting Document: Model Curriculum <i>(Mandatory – Public view)</i>	<i>Enclosed</i>
9.	Supporting Document: Career Progression <i>(Mandatory - Public view)</i>	<i>Enclosed</i>

10.	Supporting Document: Occupational Map (<i>Mandatory</i>)	<i>Enclosed</i>
11.	Supporting Document: Assessment SOP (<i>Mandatory</i>)	<i>Enclosed</i>
12.	Any other document you wish to submit:	

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Annexure: Evidence of Level

NCrF/NSQF Level Descriptors	Key requirements of the job role/ outcome of the qualification	How the job role/ outcomes relate to the NCrF/NSQF level descriptor	NCrF/NSQF Level
Professional Theoretical Knowledge/Process	The role holder interacts with retailers to understand and service their needs by providing assistance to them based on the prescribed Standard Operating Procedures & processes. and best practices of the organisation including the professional and product knowledge and services offered by the organisation.	The individual is required to: <ul style="list-style-type: none"> • Possess knowledge of standard operating procedures employed in routine contexts. • Understand the basic concept of timely delivery and quality of products and services. • Be able to interpret the available information & communicate the same to all the stakeholders. • Have basic knowledge of collecting and organizing information for problem identification and solution. • Understand the basic financial aspects and must use limited discretion and judgement over a range of known responses to familiar problems. 	3
Professional and Technical Skills/ Expertise/ Professional Knowledge	The individual is responsible to work in within the range of familiar contexts by following beat and route plan, book orders from retailers, carry out stock counts at retail outlets, ensure visibility of the merchandise by carrying out merchandising and planogramming, understand and apply the productivity parameters to calculate self-achievements against targets. The role holder needs resolve retailer's complaints and perform range sales to achieve sales volumes to maximise business of the organisation. The individual needs to demonstrate skills to use handheld digital devices to punch in daily achievement and also know their achievements.	The individual is required to: <ul style="list-style-type: none"> • Apply a range of skills and needs to have technical capabilities of carrying out a choice of processes and procedures within the range of familiar contexts. • Gain, and wherever relevant apply a range of knowledge, skills & understanding. • Have skills for identification of the problem and issues within the range of familiar contexts and generate possible solution. • Have skills to identify the relevant tools and materials in given context. 	3
Employment Readiness & Entrepreneurship Skills & Mind-set/Professional Skill	The individual is responsible to be self-motivated mentally as well as physically to demonstrate enthusiasm at workplace and within the team. The individual must have intrapreneurial and entrepreneurial approach to resolve problems at wok-place in familiar contexts. The role holder is required to apply the best of communication skills in oral and written mode to provide continuous support to the retailers and produce reports to the supervisor. The individual must be able to use the	The individual is required to: <ul style="list-style-type: none"> • Work as a member of a team/ within a team. • Display personal motivation, positive attitude & passion for work. • Good skills in written and oral communication with some clarity, basic knowledge of language to support such communication. • Have intermediate literacy and numeracy skills and skills for workshop calculations and basics of arithmetic and algebraic principles. 	3

	digital order processing equipment provided by the organisation.	<ul style="list-style-type: none"> • Have broader Employability Skills • Including self-employment and mini entrepreneurship. • Use digital tools, has basic Financial and Digital literacy, Aadhar and Mobile 	
Broad Learning Outcomes/Core Skill	The individual is responsible to carry out routine tasks on the job from initially engaging the retailers, understanding needs of the retailers and persuade them to book orders He/ She is also required to anticipate service problems and complaints and provide resolutions based on the standard operating procedures of the organisation whilst adhering to workplace health and safety guidelines. The individual is required to ensure visibility of products at retail counters, rotate stocks and persuade retailers to book orders in a manner to increase sales volumes by applying selling skills and process steps of a sales call..	The individual is required to: <ul style="list-style-type: none"> • Carry out job/ work/ tasks/ in a familiar, predictable, routine, situation of clear choice. • Focus on range of application of standard procedures or operations in services. • Identify/ anticipate the problems and possible range of solutions in production/ services. • Perform tasks by own and require little instructions and supervision. • Understand all safety & general hygiene norms and environmental aspects, together with risks. 	3
Responsibility	The individual is responsible to plan and carry out routine tasks whilst taking assistance from the peers and subordinates including the interdepartmental personnel with respect to product/ service sales and customer service such as product demonstrations, and complaint resolutions.	The individual is required to: <ul style="list-style-type: none"> • Take responsibility for delivery and quality of own work and tangible output. • Works as a skilled worker/ technician. • Take work from the helpers or assistants and collaboratively work with juniors. • Assist in the planning of the routine and predictable tasks within a specific field. 	3

Annexure: Tools and Equipment (Lab Set-Up)

List of Tools and Equipment

Batch Size: 30

S. No.	Tool / Equipment Name	Specification	Quantity for specified Batch size
1	Gondola	Size 3' X 1.5' X 5, Non Branded	2
2	Calculator	Casio or equivalent	2
3	Dummy DSRs	Printouts of dummy DSR, Non Branded	30
4	Dummy products	Random assortment of FMCG Stock, Multibranded	30
5	Product signages	Information on product category	10
6	Pre - Printed Bill Book With Product Details	orientation purpose	10
7	Handheld Palm device with basic DSR information	Palmtop, Multibranded	2
8	Software to run DSR on palmtop - demo version	Software created and licensed through standard vendors- demo version	1
9	Dummy Product Detailers / Product Catalog	Dummy detailers, Non Branded	20
10	Sample route plan	Customised	10
11	Sales call process handouts	Customised	30
12	Retail Shelf	To show different product categories and manage display on shelves	1
13	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
14	UPS		As required
15	Scanner cum Printer		As required
16	Computer Tables		As required
17	Computer Chairs		As required
18	LCD Projector		As required
19	White Board	1200mm x 900mm	As required

Classroom Aids

The aids required to conduct sessions in the classroom are:

1. LCD Projector
2. Desktop / Laptop computer with internet connections
3. white board and white board marker
4. pen & notepad
5. Participant Handbook
6. Faculty Guide
7. Presentation deck

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Annexure: Industry Validations Summary

Provide the summary information of all the industry validations in table. This is not required for OEM qualifications.

S. No	Organization Name	Representative Name	Designation	Contact Address	Contact Phone No	E-mail ID	LinkedIn Profile (if available)
1	Big basket	Kavita Bagwe	Regional HR – Head Mumbai	Maharashtra	9619791692	Kavita.bagwe@bigbasket.com	-
2	Titan	Sabharatnam Narayanan	Head -Retail Training	Bengaluru	992025444115	narayanans@titan.co.in	-
3	Paynerby	Yashwant Lodha	Director	Maharashtra	9019060803	yashwant@paynearby.in	-
4	Reliance SMART	Jeeva Balakrishnan	Chief Talent Officer	Maharashtra	9940011500	Jeeva.balakrishnan@ril.com	-
5	Reliance digital						
6	Jio mart, Netmeds.com, AJIO.com, Urban Ladder, Jio Mart digital, Jio Digital Life						
7	Reliance TRENDS, Reliance Jewels, TRENDS Footwear						
8	7 Eleven, Reliance Fresh signature, Freshpik, SMART Point						
9	Hamleys						
10	GAP						
11	METRO wholesale						
12	Fashion Factory						
13	Reliance mall						
14	Viveks	Vasumathi. K	Manager- HR	Chennai	9566151348	Vasumathi.k@viveks.com	-
15	Croma	Robin Sharma	Head HRBP	Maharashtra	7738384471	robin.sharma@croma.com	-

16	BIBA	Umesh Agarwal	Senior Manager – HR	Gurugram	9711988055	Umesh.agarwal@bibaindia.com	-
17	Star bazaar- tata trent	Nilima Raut	Sr Mgr HR - Store & Depot Operations	Maharashtra	9619498544	Nilima.Raut@trenthyper-tata.com	-
18	Vishal Megamart	Nitin Mishra	HRPB	Gurugram	9999505104	Nitin.mishra@vishalretail.co.in	-
19	3 point Human capital Pvt ltd	A Subramanian	Co founder cum Executive director	Chennai	9791153094	mani@3point .in	-
20	PPMS Field Marketing Pvt. Ltd	A Subramaniam	HR Advisor	Chennai	9894718350	asubramaniam@ppms.in	-

Annexure: Training & Employment Details

Training and Employment Projections

Year	Total Candidates		Women		People with Disability	
	Estimated Training #	Estimated Employment Opportunities	Estimated Training #	Estimated Employment Opportunities	Estimated Training #	Estimated Employment Opportunities
2023-24	16305	11414	6522	4565	489	342
2024-25	36686	25680	14675	10272	1101	770
2025-26	28534	19974	11414	7989	856	599

Data to be provided year-wise for next 3 years.

Training, Assessment, Certification, and Placement Data for previous versions of qualifications:

Qualification Version	Year	Total Candidates				Women				People with Disability			
		Trained	Assessed	Certified	Placed	Trained	Assessed	Certified	Placed	Trained	Assessed	Certified	Placed
2.0	2021-22	6,598	4,882	3,648	2,455	NA	NA	NA	NA	NA	NA	NA	NA
2.0	2022-23	1,670	839	702	534	NA	NA	NA	NA	NA	NA	NA	NA
3.0	2023-24	1,882	273	211	1,300								

Applicable for revised qualifications only, data to be provided year-wise for past

List Schemes in which the previous version of Qualification was implemented:

1. PMKVY
2. DDU-GKY
3. State Board Schools
4. NULM
5. State Development Missions
6. NAPS
7. Self-funded
8. Industry-funded / CSR.

Content availability for previous versions of qualifications:

Participant Handbook Facilitator Guide Digital Content Qualification Handbook Any Other:

Languages in which Content is available: English & Hindi print content; English – Digital content.

Annexure: Blended Learning**Blended Learning Estimated Ratio & Recommended Tools:**

S. No.	Select the Components of the Qualification	List Recommended Tools – for all Selected Components	Offline: Online Ratio
1	<input type="checkbox"/> Theory/ Lectures - Imparting theoretical and conceptual knowledge	Not Applicable	Not Applicable
2	<input type="checkbox"/> Imparting Soft Skills, Life Skills, and Employability Skills /Mentorship to Learners	Not Applicable	Not Applicable
3	<input type="checkbox"/> Showing Practical Demonstrations to the learners	Not Applicable	Not Applicable
4	<input type="checkbox"/> Imparting Practical Hands-on Skills/ Lab Work/ workshop/ shop floor training	Not Applicable	Not Applicable
5	<input type="checkbox"/> Tutorials/ Assignments/ Drill/ Practice	Not Applicable	Not Applicable
6	<input type="checkbox"/> Proctored Monitoring/ Assessment/ Evaluation/ Examinations	Not Applicable	Not Applicable
7	<input type="checkbox"/> On the Job Training (OJT)/ Project Work Internship/ Apprenticeship Training	Not Applicable	Not Applicable

Annexure: Detailed Assessment Criteria

Detailed assessment criteria for each NOS/Module are as follows:

NOS/Module Name	Assessment Criteria for Performance Criteria/Learning Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
RAS/N0601: Update self on product knowledge and merchandising practices	Update self about current product portfolio and product details – grammages, price points and variants of own and competition products and update details periodically	5	5	-	-
	Acquire up-to-date knowledge on channel wise, category wise, outlet type wise schemes	5	5	-	-
	Give relevant information to supervisors to plan relevant schemes/ slabs by outlets and learn to utilise correctly	5	5	-	-
	Identify hotspots in an outlet and try to convince the retailer to provide these for displays and achieve high order visibility by correct deployment of merchandising material	5	5	-	-
	Put branding materials on the area surrounding the rack and inside the rack	2.5	2.5	-	-
	Stock products to maximise number of facings	2.5	2.5	-	-
	Obtain natural visibility by clearing cluttered space and stocking company's products	5	5	-	-
	Identify the nature of the complaint from information obtained from customers.	2.5	2.5	-	-
	Place products next to the competitor brand and maintain category and competition adjacency	2.5	2.5	-	-
	Benchmark own product with that of competitors as per the norms and accordingly make own products available at an outlet	5	5	-	-
	Articulate usp of new products – features and benefits to the retailer	5	5	-	-
	Make an effective sales call to convince the outlets to place order for focus SKUs	5	5	-	-
Total Marks		50	50	-	-
RAS/N0602: Follow business productivity targets and work towards achieving them	Understand all sales objectives and targets for Bills cut, Lines cut, Average bill value and Unique Outlets Billed	5	5	-	-
	Understand target vs. Achievement till date and strive towards 100% target achievement	5	5	-	-
	Carry market planner and outlet wise plans made prior to the market visit and be aware of focus categories and plans for sale of specific category/skus by outlet	5	5	-	-
	Ensure category and outlet wise billing targets are met	2.5	2.5	-	-
	Ensure category wise and outlet wise billing targets are met on the route	2.5	2.5	-	-
	Cover all target outlets/entire route and take note of new outlets/closed outlets in the beat	5	5	-	-
	Update info on the type of outlet and its respective trade channel	2.5	2.5	-	-
	Ensure availability of new launch products as per availability norms	2.5	2.5	-	-

	Set beat and outlet wise targets to achieve launch targets	2.5	2.5	-	-
	Check stock position of each SKU everyday at the distributor point.	2.5	2.5	-	-
	Estimate sales from the beat and optimize order as per stock available on hand	2.5	2.5	-	-
	Coordinate with supervisor and discuss on action plan for out-of-stock SKUs	2.5	2.5	-	-
	Check the stock available in the selling area/shelves	2.5	2.5	-	-
	Check stocks available in the backroom for reserves	2.5	2.5	-	-
	Check stocks for all brand and capture order as per SOQ	5	5	-	-
	Total Marks	50	50	-	-
RAS/N0603: Make effective sales calls	Analyze current stock on hand and sales of the outlets.	1	1	-	-
	Advise retailers for optimum order depending on the need and projected sell out and need for reserve stocks that needs to be maintained to avoid stockouts.	1	1	-	-
	Explain, how the recommendation will boost Retailer's sales.	2	2	-	-
	Communicate all benefits which would accrue to the retailer in short and concise manner.	2	2	-	-
	Ask open ended questions considering the retailer's needs leading to the retailer accepting advice on purchase.	2	2	-	-
	Ensure that the relevant schemes/ slabs are discussed with the retailer after gauging the potential of the outlet.	2	2	-	-
	Analyse competition schemes and leverage on company's schemes to increase sales vis-a-vis that of competition	2	2	-	-
	Ensure range selling by leveraging on own brand already available in the retail outlet and strengthen portfolio presence in the outlet	2	2	-	-
	Route list & outlet list in the palmtop/handheld device and its usage	2	2	-	-
	Ensure product list & scheme details are available in the palmtop	2	2	-	-
	Implement order capture process in palmtop/handheld	2	2	-	-
	Ensure summary reports / productivity reports are available in the palmtop/handheld	2	2	-	-
	Ensure retail survey features available in the palmtop	2	2	-	-
	Ensure correct syncing process is followed.	2	2	-	-
	Check stock physical condition and freshness	2	2	-	-
	Arrange stock as per FMFO and even educate retailer on FMFO.	2	2	-	-
	Do stock rotation in those outlet where the movement of stocks is very low.	2	2	-	-
	Carryout stock rotation in case stock movement is very low	2	2	-	-
	Replace damaged or expired goods with fresh stocks and enter information about damaged goods in the handheld device.	1	1	-	-
Maintain a pleasing personality for an effective sale call (clean and ironed clothes, smile on face)	2	2	-	-	

	Maintain appropriate distance from the retailer /outlet owner.	2	2	-	-
	Maintain proper posture while talking with the retailer and not to lean or place hands in pockets or bend shoulders.	1	1	-	-
	Refrain from indulging in any act that may irritate the retailer.	1	1	-	-
	Speak clearly in a soft tone without stammering or hesitation.	2	2	-	-
	Maintain proper eye contact with the retailer.	1	1	-	-
	Enter ordered quantity against each SKU ordered.	2	2	-	-
	Submit the orders and check summary of the order.	2	2	-	-
	Communicate the order value to the retailer.	2	2	-	-
	Total Marks	50	50	-	-
RAS/N0604: Handle credit, receivables, and payables of retail outlets	Collect details of pending invoices from the distribution point everyday before starting the beat	10	10	-	-
	Gather credit ageing information of retailer bills and set beat objectives accordingly	10	10	-	-
	Keep track of pending display payments and keep the distributor and organization's representative aware of the status.	10	10	-	-
	Resolve issues due to pending delivery and keep distributor and organization's representative aware of the status.	10	10	-	-
	Reconcile both receivables and payables to outlets and settle all queries by customers on these issues	10	10	-	-
	Total Marks	50	50	-	-
RAS/N0618: Use Technological Tools and Applications	Operate a smartphone or tablet to access sales information, customer data, and order forms.	6	6	-	-
	Use basic applications to log sales orders, record inventory levels, and update delivery schedules	5	5	-	-
	Utilize messaging applications (e.g., WhatsApp, SMS) to communicate with customers and distributors regarding orders, deliveries, or queries	5	5	-	-
	Access and use point-of-sale (POS) tools to enter product details, track stock, and generate digital receipts	6	6	-	-
	Apply simple customer relationship management (CRM) systems to log customer interactions and follow-ups	6	6	-	-
	Update and retrieve sales data from cloud-based platforms or mobile applications used by the organization	5	5	-	-
	Use basic email applications to communicate order confirmations or product details to customers	6	6	-	-
	Report issues related to orders, delivery delays, or product availability through digital support channels	6	6	-	-
	Handle product catalogue or promotional materials available on digital platforms to assist in sales presentations	5	5	-	-
	Total Marks	50	50	-	-

RAS/N0605: Build and maintain trade relationships with retailers and resolve objections	Build rapport with the traders based on punctuality, regularity, courtesy, mannerism and interest in increasing retailer's business and uplifting the outlet's appearance	10	10	-	-
	Listen to retailers patiently and understand their needs and problems	10	10	-	-
	Use open-ended questions to seek clarification on retailers' problems and grievances	10	10	-	-
	Explain the benefits that the retailer will have from the sale	10	10	-	-
	Handle objection and resolve issues by himself/herself or escalate to the supervisor that are beyond his/her purview	10	10	-	-
	Total Marks	50	50	-	-
DGT/VSQ/N0102 Employability Skills	Introduction to Employability Skills	1	1	-	-
	Constitutional values - Citizenship	1	1	-	-
	Becoming a Professional in the 21st Century	2	4	-	-
	Basic English skills	2	3	-	-
	Career development & goal setting	1	2	-	-
	Communication skills	2	2	-	-
	Diversity & inclusion	1	2	-	-
	Financial and Legal Literacy	2	3	-	-
	Essential digital skills	3	4	-	-
	Entrepreneurship	2	3	-	-
	Customer service	1	2	-	-
	Getting Ready for Apprenticeship & Jobs	2	3	-	-
	Total marks	20	30	-	-
Grand Total		320	330	-	-

Annexure: Assessment Strategy

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

Mention the detailed assessment strategy in the provided template.

1. Assessment System Overview:

- Batches are assigned to the NCVET recognised RASCI empaneled Assessment Agencies(AA) for conducting all Government funded NSQF assessment on SIP and or email 7 days to 15 days in advance or based on the availability of the complete information received from the training entities on completion dates and receipt of assessment fee for assessment of the training batches.
- Assessment Agencies (AA) send the assessment confirmation to VTP/TC looping RASCI within 24 hours of receipt of information on assessment assignment from RASCI.
- Assessment agency reviews the assessment centre/ Training Centre (TC)/ VTP centre before the commencement of assessments against the prescribed infrastructure and equipment.
- Assessment agency deploys the certified Assessor or Certified Proctor for executing the assessment.
- The assessment will be conducted online on digital devices such as computers, Tabs, Laptops, Smart Phones either through web browser or apps having the ability to auto proctor and remote physical proctor the assessments.
- The candidate/ learner must possess the OJT completion certificate duly signed and stamped by the authorised signatory on the letter head of the employer where the OJT was imparted. The candidates/ learners without the OJT completion certificate must not be allowed to undertake the assessments.
- **Theory Assessment (Online):** Theory assessments will be Multiple Choice Questions (MCQ) based.
- **Practical:** This test will be administered through online digital assessment platform through case study / scenario based multiple choice questions on digital devices such as computers, Tabs, Laptops, Smart Phones either through web browser or apps having the ability to auto proctor and remote physical proctoring.
- **A certified assessor intervention is Not mandatory** for this qualification as the assessments are conducted completely online on digital platform with comprehensive auditable trails under the supervision of qualified/ certified proctor(s). The results are auto determined by the digital assessment platform without a need for human intervention.
- Assessment Agency must ensure the Assessor/ Proctor arrives 1 hour before the commencement of assessments.
- Assessment agency confirms the commencement and conduct of assessments to the training entity and RASCI provided the Assessment centre/ TC/ VTP Centre for assessment complies to the infrastructure and equipment prescribed by RASCI for conduct of assessments.
- The assessment agency monitors and records the proceedings of the assessment on ground and will share the access of live feeding/ audit trails of the proceedings from its digital assessment platform.
- RASCI monitors/ audits the assessment process & records.
- **For Remote Online Assessments:** AA must follow and implement all the guidelines of RASCI for conducting remote online assessments.

2. Testing Environment:

- AA/ Assessor/ Proctor to note the Assessment location, date and time.
- If the batch size is more than 30, then there should be 2 Assessors/ proctors deployed by the AA.
- The assessor and proctors must conduct the orientation session to the candidates on the assessment protocols and processes as prescribed by RASCI.

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

3. Assessment Quality Assurance levels/Framework:

- Question bank is created by the Subject Matter Experts (SME) from the Assessment Agency and are verified by the other SME and approved by RASCI.
- Questions are mapped to the specified assessment criteria/ assessment blueprint approved by RASCI for the qualification.
- Assessor must be ToA certified/ Proctor must be certified as per the guidelines of RASCI.
- Trainer must be ToT Certified by RASCI on this qualification and must possess a valid ToT certificate during the conduct of training of the batch being assessed.
- Assessor/ Proctor must verify the validity of the ToT certificate of the trainer.
- The assessment must **NOT** be allowed to continue if the ToT certificate of the trainer was or is not valid during the duration/ tenure of training of the batch being assessed.
- Ensure all assessment data and evidence is collected and stored as per the requirements.
- AA/ Assessor/ Proctor must report any noncompliance/ malpractices to RASCI immediately.
- The Assessment Centre/ VTP/TC including the Assessment Agency, Assessor and or Proctor will adhere to all the guidelines under the SOP for assessments of RASCI.
- **For Remote Online Assessments:** AA must follow and implement all the guidelines under conducting remote online assessments.

4. Types of evidence or evidence-gathering protocol:

- Time-stamped & geotagged reporting of the assessor from assessment location
- Centre photographs with signboards and scheme specific branding
- The attendance sheet signed by the candidates with the declaration certifying the validity of the candidate by the VTP/ TC Official/ Assessment Centre official with stamp/ seal and signature of the authorised signatory of VTP/TC/ Assessment Centre.
- Every candidate must produce their mandatory OJT Completion Certificate duly signed and stamped from the authorised signatory of the employer where the OJT was completed. The copy of the same must be collected and stored by the assessor/ proctor/ AA and submitted to RASCI/ AB on demand.
- Assessment attendance sheets co-certified by Assessor/ Proctor
- Training attendance records of the candidate, AEBAS attendance records wherever applicable.
- Feedback forms prescribed by RASCI on the assessment process from the assessed candidates.
- Group Photograph of the trainees, assessor and training centre officials with geotagging and time stamp.

- The soft copy of the answer sheets and or hard copies including marking sheet signed by the Assessor/ Proctor approved by authorised official of Assessment Agency with signature and stamp.
- Video recording and still photographs (minimum 5) of the entire assessment process of the batch supported by video recording and intermittent still photographs on the digital assessment platform of each candidate while she/ he is undergoing assessments.
- The credibility score report on the digital online assessment platform in alignment with RASCI SOP for assessment.
- A timestamped image of the candidate on the assessment platform including the image of the Govt. authorised identity card of the candidate must be made available once the candidate takes the assessment.
- A timestamped image of the candidate is available once the candidate takes the assessment.
- **Candidate Photograph/ ID photograph:** A candidate snapshot and his/her ID snapshot is being captured before the candidate is allowed to start the test.
- **Assessment Logs:** AA Maintains a detailed audit log of each assessment that is administered. Audit logs should be recoverable on requests from RASCI. Assessment audit log should include:
 - The time when the assessment is being started.
 - Flags in case an additional person is there
 - Flags in case candidate navigate away from the window.
 - Candidate away from the test window
 - Any other device spotted.
 - The time when the candidate finishes the test.
 - Question wise and NOS-wise summary of the attempt
 - Response sheets/ Answer sheets including the question paper.
 - All applicable other credibility scores including the above of the candidate.
- **For Remote Online Assessments:** AA must follow and implement all the guidelines under conducting remote online assessments.

5. Method of verification or validation of assessment processes:

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

6. Method for assessment documentation, archiving, and access

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

On the Job: Applicable to this Qualification

Annexure: Acronym and Glossary

Acronym

Acronym	Description
AA	Assessment Agency
AB	Awarding Body
ISCO	International Standard Classification of Occupations
NCO	National Classification of Occupations
NCrF	National Credit Framework
NOS	National Occupational Standard(s)
NQR	National Qualification Register
NSQF	National Skills Qualifications Framework
OJT	On the Job Training

Glossary

Term	Description
National Occupational Standards (NOS)	NOS define the measurable performance outcomes required from an individual engaged in a particular task. They list down what an individual performing that task should know and also do.
Qualification	A formal outcome of an assessment and validation process which is obtained when a competent body determines that an individual has achieved learning outcomes to given standards
Qualification File	A Qualification File is a template designed to capture necessary information of a Qualification from the perspective of NSQF compliance. The Qualification File will be normally submitted by the awarding body for the qualification.
Sector	A grouping of professional activities on the basis of their main economic function, product, service or technology.
Long Term Training	Long-term skilling means any vocational training program undertaken for a year and above. https://ncvet.gov.in/sites/default/files/NCVET.pdf