

Qualification Pack



Direct Seller

QP Code: RAS/Q0201

Version: 4.0

NSQF Level: 4

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

Qualification Pack

Contents

RAS/Q0201: Direct Seller	3
<i>Brief Job Description</i>	3
Applicable National Occupational Standards (NOS)	3
<i>Compulsory NOS</i>	3
<i>Qualification Pack (QP) Parameters</i>	3
RAS/N0201: Get licenses, follow legal policies and procedures to start/run business	5
RAS/N0202: Perform basic accounting practices	10
RAS/N0203: Continuously update self on new products/services offered by business	14
RAS/N0204: Conduct daily business operations	18
RAS/N0205: Build relationship with vendors / dealers to ensure smooth business operations and increase sales	23
RAS/N0206: Meet health and safety requirements at place of work	27
RAS/N0207: Manage customer needs effectively through need identification and strong customer relationships	34
RAS/N0208: Demonstrate/show creativity, newness/innovation and enthusiasm to grow business ...	38
RAS/N0230: Use Social Media to Market Products and Services	42
DGT/VSQ/N0102: Employability Skills (60 Hours)	47
Assessment Guidelines and Weightage	54
<i>Assessment Guidelines</i>	54
<i>Assessment Weightage</i>	55
Acronyms	57
Glossary	58



Qualification Pack

RAS/Q0201: Direct Seller

Brief Job Description

Individuals in this position work for him/herself to earn income through selling products or services directly to the customers instead of working for an employer that pays a salary/wage. An Individual in this position can also be a Direct Sales Agent / Salesman working to achieve business objectives.

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, good interpersonal skills and customer service skills.

Applicable National Occupational Standards (NOS)

Compulsory NOS:

1. [RAS/N0201: Get licenses, follow legal policies and procedures to start/run business](#)
2. [RAS/N0202: Perform basic accounting practices](#)
3. [RAS/N0203: Continuously update self on new products/services offered by business](#)
4. [RAS/N0204: Conduct daily business operations](#)
5. [RAS/N0205: Build relationship with vendors / dealers to ensure smooth business operations and increase sales](#)
6. [RAS/N0206: Meet health and safety requirements at place of work](#)
7. [RAS/N0207: Manage customer needs effectively through need identification and strong customer relationships](#)
8. [RAS/N0208: Demonstrate/show creativity, newness/innovation and enthusiasm to grow business](#)
9. [RAS/N0230: Use Social Media to Market Products and Services](#)
10. [DGT/VSQ/N0102: Employability Skills \(60 Hours\)](#)

Qualification Pack (QP) Parameters

Sector	Retail
---------------	--------

Qualification Pack

Sub-Sector	Retail Business
Occupation	Consumer Sales, Sales
Country	India
NSQF Level	4
Credits	15
Aligned to NCO/ISCO/ISIC Code	NCO-2015/1120.2000
Minimum Educational Qualification & Experience	12th grade Pass OR 10th grade pass with 3 Years of experience OR Previous relevant Qualification of NSQF Level (3) with 3 Years of experience OR Previous relevant Qualification of NSQF Level (3.5) with 1.5 years of experience
Minimum Level of Education for Training in School	10th Class
Pre-Requisite License or Training	No licensing required to undertake training in this qualification
Minimum Job Entry Age	18 Years
Last Reviewed On	NA
Next Review Date	30/04/2027
NSQC Approval Date	30/04/2024
Version	4.0
Reference code on NQR	QG-04-OR-02428-2024-V2-RASCI
NQR Version	2.0

Qualification Pack

RAS/N0201: Get licenses, follow legal policies and procedures to start/run business

Description

This unit deals in sub tasks that lead to effective implementation of legal compliances, policies and procedures for setting up/running own business

Scope

The scope covers the following :

- Liaison and interact with local corporations/authorities for smooth conduct of business
- Learn and orient oneself on knowledge of legal policies, compliances , quality norms with respect to selling of products and services
- Update self on handling of goods, equipment, hazardous material

Elements and Performance Criteria

Liaison and interact with local corporations/authorities for smooth conduct of business

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

- PC1.** identify local corporations/authorities that have a bearing on the particular business process
- PC2.** build and maintain relationships with the key persons to ensure smooth functioning of business
- PC3.** get permissions and compliances as per legal requirements
- PC4.** complete business registration and other legal formalities
- PC5.** examine legal options for the most suitable type of business structure
- PC6.** seek legal and accounting expertise as required to inform final decision regarding business structure

Learn and orient oneself on knowledge of legal policies, compliances , quality norms with respect to selling of products and services

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

- PC7.** describe policies and procedures that have a bearing on the business
- PC8.** describe the relevant rules and legislative policies
- PC9.** conform to the rules and policies for smooth functioning of business
- PC10.** describe the concept of minimising losses and maximising gains
- PC11.** secure information on purchase rights to products and services and ensure full understanding of their implications
- PC12.** establish cost of procurement rights to products and services (if applicable)
- PC13.** determine brand ownership and protection rights

Update self on handling of goods, equipment, hazardous material

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

Qualification Pack

- PC14.** describe processes related to handling of goods, equipment and hazardous material involved in the business
- PC15.** understand hazards and risks involved in the above processes

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 process
- KU2.** policies and procedures that have a bearing on the particular business process
- KU3.** legal formalities applicable for the particular business
- KU4.** processes related to legal compliance requirements 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 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>Liaison and interact with local corporations/authorities for smooth conduct of business</i>	13.5	31.5	-	-
PC1. identify local corporations/authorities that have a bearing on the particular business process	3	7	-	-
PC2. build and maintain relationships with the key persons to ensure smooth functioning of business	1.5	3.5	-	-
PC3. get permissions and compliances as per legal requirements	3	7	-	-
PC4. complete business registration and other legal formalities	3	7	-	-
PC5. examine legal options for the most suitable type of business structure	1.5	3.5	-	-
PC6. seek legal and accounting expertise as required to inform final decision regarding business structure	1.5	3.5	-	-
<i>Learn and orient oneself on knowledge of legal policies, compliances , quality norms with respect to selling of products and services</i>	13.5	31.5	-	-
PC7. describe policies and procedures that have a bearing on the business	1.5	3.5	-	-
PC8. describe the relevant rules and legislative policies	1.5	3.5	-	-
PC9. conform to the rules and policies for smooth functioning of business	1.5	3.5	-	-
PC10. describe the concept of minimising losses and maximising gains	1.5	3.5	-	-
PC11. secure information on purchase rights to products and services and ensure full understanding of their implications	1.5	3.5	-	-
PC12. establish cost of procurement rights to products and services (if applicable)	3	7	-	-

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC13. determine brand ownership and protection rights	3	7	-	-
<i>Update self on handling of goods, equipment, hazardous material</i>	3	7	-	-
PC14. describe processes related to handling of goods, equipment and hazardous material involved in the business	1.5	3.5	-	-
PC15. understand hazards and risks involved in the above processes	1.5	3.5	-	-
NOS Total	30	70	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0201
NOS Name	Get licenses, follow legal policies and procedures to start/run business
Sector	Retail
Sub-Sector	Retail Business
Occupation	Consumer Sales
NSQF Level	4
Credits	1
Version	3.0
Last Reviewed Date	30/04/2024
Next Review Date	30/04/2027
NSQC Clearance Date	30/04/2024

Qualification Pack

RAS/N0202: Perform basic accounting practices

Description

This unit deals in sub tasks that deal in understanding and implementation of business accounting.

Scope

The scope covers the following :

- Manage financial resources and cash flow
- Maintain Profit and Loss Accounts
- Ensure implementation of security procedures with respect to monetary transactions

Elements and Performance Criteria

Manage financial resources and cash flow

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

- PC1.** assess and identify source of funding and what is needed to secure that funding
- PC2.** plan, monitor and record the cash flow
- PC3.** open and manage a bank account
- PC4.** control costs through assessment and interpretation of information on costs and resource allocation
- PC5.** prepare budget to help better planning and management of finances
- PC6.** control budget through monitoring of various financial elements such as income vis-a-vis expenditure, profit vis-a-vis loss etc. and correct deviations

Maintain Profit and Loss Accounts

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

- PC7.** understand elements of basic financial accounting
- PC8.** conduct basic accounting tasks
- PC9.** create and maintain reports
- PC10.** describe sources of profits and causes of losses as reflected in the reports

Ensure implementation of security procedures with respect to monetary transactions

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

- PC11.** understand possible fraudulent activities related to monetary transactions
- PC12.** implement security procedures and checks to prevent monetary losses due to fraudulent activities

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** importance of error free accounting
- KU2.** legal implications of erroneous accounting

Qualification Pack

KU3. basic mathematical skills

KU4. elements specific to business, that need to be considered in account

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>Manage financial resources and cash flow</i>	18	42	-	-
PC1. assess and identify source of funding and what is needed to secure that funding	3	7	-	-
PC2. plan, monitor and record the cash flow	3	7	-	-
PC3. open and manage a bank account	3	7	-	-
PC4. control costs through assessment and interpretation of information on costs and resource allocation	3	7	-	-
PC5. prepare budget to help better planning and management of finances	3	7	-	-
PC6. control budget through monitoring of various financial elements such as an income vis-a-vis expenditure, profit vis-a-vis loss etc. and correct deviations	3	7	-	-
<i>Maintain Profit and Loss Accounts</i>	9	21	-	-
PC7. understand elements of basic financial accounting	1.5	3.5	-	-
PC8. conduct basic accounting tasks	3	7	-	-
PC9. create and maintain reports	1.5	3.5	-	-
PC10. describe sources of profits and causes of losses as reflected in the reports	3	7	-	-
<i>Ensure implementation of security procedures with respect to monetary transactions</i>	3	7	-	-
PC11. understand possible fraudulent activities related to monetary transactions	1.5	3.5	-	-
PC12. implement security procedures and checks to prevent monetary losses due to fraudulent activities	1.5	3.5	-	-
NOS Total	30	70	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0202
NOS Name	Perform basic accounting practices
Sector	Retail
Sub-Sector	Retail Business
Occupation	Consumer Sales
NSQF Level	4
Credits	2
Version	3.0
Last Reviewed Date	30/04/2024
Next Review Date	30/04/2027
NSQC Clearance Date	30/04/2024

Qualification Pack

RAS/N0203: Continuously update self on new products/services offered by business

Description

This unit deals in sub tasks that lead to appropriate knowledge of the product/service being sold by business.

Scope

The scope covers the following :

- Update oneself on information related to products/services relevant to business
- Operate relevant equipment required for daily operations

Elements and Performance Criteria

Update oneself on information related to products/services relevant to business

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

- PC1.** describe the products/services involved in the business
- PC2.** understand the market trend with respect to sales patterns
- PC3.** identify related products/services and possible opportunities with respect to up- selling, cross-selling, expansion of business etc.
- PC4.** describe the concept of sourcing and processing product and service data relevant to business
- PC5.** maintain accurate and current details of products and services in product database
- PC6.** conduct study of products/services offered by competition

Operate relevant equipment required for daily operations

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

- PC7.** operate relevant equipment involved in business
- PC8.** describe the precautions and maintenance required
- PC9.** identify and describe new technologies that can improve efficiencies and reduce risks

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
- KU3.** equipment involved in the business

Generic Skills (GS)

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

Qualification Pack

- 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>Update oneself on information related to products/services relevant to business</i>	21	49	-	-
PC1. describe the products/services involved in the business	4.5	10.5	-	-
PC2. understand the market trend with respect to sales patterns	4.5	10.5	-	-
PC3. identify related products/services and possible opportunities with respect to up-selling, cross-selling, expansion of business etc.	3	7	-	-
PC4. describe the concept of sourcing and processing product and service data relevant to business	3	7	-	-
PC5. maintain accurate and current details of products and services in product database	3	7	-	-
PC6. conduct study of products/services offered by competition	3	7	-	-
<i>Operate relevant equipment required for daily operations</i>	9	21	-	-
PC7. operate relevant equipment involved in business	4.5	10.5	-	-
PC8. describe the precautions and maintenance required	1.5	3.5	-	-
PC9. identify and describe new technologies that can improve efficiencies and reduce risks	3	7	-	-
NOS Total	30	70	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0203
NOS Name	Continuously update self on new products/services offered by business
Sector	Retail
Sub-Sector	Retail Business
Occupation	Consumer Sales
NSQF Level	4
Credits	2
Version	3.0
Last Reviewed Date	30/04/2024
Next Review Date	30/04/2027
NSQC Clearance Date	30/04/2024

Qualification Pack

RAS/N0204: Conduct daily business operations

Description

This unit deals in sub tasks that ensure business operations are conducted efficiently and effectively to maximize profits to minimize losses.

Scope

The scope covers the following :

- Conduct market analysis to identify customer need and plan product assortment/range accordingly
- Execute marketing plans through promotions and campaigns to create awareness of generate customer interest
- Effectively drive management of inventory and sales

Elements and Performance Criteria

Conduct market analysis to identify customer need and plan product assortment/range accordingly

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

- PC1.** identify target audience profile/market
- PC2.** identify buying patterns of customers to define assortments and modify them as per trends observed
- PC3.** identify customers easy to access in order to target selling to them
- PC4.** identify products being offered by competitors/other players in the locality

Execute marketing plans through promotions and campaigns to create awareness of generate customer interest

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

- PC5.** select the right medium of promotions
- PC6.** organize resources depending upon the marketing medium
- PC7.** plan budget requirements for the promotional programs
- PC8.** track and monitor effectiveness of the promotional programs

Effectively drive management of inventory and sales

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

- PC9.** assess inventory/procuring capacity as per costs involved
- PC10.** assess operational costs
- PC11.** calculate projected break-even point
- PC12.** take steps to prevent inventory losses
- PC13.** calculate profits and margins
- PC14.** define targets to achieve business gains
- PC15.** ensure required inventory is on hand
- PC16.** match logistics of delivery to inventory supply requirements
- PC17.** monitor stock levels and maintain them at required levels

Qualification Pack

PC18. coordinate stock take or cyclical count

PC19. plan for contingencies

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. possible products/services that can be offered by own organisation

KU2. trend setters in the specific business

KU3. possible seasonal effects

KU4. mapping of target customers and identification of customer needs

KU5. computation of costs, profit & loss, sales figures etc., elements involved in setting of sales targets

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>Conduct market analysis to identify customer need and plan product assortment/range accordingly</i>	7.5	17.5	-	-
PC1. identify target audience profile/market	1.5	3.5	-	-
PC2. identify buying patterns of customers to define assortments and modify them as per trends observed	3	7	-	-
PC3. identify customers easy to access in order to target selling to them	1.5	3.5	-	-
PC4. identify products being offered by competitors/other players in the locality	1.5	3.5	-	-
<i>Execute marketing plans through promotions and campaigns to create awareness of generate customer interest</i>	6	14	-	-
PC5. select the right medium of promotions	1.5	3.5	-	-
PC6. organize resources depending upon the marketing medium	1.5	3.5	-	-
PC7. plan budget requirements for the promotional programs	1.5	3.5	-	-
PC8. track and monitor effectiveness of the promotional programs	1.5	3.5	-	-
<i>Effectively drive management of inventory and sales</i>	16.5	38.5	-	-
PC9. assess inventory/procuring capacity as per costs involved	1.5	3.5	-	-
PC10. assess operational costs	1.5	3.5	-	-
PC11. calculate projected break-even point	1.5	3.5	-	-
PC12. take steps to prevent inventory losses	1.5	3.5	-	-
PC13. calculate profits and margins	1.5	3.5	-	-
PC14. define targets to achieve business gains	1.5	3.5	-	-

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC15. ensure required inventory is on hand	1.5	3.5	-	-
PC16. match logistics of delivery to inventory supply requirements	1.5	3.5	-	-
PC17. monitor stock levels and maintain them at required levels	1.5	3.5	-	-
PC18. coordinate stock take or cyclical count	1.5	3.5	-	-
PC19. plan for contingencies	1.5	3.5	-	-
NOS Total	30	70	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0204
NOS Name	Conduct daily business operations
Sector	Retail
Sub-Sector	Retail Business
Occupation	Consumer Sales
NSQF Level	4
Credits	2
Version	3.0
Last Reviewed Date	30/04/2024
Next Review Date	30/04/2027
NSQC Clearance Date	30/04/2024

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

Qualification Pack

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

Qualification Pack

National Occupational Standards (NOS) Parameters

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

Qualification Pack

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



Qualification Pack

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

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC14. avoid locating the vending cart near heaps of dumped industrial or food waste with pests around	1	2.5	-	-
PC15. 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	-	-
PC16. ensure that waste water is drained-off in closed drains or in a designated way	1	2.5	-	-
PC17. 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>	4.5	12	-	-
PC18. understand the various work hazards	1.5	3.5	-	-
PC19. take necessary steps to eliminate or minimize hazards	1	3.5	-	-
PC20. describe the causes of accidents at the workplace and identify measures to prevent such accidents from taking place	1	2.5	-	-
PC21. take preventive measures to avoid risk of burns and other injury	1	2.5	-	-
<i>Following standard safety procedure</i>	5.5	13.5	-	-
PC22. check and review the storage areas frequently	1	2.5	-	-
PC23. 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	-	-
PC24. follow health and safety practices for storing, cleaning, and maintaining tools, equipment, and supplies	1	2	-	-
PC25. display safety signs at places where necessary for people to be cautious	1	2	-	-
PC26. adhere to safety standards and ensure no material damage	1.5	3.5	-	-



Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
NOS Total	30	70	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

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

Qualification Pack

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

Qualification Pack

National Occupational Standards (NOS) Parameters

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

Qualification Pack

RAS/N0208: Demonstrate/show creativity, newness/innovation and enthusiasm to grow business

Description

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

Scope

The scope covers the following :

- Display creativity and innovation for sustenance and business growth
- Motivate self to enhance and grow his/her business

Elements and Performance Criteria

Display creativity and innovation for sustenance and business growth

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

- PC1.** identify opportunities and create solutions to face uncertainties
- PC2.** expand business in other fields/line of business as desired
- PC3.** innovate and improvise to pick up performance

Motivate self to enhance and grow his/her business

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

- PC4.** participate in discussions/workshops and engage with other successful vendors
- PC5.** drive self-development through available media
- PC6.** identify and gain certifications in related line of business

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.** strengths, weakness, opportunity and threat to self and own organisation

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

Qualification Pack

- 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>Display creativity and innovation for sustenance and business growth</i>	14.4	33.6	-	-
PC1. identify opportunities and create solutions to face uncertainties	4.2	9.8	-	-
PC2. expand business in other fields/line of business as desired	6	14	-	-
PC3. innovate and improvise to pick up performance	4.2	9.8	-	-
<i>Motivate self to enhance and grow his/her business</i>	15.6	36.4	-	-
PC4. participate in discussions/workshops and engage with other successful vendors	4.8	11.2	-	-
PC5. drive self-development through available media	6	14	-	-
PC6. identify and gain certifications in related line of business	4.8	11.2	-	-
NOS Total	30	70	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0208
NOS Name	Demonstrate/show creativity, newness/innovation and enthusiasm to grow business
Sector	Retail
Sub-Sector	Retail Business
Occupation	Consumer Sales
NSQF Level	4
Credits	1
Version	3.0
Last Reviewed Date	30/04/2024
Next Review Date	30/04/2027
NSQC Clearance Date	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
	30	70	-	-
PC1. Classify the need of social media requirements to promote products and services	2	4	-	-
PC2. Identify suitable social media platforms that have reach and access to the target customer segment	2	4	-	-
PC3. Evaluate the latest trends in using social media platforms to promote products and services	2	4	-	-
PC4. Shortlist the social media platforms required to promote organisation's products and services that have access and reach to the target customers	2	4	-	-
PC5. Prepare a social media publishing calendar	3	7	-	-
PC6. Aggregate preliminary content on products and services to be published on the socialmedia platforms	2	5	-	-
PC7. Curate the promotional content aligned with brand cultures, target customers, and socialmedia platform requirements and compliances	2	5	-	-
PC8. Prepare marketing campaigns on special offers, promotions and events as required	3	7	-	-
PC9. Post content on the social media platforms in alignment with social media policies and procedures	3	7	-	-
PC10. Use standard monitoring tools to track activity on social media posts	2	5	-	-
PC11. Identify opportunities to enhance customer experience and implement changes	2	5	-	-
PC12. 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
PC13. Engage with customers to resolve customer complaints and providing customer service	3	7	-	-
NOS Total	30	70	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0230
NOS Name	Use Social Media to Market Products and Services
Sector	Retail
Sub-Sector	
Occupation	Consumer Sales
NSQF Level	4
Credits	1
Version	1.0
Last Reviewed Date	30/04/2024
Next Review Date	30/04/2027
NSQC Clearance Date	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>	1	1	-	-
PC1. identify employability skills required for jobs in various industries	-	-	-	-
PC2. identify and explore learning and employability portals	-	-	-	-
<i>Constitutional values - Citizenship</i>	1	1	-	-
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	-	-	-	-
<i>Becoming a Professional in the 21st Century</i>	2	4	-	-
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	-	-	-	-
<i>Basic English Skills</i>	2	3	-	-
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	-	-	-	-
<i>Career Development & Goal Setting</i>	1	2	-	-

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC10. understand the difference between job and career	-	-	-	-
PC11. prepare a career development plan with short- and long-term goals, based on aptitude	-	-	-	-
<i>Communication Skills</i>	2	2	-	-
PC12. follow verbal and non-verbal communication etiquette and active listening techniques in various settings	-	-	-	-
PC13. work collaboratively with others in a team	-	-	-	-
<i>Diversity & Inclusion</i>	1	2	-	-
PC14. communicate and behave appropriately with all genders and PwD	-	-	-	-
PC15. escalate any issues related to sexual harassment at workplace according to POSH Act	-	-	-	-
<i>Financial and Legal Literacy</i>	2	3	-	-
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	-	-	-	-
<i>Essential Digital Skills</i>	3	4	-	-
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	-	-	-	-

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Entrepreneurship</i>	2	3	-	-
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	-	-	-	-
<i>Customer Service</i>	1	2	-	-
PC26. identify different types of customers	-	-	-	-
PC27. identify and respond to customer requests and needs in a professional manner.	-	-	-	-
PC28. follow appropriate hygiene and grooming standards	-	-	-	-
<i>Getting ready for apprenticeship & Jobs</i>	2	3	-	-
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	-	-	-	-
NOS Total	20	30	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	DGT/VSQ/N0102
NOS Name	Employability Skills (60 Hours)
Sector	Cross Sectoral
Sub-Sector	Professional Skills
Occupation	Employability
NSQF Level	4
Credits	2
Version	1.0
Last Reviewed Date	18/02/2025
Next Review Date	18/02/2028
NSQC Clearance Date	18/02/2025

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. The assessment for the theory and practical will be conducted online on a digital assessment platform with comprehensive auditable trails.
8. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.

Qualification Pack

9. To pass the Qualification Pack assessment, every trainee should score a minimum of 70% aggregate passing percentage recommended at QP Level.
10. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack.
11. 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/N0201.Get licenses, follow legal policies and procedures to start/run business	30	70	0	0	100	12
RAS/N0202.Perform basic accounting practices	30	70	0	0	100	12
RAS/N0203.Continuously update self on new products/services offered by business	30	70	0	0	100	12
RAS/N0204.Conduct daily business operations	30	70	0	0	100	12
RAS/N0205.Build relationship with vendors / dealers to ensure smooth business operations and increase sales	30	70	0	0	100	12
RAS/N0206.Meet health and safety requirements at place of work	30	70	0	0	100	5

Qualification Pack

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
RAS/N0207.Manage customer needs effectively through need identification and strong customer relationships	30	70	0	0	100	12
RAS/N0208.Demonstrate/show creativity, newness/innovation and enthusiasm to grow business	30	70	0	0	100	5
RAS/N0230.Use Social Media to Market Products and Services	30	70	0	0	100	12
DGT/VSQ/N0102.Employability Skills (60 Hours)	20	30	-	-	50	6
Total	290	660	-	-	950	100

Qualification Pack

Acronyms

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

Qualification Pack

Glossary

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

Qualification Pack

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