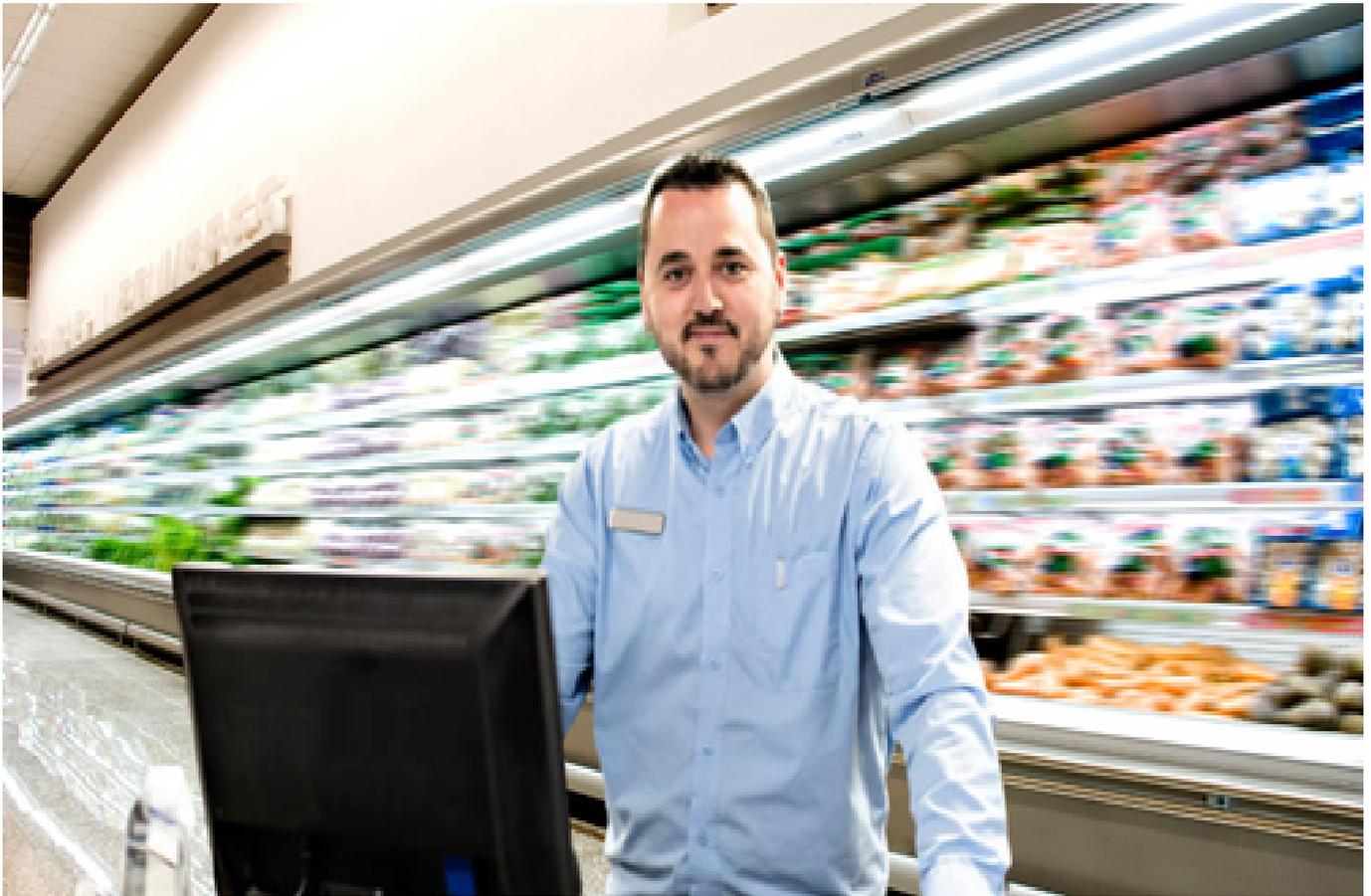# Retail Store Manager

QP Code: RAS/Q0107

Version: 3.0

NSQF Level: 5.5

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

# RAS/Q0107: Retail Store Manager

## Brief Job Description

Individuals in this role manage the overall operations of the store and ensure its profitability. Thus, this individual is responsible to control operational expenses and ensure the growth of 'top-line' and 'bottom-line' set by the organisation. Individual in this position is responsible for supervising and directing the store staff, taking staffing decisions, ensuring product availability, maintaining visual merchandising standards, ensuring customer satisfaction, optimising the store's financial performance and managing safety and security of the store while adhering to the business and store processes.

## Personal Attributes

The individual needs to be physically fit to be able to fulfil tasks efficiently and mentally balanced to be able to motivate self and team to handle unexpected situations, if any. He/she should be able to effectively plan and organize work of self and team and handle pressure. He/she should have business acumen, demonstrate strong interpersonal skills, people management skills and have service orientation.

## Applicable National Occupational Standards (NOS)

### Compulsory NOS:

1. RAS/N0152: Optimize inventory to ensure maximum availability of stocks and minimized losses

2. RAS/N0153: Implement standard operating procedures, process and policy at the store while ensuring timely and accurate reporting.

3. RAS/N0154: Manage sales and service delivery to increase store profitability

4. RAS/N0155: Check and confirm adherence to visual merchandising plans

5. RAS/N0156: Manage overall safety, security and hygiene of the store

6. RAS/N0157: Implement promotions and special events at the store

7. RAS/N0158: Manage human resources at the store through manpower planning, recruitment, training and performance management

8. RAS/N0159: Conduct price benchmarking and market study of competition

9. RAS/N0161: To ensure sustainable practices in all process and procedures while managing a Retail Store

10. RAS/N0162: Monitor and analyse store performance data

11. RAS/N0163: Use Artificial Intelligence (AI) tools to optimize store operations

12. DGT/VSQ/N0103: Employability Skills (90 Hours)

## Qualification Pack (QP) Parameters

| | |
|---|---|
| **Sector** | Retail |
| **Sub-Sector** | Retail Operations |
| **Occupation** | Store Operations |
| **Country** | India |
| **NSQF Level** | 5.5 |
| **Credits** | 20 |
| **Aligned to NCO/ISCO/ISIC Code** | NCO-2015/1420.0200 |
| **Minimum Educational Qualification & Experience** | Completed 3 year UG degree with 2 Years of experience<br>OR<br>Completed 3-year diploma (after 10th) with 3 Years of experience<br>OR<br>Completed 2nd year diploma after 12th with 1.5 years of experience<br>OR<br>12th grade Pass with 4.5 years of experience<br>OR<br>Previous relevant Qualification of NSQF Level (5) with 1.5 years of experience<br>OR<br>Previous relevant Qualification of NSQF Level (4.5) with 3 Years of experience |
| **Minimum Level of Education for Training in School** | Not Applicable |
| **Pre-Requisite License or Training** | NA |
| **Minimum Job Entry Age** | 18 Years |
| **Last Reviewed On** | NA |
| **Next Review Date** | 30/04/2027 |
| **NSQC Approval Date** | 30/04/2024 |

| **Version** | 3.0 |
| --- | --- |
| **Reference code on NQR** | QG-5.5-OR-02432-2024-V2-RASCI |
| **NQR Version** | 2.0 |

# RAS/N0152: Optimize inventory to ensure maximum availability of stocks and minimized losses

## Description

This unit deals in sub tasks that lead to effective inventory management so as to maximize availability of stocks and minimize inventory related losses.

## Scope

The scope covers the following :

- Define stock levels as per market trends and consumption
- Monitor receipt and dispatch of goods
- Maintain stock records
- Co-ordinate stock take/cyclical count

## Elements and Performance Criteria

### Define stock levels as per market trends and consumption

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

**PC1.** maintain, conform and implement the following as per seasonality and market trends: a. stock levels like average stock level, re-order level b. inventory budgets c. purchase procedures

### Monitor receipt and dispatch of goods

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

**PC2.** record and control the following: a. ageing of products b. vendor norms about stocks/return and damages c. credit period offered by vendors d. price cover policy offered by vendors e. reverse logistics policies of the organisation viz-a-viz vendors policies

### Maintain stock records

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

**PC3.** maintain accurate records of stocks bought and sold

**PC4.** record costs during stock movements

**PC5.** develop team understanding of stock management systems being followed by organisation

**PC6.** control shrinkage/pilferage of products to minimize losses

**PC7.** maintain records on shrinkage/pilferage of products

### Co-ordinate stock take/cyclical count

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

**PC8.** establish a timely and well-coordinated stock take process

**PC9.** maintain accurate recording and transmission of data

**PC10.** determine recording and re-checking of variances

**PC11.** analyse stock-take data as required by organisation

**PC12.** ensure safety and well-being of team involved in stock-take

## Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

**KU1.** organization policies on stock management
**KU2.** organization policies on ordering, receipt and dispatch of goods
**KU3.** statutory rules and regulations related to inventory management
**KU4.** concept of inventory management
**KU5.** negotiation techniques with vendors
**KU6.** methods of stock taking

## Generic Skills (GS)

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

**GS1.** create relevant reports on inventory
**GS2.** complete forms related to stock movements
**GS3.** draft emails to team and other stakeholders with relevant data and facts
**GS4.** read and understand vendor contracts
**GS5.** check and audit reports
**GS6.** analyse reports
**GS7.** explain relevant organizational policies to vendors
**GS8.** explain stock taking process to team
**GS9.** communicate with internal teams to ensure smooth conduct of all processes related to cyclical counts and audits
**GS10.** make appropriate decisions regarding the responsibilities of the job role
**GS11.** complete tasks efficiently and accurately within stipulated time
**GS12.** plan and track activities to ensure adequate stock levels
**GS13.** delegate tasks to team members to ensure completion of work efficiently and keeping team motivated at the same time
**GS14.** build customer relationships and use customer centric approach
**GS15.** identify problems immediately and take up solutions quickly to resolve delays think through the problem, evaluate the possible solution(s) and adopt an optimum /best possible solution(s)
**GS16.** analyse data and relevant reports related to inventory management and stock movement
**GS17.** apply, analyze, and evaluate the information gathered from observation, experience, reasoning, or communication, as a guide to thought and action

## Assessment Criteria

| Assessment Criteria for Outcomes | Theory Marks | Practical Marks | Project Marks | Viva Marks |
|---|---|---|---|---|
| *Define stock levels as per market trends and consumption* | **5** | **5** | **-** | **-** |
| **PC1.** maintain, conform and implement the following as per seasonality and market trends: a. stock levels like average stock level, re-order level b. inventory budgets c. purchase procedures | 5 | 5 | - | - |
| *Monitor receipt and dispatch of goods* | **5** | **5** | **-** | **-** |
| **PC2.** record and control the following: a. ageing of products b. vendor norms about stocks/return and damages c. credit period offered by vendors d. price cover policy offered by vendors e. reverse logistics policies of the organisation viz-a-viz vendors policies | 5 | 5 | - | - |
| *Maintain stock records* | **20** | **20** | **-** | **-** |
| **PC3.** maintain accurate records of stocks bought and sold | 4 | 4 | - | - |
| **PC4.** record costs during stock movements | 4 | 4 | - | - |
| **PC5.** develop team understanding of stock management systems being followed by organisation | 4 | 4 | - | - |
| **PC6.** control shrinkage/pilferage of products to minimize losses | 4 | 4 | - | - |
| **PC7.** maintain records on shrinkage/pilferage of products | 4 | 4 | - | - |
| *Co-ordinate stock take/cyclical count* | **20** | **20** | **-** | **-** |
| **PC8.** establish a timely and well-coordinated stock take process | 4 | 4 | - | - |
| **PC9.** maintain accurate recording and transmission of data | 4 | 4 | - | - |
| **PC10.** determine recording and re-checking of variances | 4 | 4 | - | - |

| Assessment Criteria for Outcomes | Theory Marks | Practical Marks | Project Marks | Viva Marks |
|---|---|---|---|---|
| **PC11.** analyse stock-take data as required by organisation | 4 | 4 | - | - |
| **PC12.** ensure safety and well-being of team involved in stock-take | 4 | 4 | - | - |
| **NOS Total** | **50** | **50** | **-** | **-** |

## National Occupational Standards (NOS) Parameters

| | |
|---|---|
| **NOS Code** | RAS/N0152 |
| **NOS Name** | Optimize inventory to ensure maximum availability of stocks and minimized losses |
| **Sector** | Retail |
| **Sub-Sector** | Retail Operations |
| **Occupation** | Store Operations |
| **NSQF Level** | 5.5 |
| **Credits** | 2 |
| **Version** | 2.0 |
| **Last Reviewed Date** | 30/04/2024 |
| **Next Review Date** | 30/04/2027 |
| **NSQC Clearance Date** | 30/04/2024 |

# RAS/N0153: Implement standard operating procedures, process and policy at the store while ensuring timely and accurate reporting.

## Description

This unit deals in sub tasks that ensure compliance to all policies and procedures of the store while ensuring completion and timely submission of reports.

## Scope

The scope covers the following :

- Ensure compliance to all store policies, vendor guidelines and statutory regulations
- Ensure maintenance, timely submission and safe keeping of operational records

## Elements and Performance Criteria

*Ensure compliance to all store policies, vendor guidelines and statutory regulations*

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

**PC1.** implement processes in alignment to store policy

**PC2.** describe relevant store policies/guidelines to the team

**PC3.** cooperate and collaborate with authorities to conduct store audits as required

**PC4.** understand all non- compliance issues and work towards resolving the same

**PC5.** sign off all legal contracts in alignment to statutory requirements

**PC6.** sign off and honour all terms and conditions in employee contracts

*Ensure maintenance, timely submission and safe keeping of operational records*

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

**PC7.** describe to the team the importance of records to be maintained

**PC8.** describe the importance of accurate and error-free collection, preservation and transmission of data

**PC9.** conduct checks and audits to ensure quality of data for records

## Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

**KU1.** organization and store policies

**KU2.** vendor policies

**KU3.** statutory guidelines

**KU4.** government policies and statutes on which the industry operates and the dos and donts related to the same

**KU5.** records to be maintained at the store level

**KU6.** data to be shared with stakeholders and formats thereof

**KU7.** data mining systems and tools being used by the organization

**KU8.** internal and external audit process

## Generic Skills (GS)

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

**GS1.** populate documents related to statutory records

**GS2.** populate documents related to store audits

**GS3.** populate documents needed by vendors as per their policies and requirements

**GS4.** draft relevant reports

**GS5.** read and interpret documents related to statutory guidelines

**GS6.** read and interpret documents related to organizational guidelines

**GS7.** read and interpret terms mentioned in vendor contracts

**GS8.** communicate relevant policies and guidelines to internal teams

**GS9.** communicate with authorities conducting audits and furnish required information without revealing confidential data

**GS10.** make appropriate decisions regarding the responsibilities of the job role

**GS11.** delegate suitable tasks to appropriate team members to improve efficiencies

**GS12.** complete tasks efficiently and accurately within stipulated time through effective planning and organizing

**GS13.** build relationships with customers, statutory bodies and vendors by using customer centric approach

**GS14.** identify problems immediately and take up solutions quickly to resolve delays

**GS15.** think through the problem, evaluate the possible solution(s) and adopt an optimum /best possible solution(s)

**GS16.** interpret and infer data and reports

**GS17.** break down complex problems into single and manageable components within his/her area of work

**GS18.** apply, analyze, and evaluate the information gathered from observation, experience, reasoning, or communication, as a guide to thought and action

## Assessment Criteria

| Assessment Criteria for Outcomes | Theory Marks | Practical Marks | Project Marks | Viva Marks |
|---|---|---|---|---|
| *Ensure compliance to all store policies, vendor guidelines and statutory regulations* | **34** | **34** | **-** | **-** |
| **PC1.** implement processes in alignment to store policy | 6 | 6 | - | - |
| **PC2.** describe relevant store policies/guidelines to the team | 6 | 6 | - | - |
| **PC3.** cooperate and collaborate with authorities to conduct store audits as required | 6 | 6 | - | - |
| **PC4.** understand all non- compliance issues and work towards resolving the same | 6 | 6 | - | - |
| **PC5.** sign off all legal contracts in alignment to statutory requirements | 5 | 5 | - | - |
| **PC6.** sign off and honour all terms and conditions in employee contracts | 5 | 5 | - | - |
| *Ensure maintenance, timely submission and safe keeping of operational records* | **16** | **16** | **-** | **-** |
| **PC7.** describe to the team the importance of records to be maintained | 5 | 5 | - | - |
| **PC8.** describe the importance of accurate and error-free collection, preservation and transmission of data | 5 | 5 | - | - |
| **PC9.** conduct checks and audits to ensure quality of data for records | 6 | 6 | - | - |
| **NOS Total** | **50** | **50** | **-** | **-** |

**Qualification Pack**

## National Occupational Standards (NOS) Parameters

| | |
|---|---|
| **NOS Code** | RAS/N0153 |
| **NOS Name** | Implement standard operating procedures, process and policy at the store while ensuring timely and accurate reporting. |
| **Sector** | Retail |
| **Sub-Sector** | Retail Operations |
| **Occupation** | Store Operations |
| **NSQF Level** | 5.5 |
| **Credits** | 2 |
| **Version** | 3.0 |
| **Last Reviewed Date** | 30/04/2024 |
| **Next Review Date** | 30/04/2027 |
| **NSQC Clearance Date** | 30/04/2024 |

# RAS/N0154: Manage sales and service delivery to increase store profitability

## Description

This unit deals in sub tasks that leads to increase in store profitability by improving service operations.

## Scope

The scope covers the following :

- Monitor operation of store equipment and facilitate maintenance of store upkeep
- Identify repeat customers and build relationships with new and existing customers to generate footfall
- Identify and implement ways to enhance sales and augment customer service
- Analyse overall store profitability and monitor the same against targets

## Elements and Performance Criteria

*Monitor operation of store equipment and facilitate maintenance of store upkeep*

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

**PC1.** understand and implement policies related to store upkeep and maintenance

**PC2.** ensure store upkeep and maintenance of all equipment in line with policy

**PC3.** ensure timely checks and repairs of all store equipment

**PC4.** describe to the team about operating and maintaining store equipment

*Identify repeat customers and build relationships with new and existing customers to generate footfall*

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

**PC5.** train the team to identify key repeat customers and develop customer retention strategies to build brand loyalty

**PC6.** implement strategies to generate additional footfalls

**PC7.** build relationships with new and existing customers to augment business and brand reputation

*Identify and implement ways to enhance sales and augment customer service*

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

**PC8.** train and work with team to implement customer engagement initiatives to enhance customer satisfaction

**PC9.** establish a mechanism for collecting feedback from customers for further improvement of service

**PC10.** develop robust post-sales services to build brand loyalty and customer satisfaction

**PC11.** establish a system for addressal of escalations and analyse the cause of escalations to prevent recurrence

*Analyse overall store profitability and monitor the same against targets*

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

**PC12.** set sales targets and develop a strategy for achieving the targets

**PC13.** communicate sales targets and plans to team and motivate team to achieve the targets

**PC14.** determine requisite resources required to be able to perform optimally to achieve targets

## Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

**KU1.** standard operating procedures and policies

**KU2.** customer life cycle

**KU3.** performance management

**KU4.** project management

**KU5.** systems used to access customer data

**KU6.** systems used by organization to monitor operations and service

**KU7.** guidelines relating to maintenance of store equipment

## Generic Skills (GS)

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

**GS1.** create reports on sales and service delivery

**GS2.** complete documents related to customer acquisition and retention

**GS3.** populate documents related to store audits

**GS4.** read and understand the store operations manual

**GS5.** read and understand documents related to policies

**GS6.** read and understand documents related to customer complaints and requests

**GS7.** explain operating processes to team and customers, as required

**GS8.** communicate with external and internal customers to address requests and complaints

**GS9.** make appropriate decisions regarding the responsibilities of the job role

**GS10.** delegate suitable tasks to appropriate team members to improve efficiencies

**GS11.** draw up plans to achieve sales targets

**GS12.** plan and organize service feedback files/documents

**GS13.** schedule daily activities and draw up priorities; allocate start times, estimate completion times and materials, equipment and assistance required for completion

**GS14.** build customer relationships and use customer centric approach

**GS15.** address customer queries, escalations and grievances

**GS16.** identify problems immediately and take up solutions quickly to resolve delays

**GS17.** think through the problem, evaluate the possible solution(s) and adopt an optimum /best possible solution(s)

**GS18.** interpret and infer data

**GS19.** break down complex problems into single and manageable components within his/her area of work

**GS20.** apply, analyze, and evaluate the information gathered from observation, experience, reasoning, or communication, as a guide to thought and action

## Assessment Criteria

| Assessment Criteria for Outcomes | Theory Marks | Practical Marks | Project Marks | Viva Marks |
|---|---|---|---|---|
| *Monitor operation of store equipment and facilitate maintenance of store upkeep* | **16** | **16** | - | - |
| **PC1.** understand and implement policies related to store upkeep and maintenance | 4 | 4 | - | - |
| **PC2.** ensure store upkeep and maintenance of all equipment in line with policy | 4 | 4 | - | - |
| **PC3.** ensure timely checks and repairs of all store equipment | 4 | 4 | - | - |
| **PC4.** describe to the team about operating and maintaining store equipment | 4 | 4 | - | - |
| *Identify repeat customers and build relationships with new and existing customers to generate footfall* | **12** | **12** | - | - |
| **PC5.** train the team to identify key repeat customers and develop customer retention strategies to build brand loyalty | 4 | 4 | - | - |
| **PC6.** implement strategies to generate additional footfalls | 4 | 4 | - | - |
| **PC7.** build relationships with new and existing customers to augment business and brand reputation | 4 | 4 | - | - |
| *Identify and implement ways to enhance sales and augment customer service* | **13** | **13** | - | - |
| **PC8.** train and work with team to implement customer engagement initiatives to enhance customer satisfaction | 4 | 4 | - | - |
| **PC9.** establish a mechanism for collecting feedback from customers for further improvement of service | 3 | 3 | - | - |
| **PC10.** develop robust post-sales services to build brand loyalty and customer satisfaction | 3 | 3 | - | - |

| Assessment Criteria for Outcomes | Theory Marks | Practical Marks | Project Marks | Viva Marks |
|---|---|---|---|---|
| **PC11.** establish a system for addressal of escalations and analyse the cause of escalations to prevent recurrence | 3 | 3 | - | - |
| *Analyse overall store profitability and monitor the same against targets* | **9** | **9** | **-** | **-** |
| **PC12.** set sales targets and develop a strategy for achieving the targets | 3 | 3 | - | - |
| **PC13.** communicate sales targets and plans to team and motivate team to achieve the targets | 3 | 3 | - | - |
| **PC14.** determine requisite resources required to be able to perform optimally to achieve targets | 3 | 3 | - | - |
| **NOS Total** | **50** | **50** | **-** | **-** |

## National Occupational Standards (NOS) Parameters

| | |
|---|---|
| **NOS Code** | RAS/N0154 |
| **NOS Name** | Manage sales and service delivery to increase store profitability |
| **Sector** | Retail |
| **Sub-Sector** | Retail Operations |
| **Occupation** | Store Operations |
| **NSQF Level** | 5.5 |
| **Credits** | 2 |
| **Version** | 2.0 |
| **Last Reviewed Date** | 30/04/2024 |
| **Next Review Date** | 30/04/2027 |
| **NSQC Clearance Date** | 30/04/2024 |

# RAS/N0155: Check and confirm adherence to visual merchandising plans

## Description

This unit deals in sub tasks that ensure that visual merchandising standards are adhered to and implemented in a manner that enhances its visual impact and improves store profitability.

## Scope

The scope covers the following :

- Ensure display of merchandise to maximize store profitability and optimize costs
- Ensure application of visual merchandising policies and procedures
- Liaison with vendors to ensure compliance to visual merchandising norms

## Elements and Performance Criteria

*Ensure display of goods and merchandise to maximize store profitability and cost optimization*

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

**PC1.** establish conformance to retail processes like stock rotation, adjacency principles and product display norms

**PC2.** train staff on concept of planogramming and its effective implementation

**PC3.** confirm that display of products is aligned to updated store planogram

**PC4.** support company officials for carrying out necessary audits and checks

*Ensure application of store policies and procedures with respect to visual merchandising*

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

**PC5.** impart training to team on: a. guidelines for store lay out b. guidelines for display of merchandise and promotion elements (brand and category wise) c. guidelines for executing promotional events

*Liaison with vendors to ensure compliance with visual merchandising norms*

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

**PC6.** negotiate with vendors on spacing requirements of the store as against the vendor plans

**PC7.** negotiate with vendor to arrive at a profitable revenue understanding as against space allocation

**PC8.** confirm vendors compliance to visual merchandising guidelines

## Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

**KU1.** visual merchandising guidelines of the organization

**KU2.** visual merchandising norms of the vendors

**KU3.** focus products

**KU4.** merchandising schemes and visual display themes for the season

**KU5.** marketing and promotions

**KU6.** merchandising principles

**KU7.** planogramming and its execution

## Generic Skills (GS)

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

**GS1.** record impact of merchandising changes, new themes and schemes

**GS2.** record impact of promotions and offers

**GS3.** read documents related to merchandising issued by the head office

**GS4.** read documents related to merchandising issued by business partners and vendors

**GS5.** explain organization requirements to team with respect to policies and guidelines

**GS6.** communicate with internal teams to explain and understand relevant policies and guidelines

**GS7.** communicate planogram change/s to team

**GS8.** make appropriate decisions regarding placement of merchandise

**GS9.** make appropriate decisions regarding the responsibilities of the job role

**GS10.** delegate suitable tasks to appropriate team members to improve efficiencies

**GS11.** organize elements of visual display to attract customer attention

**GS12.** schedule daily activities and draw up priorities; allocate start times, estimate completion times, materials and equipment required for completion

**GS13.** build relationships with vendors for smooth execution of visual merchandising displays

**GS14.** identify problems immediately and take up solutions quickly to resolve delays

**GS15.** think through the problem, evaluate the possible solution(s) and adopt an optimum /best possible solution(s)

**GS16.** interpret and infer data

**GS17.** break down complex problems into single and manageable components within his/her area of work

**GS18.** apply, analyze, and evaluate the information gathered from observation, experience, reasoning, or communication, as a guide to thought and action

## Assessment Criteria

| Assessment Criteria for Outcomes | Theory Marks | Practical Marks | Project Marks | Viva Marks |
|---|---|---|---|---|
| *Ensure display of goods and merchandise to maximize store profitability and cost optimization* | **26** | **26** | **-** | **-** |
| **PC1.** establish conformance to retail processes like stock rotation, adjacency principles and product display norms | 7 | 7 | - | - |
| **PC2.** train staff on concept of planogramming and its effective implementation | 7 | 7 | - | - |
| **PC3.** confirm that display of products is aligned to updated store planogram | 6 | 6 | - | - |
| **PC4.** support company officials for carrying out necessary audits and checks | 6 | 6 | - | - |
| *Ensure application of store policies and procedures with respect to visual merchandising* | **6** | **6** | **-** | **-** |
| **PC5.** impart training to team on: a. guidelines for store lay out b. guidelines for display of merchandise and promotion elements (brand and category wise) c. guidelines for executing promotional events | 6 | 6 | - | - |
| *Liaison with vendors to ensure compliance with visual merchandising norms* | **18** | **18** | **-** | **-** |
| **PC6.** negotiate with vendors on spacing requirements of the store as against the vendor plans | 6 | 6 | - | - |
| **PC7.** negotiate with vendor to arrive at a profitable revenue understanding as against space allocation | 6 | 6 | - | - |
| **PC8.** confirm vendors compliance to visual merchandising guidelines | 6 | 6 | - | - |
| **NOS Total** | **50** | **50** | **-** | **-** |

## National Occupational Standards (NOS) Parameters

| | |
|---|---|
| **NOS Code** | RAS/N0155 |
| **NOS Name** | Check and confirm adherence to visual merchandising plans |
| **Sector** | Retail |
| **Sub-Sector** | Retail Operations |
| **Occupation** | Store Operations |
| **NSQF Level** | 5.5 |
| **Credits** | 1 |
| **Version** | 3.0 |
| **Last Reviewed Date** | 30/04/2024 |
| **Next Review Date** | 30/04/2027 |
| **NSQC Clearance Date** | 30/04/2024 |

# RAS/N0156: Manage overall safety, security and hygiene of the store

## Description

This unit deals in implementation of safety, security and hygiene aspects in the store.

## Scope

The scope covers the following :

- Create awareness amongst staff on health, hygiene and safety through ongoing training and policy adherence
- Ensure implementation of store security procedures to minimize thefts and losses
- Ensure implementation of security procedures with respect to monetary transactions

## Elements and Performance Criteria

*Create awareness amongst staff on health, hygiene and safety through ongoing training and policy adherence*

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

**PC1.** explain store policy and procedures in regards to health, hygiene and safety clearly and accurately

**PC2.** organise training at regular intervals on health, hygiene and safety

**PC3.** provide access to team members on relevant store policies

**PC4.** provide clear and accurate information on identified hazards and risk control procedures to team members

**PC5.** resolve issues raised by staff in alignment with store policies

**PC6.** establish resource requirements to ensure safe lifting or shifting and manual handling techniques are applied by staff

**PC7.** establish resource requirements to handle store emergencies in the prescribed frequency

**PC8.** establish and maintain reporting procedures to facilitate communication and recording of details of safety-related incidents

**PC9.** create awareness on Prevention of Sexual Harassment and enforce adherence to policy

**PC10.** organise mock fire and safety drills at regular intervals

**PC11.** adhere to personal grooming standards for self as well as team

*Ensure implementation of store security procedures to minimize thefts and losses*

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

**PC12.** ensure management of and conformation to store security procedures

**PC13.** ensure training of team to handle emergencies

**PC14.** ensure implementation of security measures in case of emergencies

**PC15.** cooperate with officials in carrying out all audits and checks

**PC16.** establish resource requirements to ensure equipment is maintained and stored safely

**PC17.** establish and maintain procedures for risk assessment and integrate with systems of work

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

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

**PC18.** ensure availability of trained staff to handle financial processes

**PC19.** ensure adherence to security procedures with respect to identification of authorities and implementation of financial processes

## Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

**KU1.** organizational policies on health, safety and security

**KU2.** organization policies and procedures with respect to financial transactions

**KU3.** possible safety hazards in a retail environment

**KU4.** emergencies in a business environments

**KU5.** international best practices to minimize thefts and losses in retail environment

## Generic Skills (GS)

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

**GS1.** populate reports related to safety and security

**GS2.** record exceptional situations and the handling of the same

**GS3.** read and interpret documents related to safety and security

**GS4.** read and interpret reports related to safety and security

**GS5.** read and interpret cases related to exceptional situations

**GS6.** explain organization requirements to staff and concerned authorities with respect to safety and security

**GS7.** address grievances and complaints of internal and external customers with respect to safety and security

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

**GS9.** plan and organize mock drills, training at timely intervals

**GS10.** schedule daily activities estimate materials, equipment and assistance required to work in a conducive environment

**GS11.** build customer relationships and use customer centric approach

**GS12.** identify problems immediately and take up solutions quickly to resolve delays

**GS13.** think through the problem, evaluate the possible solution(s) and adopt an optimum /best possible solution(s)

**GS14.** interpret and infer data

**GS15.** break down complex problems into single and manageable components within his/her area of work

**GS16.** apply, analyze, and evaluate the information gathered from observation, experience, reasoning, or communication, as a guide to thought and action

## Assessment Criteria

| Assessment Criteria for Outcomes | Theory Marks | Practical Marks | Project Marks | Viva Marks |
|---|---|---|---|---|
| *Create awareness amongst staff on health, hygiene and safety through ongoing training and policy adherence* | **33** | **33** | **-** | **-** |
| **PC1.** explain store policy and procedures in regards to health, hygiene and safety clearly and accurately | 3 | 3 | - | - |
| **PC2.** organise training at regular intervals on health, hygiene and safety | 3 | 3 | - | - |
| **PC3.** provide access to team members on relevant store policies | 3 | 3 | - | - |
| **PC4.** provide clear and accurate information on identified hazards and risk control procedures to team members | 3 | 3 | - | - |
| **PC5.** resolve issues raised by staff in alignment with store policies | 3 | 3 | - | - |
| **PC6.** establish resource requirements to ensure safe lifting or shifting and manual handling techniques are applied by staff | 3 | 3 | - | - |
| **PC7.** establish resource requirements to handle store emergencies in the prescribed frequency | 3 | 3 | - | - |
| **PC8.** establish and maintain reporting procedures to facilitate communication and recording of details of safety-related incidents | 3 | 3 | - | - |
| **PC9.** create awareness on Prevention of Sexual Harassment and enforce adherence to policy | 3 | 3 | - | - |
| **PC10.** organise mock fire and safety drills at regular intervals | 3 | 3 | - | - |
| **PC11.** adhere to personal grooming standards for self as well as team | 3 | 3 | - | - |
| *Ensure implementation of store security procedures to minimize thefts and losses* | **13** | **13** | **-** | **-** |
| **PC12.** ensure management of and conformation to store security procedures | 3 | 3 | - | - |

| Assessment Criteria for Outcomes | Theory Marks | Practical Marks | Project Marks | Viva Marks |
|---|---|---|---|---|
| **PC13.** ensure training of team to handle emergencies | 2 | 2 | - | - |
| **PC14.** ensure implementation of security measures in case of emergencies | 2 | 2 | - | - |
| **PC15.** cooperate with officials in carrying out all audits and checks | 2 | 2 | - | - |
| **PC16.** establish resource requirements to ensure equipment is maintained and stored safely | 2 | 2 | - | - |
| **PC17.** establish and maintain procedures for risk assessment and integrate with systems of work | 2 | 2 | - | - |
| *Ensure implementation of security procedures with respect to monetary transactions* | **4** | **4** | **-** | **-** |
| **PC18.** ensure availability of trained staff to handle financial processes | 2 | 2 | - | - |
| **PC19.** ensure adherence to security procedures with respect to identification of authorities and implementation of financial processes | 2 | 2 | - | - |
| **NOS Total** | **50** | **50** | **-** | **-** |

## National Occupational Standards (NOS) Parameters

| | |
|---|---|
| **NOS Code** | RAS/N0156 |
| **NOS Name** | Manage overall safety, security and hygiene of the store |
| **Sector** | Retail |
| **Sub-Sector** | Retail Operations |
| **Occupation** | Store Operations |
| **NSQF Level** | 5.5 |
| **Credits** | 1 |
| **Version** | 2.0 |
| **Last Reviewed Date** | 30/04/2024 |
| **Next Review Date** | 30/04/2027 |
| **NSQC Clearance Date** | 30/04/2024 |

# RAS/N0157: Implement promotions and special events at the store

## Description

This unit deals in sub tasks that ensure smooth and effective implementation of promotions and special events as suggested by the organization.

## Scope

The scope covers the following :

- Plan and ensure implementation of in-store promotions
- Assess, record and report promotion effectiveness data
- Determine staff requirements and ensure sufficient manpower availability

## Elements and Performance Criteria

*Plan and ensure implementation of in-store promotions*

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

**PC1.** develop strategies to drive promotions and special events

**PC2.** develop team competence in effective implementation of in-store promotions

**PC3.** collect and preserve promotion-related data for future analysis and working

*Assess, record and report promotion effectiveness data*

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

**PC4.** implement organisational processes on collection and transmission of promotion related information and data

**PC5.** conduct data analysis as required by head office and share relevant feedback

*Determine staff requirements and ensure sufficient manpower availability*

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

**PC6.** understand the promotion and its requirements completely

**PC7.** explain promotion to relevant team members thoroughly and collaborate to identify required resources

**PC8.** provide required resources to team for effective implementation of promotion

## Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

**KU1.** promotional norms of the organization

**KU2.** promotional norms of the vendors

**KU3.** category norms for display

**KU4.** basics of marketing and promotions

**KU5.** case-studies on promotional schemes in retail stores

## Generic Skills (GS)

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

**GS1.** record impact of promotional themes and schemes

**GS2.** read documents related to promotions issued by the head office and brand partners

**GS3.** explain organization requirements to vendors

**GS4.** communicate with internal teams to explain promotions

**GS5.** make appropriate decisions regarding the responsibilities of the job role

**GS6.** delegate suitable tasks to appropriate team members to improve efficiencies

**GS7.** plan and organize promotions and special events by drawing up objectives and desired outcomes from the promotions and special events

**GS8.** draw up priorities; allocate start times, estimate completion times and materials, equipment and assistance required for successfully launching promotions and special events

**GS9.** develop strategy for promotions and special events keeping the customer buying decisions in mind

**GS10.** build customer relationships and use customer centric approach

**GS11.** analyse data and relevant reports

**GS12.** identify problems immediately and take up solutions quickly to resolve delays

**GS13.** think through the problem, evaluate the possible solution(s) and adopt an optimum /best possible solution(s)

**GS14.** interpret and infer marketing and promotion data

**GS15.** break down complex problems into single and manageable components within his/her area of work

**GS16.** apply, analyze, and evaluate the information gathered from observation, experience, reasoning, or communication, as a guide to thought and action

## Assessment Criteria

| Assessment Criteria for Outcomes | Theory Marks | Practical Marks | Project Marks | Viva Marks |
|---|---|---|---|---|
| *Plan and ensure implementation of in-store promotions* | **20** | **20** | - | - |
| **PC1.** develop strategies to drive promotions and special events | 7 | 7 | - | - |
| **PC2.** develop team competence in effective implementation of in-store promotions | 7 | 7 | - | - |
| **PC3.** collect and preserve promotion-related data for future analysis and working | 6 | 6 | - | - |
| *Assess, record and report promotion effectiveness data* | **13** | **13** | - | - |
| **PC4.** implement organisational processes on collection and transmission of promotion related information and data | 7 | 7 | - | - |
| **PC5.** conduct data analysis as required by head office and share relevant feedback | 6 | 6 | - | - |
| *Determine staff requirements and ensure sufficient manpower availability* | **17** | **17** | - | - |
| **PC6.** understand the promotion and its requirements completely | 6 | 6 | - | - |
| **PC7.** explain promotion to relevant team members thoroughly and collaborate to identify required resources | 6 | 6 | - | - |
| **PC8.** provide required resources to team for effective implementation of promotion | 5 | 5 | - | - |
| **NOS Total** | **50** | **50** | - | - |

## National Occupational Standards (NOS) Parameters

| | |
|---|---|
| **NOS Code** | RAS/N0157 |
| **NOS Name** | Implement promotions and special events at the store |
| **Sector** | Retail |
| **Sub-Sector** | Retail Operations |
| **Occupation** | Store Operations |
| **NSQF Level** | 5.5 |
| **Credits** | 2 |
| **Version** | 2.0 |
| **Last Reviewed Date** | 30/04/2024 |
| **Next Review Date** | 30/04/2027 |
| **NSQC Clearance Date** | 30/04/2024 |

# RAS/N0158: Manage human resources at the store through manpower planning, recruitment, training and performance management

## Description

This unit deals in sub tasks that ensure that all the departments in the store are manned with adequate and well trained manpower with requisite skills.

## Scope

The scope covers the following :

- Plan the staffing needs of the store
- Create a positive work environment for the store
- Train and develop store staff and to improve team performance

## Elements and Performance Criteria

### Plan the staffing needs of the store

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

**PC1.** analyse current and projected volume and type of work to be undertaken

**PC2.** determine staff recruitment needs and compare with store performance plans

**PC3.** identify cost effective channels of manpower sourcing and interview effectively to recruit quality manpower

**PC4.** follow human resource policies to support recruitment of staff

**PC5.** identify future manpower requirements based on projected store plans

### Create a positive work environment for the store

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

**PC6.** establish and foster effective and open communication channels with store staff

**PC7.** guide staff regarding individual and teams roles and responsibilities

**PC8.** set performance expectations in line with organisational policies

**PC9.** delegate accountability and authority to the team based on individual strengths

**PC10.** consult with team members and share feedback whenever required

**PC11.** eliminate bias and ensure equal opportunity to all staff

**PC12.** foster effective team collaboration and take a leadership role to resolve intra-team conflict

**PC13.** follow and establish self-grooming & hygiene practices in line with store policy for self and team

### Train and develop store staff to improve individual and team performance

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

**PC14.** establish and communicate the goals and objectives of roles in line with organisational policies

**PC15.** provide support to individuals and teams to enhance performance and achievement of organisational goals and completion of work requirements

**PC16.** provide ongoing personal advice, coaching and mentoring to staff to build skill and team performance

**PC17.** conduct performance appraisals according to the organisations standard procedures

**PC18.** define and discuss career paths with team members to ensure motivation and enhance retention

**PC19.** identify training needs to improve performance

**PC20.** manage poor performance in line with organisational standards, policies and procedures, and legal requirements

## Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

**KU1.** recruitment norms of the organization

**KU2.** performance management policies

**KU3.** training and development policies

**KU4.** concept of team dynamics

**KU5.** interviewing techniques

**KU6.** feedbacking techniques

**KU7.** how to train, coach and mentor team members

## Generic Skills (GS)

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

**GS1.** record interview assessment / feedback form

**GS2.** conduct annual appraisals and create reports

**GS3.** create documents and reports required during coaching interventions

**GS4.** read and understand appraisal documentation

**GS5.** read and understand developmental reports

**GS6.** read and understand human resource policies

**GS7.** explain team policies with reference to resource recruitment

**GS8.** explain team processes of reviews and appraisals

**GS9.** make appropriate decisions within the purview of responsibilities of the job role

**GS10.** delegate suitable tasks to appropriate team members to improve efficiencies

**GS11.** plan and organize regular performance reviews

**GS12.** plan and organize training in alignment to training plans

**GS13.** plan and organize developmental sessions with the team

**GS14.** build external customer relationships and use customer centric approach

**GS15.** build intra/inter team relationships

**GS16.** identify problems immediately and take up solutions quickly to resolve delays

**GS17.** think through the problem, evaluate the possible solution(s) and adopt an optimum /best possible solution(s)

**GS18.** interpret and infer data

**GS19.** break down complex problems into single and manageable components within his/her area of work

**GS20.** apply, analyze, and evaluate the information gathered from observation, experience, reasoning, or communication, as a guide to thought and action

## Assessment Criteria

| Assessment Criteria for Outcomes | Theory Marks | Practical Marks | Project Marks | Viva Marks |
|---|---|---|---|---|
| *Plan the staffing needs of the store* | **17** | **17** | **-** | **-** |
| **PC1.** analyse current and projected volume and type of work to be undertaken | 4 | 4 | - | - |
| **PC2.** determine staff recruitment needs and compare with store performance plans | 4 | 4 | - | - |
| **PC3.** identify cost effective channels of manpower sourcing and interview effectively to recruit quality manpower | 4 | 4 | - | - |
| **PC4.** follow human resource policies to support recruitment of staff | 3 | 3 | - | - |
| **PC5.** identify future manpower requirements based on projected store plans | 2 | 2 | - | - |
| *Create a positive work environment for the store* | **17** | **17** | **-** | **-** |
| **PC6.** establish and foster effective and open communication channels with store staff | 2 | 2 | - | - |
| **PC7.** guide staff regarding individual and teams roles and responsibilities | 2 | 2 | - | - |
| **PC8.** set performance expectations in line with organisational policies | 3 | 3 | - | - |
| **PC9.** delegate accountability and authority to the team based on individual strengths | 2 | 2 | - | - |
| **PC10.** consult with team members and share feedback whenever required | 2 | 2 | - | - |
| **PC11.** eliminate bias and ensure equal opportunity to all staff | 2 | 2 | - | - |
| **PC12.** foster effective team collaboration and take a leadership role to resolve intra-team conflict | 2 | 2 | - | - |
| **PC13.** follow and establish self-grooming & hygiene practices in line with store policy for self and team | 2 | 2 | - | - |

| Assessment Criteria for Outcomes | Theory Marks | Practical Marks | Project Marks | Viva Marks |
|---|---|---|---|---|
| *Train and develop store staff to improve individual and team performance* | **16** | **16** | **-** | **-** |
| **PC14.** establish and communicate the goals and objectives of roles in line with organisational policies | 3 | 3 | - | - |
| **PC15.** provide support to individuals and teams to enhance performance and achievement of organisational goals and completion of work requirements | 2 | 2 | - | - |
| **PC16.** provide ongoing personal advice, coaching and mentoring to staff to build skill and team performance | 2 | 2 | - | - |
| **PC17.** conduct performance appraisals according to the organisations standard procedures | 2 | 2 | - | - |
| **PC18.** define and discuss career paths with team members to ensure motivation and enhance retention | 2 | 2 | - | - |
| **PC19.** identify training needs to improve performance | 3 | 3 | - | - |
| **PC20.** manage poor performance in line with organisational standards, policies and procedures, and legal requirements | 2 | 2 | - | - |
| **NOS Total** | **50** | **50** | **-** | **-** |

## National Occupational Standards (NOS) Parameters

| | |
|---|---|
| **NOS Code** | RAS/N0158 |
| **NOS Name** | Manage human resources at the store through manpower planning, recruitment, training and performance management |
| **Sector** | Retail |
| **Sub-Sector** | Retail Operations |
| **Occupation** | Store Operations |
| **NSQF Level** | 5.5 |
| **Credits** | 2 |
| **Version** | 3.0 |
| **Last Reviewed Date** | 30/04/2024 |
| **Next Review Date** | 30/04/2027 |
| **NSQC Clearance Date** | 30/04/2024 |

# RAS/N0159: Conduct price benchmarking and market study of competition

## Description

This unit deals in sub tasks that deal in collecting and analyzing market information to aid in creating appropriate product and pricing policies.

## Scope

The scope covers the following :

- Collect and analyse market information to aid in creating appropriate product and pricing policies

## Elements and Performance Criteria

*Collect and analyse market information to aid in creating appropriate product and pricing policies*

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

**PC1.** identify and describe all policies related to collection of market data
**PC2.** identify team members for collection of market information
**PC3.** train team members in critical activities involving market study
**PC4.** ensure collection of relevant data and analysis of the same to identify product line performance
**PC5.** communicate all analysis data to head office on the basis of collected market data
**PC6.** provide input to the merchandising /category teams on best prices offered by competitors

## Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

**KU1.** organizational policies related to collection of market data
**KU2.** statutory requirements related to collection of market data
**KU3.** how to create data collection questionnaire
**KU4.** how to analyze collected data

## Generic Skills (GS)

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

**GS1.** record survey data
**GS2.** create survey reports
**GS3.** read and understand populated survey forms
**GS4.** read and understand survey reports
**GS5.** explain processes of conducting market study to team

**GS6.** create and modify reports

**GS7.** browse and identify relevant information from the internet, as required

**GS8.** complete tasks efficiently and accurately within stipulated time

**GS9.** make appropriate decisions regarding the responsibilities of the job role

**GS10.** delegate suitable tasks to appropriate team members to improve efficiencies

**GS11.** interpret and infer data

**GS12.** break down complex problems into single and manageable components within his/her area of work

**GS13.** apply, analyze, and evaluate the information gathered from observation, experience, reasoning, or communication, as a guide to thought and action

## Assessment Criteria

| Assessment Criteria for Outcomes | Theory Marks | Practical Marks | Project Marks | Viva Marks |
|---|---|---|---|---|
| *Collect and analyse market information to aid in creating appropriate product and pricing policies* | **50** | **50** | **-** | **-** |
| **PC1.** identify and describe all policies related to collection of market data | 9 | 9 | - | - |
| **PC2.** identify team members for collection of market information | 6 | 6 | - | - |
| **PC3.** train team members in critical activities involving market study | 9 | 9 | - | - |
| **PC4.** ensure collection of relevant data and analysis of the same to identify product line performance | 9 | 9 | - | - |
| **PC5.** communicate all analysis data to head office on the basis of collected market data | 9 | 9 | - | - |
| **PC6.** provide input to the merchandising /category teams on best prices offered by competitors | 8 | 8 | - | - |
| **NOS Total** | **50** | **50** | **-** | **-** |

## National Occupational Standards (NOS) Parameters

| | |
|---|---|
| **NOS Code** | RAS/N0159 |
| **NOS Name** | Conduct price benchmarking and market study of competition |
| **Sector** | Retail |
| **Sub-Sector** | Retail Operations |
| **Occupation** | Store Operations |
| **NSQF Level** | 5.5 |
| **Credits** | 1 |
| **Version** | 2.0 |
| **Last Reviewed Date** | 30/04/2024 |
| **Next Review Date** | 30/04/2027 |
| **NSQC Clearance Date** | 30/04/2024 |

# RAS/N0161: To ensure sustainable practices in all process and procedures while managing a Retail Store

## Description

This OS describes the skills and knowledge required to ensure that the sustainable practices are followed in all processes and procedures on a daily basis while managing the store.

## Scope

The scope covers the following :

- Reduction for Sustainability
- Waste Management
- Initiatives to promote Sustainability
- Compliance
- Monitoring & Reporting

## Elements and Performance Criteria

### Reduction for Sustainability

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

**PC1.** Reduce usage of materials during day-to-day operations by optimizing processes.

**PC2.** Reduce usage of resources like water, energy by raising awareness with team members.

**PC3.** Reduce wastage by looking at need or reusing material & resources.

### Waste Management

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

**PC4.** Recycle all waste material by raising awareness and engaging team members to follow the processes setup for recycling.

**PC5.** Reuse material to maximum usage and then recycle the same.

**PC6.** Dispose waste responsibly.

### Initiatives to promote Sustainability

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

**PC7.** Engage team members and promote all marketing collateral to promote sustainability initiatives to customers like product exchange programmes, product rental options, recycling and collection centers.

**PC8.** Encourage volunteering activities related to protecting the environment

**PC9.** Increase advocacy on global awareness days related to protecting the environment.

### Compliance

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

**PC10.** Ensure all compliances are met in every area of operations

### Monitoring & Reporting

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

**PC11.** Determine key performance indicators (KPIs) and evaluation parameters related to environment sustainability.

## Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

**KU1.** The environmental impact from use of various material and methods on how to reduce usage of material.

**KU2.** The depletion of natural resources and how to save the same.

**KU3.** The environment and financial impact of waste and methods on how to reduce waste.

**KU4.** The process of recycling different types of waste and identifying the partners available who can support the same.

**KU5.** The various methods for reusing material maximum times and then ensuring they are recycled.

**KU6.** The different types of waste generated, how to segregate the same and the process used for disposal of bio-degradable waste and identify the vendors who manage wet-waste.

**KU7.** The internal initiatives and processes to support initiatives.

**KU8.** The value of trees to the environment, benefits of recycling and identify the partners who can support initiatives.

**KU9.** The background of global awareness days i.e. What is the purpose, when and where did it start, how to participate/celebrate, how to engage teams.

**KU10.** The various compliances needed as listed by the concerned authorities in respective fields.

**KU11.** KPIs to report regularly showing the progress and impact of sustainability initiatives taken by the business.

## Generic Skills (GS)

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

**GS1.** Continuously learn on new innovations.

**GS2.** Negotiate effectively.

**GS3.** Liaise and network well with all stakeholders.

**GS4.** Communicate effectively.

**GS5.** Show strong inter-personal in all interactions.

**GS6.** Manage operations.

**GS7.** Analyse and report data.

**GS8.** Lead and manage a team effectively.

**GS9.** Solve problems.

## Assessment Criteria

| Assessment Criteria for Outcomes | Theory Marks | Practical Marks | Project Marks | Viva Marks |
|---|---|---|---|---|
| *Reduction for Sustainability* | **17** | **17** | **-** | **-** |
| **PC1.** Reduce usage of materials during day-to-day operations by optimizing processes. | 6 | 6 | - | - |
| **PC2.** Reduce usage of resources like water, energy by raising awareness with team members. | 5 | 5 | - | - |
| **PC3.** Reduce wastage by looking at need or reusing material & resources. | 6 | 6 | - | - |
| *Waste Management* | **11** | **11** | **-** | **-** |
| **PC4.** Recycle all waste material by raising awareness and engaging team members to follow the processes setup for recycling. | 5 | 5 | - | - |
| **PC5.** Reuse material to maximum usage and then recycle the same. | 3 | 3 | - | - |
| **PC6.** Dispose waste responsibly. | 3 | 3 | - | - |
| *Initiatives to promote Sustainability* | **13** | **13** | **-** | **-** |
| **PC7.** Engage team members and promote all marketing collateral to promote sustainability initiatives to customers like product exchange programmes, product rental options, recycling and collection centers. | 5 | 5 | - | - |
| **PC8.** Encourage volunteering activities related to protecting the environment | 5 | 5 | - | - |
| **PC9.** Increase advocacy on global awareness days related to protecting the environment. | 3 | 3 | - | - |
| *Compliance* | **3** | **3** | **-** | **-** |
| **PC10.** Ensure all compliances are met in every area of operations | 3 | 3 | - | - |
| *Monitoring & Reporting* | **6** | **6** | **-** | **-** |

| Assessment Criteria for Outcomes | Theory Marks | Practical Marks | Project Marks | Viva Marks |
|---|---|---|---|---|
| **PC11.** Determine key performance indicators (KPIs) and evaluation parameters related to environment sustainability. | 6 | 6 | - | - |
| **NOS Total** | **50** | **50** | **-** | **-** |

## National Occupational Standards (NOS) Parameters

| | |
|---|---|
| **NOS Code** | RAS/N0161 |
| **NOS Name** | To ensure sustainable practices in all process and procedures while managing a Retail Store |
| **Sector** | Retail |
| **Sub-Sector** | |
| **Occupation** | Store Operations |
| **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 |

# RAS/N0162: Monitor and analyse store performance data

## Description

This OS describes the skills and knowledge required to monitor and analyse retail store performance, prepare a SWOT analysis and recommend improvements.

## Scope

The scope covers the following :

- Monitoring and analysing retail store performance.

## Elements and Performance Criteria

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

**PC1.** Identify the data to be collected for monitoring and interpretation

**PC2.** Choose the methods of collecting and analysing the data

**PC3.** Apply the chosen methods to collect the required data in alignment with organizational policies and procedures

**PC4.** Store the data collected in alignment with organisational policies, legal and ethical data storage requirements

**PC5.** Evaluate the relevance, correctness, and accuracy of the collected and store date in alignment with the organisational requirements

**PC6.** Finalise the data after required elimination and filtration to ensure captured data is relevant and aligned with organisational requirements

**PC7.** Use statistical analysis and data mining techniques to identify trends in store performance

**PC8.** Distinguish impacts due to internal and external activities

**PC9.** Identify strengths, weaknesses, opportunities, and threats through the data analysis

**PC10.** Study the results and recommend improvements in alignment with business objectives and organisational needs

**PC11.** Choose appropriate format to present the results and recommendations

**PC12.** Communicate the results and recommendations to relevant personnel in the organisational hierarchy

## Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

**KU1.** Legislation, regulations, industry codes of practice and standards specific to retail store operations

**KU2.** Key features of methods for implementing operation and revenue control systems, including for controlling stock and expenditure

**KU3.** Methods for evaluating performance and implementing improvements such as identifying and meeting staffing requirements, analyzing and correcting business problems, reviewing and adjusting the business plan

**KU4.** Responsibilities and procedures for managing hazards and assessing risks associated with business described in performance evidence

**KU5.** Principles of risk management, including risk assessment

**KU6.** Quality assurance system principles and methods

**KU7.** Role of digital technologies and innovation in modern business

**KU8.** Key features of systems to manage staff, stock, expenditure, services and customer services

**KU9.** Key features of required technical or specialist skills relevant to business operations

**KU10.** Organisational procedures for implementing new and emerging digital technologies into business operations

## Generic Skills (GS)

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

**GS1.** Reading skills to evaluates complex text to determine legislative, regulatory and workplace documentation

**GS2.** Writing skills to prepare written reports and workplace documentation that communicate information clearly and effectively

**GS3.** Numeracy skills to interpret numerical information to manage performance information and regulate cash flow

**GS4.** Self-management to evaluate adherence to workplace policies and procedures and considers own role for its contribution to broader goals of work environment

**GS5.** Identifies implications of legal and regulatory responsibilities for own work, with specific reference to safety

**GS6.** Identifies concepts, principles and features of approaches in use in other contexts and applies them to own situation

**GS7.** Planning and organizing skills to develops plans to manage relatively complex, non-routine tasks that may contribute to longer-term operational and strategic goals

## Assessment Criteria

| Assessment Criteria for Outcomes | Theory Marks | Practical Marks | Project Marks | Viva Marks |
|---|---|---|---|---|
| | **50** | **50** | **-** | **-** |
| **PC1.** Identify the data to be collected for monitoring and interpretation | 3 | 3 | - | - |
| **PC2.** Choose the methods of collecting and analysing the data | 3 | 3 | - | - |
| **PC3.** Apply the chosen methods to collect the required data in alignment with organizational policies and procedures | 6 | 6 | - | - |
| **PC4.** Store the data collected in alignment with organisational policies, legal and ethical data storage requirements | 3 | 3 | - | - |
| **PC5.** Evaluate the relevance, correctness, and accuracy of the collected and store date in alignment with the organisational requirements | 6 | 6 | - | - |
| **PC6.** Finalise the data after required elimination and filtration to ensure captured data is relevant and aligned with organisational requirements | 4 | 4 | - | - |
| **PC7.** Use statistical analysis and data mining techniques to identify trends in store performance | 3 | 3 | - | - |
| **PC8.** Distinguish impacts due to internal and external activities | 3 | 3 | - | - |
| **PC9.** Identify strengths, weaknesses, opportunities, and threats through the data analysis | 6 | 6 | - | - |
| **PC10.** Study the results and recommend improvements in alignment with business objectives and organisational needs | 6 | 6 | - | - |
| **PC11.** Choose appropriate format to present the results and recommendations | 4 | 4 | - | - |
| **PC12.** Communicate the results and recommendations to relevant personnel in the organisational hierarchy | 3 | 3 | - | - |

| Assessment Criteria for Outcomes | Theory Marks | Practical Marks | Project Marks | Viva Marks |
|---|---|---|---|---|
| **NOS Total** | **50** | **50** | **-** | **-** |

## National Occupational Standards (NOS) Parameters

| | |
|---|---|
| **NOS Code** | RAS/N0162 |
| **NOS Name** | Monitor and analyse store performance data |
| **Sector** | Retail |
| **Sub-Sector** | |
| **Occupation** | Store Operations |
| **NSQF Level** | 5.5 |
| **Credits** | 2 |
| **Version** | 1.0 |
| **Last Reviewed Date** | 30/04/2024 |
| **Next Review Date** | 30/04/2027 |
| **NSQC Clearance Date** | 30/04/2024 |

# RAS/N0163: Use Artificial Intelligence (AI) tools to optimize store operations

## Description

This OS describes the skills and knowledge required to utilities AI tools to analyse sales data, predict demand, and optimize inventory levels.

## Scope

The scope covers the following :

- Manage Inventory and customer service processes by using AI tools

## Elements and Performance Criteria

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

**PC1.** Utilize AI-powered analytics to monitor inventory levels, predict demand, and optimize stock replenishment.

**PC2.** Implement strategies to minimize stockouts and overstock situations, ensuring optimal inventory turnover.

**PC3.** Leverage AI-driven data analysis to understand customer preferences, buying patterns, and behaviour.

**PC4.** Use insights to tailor marketing campaigns, promotions, and product offerings to enhance customer engagement and satisfaction.

**PC5.** Implement AI chatbots for customer support, aiding with inquiries, product recommendations, and order tracking.

**PC6.** Train staff on AI tools and technologies to enhance their ability to deliver personalized customer service.

**PC7.** Oversee the implementation of IoT devices such as smart shelves, RFID tags, and sensors to track product movement, monitor stock levels, and prevent theft.

**PC8.** Ensure seamless integration of IoT technology with existing systems for efficient operations and data management.

**PC9.** Ensure compliance with data privacy regulations when collecting and analysing customer data through AI and IoT systems.

**PC10.** Implement security measures to protect sensitive information and prevent unauthorized access to IoT devices and data.

**PC11.** Utilize AI algorithms to optimize store layout, product placement, and signage for improved customer flow and sales.

**PC12.** Monitor store conditions using IoT sensors to maintain optimal environmental factors such as temperature, humidity, and lighting.

**PC13.** Utilize AI-driven analytics to track key performance indicators (KPIs) such as sales, profitability, and customer satisfaction.

**PC14.** Generate regular reports and insights to inform decision-making and identify areas for improvement.

**PC15.** Stay updated on latest developments in AI, IoT, and retail technology through continuous learning and professional development.

**PC16.** Adapt strategies and processes based on emerging trends and technological advancements to maintain a competitive edge in the retail industry

## Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

**KU1.** Principles and applications of AI and IOT in retail environment

**KU2.** Usage of AI tools to enhance effectiveness of inventory management and customer service processes

**KU3.** The importance of customer data analysis in tailoring marketing strategies and improving customer engagement.

**KU4.** Benefits of integrating IoT technology with existing systems and processes for improved efficiency and data management.

**KU5.** The role of AI in optimizing store layout, product placement, and signages to improve customer flow and sales.

**KU6.** The role of IoT sensors in monitoring store conditions and maintaining optimal environmental factors.

**KU7.** The importance of training staff on using AI tools to enhance customer service and satisfaction.

**KU8.** Ethical and legal considerations related to collecting and analysing customer data in retail.

**KU9.** Best practices for ensuring data privacy, security, and compliance with data protection regulations.

## Generic Skills (GS)

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

**GS1.** Technical Skills required to understand AI and IoT concepts and its applications

**GS2.** Problem solving ability to apply AI and Iot solutions to real world retail challenges.

**GS3.** Ability to use AI tools to enhance effectiveness of inventory management and customer service processes.

**GS4.** Communication Skills required to convey recommendations effectively

**GS5.** Creative skills required for innovative approaches to optimize product placement and signages

**GS6.** Ability to monitor and interpret sensor data

**GS7.** Training skills required to deliver effective training program

**GS8.** Implement best practices for data privacy, security, and compliance policies and procedures

## Assessment Criteria

| Assessment Criteria for Outcomes | Theory Marks | Practical Marks | Project Marks | Viva Marks |
|---|---|---|---|---|
| | **50** | **50** | - | - |
| **PC1.** Utilize AI-powered analytics to monitor inventory levels, predict demand, and optimize stock replenishment. | 4 | 4 | - | - |
| **PC2.** Implement strategies to minimize stockouts and overstock situations, ensuring optimal inventory turnover. | 2 | 2 | - | - |
| **PC3.** Leverage AI-driven data analysis to understand customer preferences, buying patterns, and behaviour. | 3 | 3 | - | - |
| **PC4.** Use insights to tailor marketing campaigns, promotions, and product offerings to enhance customer engagement and satisfaction. | 4 | 4 | - | - |
| **PC5.** Implement AI chatbots for customer support, aiding with inquiries, product recommendations, and order tracking. | 3 | 3 | - | - |
| **PC6.** Train staff on AI tools and technologies to enhance their ability to deliver personalized customer service. | 3 | 3 | - | - |
| **PC7.** Oversee the implementation of IoT devices such as smart shelves, RFID tags, and sensors to track product movement, monitor stock levels, and prevent theft. | 4 | 4 | - | - |
| **PC8.** Ensure seamless integration of IoT technology with existing systems for efficient operations and data management. | 3 | 3 | - | - |
| **PC9.** Ensure compliance with data privacy regulations when collecting and analysing customer data through AI and IoT systems. | 2 | 2 | - | - |
| **PC10.** Implement security measures to protect sensitive information and prevent unauthorized access to IoT devices and data. | 3 | 3 | - | - |

| Assessment Criteria for Outcomes | Theory Marks | Practical Marks | Project Marks | Viva Marks |
|---|---|---|---|---|
| **PC11.** Utilize AI algorithms to optimize store layout, product placement, and signage for improved customer flow and sales. | 3 | 3 | - | - |
| **PC12.** Monitor store conditions using IoT sensors to maintain optimal environmental factors such as temperature, humidity, and lighting. | 4 | 4 | - | - |
| **PC13.** Utilize AI-driven analytics to track key performance indicators (KPIs) such as sales, profitability, and customer satisfaction. | 3 | 3 | - | - |
| **PC14.** Generate regular reports and insights to inform decision-making and identify areas for improvement. | 4 | 4 | - | - |
| **PC15.** Stay updated on latest developments in AI, IoT, and retail technology through continuous learning and professional development. | 3 | 3 | - | - |
| **PC16.** Adapt strategies and processes based on emerging trends and technological advancements to maintain a competitive edge in the retail industry | 2 | 2 | - | - |
| **NOS Total** | **50** | **50** | **-** | **-** |

## National Occupational Standards (NOS) Parameters

| | |
|---|---|
| **NOS Code** | RAS/N0163 |
| **NOS Name** | Use Artificial Intelligence (AI) tools to optimize store operations |
| **Sector** | Retail |
| **Sub-Sector** | |
| **Occupation** | Store Operations |
| **NSQF Level** | 5.5 |
| **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/N0103: Employability Skills (90 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.** understand the significance of employability skills in meeting the current job market requirement and future of work

**PC2.** identify and explore learning and employability relevant portals

**PC3.** research about the different industries, job market trends, latest skills required and the available opportunities

### Constitutional values – Citizenship

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

**PC4.** 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.

**PC5.** follow environmentally sustainable practices

### Becoming a Professional in the 21st Century

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

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

**PC7.** 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

**PC8.** adopt a continuous learning mindset for personal and professional development

*Basic English Skills*

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

**PC9.** use basic English for everyday conversation in different contexts, in person and over the telephone

**PC10.** read and understand routine information, notes, instructions, mails, letters etc. written in English

**PC11.** 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:

**PC12.** identify career goals based on the skills, interests, knowledge, and personal attributes

**PC13.** prepare a career development plan with short- and long-term goals

*Communication Skills*

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

**PC14.** follow verbal and non-verbal communication etiquette while communicating in professional and public settings

**PC15.** use active listening techniques for effective communication

**PC16.** communicate in writing using appropriate style and format based on formal or informal requirements

**PC17.** work collaboratively with others in a team

*Diversity & Inclusion*

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

**PC18.** communicate and behave appropriately with all genders and PwD

**PC19.** 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:

**PC20.** identify and select reliable institutions for various financial products and services such as bank account, debit and credit cards, loans, insurance etc.

**PC21.** carry out offline and online financial transactions, safely and securely, using various methods and check the entries in the passbook

**PC22.** identify common components of salary and compute income, expenses, taxes, investments etc

**PC23.** 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:

**PC24.** operate digital devices and use their features and applications securely and safely

**PC25.** carry out basic internet operations by connecting to the internet safely and securely, using the mobile data or other available networks through Bluetooth, Wi-Fi, etc.

**PC26.** display responsible online behaviour while using various social media platforms

**PC27.** create a personal email account, send and process received messages as per requirement

**PC28.** carry out basic procedures in documents, spreadsheets and presentations using respective and appropriate applications

**PC29.** utilize virtual collaboration tools to work effectively

*Entrepreneurship*

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

**PC30.** identify different types of Entrepreneurship and Enterprises and assess opportunities for potential business through research

**PC31.** develop a business plan and a work model, considering the 4Ps of Marketing Product, Price, Place and Promotion

**PC32.** 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:

**PC33.** identify different types of customers and ways to communicate with them

**PC34.** identify and respond to customer requests and needs in a professional manner

**PC35.** use appropriate tools to collect customer feedback

**PC36.** follow appropriate hygiene and grooming standards

*Getting ready for apprenticeship & Jobs*

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

**PC37.** create a professional Curriculum vitae (Résumé)

**PC38.** search for suitable jobs using reliable offline and online sources such as Employment exchange, recruitment agencies, newspapers etc. and job portals, respectively

**PC39.** apply to identified job openings using offline /online methods as per requirement

**PC40.** answer questions politely, with clarity and confidence, during recruitment and selection

**PC41.** 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.** components of salary and 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

**KU16.** use applications such as word processors, spreadsheets etc.

**KU17.** how to identify business opportunities

**KU18.** types and needs of customers

**KU19.** how to apply for a job and prepare for an interview

**KU20.** 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 in English and other languages

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

**GS3.** behave politely and appropriately with all to maintain effective work relationship

**GS4.** how to work in a virtual mode, using various technological platforms

**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

## Assessment Criteria

| Assessment Criteria for Outcomes | Theory Marks | Practical Marks | Project Marks | Viva Marks |
|---|---|---|---|---|
| *Introduction to Employability Skills* | **1** | **1** | **-** | **-** |
| **PC1.** understand the significance of employability skills in meeting the current job market requirement and future of work | - | - | - | - |
| **PC2.** identify and explore learning and employability relevant portals | - | - | - | - |
| **PC3.** research about the different industries, job market trends, latest skills required and the available opportunities | - | - | - | - |
| *Constitutional values – Citizenship* | **1** | **1** | **-** | **-** |
| **PC4.** 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. | - | - | - | - |
| **PC5.** follow environmentally sustainable practices | - | - | - | - |
| *Becoming a Professional in the 21st Century* | **1** | **3** | **-** | **-** |
| **PC6.** recognize the significance of 21st Century Skills for employment | - | - | - | - |
| **PC7.** 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 | - | - | - | - |
| **PC8.** adopt a continuous learning mindset for personal and professional development | - | - | - | - |
| *Basic English Skills* | **3** | **4** | **-** | **-** |
| **PC9.** use basic English for everyday conversation in different contexts, in person and over the telephone | - | - | - | - |

| Assessment Criteria for Outcomes | Theory Marks | Practical Marks | Project Marks | Viva Marks |
|---|---|---|---|---|
| **PC10.** read and understand routine information, notes, instructions, mails, letters etc. written in English | - | - | - | - |
| **PC11.** write short messages, notes, letters, e-mails etc. in English | - | - | - | - |
| *Career Development & Goal Setting* | **1** | **2** | **-** | **-** |
| **PC12.** identify career goals based on the skills, interests, knowledge, and personal attributes | - | - | - | - |
| **PC13.** prepare a career development plan with short- and long-term goals | - | - | - | - |
| *Communication Skills* | **2** | **2** | **-** | **-** |
| **PC14.** follow verbal and non-verbal communication etiquette while communicating in professional and public settings | - | - | - | - |
| **PC15.** use active listening techniques for effective communication | - | - | - | - |
| **PC16.** communicate in writing using appropriate style and format based on formal or informal requirements | - | - | - | - |
| **PC17.** work collaboratively with others in a team | - | - | - | - |
| *Diversity & Inclusion* | **1** | **1** | **-** | **-** |
| **PC18.** communicate and behave appropriately with all genders and PwD | - | - | - | - |
| **PC19.** escalate any issues related to sexual harassment at workplace according to POSH Act | - | - | - | - |
| *Financial and Legal Literacy* | **2** | **3** | **-** | **-** |
| **PC20.** identify and select reliable institutions for various financial products and services such as bank account, debit and credit cards, loans, insurance etc. | - | - | - | - |
| **PC21.** carry out offline and online financial transactions, safely and securely, using various methods and check the entries in the passbook | - | - | - | - |

| Assessment Criteria for Outcomes | Theory Marks | Practical Marks | Project Marks | Viva Marks |
|---|---|---|---|---|
| **PC22.** identify common components of salary and compute income, expenses, taxes, investments etc | - | - | - | - |
| **PC23.** identify relevant rights and laws and use legal aids to fight against legal exploitation | - | - | - | - |
| *Essential Digital Skills* | **3** | **5** | **-** | **-** |
| **PC24.** operate digital devices and use their features and applications securely and safely | - | - | - | - |
| **PC25.** carry out basic internet operations by connecting to the internet safely and securely, using the mobile data or other available networks through Bluetooth, Wi-Fi, etc. | - | - | - | - |
| **PC26.** display responsible online behaviour while using various social media platforms | - | - | - | - |
| **PC27.** create a personal email account, send and process received messages as per requirement | - | - | - | - |
| **PC28.** carry out basic procedures in documents, spreadsheets and presentations using respective and appropriate applications | - | - | - | - |
| **PC29.** utilize virtual collaboration tools to work effectively | - | - | - | - |
| *Entrepreneurship* | **2** | **3** | **-** | **-** |
| **PC30.** identify different types of Entrepreneurship and Enterprises and assess opportunities for potential business through research | - | - | - | - |
| **PC31.** develop a business plan and a work model, considering the 4Ps of Marketing Product, Price, Place and Promotion | - | - | - | - |
| **PC32.** identify sources of funding, anticipate, and mitigate any financial/ legal hurdles for the potential business opportunity | - | - | - | - |
| *Customer Service* | **1** | **2** | **-** | **-** |
| **PC33.** identify different types of customers and ways to communicate with them | - | - | - | - |

| Assessment Criteria for Outcomes | Theory Marks | Practical Marks | Project Marks | Viva Marks |
|---|---|---|---|---|
| **PC34.** identify and respond to customer requests and needs in a professional manner | - | - | - | - |
| **PC35.** use appropriate tools to collect customer feedback | - | - | - | - |
| **PC36.** follow appropriate hygiene and grooming standards | - | - | - | - |
| *Getting ready for apprenticeship & Jobs* | **2** | **3** | **-** | **-** |
| **PC37.** create a professional Curriculum vitae (Résumé) | - | - | - | - |
| **PC38.** search for suitable jobs using reliable offline and online sources such as Employment exchange, recruitment agencies, newspapers etc. and job portals, respectively | - | - | - | - |
| **PC39.** apply to identified job openings using offline /online methods as per requirement | - | - | - | - |
| **PC40.** answer questions politely, with clarity and confidence, during recruitment and selection | - | - | - | - |
| **PC41.** identify apprenticeship opportunities and register for it as per guidelines and requirements | - | - | - | - |
| **NOS Total** | **20** | **30** | **-** | **-** |

## National Occupational Standards (NOS) Parameters

| | |
|---|---|
| **NOS Code** | DGT/VSQ/N0103 |
| **NOS Name** | Employability Skills (90 Hours) |
| **Sector** | Cross Sectoral |
| **Sub-Sector** | Professional Skills |
| **Occupation** | Employability |
| **NSQF Level** | 5 |
| **Credits** | 3 |
| **Version** | 1.0 |
| **Last Reviewed Date** | 18/02/2025 |
| **Next Review Date** | 18/08/2025 |
| **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. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.

8. To pass the Qualification Pack assessment, every trainee should score a minimum of 70% aggregate passing percentage recommended at QP Level.

9. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack.

10. For detailed guidelines SOP on assessments can be referred to on the RASCI website.

**Minimum Aggregate Passing % at QP Level : 70**

(**Please note**: Every Trainee should score a minimum aggregate passing percentage as specified above, to successfully clear the Qualification Pack assessment.)

## Assessment Weightage

Compulsory NOS

| National Occupational Standards | Theory Marks | Practical Marks | Project Marks | Viva Marks | Total Marks | Weightage |
|---|---|---|---|---|---|---|
| RAS/N0152.Optimize inventory to ensure maximum availability of stocks and minimized losses | 50 | 50 | - | - | 100 | 10 |
| RAS/N0153.Implement standard operating procedures, process and policy at the store while ensuring timely and accurate reporting. | 50 | 50 | - | - | 100 | 8 |
| RAS/N0154.Manage sales and service delivery to increase store profitability | 50 | 50 | - | - | 100 | 10 |
| RAS/N0155.Check and confirm adherence to visual merchandising plans | 50 | 50 | - | - | 100 | 8 |
| RAS/N0156.Manage overall safety, security and hygiene of the store | 50 | 50 | - | - | 100 | 6 |
| RAS/N0157.Implement promotions and special events at the store | 50 | 50 | - | - | 100 | 8 |

| National Occupational Standards | Theory Marks | Practical Marks | Project Marks | Viva Marks | Total Marks | Weightage |
|---|---|---|---|---|---|---|
| RAS/N0158.Manage human resources at the store through manpower planning, recruitment, training and performance management | 50 | 50 | - | - | 100 | 8 |
| RAS/N0159.Conduct price benchmarking and market study of competition | 50 | 50 | - | - | 100 | 8 |
| RAS/N0161.To ensure sustainable practices in all process and procedures while managing a Retail Store | 50 | 50 | - | - | 100 | 10 |
| RAS/N0162.Monitor and analyse store performance data | 50 | 50 | - | - | 100 | 10 |
| RAS/N0163.Use Artificial Intelligence (AI) tools to optimize store operations | 50 | 50 | - | - | 100 | 8 |
| DGT/VSQ/N0103.Employability Skills (90 Hours) | 20 | 30 | - | - | 50 | 6 |
| **Total** | **570** | **580** | **-** | **-** | **1150** | **100** |

## Acronyms

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

## 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. |

| | |
|---|---|
| **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. |