

NSQC QUALIFICATION FILE

Approved in 22nd NSQC Meeting, 19th December 2018

CONTACT DETAILS OF THE BODY SUBMITTING THE QUALIFICATION FILE

Name and address of submitting body:

Retailers Association's Skill Council of India
A-703/704, Sagar Tech Plaza,
7th floor, Andheri Kurla Road,
Sakinaka, Andheri (east), Mumbai – 400 072

Name and contact details of individual dealing with the submission

Name: Mr. James Raphael

Position in the organisation: Executive Head

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List of documents submitted in support of the Qualifications File

1. Qualifications Pack
2. Industry Validations letters
3. Industry Endorsement tracker
4. Integrated Occupational Map
5. Summary Sheet
6. Sector Profiling

Model Curriculum to be added which will include the following:

- **Indicative list of tools/equipment to conduct the training**
- **Trainers qualification**
- **Lesson Plan**
- **Distribution of training duration into theory/practical/OJT component**

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• SUMMARY

1	Qualification Title	Digital Cataloguer
2	Qualification Code, if any	RAS/Q0302
3	NCO code and occupation	NCO-2015/1222.0102; Category Management
4	Nature and purpose of the qualification (Please specify whether qualification is short term or long term)	<p>Nature of the qualification</p> <ul style="list-style-type: none">- a Qualification Pack (QP) <p>The main purpose of the qualification</p> <ul style="list-style-type: none">- to enable a candidate create attractive digital page(s) / catalogue(s), showcasing the product and its features to online customers, thereby aiding sales conversion <p>to upgrade / recognise the skills of those people who are already employed as Digital Cataloguers</p>
5	Body/bodies which will award the qualification	Retailers Association's Skill Council of India (RASCI)
6	Body which will accredit providers to offer courses leading to the qualification	Retailers Association's Skill Council of India (RASCI)
7	Whether accreditation/affiliation norms are already in place or not , if applicable (if yes, attach a copy)	<p>As per the revised notification received from NSDC, the training partner affiliation process will now be centralised and routed via Skill Management and Accreditation of Training Centres (SMART) portal.</p> <p>For accreditation and affiliation of your training centre/centres, we request you to refer the below link:</p> <p>http://smartnsdc.org/</p>
8	Occupation(s) to which the qualification gives access	Category Management
9	Job description of the occupation	Individual in this position is responsible for aiding in creation of an attractive digital catalogue and other digital pages with respect to the look and feel of the product and product description. Thus, the accuracy of the information and the correctness of placing products as per buyers' directive will be his/her job.
10	Licensing requirements	N/A
11	Statutory and Regulatory requirement of the relevant sector (documentary evidence to be provided)	No licencing or statutory approvals required for the training.

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12	Level of the qualification in the NSQF	4
13	Anticipated volume of training/learning required to complete the qualification	280 hours
14	Indicative list of training tools required to deliver this qualification	<ul style="list-style-type: none"> • Hi-speed internet connection • Computer/Laptop/Tab/Smart Phone with built in softwares: <ul style="list-style-type: none"> ○ MS Office ○ Photo editing softwares ○ Ecommerce Website • Camera • Product catalogue (just to give an idea of how product detailing is done)
15	Entry requirements and/or recommendations and minimum age	Qualification: 12th standard pass Experience: Up to 2 years of experience
16	Progression from the qualification (Please show Professional and academic progression)	Vendor Relationship Manager
17	Arrangements for the Recognition of Prior learning (RPL)	The RPL process will be aligned to RPL guidelines comprising of below steps: <ol style="list-style-type: none"> 1. Mobilization process to be undertaken by Agency identified by SSC as per scheme guidelines 2. Counselling & Pre-screening of candidates to be conducted as per SSC defined pre-screening criteria 3. Orientation of enrolled candidates by certified Trainers as per scheme guidelines 4. Final Assessment to be conducted by certified assessors of SSC affiliated Assessment Agency 5. Certification to be done as per scheme Guidelines by SSC
18	International comparability where known (research evidence to be provided)	NA
19	Date of planned review of the qualification.	3 rd August 2019
20	Formal structure of the qualification	
	Mandatory components	
	Title of component and identification code/NOSs/Learning outcomes	Estimated size (learning hours)
		Level

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1. RAS/N0308 List products and map SKUs accurately to cater to category and customer needs	60	4
2. RAS/N0309 Adhere to quality standards for creating and maintaining catalogues and digital pages	60	4
3. RAS/N0310 Adhere to company policies and statutory regulations relevant to sales and service	60	4
4. RAS/N0311 Update self on basics of category management	50	4
5. RAS/N0312 Liaise with internal and external stakeholders for listing	50	4
Sub Total A	280	
Optional components		
Title of component and identification code/NOSs/Learning outcomes	Estimated size (learning hours)	Level
Nil	Nil	Nil
Sub Total B	0	
Total (A + B)	280	

SECTION 1 ASSESSMENT

21	Body/Bodies which will carry out assessment: RASCI affiliated assessing agencies having NSQF certified assessors
22	How will RPL assessment be managed and who will carry it out? The assessment will be carried out in line with the Assessment criteria defined by SSC and would be conducted by NSQF certified assessor of Assessment Agency empanelled with SSC. RPL assessments would either be conducted at worksite / RPL Camps / accredited Training Centres as per RPL Guidelines. The Assessment would have theory as well as practical components to assess the knowledge and existing skills / competence of candidates in a non – intrusive environment with comprehensive auditable trails.

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Describe the overall assessment strategy and specific arrangements which have been put in place to ensure that assessment is always valid, reliable and fair and show that these are in line with the requirements of the NSQF.

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

The assessment will be done based on the assessment plan which contains the following information:

- Written Test (Web proctoring/Paper pencil/Tab based): Written test will be Multiple Choice Questions (MCQ) based.

In case of availability of internet connectivity, the test will be hosted on web (online)

In case of absence of internet connectivity, the test will be administered in offline mode or via paper pencil

- Viva voce: This will be an oral based examination where the learner will be required to answer to situational questions
- Practical: This test will be administered in a simulated retail environment viz. Retail Lab. The learner will be required to perform appropriate working steps, using necessary tools and equipment.
- When the assessment will be done: as per dates indicated by respective partner
- Where the assessment will be done: at Training centres of the Training Partners or designated testing centres

The assessment results are backed by evidences collected by assessors.

1. The assessor needs to collect a copy of the attendance for the training done under the scheme. The attendance sheets are signed and stamped by the In charge / Head of the Training Centre.

2. The assessor needs to verify the authenticity of the candidates by checking the photo ID card issued by the institute as well as any one Photo ID card issued by the Central/Government. The same needs to be mentioned in the attendance sheet. In case of suspicion, the assessor should authenticate and cross verify trainee's credentials in the enrolment form.

3. The assessor needs to punch the trainee's roll number on all the test pieces.

4. The assessor can take a photograph of all the students along with the assessor standing in the middle and with the centre name/banner at the back as evidence.

5. The assessor also needs to carry his/her photo ID card.

The assessment agencies are instructed to hire assessors with integrity,

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	reliability and fairness. Each assessor shall sign a document with its assessment agency by which they commit themselves to comply with the rules of confidentiality and conflict of interest, independence from commercial and other interests that would compromise impartiality of the assessments.
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Please attach most relevant and recent documents giving further information about assessment and/or RPL.

Give the titles and other relevant details of the document(s) here. Include page references showing where to find the relevant information.

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ASSESSMENT EVIDENCE

Complete a grid for each component as listed in “Formal structure of the qualification” in the Summary.

NOTE: this grid can be replaced by any part of the qualification documentation which shows the same information – ie Learning Outcomes to be assessed, assessment criteria and the means of assessment.

24. Assessment evidences

Title of Component: Digital Cataloguer

Outcomes to be assessed/NOSs to be assessed	Assessment criteria for the outcome
1. RAS/N0308 (List products and map SKUs accurately to cater to category and customer needs)	PC1. identify online customer attitudes towards the merchandise / brand
	PC2. understand customer needs with respect to merchandise category
	PC3. suggest methods to communicate the merchandise in an online form
	PC4. update self on comparative features and benefits of merchandise from other e-commerce players
	PC5. update self on competitors' online product presentations
	PC6. coordinate with teams to ensure development of accurate product descriptions as per category norms
	PC7. ensure listing and mapping of products in a manner that improves ease of navigation and search
	PC8. ensure accuracy of products against uploaded images in pages/leaves created
	PC9. periodic updates to existing product listings for prices, offers, quantity etc.
	PC10. correct mapping of listed products/SKUs to listed vendors
	PC11. mapping additional SKUs to listed products
2. RAS/N0309 (Adhere to quality standards for creating and maintaining catalogues and digital pages)	PC1. create catalogues and digital pages using appropriate softwares
	PC2. ensure correct mapping of products and product descriptions to the photographs being showcased/displayed
	PC3. understand and explain photographic nuances that enhance the aesthetic aspects of the merchandise and increase impact and movement on the page
	PC4. recommend usage of editing software's that impacts photo quality

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	PC5. work closely with category teams to conform to brand and sales requirements
	PC6. explain the concepts of visual communication being used in the catalogue/digital pages
	PC7. conduct timely product audit on the marketplace
3. RAS/N0310 (Adhere to company policies and statutory regulations relevant to sales and service)	PC1. collect desired layout of products and relevant descriptions as required by buyer and category manager
	PC2. share photographs, descriptions and other relevant information with respect to products as received from sellers/ vendors
	PC3. validate photographs, descriptions and other relevant information with respect to company and brand policies
	PC4. validate the updated information with concerned stake holders and get the same uploaded on the website
	PC5. seek approval from concerned stake holders on leaves in the online catalogue
	PC6. collect feedback in an accurate manner and get the same addressed by all concerned
4. RAS/N0311 (Update self on basics of category management)	PC1. understand category specifications with respect to grouping and sub grouping of products
	PC2. group products correctly as per their sub-categories and hierarchies
	PC3. explain the features, advantages and benefits of products
	PC4. identify the importance of features, advantages and benefits in customer buying decision
	PC5. relate to strategies of comparative brands with respect to catalogues designs and site lay-out
5. RAS / N0312 (Liaise with internal and external stakeholders for listing)	PC1. interact with category managers to understand specified listing structure
	PC2. interact with category managers to identify products to be displayed as per specified structure
	PC3. identify internal processes that need to be followed for listings to go live
	PC4. interact with various internal departments to ensure product listings go live
	PC5. co-ordinate with vendors to ensure information is available in the desired form and in accurate formats
	PC6. co-ordinate with vendors for products, product descriptions and supporting documents

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Means of assessment 1
Means of assessment 2 Add boxes as required.
Pass/Fail

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SECTION 2

25. EVIDENCE OF LEVEL

OPTION B

Title/Name of qualification/component: Digital Cataloguer			Level: 4
NSQF Domain	Key requirements of the job role	How the job role relates to the NSQF level descriptors	NSQF Level
Process	A digital cataloguer creates an enticing digital catalogue/digital page(s) to display the product and its features in line with the company policy and category specifications in order to boost product sales.	The Job holder is expected to carry out wide range of technical skills, clarity of knowledge and practice in broad range of activities involving variable routine and non-routine context. Considering the outcomes, the job role is pegged at level 04.	4
Professional knowledge	The individual on the job needs to know and understand: Digital tools and softwares, product listing, SKU mapping, visual communication and its application, company policy and statutory regulations, basics of category management.	The job holder is expected to have knowledge about marketing, digital tools such as photo editing software(s) and basics of category management. Hence, considering the type of knowledge, the job holder can be placed at level 04	4
Professional skill	The job holder is required to have professional skills required for performing the job which includes: Decision Making, Planning & Organizing, Customer Centricity, Problem Solving, Analytical Thinking and Critical Thinking.	The job holder is expected to exhibit customer centricity, planning and organizing skills, problem solving skills, digital literacy. Hence, considering the type of skill, the job holder can be placed at level 04	4
Core skill	The job holder is required to have core skills for performing the job which includes: writing skills, reading skills, and oral and communication skills (listening and speaking	The job holder is expected to exhibit sound written and oral communication skills. Considering these outcomes the job holder can be placed at level 04	4

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Title/Name of qualification/component: Digital Cataloguer			Level: 4
NSQF Domain	Key requirements of the job role	How the job role relates to the NSQF level descriptors	NSQF Level
Responsibility	skills). The individual is responsible for listing products and map SKUs accurately to cater to product category and customer needs, liaising with internal and external stakeholder for accurate product listings, maintaining quality standards, updating self on basics of category management.	The job holder has to develop attractive catalogues and other digital pages, adhere to quality standards, company policies and statutory regulations for development. He/she is expected to liaison and interact with various stakeholders. Considering these responsibilities the job holder can be placed at level 04	4

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SECTION 3

EVIDENCE OF NEED

<p>26</p>	<p>estimated uptal of estimate? Basis</p> <p>Need of the qualification</p>	<p>here that the qualification the this qualification and this</p> <p>In case of SSC</p> <p>During the industry interactions carried out while creating occupational maps and prioritization of job roles for Qualification Pack development, the mentioned qualification was indicated as a key requirement by the industry.</p> <p>Driven by robust investment in the E-commerce sector and rapid increase in the number of internet users. India's e-commerce market is estimated to expand to over US\$ 100 billion by 2020 from US\$ 6 billion during FY 2015. For organizations dealing in online retail, it is imperative to host attractive digital pages and product catalogues to entice customers to visit the site and thereafter result in conversion of sales. The Qualification is expected to skill individuals for creating an attractive digital catalogue and digital pages with an aim to boost sales through accurate and timely product listing, product descriptions, attractive product images which are in line with company policy and category specifications.</p> <p>Evidence of the qualification is also supported by validations. The complete</p>	<p>In case of other Awarding Bodies (Institutes under Central Ministries and states departments)</p> <p>The Submitting Body would produce any reputable and reliable research reports, such as labour market information reports; occupational mapping or similar research carried out by Ministry/State/Any other authentic source forecasting the demand for the proposed qualification</p>
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		<p>list of validating companies has been enclosed as an annexure to the Q file.</p> <p>Industry validation documents will be attached separately.</p>	
	<p>Industry Relevance</p>	<p>The SSC would undertake validation of the job roles with actual end-user industry where such employment are going to be generated and absorbed instead of generic validation of industry. The SSC would submit the endorsements from users/intended users of the qualification clearly supporting or otherwise the need for trained people against specific job role.<i>(The industry validation format to be used)</i></p>	<p>The Submitting Body would submit the list of industry participation while preparation of the curriculum/ course content of the qualifications. These could include minutes of the meeting/ reports of these consultations</p>
	<p>Usage of the qualification</p>	<p>The SSC would submit details of the employment generated (wherever applicable) and realised</p>	<p>The submitting body would submit the details of trained and</p>

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	<p>by virtue of training in the Qualifications of the sector earlier submitted for NSQF alignment.</p> <p>In case of unorganized sector, case studies or evidences may be given</p> <p>proposed qualification (if an existing qualification is being proposed for NSQF alignment)</p> <p>Information about the success of the qualification should be given (eg. uptake figures, examples of use in recruitment and placement rates (if known) should be given. However, many of the bodies that do not have placement tracking mechanism established in place would provide necessary endorsements by the state/ ministry stating that a tracking mechanism would be institutionalized and placement records shall be provided annually or later , depending on length of qualification.</p> <p>Estimated uptake With growth in the e-commerce industry, online retail is estimated to reach US\$ 100 billion by 2020 from US\$ 3 billion in 2014 which will create job opportunities for digital cataloguers in the e-commerce industry.</p>
27	<p>Recommendation from the concerned Line Ministry of the</p>
	<p>Government/Regulatory Body. To be supported by documentary evidences</p>
28	<p>What steps were taken to ensure that the qualification(s) does (do) not duplicate already existing or planned qualifications in the NSQF? Give justification for presenting a duplicate qualification</p> <p>The qualification discussed above is checked for any duplication across sectors given the qualification is niche to retail-Ecommerce sector, there is no duplication or pre-existing similar qualifications.</p>

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29	<p>What arrangements are in place to monitor and review the qualification(s)? What data will be used and at what point will the qualification(s) be revised or updated? Specify the review process here</p> <p>The comments, feedback and suggestions were collected through interaction with industry as the Industry would have first-hand information about the deliverables and competencies required for the job role. In a similar manner, the same will be compiled and justifiable changes will be incorporated in the next/updated version of the QP. This QP is set to be reviewed on 1st August 2019.</p>
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Please attach most relevant and recent documents giving further information about any of the topics above.

Give the titles and other relevant details of the document(s) here. Include page references showing where to find the relevant information.

SECTION 4

EVIDENCE OF PROGRESSION

30	<p>What steps have been taken in the design of this or other qualifications to ensure that there is a clear path to other qualifications in this sector?</p> <p><i>Show the career map here to reflect the clear progression</i></p> <ol style="list-style-type: none">1. Discussing the growth trajectory within each occupation after studying organisational charts of various industry players across small, medium and large scale organizations.2. Exploring various lateral career opportunities for the discussed qualification3. Ensuring that there is a clear role up in terms of performance criteria, qualification, experience and skill requirement from lower NSQF Level to higher levels in the hierarchy.
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Please attach most relevant and recent documents giving further information about any of the topics above.

Give the titles and other relevant details of the document(s) here. Include page references showing where to find the relevant information.