

Sector		Retail Industry									
Sub-Sector		Retail Operations	Retail Business	Ecommerce	Retail	Ecommerce	FMCG	All sub-sectors	All sub-sectors	All sub-sectors	All sub-sectors
Occupations		Store Operations	Consumer Sales	Category Management	Marketing	Supply Chain & Logistics	Sales	HR	Finance	IT	Customer Support
Occupation Code		01	02	03	04	05	06	07	08	09	10
Share in Employment		85%		20%		6%		3%		14%	
Vocational Education	Formal Education	Job Roles	Job Roles	Job Roles	Job Roles	Job Roles	Job Roles	Job Roles	Job Roles	Job Roles	Job Roles
<b>National Standards Qualification Framework (NSQF)</b>											
L10	Doctorates	Chief Operating Officer/National Head	Conglomerate	Business Manager	Chief Marketing Officer (CMO)/ Chief Experience Officer	Head Supply Chain	National Sales Head	Chief People Officer (Head HR)	Chief Financial Officer (CFO)	Chief Technology Officer	Head of Customer Support
L9	Masters	Zonal Manager/Regional Manager	Serial Business Owner	Category Manager	Head-Channels	Head Zonal Operations	Zonal Sales Manager	Head (Talent Acquisition / Talent Engagement / Learning & Development / Shared Services)	Head (Commercial / Taxation / Indirect Taxation)		Head Customer or Seller Support, Head Trust and Safety Operations
L8	Bachelor Degree(Honours), PG Diploma	Cluster Manager/Area Manager	Large scale Business Owner	Assistant Category Manager	TBD	Cluster Hub Manager (Regional Manager)	Regional Manager/State Head	Business HR Partners	GM (Accounts Receivables / Accounts Payables)	MIS Manager	Managers - Call Centre Operations, Marketing coordination, MIS and Data Analytics
L7	3rd Yr. Bachelor's	Retail Store Manager	Business Enhancer/Multichannel Retailer	Inventory Manager (Buyer)	Manager (SEO,SEM,SMM)	Warehouse Manager	Area Sales Manager	Manager - MIS	Manager - Business Analyst		Call Centre Executives/Operations or Health Executives
L6	2nd Yr. Bachelor's	Retail Departmental Manager	Business Leader/Multi-outlet Retailer	Account Manager	Data Analytics	Distribution Centre Manager	Territory Sales Manager	HR Executives	Finance Executives	Website Designer	
L5	1st Yr. Bachelor's	Retail Team Leader/ Route Trainer	Business Builder/Retailer	Vendor Relationship Manager/ Seller Relationship Manager	Visual Merchandiser/ Manager -ad sales	Fleet Manager	Sales Supervisor				
L4	Higher Secondary School Grade XII	Retail Sales Associate	Individual Sales Professional	Digital Cataloguer/Seller Activation	Promoters (brand/product)	Pick up executive/ Service Fulfilment executive	Distributor Salesman				
L3	Higher Secondary School Grade XI	Retail Trainee Associate					Sales Officer (Trainee)				
L2	Secondary School Grade X	Retail Cashier									
L1	Secondary School Grade IX	Retail Store Ops Assistant									
					(/)	Indicates a different role					
						Roles to be presented for QRC					
<b>Age band</b>											
	Senior Management	35 yrs. & above									
	Middle Management	(30 - 35)yrs.									
	Junior Management	(24 - 30) yrs.									
	Entry Level	(18-23) yrs.									
Average age of workforce	25 yrs.										