

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:

**NORTH EAST SKILL CENTRE
ASSAM SKILL
DEVELOPMENT MISSION
MUKAND
INFRASTRUCTURE PVT
LTD.
Near Delhi Public
School Katabari
,Guwahati – 781035
Assam**

Name and contact details of individual dealing with the submission

Name: Mr. Rion P Deori

Position in the organisation:Course Manager, Retail Services (NESC)

Address if different from above:Same as above

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List of documents submitted in support of the Qualifications File:

1. About NESC. ([Annexure1](#))
2. Industry validation Performa. ([Annexure2](#))
3. Industry attachment tracker (Total 10 industry attachment so far). ([Annexure3](#))
4. Integrated occupational map. ([Annexure4](#))
5. Assessment scheme. ([Annexure5](#))
6. Capacity development and skill up gradation in the North East. ([Annexure8](#))
7. **NSDC Skill gap report.** ([Annexure9](#))
8. **Needs Report.** ([Annexure10](#))

Model Curriculum to be added which will include the following:

1. Indicative list of tools/equipment to conduct the training ([Annexure6](#))
2. Trainer's qualification. ([Annexure11](#))
3. Curriculum. ([Annexure12](#))
4. Distribution of training duration into theory/practical/OJT component. ([Annexure7](#))
5. Report on market demand study of jobs DDU GKY ([Annexure13](#))

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SUMMARY

1	Qualification Title	: <u>Retail Sales Personnel</u>
2	Qualification Code, if any	: NESC/Q/401/Retail/SP
3	NCO code and occupation	:5220
4	Nature and purpose of the qualification (please specify whether qualification is short term or long term)	:Long Term Certification course
5	Body/bodies which will award the qualification	: North East Skill centre (NESC)
6	Body which will accredit providers to offer courses leading to the qualification	: North East Skill centre (NESC)
7	Whether accreditation/affiliation norms are already in place or not, if applicable (if yes, attach a copy)	: In process
8	Occupation(s) to which the qualification gives access	: <u>Retail Sales Personnel</u>
9	Job description of the occupation	: <u>Retail Sales Personnel</u> A Sales Personnel is one who interact with customers, promote and sells product, provide customer services, display merchandise as well as handles store operations including inventory and cashiering, to maximise the business etc. . The work he/she perform includes the following: <ul style="list-style-type: none"> • Promote products and services. • Perform suggestive and cross-selling. • Interact with customers face to face. • Provide customer service. • Handle merchandise. • Manage stock inventories. • Arrange display of merchandise. • Perform cashiering.
10	Licensing requirements	: Not required
11	Statutory and Regulatory requirement of the relevant sector (documentary evidence to be provided)	: Not required
12	Level of the qualification in the NSQF	: Level 4

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13	Anticipated volume of training/learning required to complete the qualification	:Training Duration:1500 hours Trade/Course specific Modules – 800 hrs Employability and life skills module – 700 hrs
14	Indicative list of training tools required to deliver this qualification	:Details in Annexure 6.
15	Entry requirements and/or recommendations and minimum age.	: Preferably 12 th pass with minimum age limit of 17 years.
16	Progression from the qualification (Please show Professional and academic progression)	: An individual can progress further, after gaining experience and higher studies can lead one to go for level 5 and further to level 7 in a span of 8 years. Graduates of NESC will be employed by department stores, exclusive brand outlets, multi brand outlet or companies in the retail business selling products and services direct to customers. Some of the job titles to be held by graduates include Retail Sales Associate, Retail Assistant, Cashier, Customer Service Associate and Sales Executive which may further progress to Store supervisor, Visual Merchandiser, Department Manager to Store manager level with relevant experience. Occupational Map. Annexure - 7
17	Arrangements for the Recognition of Prior learning (RPL)	:Not applicable (as the centre NESC is targeting youth who are currently not in education, employed or training)
18	International comparability	:Govt. of Assam has signed a MoU with Institute of Technical Education (ITE) Education Services (ITEES), Singapore as the knowledge partner to establish NESC. The proposed course curriculum has been formulated by ITEES in concurrence with the international standards as well as Indian retail standards and norms. About ITE The Institute of Technical Education is a vocational education institution in Singapore that provide pre-employment program to secondary school leavers and continuing education and training to working adults. It comes under jurisdictions of Government of Singapore and established by Ministry of Education. ITE reference link https://www.ite.edu.sg/ https://en.wikipedia.org/wiki/Institute_of_Technical_Education

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19	Date of Planned review of the qualification. :January 2020
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20	Formal Structure of the qualification				
	Each qualification module objective consists of a list of General Instructional Objectives (GIOs) that specifies the intended result of instruction which, when completed successfully, will satisfy the Module Objective. The instructional hours for each topic of study, which is a grouping of GIOs, are also given.				
	Course Objective				
	The course objective states the overall aim of the course. It also lists the modules constituting the course and their objectives in the curriculum.				
	Mandatory components				
	Retail Sales Personnel/ NOSs/ Competitive in generating sales for store, dealing with customer and supporting store operations in sales and merchandising.	Estimated size (Learning hours)	Theory	Practical	Level
(i)	Retail Selling (*Trade specific)	100	50	50	4
(ii)	Retail Operations(*Trade specific)	125	50	75	4
(iii)	Retail Promotions(*Trade specific)	125	50	75	4
(iv)	Store Display/ Visual Merchandise(*Trade specific)	100	50	50	4
(v)	Effective Communication(*Trade/Course specific)	125	75	50	4
(vi)	Professional Image and Etiquette(* Trade/Course specific)	100	25	75	4
(vii)	Customer Service(* Trade/Course specific)	125	50	75	4
(viii)	Conversational English (*Employability and life skill specific)	325	103	222	4
(ix)	Software Applications (*Employability and life skill specific)	125	0	125	4
(x)	Understanding Foreign Cultures (*Employability and life skill specific)	125	75	50	4
(xi)	Entrepreneurship (*Employability and life skill specific)	125	50	75	4
	Sub Total (A)	1500	578	922	4
	Optional components				
	Title of component and identification code/NOSs/ Learning outcome	Estimated size (Learning hours)	Theory	Practical	Level
	Sub Total (B)	000	000	000	
	Sub Total (A+B)	1500	578	922	4

Distribution of training duration into theory and practical. Annexure-8

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SECTION 1

ASSESSMENT

21	Body/Bodies which will carry out assessment: Assessment in NESC will be carried out by the Assessment Cell of Assam Skill Development Mission. The assessment cell of ASDM will consist of empanelled trained and certified assessors. The team will be independent of the training department to ensure fairness of the assessment.
22	How will RPL assessment be managed and who will carry it out? Not required

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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.

Assam Skill Development Mission (ASDM) will be the assessment body to carry out assessment for North East Skill centre. The dedicated team from ASDM will consist of trained and certified assessors. The team will be independent of the training department to ensure that the assessment is valid, reliable and fair.

There will be 2 kinds of assessment for the curriculum –

- 1) Internal assessment (Formative)**
- 2) External assessment (Summative)**

Internal Assessment (Formative)

Internal assessment will be conducted at different intervals throughout the duration. It will be formative assessment and its grades and marks will not be factored in the computation of final external assessment. It only serves as an input to identify strengths and areas of improvement of the student. This feedback will also provide input to the student for learning during internship.

External assessment (Summative)

This assessment will be done at the end of course / semester. It will be summative assessment which will aim to assess performance of students on qualification packs / competences. This assessment will be used by the instructor to assess the student's theoretical as well as practical knowledge.

External assessment marks / grades will be factored in computation of final course assessment and it will be done on theory, practical and internship.

The retail services courses comprise of 11 modules.

The award of the full certification in Retail services is based on the successful completion of 11 modules comprising.

- 4 Trade specific modules
- 3 Trade/course specific modules
- 4 employability and life skills modules

Candidate must complete the 11 modules within a 1 year period (from the date of first examination taken) to qualify for the full certificate.

Mode of assessment

The pass mark of a module is 50% and is based on the aggregate score obtained from the practical and theory assessments. Candidates are also required to pass all critical skill items, if any, in the Skills Standards for the practical assessment.

For the assessment, they must cover at least 75% of the competencies in each module.

Candidates will have to pass all the assessment components.

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	<p>Component of assessment- The assessment components for the core modules are shown at Grading system. P: pass 50% - 100% F: Fail Below 50%</p> <p><i>For details: Assessment scheme. Annexure 9</i></p>
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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 – i.e. learning Outcomes to be assessed, assessment criteria and the means of assessment.

24. Assessment evidences

Title of Component: Retail Sales Personnel

Outcomes to be assessed/NOSs to be assessed	Assessment criteria for the outcome
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Module Retail Selling	
1. Competence: Approach Customer.	<ul style="list-style-type: none">• Display professional image• Determine and apply appropriate timing to approach customer• Acknowledge and welcome customers.• Approach customers with appropriate greeting techniques.• Make eye contact with customers accompanied by a smile.
2. Competence: Identify customer needs.	<ul style="list-style-type: none">• Ask appropriate questions to identify the needs and wants of the customers.• Apply proper questioning techniques to identify the needs of customers.• Interpret correct verbal and non-verbal messages of customers.• Display appropriate non-verbal cues when listening to customers.• Handle customer queries effectively.• Acknowledge and recognize customer needs.
3. Competence: Promote products and services.	<ul style="list-style-type: none">• Promote products and services that are relevant to the customer needs.• Give accurate and complete information on the products and services to the customers.• Promote suitable alternative products and services to customers where appropriate.• Adapt presentation of the products and services to the customer’s requirements.
4. Competence: Provide information on products and services.	<ul style="list-style-type: none">• Explain clearly all key elements of products and services to customers.• Give accurate and complete information on the products and services to customers.• Explain clearly the instructions on the safe use and care of the selected item to the customers.

5. Competence: Handle objections

- Use non-verbal signals to convey to customers that their objections are heard.
- Acknowledge the objections raised and pose relevant questions to customers to understand the reason for their objections.
- Identify correct types of objections raised by customers.
- Use appropriate techniques to handle customer objections.
- Offer suitable alternatives to customers where appropriate.
- Refer objection to relevant authority if necessary.

6. Competence: Perform up-selling and cross-selling.

- Ask appropriate questions to identify opportunities for generating additional sales revenue.
- Recommend suitable products and to customers after they have selected a product to purchase.
- Highlight value of the additional products and services to customers.
- Use appropriate selling techniques to encourage customers to purchase additional products and services.

7. Competence: Close the sale.

- Recognize buying signals from customer.
- Use appropriate closing techniques to affirm a sale.
- Explain return policies in accordance with company's policy.
- Inform customers about after-sales and service support provided by the company.
- Provide (offer) follow-up assistance within given timeframe in accordance with company's guidelines.

8. Competence: Obtain customer feedback.

- Use appropriate methods to obtain customer feedback.
- Thank customer for the feedback given.
- Record feedback from customers accurately for follow-up action.
- Follow up customer feedback promptly.

9. Competence: Promote membership or loyalty programmes.

- Ascertain correctly customers' status in membership and loyalty programmes.
- Explain features and benefits of membership and loyalty programmes clearly and accurately.
- Provide relevant information to customer to help them decide on the scheme.
- Address appropriately frequently raised questions and objections to the membership and loyalty

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<p>10. Competence: Build customer loyalty.</p> <p>11. Competence: Monitor sales target.</p>	<p>programmes.</p> <ul style="list-style-type: none">• Establish good rapport with customers• Inform customers of all the benefits available to members• Apply effective strategies to retain customer loyalty• Maintain customer's interest maintained throughout the membership period. <ul style="list-style-type: none">• Monitor and record store sales targets properly.• Provide feedback on sales performance to management promptly.• Identify indicators correctly to measure the productivity of the store.
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Module Retail Operations	
1. Competence: Receive merchandise.	<ul style="list-style-type: none">• Verify delivery order and invoice against purchase order• Match merchandise received with the items stated in the purchase order• Check expiry date of all perishable merchandise• Verify merchandise to be in good condition before acceptance.• Reject and handle unacceptable merchandise in accordance with company's guidelines• Store merchandising records according to appropriate filing methods• Maintain confidentiality in handling company records
2. Competence: Mark prices of merchandise.	<ul style="list-style-type: none">• Place price tag in a position that is easily located by the customer• Position price tag away from removable caps, lids or parts and the merchandise label• Make sure appearance of the merchandise is not damaged or spoiled by price tag.• Handle price tagging tools correctly• Tag merchandise with the appropriate price tag containing the correct information• Use display cards appropriately for promotional events• Change prices on price tags according to the different situations
3. Competence: Stock merchandise	<ul style="list-style-type: none">• Place merchandise in the designated area in accordance to company's guidelines.• Handle, pack and store merchandise in accordance to company's guidelines.• Store merchandise according to its weight, size, category and in first-in-first-out basis.

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4. Competence: Handle stock replenishment and returns to vendors

- Check and re-stock stock levels in accordance with the company's guidelines.
- Identify damaged or incorrect merchandise for return to vendor in accordance with the company's guidelines
- Update stock records correctly on the replenishment and returns of merchandise.

5. Competence: Perform inventory control

- Count stock accurately and systematically.
- Record counted quantity correctly against the merchandise.
- Identify and remove damaged and expired stocks immediately.
- Report discrepancies to the relevant authority which cannot be accounted for.
- Record stock using the appropriate manual and computerised documentation procedures and systems.
- Use appropriate methods to minimise shrinkages.

6. Competence: Prepare for sales promotion and events.

- Carry out appropriate preparatory activities before a sales promotion.
- Tag correctly the prices of sales promotion items.
- Arrange identified merchandise attractively for sales promotion
- Display point-of-purchase materials at strategic locations
- Stock shelves with sufficient quantity of items for sales.

7. Competence: Perform housekeeping

- Select correct cleaning equipment and materials from storage.
- Dust and arrange merchandise and store displays properly and neatly.
- Remove and report damaged and expired items immediately.
- Keep counter tops, display shelves and showcases free of dust, dirt and clutter.
- Stock sufficient supply of carrier bags.
- Keep floors clean and free from litter and liquid.
- Dispose of rubbish and waste promptly and safely.
- Keep passageways and exits free from congestion.
- Check all equipment are in good working condition.
- Maintain hygiene and cleanliness.

8. Competence: Carry out store opening and closing activities

- Open and close store according to the store's operating hours.
- Switch on equipment in the store and keep them in operationally ready mode.
- Report any malfunction of the equipment

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immediately.

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9. **Competence: Set up cash register counter.**

- Replenish supplies for retail operations immediately.

customers

10. **Competence: Handle cash payment**

11. **Competence: Handle non-cash payment.**

12. **Competence: Wrap and check merchandise.**

13. **Competence: Arrange delivery to**

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- Check EPOS equipment to ensure it is functioning properly.
- Replenish paper roll in EPOS equipment is promptly and in accordance to manufacturer's instructional manual.
- Collect cash float and count for accuracy.
- Identify and report discrepancies to the relevant authority.
- Fill up relevant documents used to monitor float movement properly.
- Activate cash register correctly.
- Arrange currency notes and coins in cash register according to denominations.
- Replenish relevant stationery and forms.
- Apply correct steps when changing prices through the Point-of- Sale terminal.
- Observe security guidelines.
- Use Electronic point-of-sale terminal correctly to key and scan in merchandise information.
- Process only foreign currencies accepted by the store for payment.
- Seek customers' agreement to store's exchange rate.
- Compute currency conversion accurately.
- Count cash received in the presence of customers.
- Check currency notes for authenticity.
- Place notes and coins of the same denominations together in the cash register.
- Hand correct change to customers.
- Bid farewell to customer and thank them for patronage.
- Verify customer's identification, if necessary.
- Match signature on credit card against that on charge slip.
- Check validity of credit card/voucher/traveller's cheque.
- Follow correct procedure when handling non-cash payment.
- Check merchandise to ensure that it is in good condition before wrapping and packing.
- Use appropriate type and size of wrapping materials to wrap the merchandise.
- Practice speed and economy in wrapping.
- Wrap merchandise attractively and securely.
- Obtain accurate delivery details from customer.
- Complete forms accurately for record purposes.

<p>14. Competence: Handle returns and exchanges of merchandise.</p> <p>15. Competence: Perform end of day closing.</p> <p>16. Competence: Handle security cases.</p> <p>17. Competence: Handle store emergency situations.</p> <p>18. Competence: Apply basic first aid.</p>	<ul style="list-style-type: none">• Make appropriate arrangements for the prompt delivery of merchandise to customers.• Obtain and check customers' proof of purchase.• Verify customers' reasons for returning the merchandise.• Take appropriate action immediately according to company policy• Fill-up forms accurately for record purpose.• Deactivate cash register.• Count cash and non-cash payments accurately.• Reconcile balance between the terminal (EPOS) reading and sum of cash and non-cash transactions.• Record summary of store takings accurately.• Submit all cash and other relevant documents to the appropriate authority immediately at the end of day/shift.• Balance float and report any discrepancy immediately.• Observe security guidelines.• Report any occurrences of theft, vandalism and shoplifting immediately.• Handle store security breaches in accordance with the law and company's guidelines.• Maintain vigilance at all times.• Carry out evacuation in accordance to the store's evacuation plan.• Advise customers to keep calm and direct them to the nearest exit/fire exit.• Advise customers to stay away from the affected area.• Clear fragments from broken merchandise immediately.• Handle firefighting equipment correctly.• Activate appropriate emergency help.• Adhere to principles of first-aid accordingly.• Render appropriate first aid according to the injuries sustained and health condition of the injured person.• Observe safety and hygiene guidelines• Administer basic first aid immediately and swiftly.
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Module:Retail Promotion

1. Competence: Plan sales promotion

- Use the 4 Ps of marketing appropriately to plan a sales promotion.
- Plan sales promotion according to the sales objectives and target market.

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<p>2. Competence: Develop in-store sales mechanics.</p> <p>3. Competence: Implement sales promotion</p> <p>4. Competence: Carry retail advertising</p>	<ul style="list-style-type: none">• Use appropriate sales promotion strategy to attract customers.• Identify appropriate venue for holding the sales promotion according to the target market and promotion strategy.• Develop sales mechanics according to the promotion's objective, budget, audience, reach, product life cycle and competitive activity.• Develop price and non-price mechanics according to in-store promotional strategies.• Implement sales promotions according to the promotional plan.• Consider impacts of excessive sales promotion when implementing a promotional plan for a store and their products.• Align message and action with the objectives of the advertisement.• Broadcast consistent advertising message in line with the ethical and social aspects of the product and service.• Design advertisement designed according to budget, objective, media type and message.• Use media and advertisement in line with market segmentation principles and the profile of the target market and audience.
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<p>Module: Store Display/Visual Merchandising</p> <p>1. Competence: Prepare merchandise</p> <p>2. Competence: Prepare props and mannequins.</p>	<ul style="list-style-type: none">• Choose appropriate theme for merchandise display in accordance to branding guidelines.• Estimate floor space for merchandise display accurately.• Prepare store displays according to the visual merchandising plan.• Prepare merchandise displays according to the appropriate procedures and techniques.• Prepare merchandise displays in a thorough and timely manner.• Follow safety and security guidelines according to store policy and visual merchandising plan. <ul style="list-style-type: none">• Acquire props from the appropriate source.• Position props properly and fastens them securely.• Refurbish recycled props using the appropriate materials and to a condition appropriate for use in the display.• Dress mannequin in accordance with theme and type of merchandise.• Set up, accessories and touch up mannequin appropriately prior to display.
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3. Competence: Prepare display area.

- Prepare props and mannequins in a thorough, safe and timely manner.
- Communicate message of the display clearly to the prospects and buyers.
- Prepare display area in accordance to type of window layout, merchandise mix, wall system and fixtures indicated in the planogram.
- Interpret planogram for display area correctly.
- Clear unused display items properly and return them to their designated storage area.
- Clean and clear debris from window display area.
- Use appropriate fixture for merchandise display.
- Prepare multi-purpose merchandise wall system using the appropriate accessories.
- Prepare merchandise for display according to product type and material.
- Carry out preparation of display area in a thorough and timely manner.
- Observe workplace safety guidelines.

4. Competence: Prepare signage and point of purchase displays.

- Display appropriate number and type of signage and point-of-purchase materials in the designated locations.
- Prepare and touch up signage and point-of-purchase displays appropriately for installation.
- Carry out preparation of signage and point-of-purchase displays in a thorough and timely manner.
- Observe workplace safety guidelines.

5. Competence: Install display

- Install visual display in accordance to the principles of visual design.
- Display merchandise in accordance with the store brand.
- Display brand of the merchandise conspicuously.
- Assemble merchandise, props and signs according to the plan.
- Use colours effectively to add excitement and interest to a visual display.
- Adjust lighting correctly to highlight the theme and focal point of display.
- Install display in such a manner that design composition, colour scheme and lighting are in accordance with the visual merchandising plan.
- Use appropriate store atmospherics for the display of merchandise.
- Observe workplace safety guidelines.

6. Competence: Maintain merchandise display.

- Check condition of displays regularly.
- Clean display sites and parts thoroughly using safe and approved cleaning materials and equipment.
- Update records of merchandise used for display promptly.

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	<ul style="list-style-type: none">• Identify and report damaged or missing items promptly.
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<p>Module Effective Communication</p> <p>1. Competence: Listen to messages</p> <p>2. Competence: Clarify messages</p> <p>3. Competence: Take notes from oral messages.</p> <p>4. Competence: Communicate using non-verbal cues.</p> <p>5. Competence: Speak standard English</p> <p>6. Competence: Interpret texts and visuals.</p>	<ul style="list-style-type: none"> • Demonstrate active listening by using verbal and non-verbal cues. • Identify key barriers to effective communication and adjust accordingly. • Interpret speaker’s non-verbal cues are correctly. • Sustain listening over a period of time. • Hear message is heard in totality. • Interpret message correctly. • Use appropriate methods to clarify the message. • Ask appropriate types of question for purpose and situation. • Frame questions correctly. • Interpret information given by speaker according his intent. • Interpret message of speaker correctly. • Take notes on main points, ideas and details accurately. • Check message with speaker for accuracy and correctness. • Record complete and accurate message. • Relay messages correctly. • Maintain good eye contact. • Use non-verbal signals appropriately • Avoid inappropriate non-verbal communication. • Interpret non-verbal cues of speaker correctly. • Show clear expression • Use fluent and coherent speech. • Speak internationally recognized pronunciation. • Use appropriate pitch, tone, volume and pace according to purpose. • Use correct grammar when speaking • Pronounce words are accurately. • Use appropriate vocabulary according to context and purpose. • Use appropriate speech according to context and purpose. • Use Standard English correctly. • Interpret meaning of text accurately. • Identify key points of the texts. • Make appropriate connections to related information.
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7. Competence: Create forms of written communication.

- Draw accurate inferences and conclusions.
- Interpret visuals accurately.
- Distinguish facts and opinions.
- Distinguish facts and fallacies.
- Interpret text and visuals accurately.

- Identify purpose of writing correctly.
- Use appropriate structure of text according to purpose.
- Plan and organise text in logical sections and paragraphs and completeness.
- Write text in coherent and concise manner.
- Write text free of grammatical and spelling errors.
- Use appropriate vocabulary according to context and purpose.
- Use appropriate style, tone and content in the written communication according to purpose.
- Incorporate appropriate techniques and features in layout and design of document.
- Demonstrate email etiquette according to organisational protocol.
- Create document with accurate, relevant and complete content.

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Module Professional Image & Etiquette	
1. Competence: Maintain personal hygiene	<ul style="list-style-type: none">• Practice oral hygiene.• Keep face clean and free from dirt.• Trim / shave facial hair neatly (males).• Keep hair clean, neat and free from odour.• Sanitise and clean hands.• Keep feet free from odour.• Keep finger nails clean and properly trimmed.• Keep comfortable footwear which is clean and well maintained.• Maintain clean skin.• Keep body free from body odour.• Wear clean and tidy clothing.
2. Competence: Maintain personal grooming.	<ul style="list-style-type: none">• Select appropriate hairstyle for work.• Observe basic skincare routine.• Select skincare products according skin type.• Use appropriate make-up for the workplace.
3. Competence: Maintain personal deportment.	<ul style="list-style-type: none">• Practice appropriate and elegant mannerisms.• Stand in correct posture.• Sit in correct posture.• Walk in elegantly and confidently.• Speak and laugh in appropriate tone, volume and pitch which should not be loud.• Project poise while positioning arms, hands, legs,

4. Competence: Plan a wardrobe

- feet, shoulder and head positions.
- Project visual poise in line with the organisational requirements.
- Select suitable type of attire to match the occasion.
- Plan wardrobe in accordance with occasion, individual's personality, body shape and budget.
- Select appropriate accessories to complement the attire worn.
- Use appropriate methods for tying ties
- Select attire in accordance with company's dress code guidelines.
- Avoid personal flair/ style which conflicts with company's dress code guidelines.
- Dress appropriately for business/ organisational / work requirements.

5. Competence: Carry etiquette in business and social settings.

- Project good first impression.
- Acknowledge presence of another person and greet warmly with standard greetings.
- Present name card professionally.
- Establish eye contact.
- Apply appropriate form of etiquette in a business setting.
- Carry out introductions according to social norms in terms of age group, seniority, social status and gender.
- Use considerate and appropriate cubicle and office etiquette.
- Make appropriate use of internet for business and in accordance with organisational requirements.
- Use appropriate social media for business and in accordance with organisational guidelines.
- Keep office relationships respectful and appropriate.
- Avoid rumour mongering, gossiping and conflicts.
- Display positive body language.
- Carry conversation in a business setting with skill and confidence.
- Display common courtesies and customs at social, religious and business functions.

6. Competence: Carry out dining etiquette.

- Make sitting arrangement for the host and guests according to protocol.
- Apply correct techniques and sequence of using the various cutleries for a formal Western meal.
- Display proper eating and drinking etiquette.
- Observe good table manners.

Module Customer Service

1. Competence: Display professional image.

- Maintain proper grooming and personal hygiene according to organizational requirements.
- Display proper poise and posture are.
- Project image projected in line with the organizational requirements.

2. Competence: Display professional etiquettes.

- Project good first impression.
- Acknowledge presence of others is promptly and greet warmly with standard greetings.
- Present name card professionally, where applicable.
- Establish appropriate eye contact.
- Use appropriate form of address when making introductions.
- Carry out introductions in accordance to social norms in terms of age group, seniority, social status and gender.
- Display appropriate courtesies and customs at business functions.

3. Competence: Provide quality service.

- Apply principles of quality service when providing service.
- Take appropriate action to minimize customer dissatisfaction in difficult situations.
- Demonstrate courtesy, patience and pleasure in serving customers.
- Benchmark quality service accurately with industry.

4. Competence: Cultivate rapport with customers.

- Display professional business image to customers.
- Address customer in a proper manner.
- Make customer feel welcomed at all times.
- Display positive body language.
- Display effective communication skills.
- Establish rapport with customers effectively.
- Demonstrate courtesy, patience and pleasure in serving customers.

5. Competence: Respond to customer requests and enquiries.

- Interpret customer's verbal and non-verbal messages correctly.
- Apply active listening and proper questioning techniques.
- Display appropriate non-verbal cues when listening to customers.
- Recognize and acknowledge customer needs.
- Communicate response to requests and queries effectively to customer.
- Answer customer requests and enquiries promptly.
- Use technology tools appropriately.
- Demonstrate telephone etiquette according to organizational protocol.

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- Demonstrate email etiquette is according to

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<p>6. Competence: Handle customers from diverse backgrounds.</p> <p>7. Competence: Manage customer needs and expectations.</p> <p>8. Competence: Handle service breakdown and recovery.</p> <p>9. Competence: Provide information on products and services.</p> <p>10. Competence: Approach sales prospect</p>	<p>organizational protocol.</p> <ul style="list-style-type: none"> • Update documentation of requests and queries accurately in the customer database. • Interact with customer in accordance to social norms. • Observe cultural, gender and religious sensitivity when relating to customers. • Use appropriate strategies in serving customers from different age groups, backgrounds and languages. • Enquire customers courteously about their needs. • Apply proper questioning to identify customer’s needs. • Display appropriate non-verbal communication when listening to customers. • Display active listening skills. • Give appropriate responses to customers’ enquiries. • Use paraphrasing to ensure that the needs of customers are correctly identified. • Identify needs of customers accurately • Take appropriate action to manage customer’s needs and expectations. • Make an immediate apology to customer for the complaint made. • Listen to customer complaint attentively. • Identify cause of service breakdown correctly. • Suggest appropriate alternative solutions to customer. • Display sensitivity and tact in handling difficult customer at all times. • Resolve all concerns and issues raised by customers amicably. • Refer customer to supervisor when necessary. • Maintain goodwill of the customer at all times. • Identify customer concerns related to product and service. • Provide clear, precise and full explanations of products and services to customers. • Provide appropriate information about the full spectrum of the relevant products and services. • Use correct grammar and jargon appropriate to the customer profile for communication. • Determine and apply timing of customer approach. • Make eye contact accompanied by a smile. • Display helpful and approachable disposition when enquiring on customer needs.
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- Note customer's interest in a product by observing

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<p>11. Competence: Promote products and services.</p> <p>12. Competence: Close a sale</p> <p>13. Competence: Obtain customer feedback.</p>	<p>customer's actions.</p> <ul style="list-style-type: none">• Identify needs of customer correctly.• Note customer's interest in a product by observing customer's actions.• Give clear and well organised sales pitch.• Present accurate information.• Display good oral communication techniques.• Use non-verbal signals and maintain good eye contact with customers.• Ask appropriate questions to understand the requirements.• Acknowledge customers' opinions• Answer and deal customers' objections fairly and completely.• Carry out suggestive selling appropriate to the product/ service.• Carry out cross selling where appropriate based on company's on-going promotions.• Carry out up selling where appropriate to increase sales. <ul style="list-style-type: none">• Use appropriate method to close the sale.• Display sincere appreciation for the sale.• Explain return policies in accordance with company's policy.• Provide follow up assistance in accordance with company's guidelines. <ul style="list-style-type: none">• Use appropriate method to obtain customer feedback.• Channel customer feedback promptly to the appropriate authority for follow-up, where appropriate.• Maintain up-to-date information in the customer database.
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<p>Module: Conversational English</p> <p>1. Competence: Engage in social exchanges</p>	<ul style="list-style-type: none">• Use appropriate form of address and phrases when making introductions.• Greet appropriately according to the occasion and time of the day.• Make appropriate responses when being greeted and introduced.• Apologise, give thanks, congratulate and compliment using the appropriate phrases and with sincerity.• Carry out exchange of pleasantries using common courtesy expressions• Observe cultural sensitivities in social exchanges.
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2. Competence: Listen to messages

- Incorporate good range of vocabulary into the conversation.
- Use appropriate phrases when bidding farewell.
- Demonstrate active listening using verbal and non-verbal cues.
- Listen with intent and sustain the information.
- Use appropriate strategies to seek clarification of the message delivered.
- Ask appropriate types of questions and word them correctly.
- Hear message in totality and interpret correctly.

3. Competence: Speak Standard English.

- Use appropriate stress patterns and rhythm.
- Use appropriate pitch, tone, volume and pace of speaking.
- Pronounce words correctly.
- Use grammatically correct sentences and a good range of vocabulary.
- Demonstrate confidence in speaking Standard English spontaneously without hesitation.
- Communicate responses to requests and queries fluently using Standard English.

4. Competence: Provide basic information using Standard English.

- Use key words and phrases correctly.
- Use grammatically correct sentences and good range of vocabulary.
- Stress sentences and words correctly.
- Deliver narrative and descriptive account of a situation fluently using Standard English.
- Provide clear and concise information using Standard English.

5. Competence: Converse with guests and colleagues.

- Initiate conversation using appropriate expressions.
- Make relevant contributions to the discussion and provide appropriate responses.
- Use appropriate tone of voice and tonal variation to convey the intended meaning of the message.
- Use fluent, coherent and appropriate speech according to the context and purpose.
- Use appropriate pitch, tone and volume and pace of speaking.
- Speak in clear and audible voice.
- Pronounce words accurately.
- Use grammatically correct sentences and good range of vocabulary.
- Seek clarifications on ambiguous points of discussion where necessary.
- Use polite expressions in carrying out the conversation.
- Communicate ideas, feelings and thoughts clearly using signalling expressions.

<p>6. Competence: Participate in discussions</p>	<ul style="list-style-type: none"> • Carry out self-introduction using standard English. • Carry out discussion without using slangs and colloquial language. • Don't interrupt the speaker in the midst of the discussion but at an appropriate time. • Express disagreement politely in a socially acceptable manner. • Listen to disagreement without getting offended and settle disagreement in an amicable way and ask appropriate questions to gain more information. • Provide clear and concise information in response to queries.
<p>7. Competence: Communicate with guests using industry terminology and vocabulary.</p>	<ul style="list-style-type: none"> • Use common industry terminology and vocabulary correctly. • Use appropriate range of vocabulary and phrases as per service industry. • Respond to guests' queries in correct Standard English. • Provide accurate, up-to-date and relevant information. • Use effective strategies to handle cultural differences in interpreting words, phrases, expressions and non-verbal cues are effective.
<p>8. Competence: Communicate with guests using visual aids.</p>	<ul style="list-style-type: none"> • Use appropriate visual aid for effective communication. • Describe places to visit clearly to guests using travel brochures. • Give clear direction to guests about places of interests using maps. • Describe clearly prices and types of food items on the menu to guests. • Make appropriate recommendations of dishes to guests according to their requirement. • Use Standard English to communicate with guests. • Use wide range of words, phrases and expressions. • Use culturally correct gestures and social conventions.

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<p>Module Software Applications</p> <p>1. Competence: Maintain computer hardware and software.</p>	<ul style="list-style-type: none">• Connect input and output devices properly before power-on.• Connect hardware correctly.• Take appropriate security measures to protect the computer hardware.• Take appropriate security measures to protect the computer software.• Carry out defragmentation correctly.• Carry out regular scanning of viruses.
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2. Competence: Produce documents

- Delete unwanted files immediately.
- Update antivirus software regularly.
- Minimise space in occupied files.
- Maintain computer in good working condition.
- Observe safe work practices.
- Create, save and retrieve document using appropriate functions in the word processing software.
- Use appropriate tools to edit information in the document.
- Use appropriate layout tool to format the document.
- Use appropriate table format used for the presentation of information.
- Select appropriate short cuts for repetitive tasks.
- Use mail-merging function correctly to produce multiple business letters.
- Produce error-free document.
- Print document in accordance with organisational and task requirements.
- Prepare document within the given timeline.

3. Competence: Create a spreadsheet

- Create, save and retrieve spreadsheet using appropriate functions in the software.
- Enter data correctly.
- Use correct functions to edit information in the spreadsheet.
- Format spreadsheet using the correct commands.
- Sort and filter records in accordance to specified criteria.
- Use formulae/functions to calculate and analyse data.
- Use appropriate tables and charts to present data graphically.
- Use appropriate layouts to present data for easy reading.
- Produce error-free spreadsheet.

4. Competence: Create presentation slides.

- Create, save and retrieve slides using appropriate software functions.
- Insert images, tables and illustrations correctly.
- Use well-defined and sharp images
- Use appropriate layouts and themes to present information for easy reading.
- Prepare presentation having flow of slides in a logical order.
- Add multimedia effect and hyperlinks correctly.

Module Understanding Foreign Cultures

1. Competence: Arrange activities for overseas visitors

- Identify countries and cities accurately identified from the map.
- Plan appropriate recreational activities for overseas visitors.
- Select appropriate places of interest for overseas visitors.
- Display comprehensive knowledge of a country's geographical facts when relating to the visitors.
- Display appreciation of a country's uniqueness.

2. Competence: Establish cross-cultural relationships at the workplace.

- Display correct understanding of other cultures when working with individuals from another cultural and/or religious background.
- Consider diversity of views and opinions from people of different backgrounds without biases or stereotyping.
- Harness similarities in cultures to elevate communication efficiency.
- Establish effective relationships with people of other cultures at the workplace.

3. Competence: Handle cross-cultural differences in eastern and western countries.

- Display familiarity with cross cultural differences with appropriate adjustments made to own behaviour to achieve effective communication.
- Avoid insensitive jokes, slang and colloquialisms when relating to people of a different background.
- Interpret non-verbal cues accurately and respond to them appropriately.

4. Competence: Conduct networking activities.

- Display appropriate behaviour in a multi-cultural environment.
- Practise proper interpersonal skills when networking with people from different cultural background.
- Display respect for others at all times.
- Use appropriate form of address when making introduction and references.

5. Competence: Demonstrate business etiquette in different cultural settings.

- Make appropriate seating arrangement for the host and guests.
- Apply correct techniques and sequence while using the various cutlery for a formal Western meal.
- Display proper eating, drinking and toasting etiquette.
- Observe good table manners.
- Practice proper gift giving and gift receiving etiquette.

<p>Module Entrepreneurship</p> <p>1. Competence: Identify a significant business opportunity for venture.</p> <p>2. Competence: Conduct market research on a product or service.</p> <p>3. Competence: Produce a business plan</p>	<ul style="list-style-type: none"> • Access relevant sources of information to scan the environment for business opportunities. • Generate and evaluate several ideas for a business venture based on its market potential. • Assess opportunities and associated risks of a potential business venture. • Identify core activities of the business • Formulate the concept of the business venture clearly. • Assess the business venture identified for investing to check for potential to succeed. • Carry out market research using the appropriate methods. • Identify the target market. • Establish current size and expected growth of the target market based on data gathered. • Carry out research on product/service, competitors and suppliers. • Determine suitable business model and strategy. • Estimate level of potential sales of the product or service. • Define pricing position relative to the industry. • Estimate level of profits expected realistically. • Identify suitable sales strategy. • Structure and organise business plan in logical sections and paragraphs. • Include all the key components in the business plan. • Carry out assessment of the market potential. • Explain concept of the business venture clearly. • Establish market for the product/service offering accurately. • Spell out the Marketing plan clearly • Make realistic sales forecast. • Establish product/service development plan. • Define corporate structure clearly. • Develop financial plan. • Provide financial projections. • Prepare business plan focused on goals, strategies, plans and actions and should be easily readable by a non-technical reader. • Avoid vague generalities or unsubstantiated statements in the business plan.
<p>Means of assessment</p>	<p>In module Assessment (Theory and Practical, project) 60% weightage. End module Assessments (Theory exam) 40% weightage.</p>

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SECTION 2

25. EVIDENCE OF LEVEL

Title/Name of qualification/component: RETAIL SERVICES			
Level : Level 4			
NSQF Domain	Outcome of the Qualification/Component	How the outcome relates to the NSQF level descriptors	NSQ FLevel
P R O C E S S	Candidates will carry out operations at retail outlets, such as handle merchandise, perform cashiering and serve customers, so as to ensure the sufficient delivery of quality service to customers. Candidates also have the skills and knowledge to enhance visual appeal of merchandise display in retail outlet, such as prepare merchandise, props and point-of-purchase display, so as to uplift the store's image and customers' satisfaction.	The candidates will be working in familiar and predictable environment and will be performing routine tasks. For example, candidates who join the industry will perform tasks like interacting with customers, billing, visual merchandising etc. Inside the retail store. The candidates are expected to carry out the same tasks in the same environment (i.e. retail store) as long as they grow in the hierarchy or move to some other vertical. This matches the NSQF descriptor 'Work in familiar, predictable, routine, situation of clear choice'.	4
Profes sional knowl edge	The candidates are expected to have factual knowledge of processes and understand the risk of not following defined procedures. They will acquire knowledge for cash point management, merchandise management, visual merchandising, store operations, inventory management procedure, customer interaction etc.	The candidates will acquire professional knowledge which they can apply for performing the various tasks at work place. This matches NSQF descriptor 'Factual knowledge of field of knowledge or study'. For example: - During season sale personnel will apply his professional knowledge of merchandising, supply chain, visual merchandising, sales strategies (up selling/cross selling) to meet organisational seasonal plans.	4
Profes sional Skills	Candidates will be able to apply the professional knowledge for performing various tasks like billing, managing inventory, customer interaction, up-sell, cross-sell, visual merchandising, housekeeping etc.	The candidates will apply the various professional techniques to perform the assigned tasks at work place. For example, the candidates will attain practical sessions where they will be taught to perform various tasks like billing, price tagging, visual merchandising, stock management etc. Once the candidates join the industry, the candidates can recall the prior knowledge acquired in class to execute their duties at work place. This matches the NSQF descriptor 'Recall and demonstrate practical	4

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		skill, routine and repetitive in narrow range of application, using appropriate rule and tool, using quality concepts’.	
C O R E S K I L L	Apart from the trade specific modules, the candidates will undergo training in 7 other modules like conversational English, effective communication, customer service, understanding foreign cultures etc. In these modules, Candidates will acquire effective oral and written communication skills which will enable them to interact with customers in an efficient manner. Candidates will also learn basic computer skills and various sales techniques which will enable them to smoothly carry out store operations. Candidates are expected to conduct themselves according to the store policies, which show a basic understanding of the social and professional environment of working environment.	The candidates will be able to efficiently interact with customers, prepare reports and perform various tasks at work place by applying the skills. For example, as the students will be trained to converse in English, they will be able to interact effectively with customers who speak with them in English. Similarly, as candidates will be trained in understanding foreign culture, so they will be able to interact with foreign customers keeping in mind their cultural values. This matches the NSQF descriptor ‘Language to communicate written or oral, with required clarity, skill to basic arithmetic and algebraic principles, basic understanding of social political and natural environment’.	4
R E S P O N S I B I L I T Y	Candidates will be able to perform billing, visual merchandising, interact with customers, manage inventory, perform housekeeping tasks etc. The candidate is majorly responsible for his own job and self-learning.	Candidate will complete the assigned tasks and will be responsible for the outcome of their own actions. Candidate will be able to match his own performance according to organisation’s set Key performance indicators for self and organisation development. Candidate will also be able monitor sales target, inventory flow and cover, sales promotions pre check which he will absorb during conducive retail environment with daily learning experience . This matches the NSQF descriptor ‘Responsibility for own work and learning’.	4

SECTION 3

EVIDENCE OF NEED

26	What evidence is there that the qualification is needed? What is the estimated uptake of this qualification and what is the basis of this estimate?	Basis	In case of SSC	In case of other Awarding Bodies(Institutes under Central Ministries and state departments)
		Need of the qualification	Na	<p>As per a study (Capacity Development and Skill Up gradation in the North East) which was conducted by Indian Chamber of Commerce (Annexure 8), private sector jobs are a small percentage of publicsector jobs in North East. Lack of employment opportunities in all the North-Eastern states is resulting in migration of work force to other mega cities. Though literacy rate is high in some states ofNorth-east, however, the Potential of professional education to match future demand in this region is lacking.</p> <p>The Government of Assam and ITE Education Services (ITEES), Singapore tried to explore the possibility of developing a Northeast Skills Centre (NESC) in Guwahati, Assam in order to cater to the Technical and Vocational Education and Training (TVET) needs of the Northeast Region of India. A team of consultants from ITEES conducted a ‘Needs Analysis’ in Guwahati, Assam to examine the present situation of Technical and Vocational Education and Training (TVET) landscape in Assam and subsequently propose specific recommendations for the establishment of NESC. Given the TVET landscape and industry demands for skilled labour in Guwahati’s growing Hospitality & Tourism (H&T) and Beauty & Wellness (B&W) sectors, the ITEES team sees strong justification for the establishment of NESC to provide practice oriented skills training.</p> <p>So, candidates who successfully complete this course will be able get absorbed in various retail companies / businesses.</p> <p><i>In Attachment. Annexure 10(Capacity development and skill up gradation in the North East)</i> <i>Annexure.11 (Needs report)</i> <i>Annexure.12 (NSDC Skill gap report)</i></p>

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	Industry	Na	Vishal Mega Mart and Aditya Birla' People concept so far validated the qualification. Attaching also Industry Occupational map and Industry validations.
	relevance		Annexure.2,3
	Usage of the qualification	To fill	Retail Services course offered at NESC will provide students with skills and knowledge to carry out operations at retail outlets, such as handle merchandise, perform cashiering and serve customers, so as to ensure the sufficient delivery of quality service to customers. Students will also have the skills and knowledge to enhance visual appeal of merchandise display in retail outlet, such as prepare merchandise, props and point-of-purchase display, so as to uplift the store's image and customers' satisfaction.
			Students who successfully complete this course will be absorbed in retail companies / businesses. Some of the job titles which will be offered to the students include Retail Sales Associate, Retail Assistant, Cashier, Customer Service Associate and Sales Executive.
	Estimate uptake		Annexure. 11(Needs Report)
			Retail organisations/businesses will employ the candidates who successfully complete the course. The candidates will be equipped with skills and knowledge to carry out operations at retail outlets, such as handle merchandise, perform cashiering and serve customers, so as to ensure the sufficient delivery of quality service to customers. So, the candidates will be perfect for entry level positions like Retail sales personnel, cashier, Visual Merchandiser.
			In NESC the planned estimated of student intake for initial year is 120.
			At management level, an Industry collaboration tracker has been designed which will house all relevant Retail Business houses who are willing to take a step ahead to absorb the bright candidates on the merit of learned competencies.
			So far the collaboration is done with, Reliance Trends, Madura Retail (People, Peter England), Vishal Mega Mart, Levi's, Max retail, Pantaloons.

27	Recommendation from the concerned Line Ministry of the Government/Regulatory Body. To be supported documentary evidences.
NA	

<p>28</p>	<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>We have found a similar qualification pack titled as ‘Sales Person (Retail)’ in the National Qualification Register.</p> <p>However, the proposed new qualification curriculum is different from the existing qualification in the below mentioned ways –</p> <ol style="list-style-type: none"> 1) Designed by ITE - Whole curriculum is designed and frame by Singapore ITES as par with international standards. Therefore, a new qualification is proposed based on the newly designed curriculum which does not match existing qualification. 2) Duration of the proposed curriculum is 1500 hours whereas the existing qualification is of 180 hours. 3) Practical oriented – The proposed qualification is designed in the ratio of 60:40 (practical/Theory). More practical emphasis is given to core modules like Retail operations (P 60: T 40), Customer handling (P 60: T 40), Professional image and etiquette (P 75: T 25). These make the proposed qualification, more relevant in terms of Industry requirement. 4) Additional Life skill / Employability module - Apart from the trade specific modules, this curriculum also focuses on nurturing positive attitude, maturity and confidence in candidates which requires during frequent interaction with customers. The Employability and Life skills modules are proposed to provide students with a holistic education that prepares them to become productive employees at the workplace and responsible individuals in a cross-cultural environment. 5) More Industrial exposure- To further the competencies, the curriculum proposes for the introduction of a traineeship programme where students of NESC will spend another year undergoing OJT with prospective employers. The advantages of this programme are as follows: Provide real work experience for graduates. <ul style="list-style-type: none"> • Expand employment opportunities for graduates. • Provide real work experience for graduates. • Decrease leakage of graduates joining other irrelevant industries. • Increase the chances for the graduates to work in the Northeast Region. • Mitigate the shortage of base level workers in the industry. 6) Minimum age requirement – Minimum age requirement for the propose qualification is 17 years, which helps the student to get in to job straight after the completion of course.
<p>29</p>	<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>To ensure the quality of TVET delivery in NESC, ITEES consultant will be deployed on site for 1 week to evaluate, guide and mentors the trainers in the delivery of theory and practical lessons. In addition the ITEES consultants will assess the progress of the students and ensure that qualification standards are maintained. This activity could be carried out during the first half of the academic year.</p> <p>Later, upon graduation of the first batch of students, it is pertinent to evaluate whether the system and policies are implemented effectively and to determine the areas for subsequent improvements. ITEES will send a team of consultants on site for a week to review the academic performance of the NESC and where applicable, to provide feedback and recommendations for further enhancement.</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 **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?**
Show the career map here to reflect the clear progression

1. Industry validation format: Ensuring the current shared curriculum and related performance criteria are in aligned with latest Industry trends.
2. Ensuring Recruiter performance criteria are updated in our data base.
3. Ensuring that there is a clear role up in terms of performance criteria qualification experience and skill requirement from entry level to higher level in hierarchy.

Progression chart:

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.