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

Address if different from above: Same as above

Tel number(s): +91 22 40058210-5; Ext. 17

E-mail address: james.raphael@rasci.in

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**

- **SUMMARY**

1	**Qualification Title**	Retail Store Manager
2	**Qualification Code, if any**	RAS/Q0107
3	**NCO code and occupation**	NCO-2015/1420.0200; Store Operations
4	**Nature and purpose of the qualification (Please specify whether qualification is short term or long term)**	Nature of the qualification - a Qualification Pack (QP) The main purpose of the qualification - to equip a candidate with skills to manage the overall operations of the store to upgrade and recognise the skills of people already in work
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)**	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. For accreditation and affiliation of your training centre/centres, we request you to refer the below link: http://smartnsdc.org/
8	**Occupation(s) to which the qualification gives access**	Store Operations
9	**Job description of the occupation**	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.
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.
12	**Level of the qualification in the NSQF**	7

13	Anticipated volume of training/learning required to complete the qualification	350 hours
14	Indicative list of training tools required to deliver this qualification	Display Racks (Gondolas); Product detailers/specifications/catalogue; Display/boards/standees; Calculator; Stock almirah with dummy products stocked as per FIFO method; Point of Sale (POS) terminal; Bar code scanner; VM elements (Mannequins - Full/Half Bust, Danglers, Wobblers, Hangers, Fixtures, banners, POS Display - LED Lightbox, Signage Board; Offer /Policy Signage); Shopping basket/cart; Dummy fire extinguishers; Dummy stock and inventory management system (software/physical register/Inventory tracker in .xls) to demonstrate inventory management; Sample Retail SOP manual covering do's & don'ts in a store; HR manual - in store induction training; Code of conduct; Sample contact list of key internal and external stakeholders; Fake note detecting machine with note samples; Customer feedback forms; Attendance register; Sample employee appraisal form; Cash till for cash reconciliation & Bank deposits; Sample store profit & loss Statements/ledger book for maintaining accounts; Sample script for team briefing; Sample statutory compliance documents such as shops & establishments certificate
15	Entry requirements and/or recommendations and minimum age	Educational Qualification: 12th standard pass Experience: 4 years of experience in store operations in a supervisory role
16	Progression from the qualification (Please show Professional and academic progression)	Cluster Manager/Area Manager
17	Arrangements for the Recognition of Prior learning (RPL)	The RPL process will be aligned to RPL guidelines comprising of below steps: 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.**		
20	**Formal structure of the qualification** **Mandatory components**		

	Title of component and identification code/NOSs/Learning outcomes	**Estimated size (learning hours)**	**Level**
	RAS/N0152 Optimize inventory to ensure maximum availability of stocks and minimized losses	46	7
	RAS/N0153 Implement standard operating procedures, process and policy at the store while ensuring timely and accurate reporting	46	7
	RAS/N0154 Manage sales and service delivery to increase store profitability	46	7
	RAS/N0155 Check and confirm adherence to visual merchandising plans	46	7
	RAS/N0156 Manage overall safety, security and hygiene of the store	28	7
	RAS/N0157 Implement promotions and special events at the store	46	7
	RAS/N0158 Manage human resources at the store through manpower planning, recruitment, training and performance management	46	7
	RAS/N0159 Conduct price benchmarking and market study of competition	46	7
	Sub Total A	350	
	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)	**350**	

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 an non – intrusive environment with comprehensive auditable trails.
23	**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, 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.

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.

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: Retail Store Manager

Outcomes to be assessed/NOSs to be assessed	Assessment criteria for the outcome
1. RAS/N0152 (Optimize inventory to ensure maximum availability of stocks and minimized losses)	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
	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 reverse logistics policies of the organisation viz-a-viz vendors' policies
	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
	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
2. RAS/N0153 (Implement standard operating procedures, processes and policies at the store while ensuring timely and accurate reporting)	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
	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
3. RAS/N0154 (Manage sales and service delivery to increase store profitability)	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
	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
	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
	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
4. RAS/N0155 (Check and confirm adherence to visual merchandising plans)	PC1. establish conformance to retail processes like stock rotation, adjacency principles and product display norms

	PC2. train staff on concept of planogramming 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

	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

	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
5. RAS/N0156 (Manage overall safety, security and hygiene of the store)	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
	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
	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
6. RAS/N0157 (Implement promotions and special events at the store)	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
	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
	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
7. RAS/N0158 (Lead and manage the team for developing store capability)	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 HR policies to support recruitment of staff
	PC5. identify future manpower requirements based on projected store plans

	PC6. establish and foster effective and open communication channels with store staff
	PC7. guide staff regarding individual and team's 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
	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 the effective 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 organisation's 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
8. RAS/N0159 (Conduct price benchmarking and market study of competition)	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 competition
Means of assessment 1	
Means of assessment 2 Add boxes as required.	
Pass/Fail	

SECTION 2
25. EVIDENCE OF LEVEL

OPTION B

Title/Name of qualification/component: Retail Store Manager		Level: 7	
NSQF Domain	**Key requirements of the job role**	**How the job role relates to the NSQF level descriptors**	**NSQF Level**
Process	Retail Store Manager is responsible for managing the overall operations of the store and ensure its profitability. He/she is responsible to control operational expenses and ensure the growth of 'topline' and 'bottomline' set by the organisation	The job holder is responsible for managing the overall operations of the store and ensure its profitability. This requires command of wide ranging specialised theoretical and practical skill, involving variable routine and non-routine context. Also, this role being supervisory in nature, qualifies as a level 7 role.

For example, this individual 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.

The above job requires command of wide ranging theoretical and practical skill, involving variable routine and non-routine context | 7 |

Title/Name of qualification/component: Retail Store Manager		Level: 7	
NSQF Domain	**Key requirements of the job role**	**How the job role relates to the NSQF level descriptors**	**NSQF Level**
Professional knowledge	The individual on the job needs to know and understand: Standard Operating Procedures, processes and policies of the store, concepts like marketing and sales, inventory management, customer experience management, visual merchandising, people management, store safety, security and hygiene standards.	The job holder is expected to have wide ranging, factual and theoretical knowledge in broad contexts within his/her field of work. For example, the job holder is expected to have knowledge of how to optimize inventory to ensure maximum availability of stocks. He/she is expected to have knowledge of Standard Operating Procedures, policies and processes with respect to store operations. He/she should be adept with the concept of customer experience and sales management. Marketing and its application in the form of events and promotions is a key knowledge requirement for this job role. He/she is also expected to have knowledge of team management, group dynamics to build store capability. Since all the above mentioned are wide ranging, factual and theoretical in nature, the role qualifies for Level 7.	7
Professional skill	The job holder is required to have professional skills required for performing the job, which includes decision making, planning and organising, customer centricity, analytical thinking, critical thinking and problem solving. For example, the job holder is expected to	The job holder is expected to demonstrate wide range of cognitive and practical skills required to generate solutions. For instance, the job holder is expected to plan the staffing needs of the store, identify cost effective channels for sourcing of manpower, interview and select manpower in line with HR policies, create a	7

Title/Name of qualification/component: Retail Store Manager		Level: 7	
NSQF Domain	**Key requirements of the job role**	**How the job role relates to the NSQF level descriptors**	**NSQF Level**
	lead and manage the team for building store capability. He/she is required to take business and people decisions, delegate tasks to team members to ensure completion of work efficiently and keep team motivated at the same time, analyse situations, data and reports, 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)	positive work environment, train and develop staff to build store capability. All these activities mostly require cognitive and practical skills, hence qualifying the role for Level 7.	
Core skill	The individual is expected to have strong communication skills (written and oral). He/she should have strong presentation skills, business acumen, sound understanding of social environment, knowledge of equipment and products & services the organization offers	The job holder is expected to exhibit sound written and oral communication skills, presentation skills, mathematical skills and social skills. Considering these outcomes, the job holder can be placed at level 7. For example, the job holder is expected to read policies, processes, and developmental reports. He/she should be able to draft emails, create process documents and reports, record interview assessments and appraisals. He/she should be able to compute store targets, profit and loss, etc., collect and present information to management and other stakeholders.	7
Responsibility	The individual is responsible for output of group and	The job holder is responsible for output of the team and its development.	7

NSQF QUALIFICATION FILE

Title/Name of qualification/component: Retail Store Manager		Level: 7	
NSQF Domain	**Key requirements of the job role**	**How the job role relates to the NSQF level descriptors**	**NSQF Level**
	development Retail Store Manager is responsible for the overall management of the store to ensure its profitability. He/she is responsible for supervising and directing the store staff, taking staffing decisions, optimising the store's financial performance and managing safety and security of the store.	This individual is responsible for controlling operational expenses and ensure the growth of 'topline' and 'bottomline' set by the organisation. This individual is responsible for ensuring product availability, maintaining visual merchandising standards, and ensuring customer satisfaction while adhering to the business and store processes. He/she is responsible for leading and managing the team to develop store capability. Hence, this role qualifies for Level 7. It comprises of supervisory activities.	

SECTION 3
EVIDENCE OF NEED

26	estimated uptal ... of estimate? Basis	... here that the qualification ... the this qualification and ... this	
		In case of SSC	**In case of other Awarding Bodies (Institutes under Central Ministries and states departments)**
	Need of the qualification	The Indian retail will have an estimated size of USD 1.3 trillion by 2020. The retail sector is growing at a CAGR of 15% over the past five years. At the projected growth the retail industry would be worth INR 55 trillion (USD 948 billion) in 2018-19. Out of the total retail business 92 per cent penetration is from the unorganized sector and 8% from the organized sector. Unorganized retail is characterized by presence of kirana stores /mom-and pop stores while organized retail is characterized by retail chains in the form of departmental stores, supermarkets, convenience stores through physical presence of stores. There is an existing as well as an emerging need to build leadership capability to manage the overall operations of the stores thereby, creating a need for skilling individuals to take up responsibility of Store Managers Evidence of the qualification is also	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

		supported by validations.	
Industry Relevance		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.(*The industry validation format to be used*)	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
Usage of the qualification		The SSC would submit details of the employment generated (wherever applicable) and realised	The submitting body would submit the details of trained and

		by virtue of training in the Qualifications of the sector earlier submitted for NSQF alignment. In case of unorganized sector, case studies or evidences may be given	proposed qualification (if an existing qualification is being proposed for NSQF alignment) 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.
	Estimated uptake	The increase in manpower requirements (as per projections) from 2016 to 2022 is expected to almost double in the retail sector. The expected manpower deficit in Retail will be approx. 56 million by 2022. All the numbers are provided in research analysis study.
27	**Recommendation**	**from the concerned Line Ministry of the**
	Government/Regulatory Body. To be supported by documentary evidences	
28	**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** The qualification discussed above is checked for any duplication across sectors. Given the qualification is niche to retail sector, there is no duplication or pre-existing similar qualifications.	

29	**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**
	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.

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. 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 qualification 3. 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.

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.