

NSQC QUALIFICATION FILE

Approved in 19th NSQC Meeting, 5th February 2018

CONTACT DETAILS OF THE BODY SUBMITTING THE QUALIFICATION FILE

Name and address of submitting body:

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

Name and contact details of individual dealing with the submission

Name: Mr. James Raphael

Position in the organisation: Executive Head

Address if different from above: Same as above

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

E-mail address: james.rafael@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

NSQC QUALIFICATION FILE

Approved in 19th NSQC Meeting, 5th February 2018

SUMMARY

Qualification Title	Seller Activation Executive
Qualification Code	RAS/Q 0301
Nature and purpose of the qualification	<p>Nature of the qualification</p> <ul style="list-style-type: none">- a Qualification Pack (QP) <p>The main purpose of the qualification</p> <ul style="list-style-type: none">- to scale up and enhance businesses of small, medium scale organizations through transitioning from offline retail to online retail business- to aggregate the seller base for e-commerce organizations to augment spread of product offerings thereby facilitating exponential growth in revenue and customer base- to enable candidate on-board sellers to the e-commerce platform- to introduce and integrate digital payment systems in businesses
Body/bodies which will award the qualification	Retailers Association's Skill Council of India (RASCI)
Body which will accredit providers to offer courses leading to the qualification	Retailers Association's Skill Council of India (RASCI)
Body/bodies which will carry out assessment of learners	RASCI affiliated assessing agencies having NSQF certified assessors
Occupation(s) to which the qualification gives access	Category Management
Licensing requirements	N/A
Level of the qualification in the NSQF	Level 4
Anticipated volume of training/learning required to complete the qualification	280 hours
Entry requirements and/or recommendations	Educational Qualifications: 10 th Standard Pass Experience : Not Applicable

NSQC QUALIFICATION FILE

Approved in 19th NSQC Meeting, 5th February 2018

Progression from the qualification	Seller Relationship Manager
Planned arrangements for the Recognition of Prior learning (RPL)	<p>The RPL process will be aligned to RPL guidelines comprising of below steps:</p> <ol style="list-style-type: none"> 1. Mobilization process to be undertaken by Agency identified by SSC as per scheme guidelines 2. Counselling & Pre-screening of candidates to be conducted as per SSC defined pre-screening criteria 3. Orientation of enrolled candidates by certified Trainers as per scheme guidelines 4. Final Assessment to be conducted by certified assessors of SSC affiliated Assessment Agency 5. Certification to be done as per scheme Guidelines by SSC
International comparability where known	N/A
Date of planned review of the qualification.	3rd August 2019

Formal structure of the qualification			
Title and identification code of component.	Mandatory/ Optional	Estimated size (learning hours)	Level
1. RAS / N0301 Conduct profiling and acquisition of sellers based on business requirement	M	50	4
2. RAS / N0302 Update the sellers on product promotions and orient them on operating the technology platform	M	50	4
3. RAS / N0303 Execute daily operational activities to enhance business and improve seller satisfaction	M	50	4
4. RAS / N0304 Build relationships with new sellers and strengthen relationships with existing sellers	M	34	4
5. RAS / N0305 Study the market and competition to improve business performance	M	34	4

NSQC QUALIFICATION FILE

Approved in 19th NSQC Meeting, 5th February 2018

6. RAS / N0306 Maintain good interpersonal relationships with all stakeholders	M	34	4
7. RAS / N0307 Comply to grooming, health and hygiene requirements of the organization	M	28	4

Please attach any document giving further detail about the structure of the qualification – e.g. a Curriculum Document or a Qualification Pack.

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

NSQC Approved

SECTION 1
ASSESSMENT

Body/Bodies which will carry out assessment:

RASCI affiliated assessing agencies having NSQF certified assessors

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.

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

NSQC QUALIFICATION FILE

Approved in 19th NSQC Meeting, 5th February 2018

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 any 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 – i.e. Learning Outcomes to be assessed, assessment criteria and the means of assessment.

Title of Component: Seller Activation Executive

CRITERIA FOR ASSESSMENT OF TRAINEES

Job Role Seller Activation Executive

Qualification Pack RAS/Q0301

Sector Skill Council Retailers Association’s Skill Council of India

Guidelines for Assessment

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each PC
2. The assessment for the theory part will be based on knowledge bank of questions created by the SSC
3. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below)
4. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training center based on this criteria
5. To pass the Qualification Pack, every trainee should score a minimum of 70% in every NOS
6. In case of successfully passing only certain number of NOS's, the trainee is eligible to take subsequent assessment on the balance NOS's to pass the Qualification Pack

NSQF QUALIFICATION FILE

Version 6: Draft of 01 December 2016

Assessment outcomes	Assessment Criteria for outcomes	Marks Allocation			
		Total Mark	Out Of	Theory	Skills Practical
1. RAS/N0301 (Conduct profiling and acquisition of sellers based on business requirement)	PC1. study the market to be able to identify new sellers	100	7	3.5	3.5
	PC2. study the prospective seller base based on product categories in the marketplace		7	3.5	3.5
	PC3. set targets to approach, explain and register sellers		7	3.5	3.5
	PC4. communicate advantages and benefits about the platform to sellers		7	3.5	3.5
	PC5. match offer proposition with likely clients (sellers)		7	3.5	3.5
	PC6. create relevant proposals entailing all required details about business		7	3.5	3.5
	PC7. be aware of the prospective sellers in the organization		7	3.5	3.5
	PC8. understand critical elements of seller registration		7	3.5	3.5
	PC9. know and understand the process and documentation required for registration as per the company standards		7	3.5	3.5
	PC10. list down key elements of knowledge to be passed on to the sellers		7	3.5	3.5
	PC11. explain the documentation requirement		7	3.5	3.5

NSQF QUALIFICATION FILE

Version 6: Draft of 01 December 2016

	and registration process to seller for undertaking business				
	PC12. ensure accurate and timely completion of documentation process		6	3	3
	PC13. keep abreast of international operating standards for benchmarking		6	3	3
	PC14. know about success stories of comparative organizations		6	3	3
	PC15. work on self to get better at business development, selling skills, negotiation skills and customer service orientation		5	2.5	2.5
		Total	100	50	50
2. RAS/N0302 (Update the sellers on product promotions and orient them on operating the technology platform)	PC1. know and understand the critical aspects of the online portal	100	8	4	4
	PC2. orient and train sellers on the elements of portal operation and seller panel		10	5	5
	PC3. troubleshoot simple issues that sellers face while operating the technology platform		8	4	4
	PC4. help and guide seller in uploading new products		8	4	4
	PC5. assist sellers in order processing, packaging and shipping		8	4	4
	PC6. abreast about existing promotions		8	4	4

NSQF QUALIFICATION FILE

Version 6: Draft of 01 December 2016

	PC7. evaluate promotions and advise the advantages that sellers can derive from the promotions		10	5	5
	PC8. ensure seller receives advantages and dues as per contract		8	4	4
	PC9. update self about upcoming promotions and applications		8	4	4
	PC10. help seller plan his work as per business information received		8	4	4
	PC11. suggest and guide new sellers about how to grow business online		8	4	4
	PC12. give promotional offers on high-end brands and bulk offers on small brands		8	4	4
		Total	100	50	50
3. RAS/N0303 (Execute daily operational activities to enhance business and improve seller satisfaction)	PC1. ensure complete tracking of seller listing on the portal	100	12	6	6
	PC2. complete seller training about process, guidelines and panels to targeted sellers		16	8	8
	PC3. address seller queries and resolve concerns/issues if any		12	6	6
	PC4. monitor and achieve targets in terms of seller registration		12	6	6
	PC5. collect, collate and share seller feedback with management		12	6	6

NSQF QUALIFICATION FILE

Version 6: Draft of 01 December 2016

	PC6. use MIS reporting		12	6	6
	PC7. conduct webinars and exhibitions for sellers		12	6	6
	PC8. manage the payment cycle for sellers		12	6	6
		Total	100	50	50
4. RAS/N0304 (Build relationships with new sellers and strengthen relationships with existing sellers)	PC1. complete all required processes from registration to onboarding to ensure smooth and complete handover of the seller to account manager	100	8	4	4
	PC2. help build healthy relationships between seller and account manager		8	4	4
	PC3. ensure induction material is complete in all respects		8	4	4
	PC4. take feedback on the material and incorporate the same		8	4	4
	PC5. train and orient sellers about the process, guidelines, and panels		8	4	4
	PC6. address all seller queries and resolving concerns and issues, if any		8	4	4
	PC7. suggest and guide sellers about how to grow their business online		8	4	4
	PC8. train sellers on all documentation and reporting processes as per company policy		8	4	4
	PC9. identify the list of existing sellers who have		8	4	4

NSQF QUALIFICATION FILE

Version 6: Draft of 01 December 2016

	come from different mediums				
	PC10. understand the background of the seller accounts		6	3	3
	PC11. understand and interpret seller queries		6	3	3
	PC12. suggest solutions to address the identified queries		8	4	4
	PC13. help manage and grow their businesses		8	4	4
		Total	100	50	50
5. RAS/N0305 (Study the market and competition to improve business performance)	PC1. study competitors services and their work in the area of seller activation	100	14	7	7
	PC2. seek information about their market share, sale and revenue figures		12	6	6
	PC3. seek information on their strengths and weaknesses		12	6	6
	PC4. seek information on any new strategies/service offerings provided by competitors		12	6	6
	PC5. identify offers/schemes that work, based on competitor study		14	7	7
	PC6. work in tandem with marketing team to help create new schemes for acquisition and maintenance of sellers		12	6	6
	PC7. collect seller feedback and provide valuable inputs to reporting manager/ business partners		12	6	6

NSQF QUALIFICATION FILE

Version 6: Draft of 01 December 2016

	PC8. identify live sellers on other websites and pitch to them		12	6	6
		Total	100	50	50
6. RAS/N0306 (Maintain good interpersonal relationships with all stakeholders)	PC1. differentiate between external and internal customers	100	6	3	3
	PC2. understand expectations as per relationship with individual/group		6	3	3
	PC3. adopt appropriate medium of communication		6	3	3
	PC4. determine importance of selling/activation function in business-to-business processes		6	3	3
	PC5. actively seek feedback and guidance from immediate manager or team members to improve activation capabilities		6	3	3
	PC6. attend training programs when required		6	3	3
	PC7. build network of sellers through various sources as per company policy		8	4	4
	PC8. manage network of sellers by being in continuous contact with them		6	3	3
	PC9. establish trust and confident with sellers by communicating the need, expectations and shareable information with them		6	3	3
	PC10. ensure minimization of possible losses and risks in relationships		6	3	3

NSQF QUALIFICATION FILE

Version 6: Draft of 01 December 2016

	PC11. communicate clearly in local language (where required)		6	3	3
	PC12. articulate clearly and coherently and respond appropriately		6	3	3
	PC13. treat all stakeholders with respect and dignity		6	3	3
	PC14. handle interpersonal conflict / disputes according to company policy / procedures		8	4	4
	PC15. consult supervisor if the seriousness of conflict is beyond scope of responsibility		6	3	3
	PC16. concisely and accurately record details of the conflict and report to concerned authority		6	3	3
		Total	100	50	50
7. RAS/N0307 (Comply to grooming, health and hygiene requirements of the organization)	PC1. ensure personal hygiene	100	7	3.5	3.5
	PC2. avoid use of products that affect personal hygiene adversely		7	3.5	3.5
	PC3. identify hygiene conditions that could impact health		7	3.5	3.5
	PC4. use products that aid in improving personal hygiene		7	3.5	3.5
	PC5. demonstrate awareness of company policies with respect to grooming		7	3.5	3.5
	PC6. adhere to company policy with respect to personal grooming		8	4	4

NSQF QUALIFICATION FILE

Version 6: Draft of 01 December 2016

PC7. identify articles required to conform to grooming norms as per company policies	7	3.5	3.5	
PC8. highlight absence/damage of articles required to complete grooming as per company policies	7	3.5	3.5	
PC9. maintain and ensure products provided by organization as per grooming policies	8	4	4	
PC10. report on personal health issues related to injury, food, air and infectious diseases	7	3.5	3.5	
PC11. ensure not to go for work if unwell, to avoid the risk of being spread to other people	7	3.5	3.5	
PC12. undergo preventive health check-ups at regular intervals	7	3.5	3.5	
PC13. take prompt treatment from the doctor in case of illness	7	3.5	3.5	
PC14. have a general sense of hygiene and appreciation for cleanliness for the benefit of self and the customers or local community	7	3.5	3.5	
	Total	100	50	50

NSQF QUALIFICATION FILE

Version 6: Draft of 01 December 2016

NSQF QUALIFICATION FILE

Version 6: Draft of 01 December 2016

SECTION 2

EVIDENCE OF LEVEL

Awarding bodies will enter a proposed NSQF level for the qualification in the Qualification File Summary. This section asks for the evidence on which that proposal is based. The evidence must refer to the level descriptors of the NSQF.

NSDA recommends an approach to working out the level of qualifications which starts with the level descriptor domains (Process, Professional knowledge, Professional skill, Core skill and Responsibility: see annex A). Two variants for providing the evidence of level are offered here: Option A and Option B in the following pages. Awarding bodies should choose the option which best suits the qualification.

NSQF QUALIFICATION FILE

Version 6: Draft of 01 December 2016

OPTION A

Title/Name of qualification/component: Seller Activation Executive			Level: 4
NSQF Domain	Key requirements of the job role	How the job role relates to the NSQF level descriptors	NSQF Level
Process	A Seller Activation Executive is responsible for building and managing a network of sellers for the organization	<p>The job holder is responsible for building, on-boarding and managing registered and new seller network in the organization.</p> <p>This involves working in familiar, predictable and routine environment such as profiling and identifying sellers, completing required documentation, registering the sellers on the e-commerce portal, and managing the on-boarded sellers through key account management.</p> <p>Considering the outcomes, the job role is pegged at level 04.</p>	4
Professional knowledge	The individual on the job needs to know and understand: Grooming standards of the organization, processes followed in seller registration and on-boarding, contractual norms with sellers, promotions being offered by organizations, key account management, any other organization work processes	<p>The job holder is expected to have factual knowledge of field of knowledge or study.</p> <p>For example, the job holder is expected to have knowledge of how to work processes involved on seller registration in the online portal, promotions and offers by the organization, legal compliances (if any) during the registration process, grooming, policies of the organization, process involved in evaluating seller performance, tracking of seller listing. Hence, considering the</p>	4

NSQF QUALIFICATION FILE

Version 6: Draft of 01 December 2016

Title/Name of qualification/component: Seller Activation Executive			Level: 4
NSQF Domain	Key requirements of the job role	How the job role relates to the NSQF level descriptors	NSQF Level
Professional skill	The job holder is required to have professional skills required for performing the job which includes: Decision Making, Planning & Organizing, Customer Centricity, Problem Solving, Analytical Thinking and Critical Thinking	<p>type of professional knowledge the job holder can be placed at level 04</p> <p>The job holder is expected to recall and demonstrate practical skill and use appropriate digital tools.</p> <p>The job holder should have strong service orientation, interpersonal skills, should be adept at business development which requires strong selling skills and presentation skills. The job holder should have working knowledge of operating digital tools. He should be a sound negotiator. Hence, considering the type of skill, the job holder can be placed at level 04</p>	4
Core skill	The job holder is required to have core skills for performing the job which includes: writing skills, reading skills, and oral and communication skills (listening and speaking skills).	<p>The job holder is expected to communicate clearly in speech and writing.</p> <p>The job holder is expected to pitch the business proposition to sellers, communicate advantages and benefits about online platform, provide necessary handholding to sellers once registered. This requires ongoing communication through demonstration of customer centricity.</p> <p>Considering these outcomes, the job holder can be placed at level 04</p>	4
Responsibility	The role is responsible for his/her own working	The job holder is expected to conduct profiling and acquisition of sellers, provide product	4

NSQF QUALIFICATION FILE

Version 6: Draft of 01 December 2016

Title/Name of qualification/component: Seller Activation Executive		Level: 4	
NSQF Domain	Key requirements of the job role	How the job role relates to the NSQF level descriptors	NSQF Level
	<p>and learning.</p> <p>The individual is responsible for profiling, interacting and acquiring new sellers in the market and thereafter, on-boarding them to the e-commerce marketplace. In addition, he/she is also responsible for managing the already on-boarded/existing sellers through query resolution and/or any other issues they may face</p>	<p>updates to sellers, orient them on digital platform, execute daily operational activities, build relationship with new and existing sellers and conduct market study. Considering these responsibilities, the job holder can be placed at level 04</p>	

SECTION 3

EVIDENCE OF NEED

What evidence is there that the qualification is needed?

During the industry interactions carried out while creating occupational maps and prioritization of job roles for Qualification Pack development, the mentioned qualification was indicated as a key requirement by the industry.

Driven by robust investment in the E-commerce sector and rapid increase in the number of internet users. India's e-commerce market is estimated to expand to over US\$ 100 billion by 2020 from US\$ 6 billion during FY 2015. For organizations dealing in Online Retail, it is imperative to grow the Seller base to provide a wide range of product offerings to online shoppers. Research suggests that online retail giant Amazon has doubled its seller base and has witnessed 160% growth in its seller base.

The Qualification is expected to skill individuals who will act as a bridge between the Online Retail organizations and the sellers and enable them to successfully on-board and handhold the sellers who have moved from offline market to online markets.

Evidence of the qualification is also supported by validations. The complete list of validating companies has been enclosed as an annexure to the Q file.

Industry validation documents will be attached separately.

What is the estimated uptake of this qualification and what is the basis of this estimate?

With growth in the e-commerce industry, online retail is estimated to reach US\$ 70 billion by 2020 from US\$ 3 billion in 2014 which will create job opportunities to enable to augmentation of the seller base in the e-commerce industry.

What steps were taken to ensure that the qualification(s) does/do not duplicate already existing or planned qualifications in the NSQF?

The qualification discussed above is checked for any duplication across sectors given the qualification is niche to retail-Ecommerce sector, there is no duplication or pre-existing similar qualifications

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?

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 3rd August 2019.

Please attach any 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.

NSQF QUALIFICATION FILE

Version 6: Draft of 01 December 2016

SECTION 4

EVIDENCE OF PROGRESSION

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?

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 refer to attached career path as per annexure 1 which clearly defines the career path.

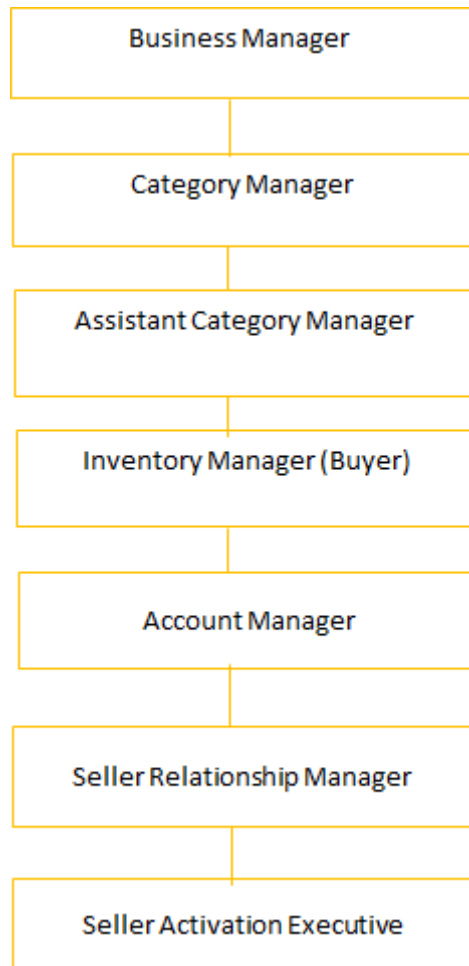
Please attach any documents giving further information about any of the topics above. Give the titles and other relevant details of the document(s) here. Include page references showing where to find the relevant information.

1. Career Map of Seller Activation Executive - Annexure 1
2. QP RAS/Q0301- Annexure 2

NSQF QUALIFICATION FILE

Version 6: Draft of 01 December 2016

Annexure 1: Career Map



Annexure 2: QP RAS/Q0301