

QUALIFICATION FILE – Standalone NOS

Fundamentals of Q-Commerce

Horizontal/Generic Vertical/Specialization

Upskilling Dual/Flexi Qualification For ToT For ToA

General Multi-skill (MS) Cross Sectoral (CS) Future Skills

NCrF/NSQF Level: 4

Submitted By:

Additional Skill Acquisition Programme

KINFRA Film and Video park, Sainik School P.O, Kazhakkootam

Thiruvananthapuram, Kerala, India-695585

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Section 1: Basic Details

| 1. | NOS-Qualification Name | Fundamentals of Q-Commerce | | | | | | | | | | | | | | | | | | | |
|--------|--|---|--|--------|--|---|---|-----------------------------|------------------------|---|--|------------------------|---|---|------------------------|---|---|-----------------------------|---|---|-------------------------------|
| 2. | Sector/s | Logistics | | | | | | | | | | | | | | | | | | | |
| 3. | Type of Qualification <input type="checkbox"/> New <input type="checkbox"/> Revised | NQR Code & version of the existing /previous qualification: NA | Qualification Name of the existing/previous version: NA | | | | | | | | | | | | | | | | | | |
| 4. | National Qualification Register (NQR) Code & Version <i>(Will be issued after NSQC approval.)</i> | NG-04-TW-04445-2025-V1-ASAP & V1.0 | 5. NCrF/NSQF Level: 4 | | | | | | | | | | | | | | | | | | |
| 6. | Brief Description of the Standalone NOS | This NOS provides a foundational understanding of Quick Commerce, focusing on rapid delivery systems, hyper-local inventory management, and real-time logistics. Learners will explore key technologies and strategies driving speed, efficiency, and customer satisfaction in modern commerce. The program is designed to prepare individuals for emerging roles in the fast-evolving Quick Commerce ecosystem. | | | | | | | | | | | | | | | | | | | |
| 7. | Eligibility Criteria for Entry for a Student/Trainee/Learner/Employee | Entry Qualification & Relevant Experience: <table border="1" data-bbox="1025 831 2027 1254"> <thead> <tr> <th>S. No.</th> <th>Academic/Skill Qualification (with Specialization - if applicable)</th> <th>Relevant Experience (with Specialization - if applicable)</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>12th Grade Pass</td> <td>No Experience Required</td> </tr> <tr> <td>2</td> <td>Pursuing 2nd year of 3-year regular Diploma (after 10th)</td> <td>No Experience Required</td> </tr> <tr> <td>3</td> <td>12th Grade Pass and pursuing continuous schooling</td> <td>No Experience Required</td> </tr> <tr> <td>4</td> <td>10th Grade Pass or equivalent</td> <td>3 Years Relevant Experience</td> </tr> <tr> <td>5</td> <td>Previous relevant Qualification of NSQF Level 3.5</td> <td>1.5 Years Relevant Experience</td> </tr> </tbody> </table> <p>* in warehouse or logistics support Age :</p> | | S. No. | Academic/Skill Qualification (with Specialization - if applicable) | Relevant Experience (with Specialization - if applicable) | 1 | 12 th Grade Pass | No Experience Required | 2 | Pursuing 2nd year of 3-year regular Diploma (after 10th) | No Experience Required | 3 | 12th Grade Pass and pursuing continuous schooling | No Experience Required | 4 | 10 th Grade Pass or equivalent | 3 Years Relevant Experience | 5 | Previous relevant Qualification of NSQF Level 3.5 | 1.5 Years Relevant Experience |
| S. No. | Academic/Skill Qualification (with Specialization - if applicable) | Relevant Experience (with Specialization - if applicable) | | | | | | | | | | | | | | | | | | | |
| 1 | 12 th Grade Pass | No Experience Required | | | | | | | | | | | | | | | | | | | |
| 2 | Pursuing 2nd year of 3-year regular Diploma (after 10th) | No Experience Required | | | | | | | | | | | | | | | | | | | |
| 3 | 12th Grade Pass and pursuing continuous schooling | No Experience Required | | | | | | | | | | | | | | | | | | | |
| 4 | 10 th Grade Pass or equivalent | 3 Years Relevant Experience | | | | | | | | | | | | | | | | | | | |
| 5 | Previous relevant Qualification of NSQF Level 3.5 | 1.5 Years Relevant Experience | | | | | | | | | | | | | | | | | | | |

| 8. Credits Assigned to this NOS-Qualification, Subject to Assessment (as per National Credit Framework (NCrF)) | 5 | 9. Common Cost Norm Category (I/II/III) (wherever applicable): II | | | | | | | | | | | | |
|--|--|---|------------------------|-------------------|-------------------|---------------|---------------------|--------------|----|-----|---|----|-----|----|
| 10. Any Licensing Requirements for Undertaking Training on This Qualification (wherever applicable) | NA | | | | | | | | | | | | | |
| 11. Training Duration by Modes of Training Delivery (Specify Total Duration as per selected training delivery modes and as per requirement of the qualification) | <table border="1" data-bbox="1025 427 1711 603"> <thead> <tr> <th>Training Delivery Mode</th> <th>Theory (Hours)</th> <th>Practical (Hours)</th> <th>Total (Hours)</th> </tr> </thead> <tbody> <tr> <td>Classroom (offline)</td> <td>60</td> <td>90</td> <td>150</td> </tr> </tbody> </table> <p data-bbox="1025 611 1559 643"><input checked="" type="checkbox"/> Offline Only <input type="checkbox"/> Online Only <input type="checkbox"/> Blended</p> <p data-bbox="1025 727 1509 759">(Refer Blended Learning Annexure for details)</p> | | Training Delivery Mode | Theory (Hours) | Practical (Hours) | Total (Hours) | Classroom (offline) | 60 | 90 | 150 | | | | |
| Training Delivery Mode | Theory (Hours) | Practical (Hours) | Total (Hours) | | | | | | | | | | | |
| Classroom (offline) | 60 | 90 | 150 | | | | | | | | | | | |
| 12. Assessment Criteria | <table border="1" data-bbox="1025 799 1982 938"> <thead> <tr> <th>Theory (Marks)</th> <th>Practical (Marks)</th> <th>Project (Marks)</th> <th>Viva (Marks)</th> <th>Total (Marks)</th> <th>Passing %age</th> </tr> </thead> <tbody> <tr> <td>77</td> <td>103</td> <td>0</td> <td>30</td> <td>210</td> <td>50</td> </tr> </tbody> </table> | | Theory (Marks) | Practical (Marks) | Project (Marks) | Viva (Marks) | Total (Marks) | Passing %age | 77 | 103 | 0 | 30 | 210 | 50 |
| Theory (Marks) | Practical (Marks) | Project (Marks) | Viva (Marks) | Total (Marks) | Passing %age | | | | | | | | | |
| 77 | 103 | 0 | 30 | 210 | 50 | | | | | | | | | |
| 13. Is the NOS Amenable to Persons with Disability | <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If "Yes", specify applicable type of Disability: | | | | | | | | | | | | | |
| 14. Progression Path After Attaining the Qualification, wherever applicable (Please show Professional and Academic progression) | Q-Commerce Operations Executive | | | | | | | | | | | | | |
| 15. How participation of women will be encouraged? | 30% seats reserved for women learners | | | | | | | | | | | | | |
| 16. Other Indian languages in which the Qualification & Model Curriculum are being submitted | Hindi | | | | | | | | | | | | | |

| | | | |
|-----|---|--|----------------------------------|
| 17. | Is similar NOS available on NQR-if yes, justification for this qualification | <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No URLs of similar Qualifications: | |
| 18. | Name and Contact Details Submitting / Awarding Body SPOC (In case of CS or MS, provide details of both Lead AB & Supporting ABs) | Name: Dr. Usha Titus IAS (Retd), CMD, ASAP Kerala Email: nsqf@asapkerala.gov.in / curriculum@asapkerala.gov.in Contact No.: 04712772500 Website: www.asapkerala.gov.in | |
| 19. | Final Approval Date by NSQC: 07/10/2025 | 20. Validity Duration: 3 years | 21. Next Review Date: 07/10/2028 |

Section 2 : Module Summary

Mandatory NOS/s:

Th.-Theory Pr.-Practical OJT-On the Job Man.-Mandatory Training Rec.-Recommended Proj.-Project

| S. No | NOS/Module Name | NOS/Module Code & Version (if applicable) | Core/ Non-Core | NCrF/N SQF Level | Credits as per NCrF | Training Duration (Hours) | | | | | Assessment Marks | | | | | |
|--|----------------------------|--|----------------|------------------|---------------------|---------------------------|-----|----------|----------|-------|------------------|-----|------|------|-------|-------------------------------|
| | | | | | | Th. | Pr. | OJT-Man. | OJT-Rec. | Total | Th. | Pr. | Proj | Viva | Total | Weightage (%) (if applicable) |
| 1. | Fundamentals of Q-Commerce | ASP/LSC/N1501 | Core | 4 | 5 | 60 | 90 | - | - | 150 | 77 | 103 | 0 | 30 | 210 | 100 |
| Duration (in Hours) / Total Marks | | | | | | | | | | 150 | | | | | 210 | |

Assessment - Minimum Qualifying Percentage

Minimum Pass Percentage – Aggregate at qualification level: 50% (Every Trainee should score specified minimum aggregate passing percentage at qualification level to successfully clear the assessment.)

Section 3: Training Related

| | | |
|----|---|--|
| 1. | Trainer's Qualification and experience in the relevant sector (in years) <i>(as per NCVET guidelines)</i> | Bachelor's degree preferably with knowledge of IT having 5 years relevant industry experience and 2 years training experience |
| 2. | Master Trainer's Qualification and experience in the relevant sector (in years) <i>(as per NCVET guidelines)</i> | Bachelor's degree preferably with knowledge of IT having 7 years relevant industry experience and 3 years training experience. |
| 3. | Tools and Equipment Required for the Training | <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <i>(If "Yes", details to be provided in Annexure)</i> |
| 4. | In Case of Revised NOS, details of Any Upskilling Required for Trainer | NA |

Section 4: Assessment Related

| | | |
|----|---|---|
| 1. | Assessor's Qualification and experience in relevant sector (in years) <i>(as per NCVET guidelines)</i> | Bachelor's degree preferably with knowledge of IT having 5 years relevant industry experience and 2 years assessment experience. |
| 2. | Proctor's Qualification and experience in relevant sector (in years) <i>(as per NCVET guidelines), (wherever applicable)</i> | Bachelor's degree preferably with knowledge of IT having 7 years relevant industry experience and 3 year assessment experience. |
| 3. | Lead Assessor's/Proctor's Qualification and experience in relevant sector (in years) <i>(as per NCVET guidelines)</i> | Bachelor's degree preferably with knowledge of IT having 9 years relevant industry experience and 5 year assessment experience. |
| 4. | Assessment Mode <i>(Specify the assessment mode)</i> | Offline |
| 5. | Tools and Equipment Required for Assessment | <input checked="" type="checkbox"/> Same as for training <input type="checkbox"/> Yes <input type="checkbox"/> No <i>(details to be provided in Annexure-if it is different for Assessment)</i> |

Section 5: Evidence of the Need for the Standalone NOS

Provide Annexure/Supporting documents name.

| | |
|----|---|
| 1. | Government /Industry initiatives/ requirement (Yes/No): Yes. |
| 2. | Number of Industry validation provided: 17 |
| 3. | Estimated number of people to be trained: 200 |
| 4. | Evidence of Concurrence/Consultation with Line/State Departments (In case of regulated sectors): (Yes/No): Yes. Consultation letter submitted. If "No", why: |

Section 6: Annexure & Supporting Documents Check List

Specify Annexure Name / Supporting document file name

| | | |
|----|--|------------|
| 1. | Annexure: NCrf/NSQF level justification based on NCrf/NSQF descriptors (Mandatory) | Annexure 1 |
| 2. | Annexure: List of tools and equipment relevant for NOS (Mandatory, except in case of online course) | Annexure 2 |
| 3. | Annexure : Industry validations | Annexure 3 |
| 4. | Annexure : Training details | Annexure 4 |
| 5. | Annexure : Blended Learning | Annexure 5 |
| 6. | Annexure: Performance and Assessment Criteria (Mandatory) | Annexure 6 |

| | | |
|-----|---|-------------|
| 7. | Annexure: Assessment Criteria | Annexure 7 |
| 8. | Annexure: Assessment Strategy (<i>Mandatory</i>) | Annexure 8 |
| 9. | Annexure: Acronym and Glossary (<i>Optional</i>) | Annexure 9 |
| 10. | Supporting Document: Model Curriculum (<i>Mandatory – Public view</i>) | Annexure 10 |

Annexure 1: Evidence of Level

| NCrF/NSQF Level Descriptors | Key requirements of the job role/ outcome of the qualification | How the job role/ outcomes relate to the NCrF/NSQF level descriptor | NCrF/NSQF Level |
|---|--|--|-----------------|
| Professional Theoretical Knowledge/Process | <ul style="list-style-type: none"> - Understand micro-fulfillment centers, last-mile delivery, route optimization, and real-time inventory - Basic grasp of Q-Commerce workflows and customer experience | <ul style="list-style-type: none"> - Possesses operational knowledge with defined procedures - Understands quality, timeliness, and safety aspects | Level 4 |
| Professional and Technical Skills/ Expertise/ Professional Knowledge | <ul style="list-style-type: none"> - Uses inventory tools, mobile delivery apps, | <ul style="list-style-type: none"> - Possesses specialized skills in familiar and semi-familiar contexts | Level 4 |

| | | | |
|---|---|--|---------|
| | <p>mapping tools, stock reconciliation</p> <p>- Basic proficiency in digital tracking, barcoding, and delivery management</p> | <p>- Uses tools and software to complete tasks</p> | |
| Employment Readiness & Entrepreneurship Skills & Mind-set/Professional Skill | <p>- Basic communication, teamwork, and safety awareness</p> <p>- Awareness of digital tools, financial literacy, hygiene, and workplace behavior</p> | <p>- Has broader employability and entrepreneurial skills</p> <p>- Demonstrates initiative, digital awareness, and self-employment mindset</p> | Level 4 |
| Broad Learning Outcomes/Core Skill | <p>- Can perform structured tasks using digital and manual tools</p> <p>- Uses standard tools for routing, returns, and record keeping</p> | <p>- Can apply skills to routine and some semi-complex activities</p> <p>- Core literacy, numeracy, and digital skills are evident</p> | Level 4 |
| Responsibility | <p>- Supports supervisors in operational duties, handles basic problem-solving</p> | <p>- Shares accountability within team</p> | Level 4 |

Annexure 2: Tools and Equipment (lab set-up)

List of Tools and Equipment

Batch Size: 30

| S. No. | Tool / Equipment Name | Specification | Quantity for specified Batch size |
|--------|-----------------------|---|-----------------------------------|
| 1 | Bar code scanners | - USB / Bluetooth handheld - Plug-and-play with Windows/Linux | 10 |
| 2 | Laptops/PCs | - CPU: Intel i5 or Ryzen 5 (latest gen) or higher - RAM: 8 GB minimum - Storage: 256 GB SSD - OS: Windows 10/11 or Ubuntu 22.04+ - Screen: 14–15.6" Full HD | 30 |
| 3 | Mic | Wireless headset mic Noise reduction feature | 20 |
| 3 | Projectors | Min 30" screen size Built in speaker With HDMI port Ceiling mount compatible | 1 |

Classroom Aids

The aids required to conduct sessions in the classroom are:

1. Inventory management software
2. Order management software
3. Data analytics platform
4. CRM software
5. Procurement management software

Annexure 3: Industry Validations Summary

| S. No | Organization Name | Representative Name | Designation | Contact Address | Contact Phone No | E-mail ID | LinkedIn Profile (if available) |
|-------|---------------------------------|------------------------|-------------------------|--|------------------|------------------------------------|---------------------------------|
| 1 | Dart Global logistics Pvt.Ltd | Anupam Mishra | GM-NR | D21 Corporate Park, Sector,-21, Dwaraka, Delhi,110077 | 9899037449 | amishra.del@dartglobal.com | |
| 2 | Linear Global Logistics Pvt.Ltd | Aji P.Chacko | Managing Director | 113, 1st floor, Sahar Cargo Estate, V.M Shah Marg, J.B Nagar, Andheri, (East)Mumbai-400099, India | 7738336983 | aji.chacko@linear-global.in | |
| 3 | FEI CARGO LTD | Balagopal Balachandran | NationalHead Airfreight | 405,4th floor, D21 Corporate Park, Near Sector 8, Metro Station, Sector 21 Dwaraka, New Delhi-110077 | 8657928750 | balagopal.b@feicargo.com | |
| 4 | Taylor Logistics Pvt.Ltd | Debjyoti Bagchi | Vice President | #356, 2nd floor, Nehru Nagar, First Cross Street, Kottivakkom, Old Mahabalipuram | 9036677377 | debajyoti.bagchi@ttgroupglobal.com | |

| | | | | | | | |
|---|-------------------------------|-------------------|--------------------------|--|------------|-----------------------------------|--|
| | | | | Road, Chennai, India-600096 | | | |
| 5 | BeeLogistics SCM Pvt. Ltd | Devasheesh Sharma | Director-India | 421, 4th floor, D 21 Corporate Park, Sector-21, Dwaraka, Delhi, 110077 | 9717295705 | D.sharma@beelogistics.com | |
| 6 | Logitrust Express Pvt Ltd | Gaurav Arora | Vice President | A-415 Road No 4 Street No 10 Mahilpalpur Extension, New Delhi 110037 | 9911705717 | gaurav.arora@logitrust.in | |
| 7 | Magnum Cargo Pvt Ltd | Manish Shah | Managing Director | 229, Sahar Cargo Estate, V.M Shah Marg, J.B Nagar, Andheri, East, Mumbai-400099, India | 9821075190 | manish@magnuncargo.com | |
| 8 | Jet Freight Logistics Limited | Mohnish Arora | Associate Vice President | 706, 7th floor, Pramukh Plaza, Wing C, Cardinal Gracious Rd, Chakala, Andheri East, Mumbai, Maharashtra-400099 | 9820413209 | mohnisharora.@jfell.com | |
| 9 | Driver Logistics | Naveen Kolathur | Chief Operating Officer | Driver Logistics, University Road, Cusat PO, Kochi, Kerala, India-682022 | 8929916572 | naveenkolathur@driverlogistics.in | |

| | | | | | | | |
|----|--|----------------|-------------------------|--|------------|--|--|
| 10 | Transline Air Cargo Services Pvt Ltd | Ranjan Karkera | Pricing Officer | 116/117, Sahar Cargo Estate, J.B Nagar, Andheri, East, Mumbai-400099, India | 882813348 | RANJAN@TRANSLINELOGISTICS.COM | |
| 11 | TT Logistics and Cargo Pvt Ltd | Reshma Zaheer | Chief Operating Officer | No 6, Cathedral Road, Chennai, India-600 086 | 9741785001 | reshma.zaheer@ttgroupglobal.com | |
| 12 | Cloudwalker Logistics Private Limited | Tushar Sharma | Manager | G/F BLOCK-L, KH NO-725, H.NO-L-196, GALI NO-7D, Mahipalpur Extn, New Delhi, 110037, India | | | |
| 14 | S.A Consultants and Forwarders Pvt Ltd | Varinder Kumar | Vice President | L-2 Kachanjunga Building, 18 Barakhamba Road, Connaught Place, New-Delhi-110110 | 9899469791 | virender@sagroupindia.com | |
| 15 | AMZ Logistics Solutions Private Ltd | D.R.Vikram | Vice President | Flat F, Block B, Clear Water Apts, Chinnandikuppam Palla St, Kancheepuram, Tamil Nadu, India -600115 | 9841078816 | vikram@ttgroupglobal.com | |

| | | | | | | | |
|----|--|---------------------------|----------------------|--|------------|--------------------------|--|
| 16 | AVS Cargo Management Services Pvt. Ltd | D.R.Vikram | Vice President | No 356, Nehru Nagar, First Cross Street, Old Mahabalipuram Road, Kottivakkam, Chennai, India-600096 | 9841078816 | vikram@ttgroupglobal.com | |
| 17 | Hewlett Packard Enterprise | Sandeep Pankajakshan Nair | Supply Chain Analyst | Mahadevapura Main Rd, near DNR Casablanca, B Narayanapura, Mahadevapura, Bengaluru, Karnataka 560048 | | sandeepnair10@gmail.com | |

Annexure 4: Training Details

Training Projections:

| Year | Estimated Training # of Total Candidates | Estimated training # of Women | Estimated training # of People with Disability |
|------|--|-------------------------------|--|
| 2025 | 100 | 40 | NA |
| 2026 | 125 | 50 | NA |
| 2027 | 150 | 60 | NA |

Data to be provided year-wise for next 3 years.

Annexure 5: Blended Learning

Blended Learning Estimated Ratio & Recommended Tools: NA

Annexure 6: Standalone NOS- Performance Criteria details

1. Description: This NOS unit encapsulates the critical competencies required to deliver seamless, efficient, and customer-focused services throughout the entire Q-Commerce value chain—from inventory management to last-mile delivery, supported by intelligent data systems and real-time customer relationship management tools.

2. Scope:

The scope covers the following:

- Customer-centric approaches embedded in inventory management, logistics, data operations, and CRM
- Real-time feedback integration in all operational processes
- Use of digital tools (CRM, AI, IoT) to enhance support responsiveness
- Hyper-personalization and agile service based on customer analytics

3. Elements and Performance Criteria

Element 1: Micro-Fulfillment and Real-Time Inventory Support

To be competent, the individual must be able to:

- PC1. Inform customers about product availability using real-time stock systems
- PC2. Suggest alternatives or nearby fulfillment sources in case of unavailability
- PC3. Communicate transparently about restock timelines and delivery windows

Element 2: Urban Logistics and Last-Mile Customer Communication

To be competent, the individual must be able to:

- PC4. Provide dynamic ETA updates using AI-powered route optimization tools
- PC5. Notify customers proactively about delays due to rerouting or traffic
- PC6. Offer delivery mode options (bike, drone, contactless) based on customer preferences

Element 3: Tech-Enabled Order Processing and Customer Transparency

To be competent, the individual must be able to:

- PC7. Use automation and AI to keep customers informed throughout the order cycle
- PC8. Share live tracking and order status through IoT-integrated systems
- PC9. Communicate supply chain traceability using blockchain-based transparency tools

Element 4: CRM and Real-Time Customer Engagement

To be competent, the individual must be able to:

- PC10. Log and manage support queries via CRM software efficiently
- PC11. Deliver hyper-personalized responses based on customer history and behavior
- PC12. Monitor customer satisfaction using real-time feedback mechanisms

Element 5: Sustainable Logistics and Eco-Conscious Customer Options

To be competent, the individual must be able to:

- PC13. Educate customers about green delivery options and benefits
- PC14. Offer eco-friendly packaging as a service feature
- PC15. Promote carbon footprint transparency in post-order communications

Element 6: Risk, Safety, and Data Assurance for Customers

To be competent, the individual must be able to:

- PC16. Demonstrate awareness on data privacy and secure transactions
- PC17. Explain safety protocols for delivery and warehousing where relevant
- PC18. Communicate openly about delays or risks due to safety or compliance checks

Element 7: Customer Intelligence and Experience Analytics

To be competent, the individual must be able to:

- PC19. Use customer behavior data to anticipate needs and offer solutions proactively
- PC20. Adjust support workflows based on real-time service analytics
- PC21. Tailor outreach strategies using demand forecasts and user profiling

Element 8: Legal and Ethical Customer Communication

To be competent, the individual must be able to:

- PC22. Communicate terms, rights, and conditions clearly at purchase and delivery points
- PC23. Ensure consent and clarity in data use through privacy-compliant language
- PC24. Respond promptly to customer queries regarding refunds, returns, and policies

Element 9: B2B Customer Support in Quick Commerce

To be competent, the individual must be able to:

- PC25. Explain strategies to coordinate bulk order updates and custom delivery options for B2B clients
- PC26. Resolve disputes efficiently in reverse logistics and returns
- PC27. Support vendor clients with dynamic pricing queries and smart negotiation tools

4. Knowledge and Understanding (KU):

The individual on the job needs to know and understand:

1. **KU1.** The concept and business model of Q-Commerce, including hyperlocal delivery and rapid fulfillment expectations
2. **KU2.** Customer journey stages and common support scenarios in Q-Commerce environments
3. **KU3.** Tools and technologies used in real-time order tracking, customer notifications, and support platforms
4. **KU4.** Inventory and logistics strategies such as micro-fulfillment, JIT stocking, and route optimization and how they impact customer experience
5. **KU5.** Importance of real-time communication, personalized engagement, and proactive issue resolution
6. **KU6.** CRM software and customer interaction protocols, including complaint management and escalation processes
7. **KU7.** Sustainable logistics practices and their significance in customer trust and brand image
8. **KU8.** Data protection and privacy regulations applicable to customer interactions and digital transactions
9. **KU9.** Customer analytics and behavioral insights as tools for improving service delivery
10. **KU10.** Legal and regulatory guidelines relevant to Q-Commerce customer support, such as consumer rights and return policies
11. **KU11.** Basics of B2B customer engagement, reverse logistics, and service SLAs for enterprise clients in Q-Commerce

5. Generic Skills (GS):

User/individual on the job needs to know how to:

- GS1.** Communicate clearly, politely, and effectively in person, over calls, and through digital support tools

- GS2.** Listen actively and empathize with customer concerns while maintaining professionalism
- GS3.** Use customer service software (e.g., CRM, ticketing systems) to manage interactions and resolutions
- GS4.** Interpret real-time data, dashboards, and alerts to respond appropriately to customer needs
- GS5.** Analyze patterns in customer feedback to suggest improvements in service processes
- GS6.** Adapt tone and messaging based on the customer profile and situation
- GS7.** Collaborate with logistics, inventory, and tech teams to close customer support loops
- GS8.** Follow data privacy and confidentiality norms while handling customer information
- GS9.** Prioritize and manage multiple customer requests under high-speed Q-Commerce conditions
- GS10.** Uphold ethical service behavior and ensure compliance with relevant regulations during customer interactions

Annexure 7: Assessment Criteria

Detailed PC-wise assessment criteria and assessment marks for the NOS are as follows:

| S. No. | Assessment Criteria for Performance Criteria | Theory Marks | Practical Marks | Project Marks | Viva Marks |
|---------------|--|--------------|-----------------|---------------|------------|
| Module | Module 1 | | | | |
| PC 1. | Inform customers timely about product availability using real-time stock systems | 1 | 3 | 0 | 1 |
| PC 2. | Suggest alternatives or nearby fulfillment sources in case of unavailability | 3 | 4 | 0 | 1 |
| PC 3. | Communicate transparently about restock timelines and delivery windows | 3 | 5 | 0 | 1 |
| | Module 2 | | | | |
| PC 1. | Knowledge on dynamic ETA updation using AI-powered route optimization tools | 2 | 3 | 0 | 1 |
| PC 2. | Notify customers proactively about delays due to rerouting or traffic | 3 | 4 | 0 | 1 |
| PC 3. | Offer delivery mode options (bike, drone, contactless) based on customer preferences | 3 | 4 | 0 | 1 |
| | Module 3 | | | | |
| PC 1. | Understanding about automation and AI to keep customers informed throughout the order cycle Page | 3 | 4 | 0 | 1 |
| PC 2. | Explain about live tracking and order status updation through IoT-integrated systems | 3 | 4 | 0 | 1 |
| PC 3. | Communicate supply chain traceability using blockchain-based transparency tools | 3 | 4 | 0 | 1 |
| | Module 4 | | | | |
| PC 1. | Demonstrate Logging and managing support queries via CRM software efficiently | 2 | 3 | 0 | 1 |
| PC 2. | Deliver hyper-personalized responses based on customer history and behavior | 2 | 3 | 0 | 1 |
| PC 3. | Interpreting customer satisfaction using real-time feedback mechanisms | 3 | 4 | 0 | 1 |
| | Module 5 | | | | |
| PC 1. | Knowledge about green delivery options and benefits | 2 | 3 | 0 | 1 |
| PC 2. | Awareness about the eco-friendly packaging and offering it as a service feature | 3 | 4 | 0 | 1 |
| PC 3. | Method for checking and Promote carbon footprint transparency in post-order communications | 3 | 4 | 0 | 1 |
| | Module 6 | | | | |
| | Demonstrate awareness on data privacy and secure transactions | 3 | 4 | 0 | 1 |

| | | | | | |
|--|---|-----------|------------|----------|-----------|
| | Explain safety protocols for delivery and warehousing where relevant | 3 | 4 | 0 | 1 |
| | Communicate openly about delays or risks due to safety or compliance checks | 3 | 4 | 0 | 1 |
| | Module 7 | | | | |
| | Use customer behavior data to anticipate needs and offer solutions proactively | 3 | 4 | 0 | 1 |
| | Adjust support workflows based on real-time service analytics | 3 | 4 | 0 | 1 |
| | Tailor outreach strategies using demand forecasts and user profiling | 3 | 4 | 0 | 1 |
| | Module 8 | | | | |
| | Communicate terms, rights, and conditions clearly at purchase and delivery points | 2 | 3 | 0 | 1 |
| | Ensure consent and clarity in data use through privacy-compliant language | 3 | 4 | 0 | 1 |
| | Respond promptly to customer queries regarding refunds, returns, and policies | 3 | 4 | 0 | 1 |
| | Module 9 | | | | |
| | Explain strategies to coordinate bulk order updates and custom delivery options for B2B clients | 3 | 4 | 0 | 2 |
| | Resolve disputes efficiently in reverse logistics and returns | 3 | 4 | 0 | 2 |
| | Support vendor clients with dynamic pricing queries and smart negotiation tools | 6 | 4 | 0 | 2 |
| | Total Marks | 77 | 103 | 0 | 30 |

Annexure 8: Assessment Strategy

This section includes the processes involved in identifying, gathering, and interpreting information to evaluate the Candidate on the required competencies of the program. This section includes the processes involved in identifying, gathering, and interpreting information to evaluate the Candidate on the required competencies of the

program.

Mention the detailed assessment strategy in the provided template.

1. Assessment System Overview:

- Batches assigned to the assessment agencies for conducting the assessment on email

- Assessment agencies send the assessment confirmation to VTP/TC looping ASAP Kerala
- Assessment agency deploys the ToA certified Assessor for executing the assessment
- ASAP Kerala monitors the assessment process & records

2. Testing Environment:

- Check the Assessment location, date and time
- If the batch size is more than 30, then there should be 2 Assessors.
- Check that the allotted time to the candidates to complete Theory & Practical Assessment is correct.

3. Assessment Quality Assurance levels/Framework:

- Question bank is created by the Subject Matter Experts (SME) are verified by the other SME
- Questions are mapped to the specified assessment criteria
- Assessor must be ToA certified & trainer must be ToT Certified

4. Types of evidence or evidence-gathering protocol:

- Time-stamped & geotagged reporting of the assessor from assessment location
- Centre photographs with signboards and scheme specific branding

5. Method of verification or validation:

- Surprise visit to the assessment location

6. Method for assessment documentation, archiving, and access

- Hard copies of the documents are stored. Curriculum documents stored in in house digital repository

Annexure 9: Acronym and Glossary

Acronym

| Acronym | Description |
|---------|--|
| AA | Assessment Agency |
| AB | Awarding Body |
| NCrF | National Credit Framework |
| NOS | National Occupational Standard(s) |
| NQR | National Qualification Register |
| NSQF | National Skills Qualifications Framework |

Glossary

| Term | Description |
|--|--|
| National Occupational Standards (NOS) | NOS define the measurable performance outcomes required from an individual engaged in a particular task. They list down what an individual performing that task should know and also do. |
| Qualification | A formal outcome of an assessment and validation process which is obtained when a competent body determines that an individual has achieved learning outcomes to given standards |
| Qualification File | A Qualification File is a template designed to capture necessary information of a Qualification from the perspective of NSQF compliance. The Qualification File will be normally submitted by the awarding body for the qualification. |
| Sector | A grouping of professional activities on the basis of their main economic function, product, service or technology. |