

QUALIFICATION FILE

Business Data Analyst (Retail)

☒ Short Term Training (STT) ☐ Long Term Training (LTT) ☒ Apprenticeship

☐ Upskilling ☐ Dual/Flexi Qualification ☒ For ToT ☒ For ToA

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

NCrF/NSQF Level: 5.5

Submitted By:

Retailers Association's Skill Council of India

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Section 1: Basic Details

1.	Qualification Name	Business Data Analyst (Retail)													
2.	Sector/s	Retail													
3.	Type of Qualification: ☒ New ☐ Revised ☐ Has Electives/Options ☐ OEM	NQR Code & version of existing/previous qualification: (change to previous, once approved) NA	Qualification Name of existing/previous version: 1.0												
4.	a. OEM Name b. Qualification Name (Wherever applicable)	Not Applicable													
5.	National Qualification Register (NQR) Code &Version (Will be issued after NSQC approval)	QG-5.5-OR-04251-2025-V1-RASCI	6. NCrf/NSQF Level: 5.5												
7.	Award (Certificate/Diploma/Advance Diploma/ Any Other (Wherever applicable specify multiple entry/exits also & provide details in annexure)	Certificate													
8.	Brief Description of the Qualification	This qualification reflects the role of a Business Data Analyst (Retail) who works in the retail industry, analyzing data, streamlining business processes, and driving strategic decisions. BA supports various retail operations such as sales, marketing, supply chain, and customer service by providing data-driven insights. Individuals in this role use business intelligence tools, data analytics software, and market research techniques to improve business performance and enhance profitability.													
9.	Eligibility Criteria for Entry for Student/Trainee/Learner/Employee	a. Entry Qualification & Relevant Experience <table border="1"> <thead> <tr> <th>S. No.</th> <th>Academic/Skill Qualification (with Specialization - if applicable)</th> <th>Required Experience (with Specialization - if applicable)</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td>3-year UG or Equivalent in Data Science or Computer applications/ computer science</td> <td>No Experience Required</td> </tr> <tr> <td>2.</td> <td>Previous relevant Qualification of NSQF Level 5.0</td> <td>1.5 years relevant experience in data management in Retail operations</td> </tr> <tr> <td>3.</td> <td>Previous relevant Qualification of NSQF Level 4.5</td> <td>3 years relevant experience in data management in Retail Operations</td> </tr> </tbody> </table> b. Age: <Please specify age only in case of any legal restrictions>		S. No.	Academic/Skill Qualification (with Specialization - if applicable)	Required Experience (with Specialization - if applicable)	1.	3-year UG or Equivalent in Data Science or Computer applications/ computer science	No Experience Required	2.	Previous relevant Qualification of NSQF Level 5.0	1.5 years relevant experience in data management in Retail operations	3.	Previous relevant Qualification of NSQF Level 4.5	3 years relevant experience in data management in Retail Operations
S. No.	Academic/Skill Qualification (with Specialization - if applicable)	Required Experience (with Specialization - if applicable)													
1.	3-year UG or Equivalent in Data Science or Computer applications/ computer science	No Experience Required													
2.	Previous relevant Qualification of NSQF Level 5.0	1.5 years relevant experience in data management in Retail operations													
3.	Previous relevant Qualification of NSQF Level 4.5	3 years relevant experience in data management in Retail Operations													
10.	Credits Assigned to this Qualification, Subject to Assessment (as per National Credit Framework (NCrf))	22	11. Common Cost Norm Category (I/II/III) (wherever applicable): II												

12.	Any Licensing requirements for Undertaking Training on This Qualification <i>(wherever applicable)</i>	Not Applicable																						
13.	Training Duration by Modes of Training Delivery <i>(Specify Total Duration as per selected training delivery modes and as per requirement of the qualification)</i>	☐ Offline ☐ Online ☒ Blended <table border="1"> <thead> <tr> <th>Training Delivery Modes</th> <th>Theory (Hours)</th> <th>Practical (Hours)</th> <th>OJT Mandatory (Hours)</th> <th>OJT Recommended (Hours)</th> <th>Total (Hours)</th> </tr> </thead> <tbody> <tr> <td>Classroom (offline)</td> <td>44</td> <td>262</td> <td>65</td> <td>-</td> <td>371</td> </tr> <tr> <td>Online</td> <td>177</td> <td>112</td> <td>-</td> <td>-</td> <td>289</td> </tr> </tbody> </table> <i>(Refer Blended Learning Annexure for details)</i>					Training Delivery Modes	Theory (Hours)	Practical (Hours)	OJT Mandatory (Hours)	OJT Recommended (Hours)	Total (Hours)	Classroom (offline)	44	262	65	-	371	Online	177	112	-	-	289
Training Delivery Modes	Theory (Hours)	Practical (Hours)	OJT Mandatory (Hours)	OJT Recommended (Hours)	Total (Hours)																			
Classroom (offline)	44	262	65	-	371																			
Online	177	112	-	-	289																			
14.	Aligned to NCO/ISCO Code/s <i>(if no code is available mention the same)</i>	NCO-2015/ 1211.9900 Business Services and Administration Managers																						
15.	Progression path after attaining the qualification <i>(Please show Professional and Academic progression)</i>	Retail Analytics Manager																						
16.	Other Indian languages in which the Qualification & Model Curriculum are being submitted	Hindi																						
17.	Is similar Qualification(s) available on NQR-if yes, justification for this qualification	☐ Yes ☒ No URLs of similar Qualifications:																						
18.	Is the Job Role Amenable to Persons with Disability	☐ Yes ☒ No If "Yes", specify applicable type of Disability: Locomotor																						
19.	How Participation of Women will be Encouraged	Through Higher and General education institutes, industry associations, industries.																						
20.	Are Greening/ Environment Sustainability Aspects Covered <i>(Specify the NOS/Module which covers it)</i>	☒ Yes ☐ No Employability Skills - DGT/VSQ/N0103																						
21.	Is Qualification Suitable to be Offered in Schools/Colleges	Schools ☐ Yes ☒ No Colleges ☒ Yes ☐ No																						
22.	Name and Contact Details of Submitting / Awarding Body SPOC <i>(In case of CS or MS, provide details of both Lead AB & Supporting ABs)</i>	Name: Ms. Amruta Khodke Email: amruta.khodke@rasci.in Contact No.: +91 22 40058210-5 Website: www.rasci.in																						
23.	Final Approval Date by NSQC: 08/05/2025	24. Validity Duration: 3 years		25. Next Review Date: 08/05/2028																				

Section 2: Module Summary

NOS/s of Qualifications

(In exceptional cases these could be described as components)

Mandatory NOS/s:

Specify the training duration and assessment criteria at NOS/ Module level. For further details refer curriculum document.

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/NSQF 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	Integrate Data and Generate Reports	RAS/N0169 v1.0	Core	5.5	2	25	30	5	-	60	40	60	-	-	100	20%
2	Analyze Customer Behavior and Personalize Marketing	RAS/N0170 v1.0	Core	5.5	3	25	55	10	-	90	40	60	-	-	100	25%
3	Evaluate Financial Performance and Prepare Forecasts	RAS/N0171 v1.0	Core	5.5	2	15	35	10	-	60	30	70	-	-	100	10%
4	Optimize Sales and Marketing Strategies	RAS/N0172 v1.0	Core	5.5	3	30	50	10	-	90	40	60	-	-	100	12%
5	Manage Supply Chain and Optimize Inventory	RAS/N0173 v1.0	Core	5.5	3	30	50	10	-	90	40	60			100	10%
6	Conduct Competitive Intelligence and Market Research	RAS/N0174 v1.0	Core	5.5	3	30	50	10	-	90	40	60	-	-	100	10%
7	Data Analysis Using Tools and Technology Tools	RAS/N0175 v1.0	Core	5.5	3	30	50	10	-	90	30	70			100	08%
8	Employability Skills	DGT/VSQ/N0103 v1.0	Non-Core	6	3	36	54	-	-	90	20	30	-	-	50	5%
Duration (in Hours) / Total Marks					22	221	374	65	-	660	280	470	-	-	750	100%

Elective NOS/s: Mandatory to undergo a minimum of One (1) NOS/ Modules to complete the qualification.

S. No	NOS/Module Name	NOS/Module Code & Version (if applicable)	Core/ Non-Core	NCrF/NS QF Level	Credits as per NCrF	Training Duration (Hours)					Assessment Marks					
						Th.	Pr.	OJ T-Ma n.	OJT-Rec.	Total	Th.	Pr.	Pro j.	Viva	Total	Weightage (%) (if applicable)
NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Duration (in Hours) / Total Marks																

Optional NOS/s:

S. No	NOS/Module Name	NOS/Module Code & Version (if applicable)	Core/ Non-Core	NCrF/NS QF Level	Credits as per NCrF	Training Duration (Hours)					Assessment Marks					
						Th.	Pr.	OJ T-Ma n.	OJT-Rec.	Total	Th.	P r.	Proj .	Viva	Total	Weightage (%) (if applicable)
1.	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	N A	NA	NA	NA	NA
2.	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	N A	NA	NA	NA	NA
Duration (in Hours) / Total Marks																

Assessment - Minimum Qualifying Percentage

Please specify **any one** of the following:

Minimum Pass Percentage – Aggregate at qualification level: 70 % (Every Trainee should score specified minimum aggregate passing percentage at qualification level to successfully clear the assessment.)

Minimum Pass Percentage – NOS/Module-wise: ____% (Every Trainee should score specified minimum passing percentage in each mandatory and selected elective NOS/Module to successfully clear the assessment.)

Section 3: Training Related

1.	Trainer's Qualification and experience in the relevant sector (in years) (as per NCVET guidelines)	• Graduate in Business Analytics, Data Science, Business Administration, or a related field with overall 5 years of experience in Business Analytics or Retail Data Analysis. This includes experience in data integration, reporting, customer analytics, financial forecasting, and implementing data-driven decision-making strategies. The trainer must have a minimum of 3 years of supervisory experience in the relevant function, including 2 years of training experience in business analytics tools like Power BI, Tableau, and SQL. - OR • Postgraduate/ PG Diploma (2 Years) in Business Analytics, Data Science, Retail Management, or Business Administration, with 3 years of experience as a Business Analyst, having implemented data analysis, reporting, and market forecasting strategies for retail operations. The trainer must have 3 years of supervisory experience, including 2 years of training experience in analytics or retail business intelligence. - OR • Postgraduate/ PG Diploma (2 Years) in Business Analytics, Data Science, or a related field with 5 years of training/teaching experience in business analytics, retail management, or data science, including practical knowledge of data integration, reporting, customer behavior analysis, and implementing business intelligence tools. The trainer should have experience teaching data analysis and retail analytics in both traditional and e-commerce environments - AND • Platform Certification: Recommended that the Trainer is certified for the Job Role: "Trainer (VET and skills)", mapped to the Qualification Pack: "MEP/Q2601, v2.0". The minimum accepted score is 80%.
2.	Trainer's Qualification and experience for Employability Skills	• Graduate in any discipline with 2 years of Training Experience • Certified current EEE trainers with 155 hours from Management SSC (MEPSC) • Certified Trainer in Qualification Pack: Trainer (MEP/Q0102) Prospective ES trainer should: • have good communication skills • be well versed in English • have digital skills

		• have attention to detail • be adaptable • have willingness to learn
3.	Master Trainer's Qualification and experience in the relevant sector (in years) (as per NCVET guidelines)	• Postgraduate/ PG Diploma (2 Years) in Business Analytics, Data Science, Retail Management, or Business Administration, with 8-10 years of overall experience in Business Analytics, Retail Data Analysis, or Retail Operations. The experience must include data integration, reporting, customer analytics, financial performance forecasting, and implementing business intelligence strategies for large-scale retail operations. Additionally, the Master Trainer must have a minimum of 5 years of supervisory experience, with 3 years of training experience in leading data analytics and retail training programs at senior management levels. OR • Graduate in Business Analytics/Data Science/Retail Management, with 10 years of industry experience in retail data analysis, including hands-on experience with analytics tools such as Power BI, Tableau, SQL, and Python/R. The trainer should have led multiple training sessions and designed training curricula for business analytics and retail business intelligence. A minimum of 5 years of leadership experience in training or business analytics roles is required, with at least 2 years focused on mentoring or training trainers in the retail sector. OR • Doctorate (PhD) in Business Analytics/Data Science or Business Administration, with 5+ years of teaching or training experience at the postgraduate level, specializing in retail analytics, customer behaviour analysis, sales forecasting, or supply chain analytics. Must have supervised curriculum design for business analytics programs, managed training teams, and mentored trainers for retail analytics across e-commerce and traditional retail segments.
4.	Master Trainers Qualification and Experience for Employability Skills	• Graduate in any discipline with 3 years in Employability Skills curriculum training experience with an interest to train as well as orient other peer trainers • Certified Master Trainer in Qualification Pack: Master Trainer (MEP/Q2602) with 3 years of experience in EEE training of Management SSC (MEPSC) (155 hours) Prospective ES Master trainer should: • have good communication skills • be well versed in English • have basic digital skills • have attention to detail • be adaptable
5.	Tools and Equipment Required for Training	☒ Yes ☐ No (If "Yes", details to be provided in Annexure)
6.	In Case of Revised Qualification, Details of Any Upskilling Required for Trainer	NA

Section 4: Assessment Related

	Assessor's Qualification and experience in relevant sector (in years) (as per NCVET guidelines)	• Graduate in Business Analytics, Data Science, Business Administration, or a related field with overall 5 years of experience in Business Analytics or Retail Data Analysis. This includes experience in data integration, reporting, customer analytics, financial forecasting, and implementing data-driven decision-making strategies. The trainer must have a minimum of 3 years of supervisory experience in the relevant function, including 2 years of training experience in business analytics tools like Power BI, Tableau, and SQL. OR • Postgraduate/ PG Diploma (2 Years) in Business Analytics, Data Science, Retail Management, or Business Administration, with 3 years of experience as a Business Analyst, having implemented data analysis, reporting, and market forecasting strategies for retail operations. The trainer must have 3 years of supervisory experience, including 2 years of training experience in analytics or retail business intelligence. OR • Postgraduate/ PG Diploma (2 Years) in Business Analytics, Data Science, or a related field with 5 years of training/teaching experience in business analytics, retail management, or data science, including practical knowledge of data integration, reporting, customer behavior analysis, and implementing business intelligence tools. The trainer should have experience teaching data analysis and retail analytics in both traditional and e-commerce environments AND • Platform Certification: Recommended that the Assessor is certified for the Job Role "Assessor (VET and skills)", mapped to the Qualification Pack: "MEP/Q2701, v2.0". The minimum accepted score is 80%.
	Proctor's Qualification and experience in relevant sector (in years) (as per NCVET guidelines)	• 12th grade pass with 2 years of experience in exam invigilation including minimum 1 year exam proctoring experience on a digital assessment platform.
	Lead Assessor's/Proctor's Qualification and experience in relevant sector (in years) (as per NCVET guidelines)	• Postgraduate/ PG Diploma (2 Years) in Business Analytics, Data Science, Retail Management, or Business Administration, with 8-10 years of overall experience in Business Analytics, Retail Data Analysis, or Retail Operations. The experience must include data integration, reporting, customer analytics, financial performance forecasting, and implementing business intelligence strategies for large-scale retail operations. Additionally, the Master Trainer must have a minimum of 5 years of supervisory experience, with 3 years of training experience in leading data analytics and retail training programs at senior management levels. OR • Graduate in Business Analytics/Data Science/Retail Management, with 10 years of industry experience in retail data analysis, including hands-on experience with analytics tools such as Power BI, Tableau, SQL, and Python/R. The trainer should have led multiple training sessions and designed training curricula for business analytics and retail business intelligence. A minimum of 5 years of leadership experience in training or business analytics roles is required,

		with at least 2 years focused on mentoring or training trainers in the retail sector. OR Doctorate (PhD) in Business Analytics/Data Science or Business Administration, with 5+ years of teaching or training experience at the postgraduate level, specializing in retail analytics, customer behaviour analysis, sales forecasting, or supply chain analytics. Must have supervised curriculum design for business analytics programs, managed training teams, and mentored trainers for retail analytics across e-commerce and traditional retail segments.
	Assessment Mode (<i>Specify the assessment mode</i>)	Theory assessments will be online on physically proctored or remotely proctored digital assessment platforms with comprehensive auditable trails. The practical assessments will be either conducted physically or in the remotely proctored online mode by a certified assessor.
	Tools and Equipment Required for Assessment	☒ Same as for training ☐ Yes ☐ No (<i>details to be provided in Annexure-if it is different for Assessment</i>)

Section 5: Evidence of the need for the Qualification

Provide Annexure/Supporting documents name.

1.	Latest Skill Gap Study (not older than 2 years) (Yes/No): Yes
2.	Latest Market Research Reports or any other source (not older than 2 years) (Yes/No): Yes
3.	Government /Industry initiatives/ requirement (Yes/No): No
4.	Number of Industry validation provided: 22
5.	Estimated nos. of people to be trained and employed: 1000
6.	Evidence of Concurrence/Consultation with Line Ministry/State Departments: Annexure Enclosed.

Section 6: Annexure & Supporting Documents Check List

Specify Annexure Name / Supporting document file name.

1.	Annexure: NCrf/NSQF level justification based on NCrf level/NSQF descriptors (<i>Mandatory</i>)	<i>Enclosed</i>
2.	Annexure: List of tools and equipment relevant for qualification (<i>Mandatory, except in case of online course</i>)	<i>Enclosed</i>
3.	Annexure: Detailed Assessment Criteria (<i>Mandatory</i>)	<i>Enclosed</i>
4.	Annexure: Assessment Strategy (<i>Mandatory</i>)	<i>Enclosed</i>
5.	Annexure: Blended Learning (<i>Mandatory, in case selected Mode of delivery is “Blended Learning”</i>)	<i>Not Applicable</i>
6.	Annexure: Multiple Entry-Exit Details (<i>Mandatory, in case qualification has multiple Entry-Exit</i>)	<i>Not Applicable</i>
7.	Annexure: Acronym and Glossary (<i>Optional</i>)	<i>Enclosed</i>
8.	Supporting Document: Model Curriculum (<i>Mandatory – Public view</i>)	<i>Enclosed</i>
9.	Supporting Document: Career Progression (<i>Mandatory - Public view</i>)	<i>Enclosed</i>
10.	Supporting Document: Occupational Map (<i>Mandatory</i>)	<i>Enclosed</i>
11.	Supporting Document: Assessment SOP (<i>Mandatory</i>)	<i>Enclosed</i>
12.	Any other document you wish to submit:	

Annexure: 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	The Retail Business Analyst must handle wide-ranging and specialized tasks, such as integrating data from different retail systems, generating insightful reports, and using advanced analytical tools to provide actionable business insights. The BA is also responsible for financial performance evaluation, customer behavior analysis, and optimizing inventory and supply chain processes.	This aligns with NSQF Level 5.5 as the process involves specialized skills in business analytics, covering data-driven decision-making across multiple retail departments, using various software tools like Power BI, Tableau, and SQL. These tasks involve both theoretical understanding and practical application in real-time business contexts.	5.5
Professional and Technical Skills/ Expertise/ Professional Knowledge	The role requires comprehensive knowledge of business analytics, data management, financial forecasting, customer segmentation, and retail operations. BAs must understand tools like CRM systems, financial models, and advanced analytics frameworks to drive business improvements.	Job role demands in-depth knowledge of facts, principles, and processes in the field of retail business analytics. This includes knowledge of retail data, financial models, demand forecasting, supply chain optimization, and consumer behavior analysis to enhancing retail efficiency and profitability. Have understanding and application of techno Commercial aspect of technology/ associated skills or job role.	5.5

Employment Readiness & Entrepreneurship Skills & Mind-set/Professional Skill	The BA must apply cognitive and practical skills to interpret complex datasets, solve operational challenges, and generate insights that support business growth. The BA should be able to perform predictive analytics, financial performance analysis, and create dashboards for reporting purposes. Problem-solving involves making decisions based on customer data, sales trends, and market research.	The role requires cognitive and practical skills to generate solutions in areas like customer behavior analysis, inventory management, and sales optimization, aligning with Level 6's demand for practical application of knowledge in a complex, evolving retail environment.	5.5
Broad Learning Outcomes/Core Skill	Effective communication is key for the Retail Business Analyst, who must present data-driven insights clearly to management and other stakeholders. Core skills include the ability to visualize data through dashboards, write detailed reports, and collaborate across various departments like sales, marketing, and supply chain.	Communication and data presentation skills are crucial for this role, aligning with NSQF Level 5.5, which emphasizes logical communication and the ability to present complex information clearly. Core skills include report writing, presenting data, and collaboration across multiple teams in the retail environment.	5.5
Responsibility	The Retail Business Analyst works independently to analyze data, identify trends, and make strategic recommendations. The BA takes responsibility for driving business decisions based on data insights, ensuring alignment with retail business goals. They may also lead analytics projects and mentor junior analysts.	At NSQF Level 5.5, individuals are responsible for their own work and the outcomes of their decisions. The BA role requires taking ownership of key data-driven decisions and supporting business operations with minimal supervision.	5.5

Annexure: 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	Computers/Laptops	Intel Core i5 or above, 8GB RAM, 256GB SSD, 14-inch screen, Windows 10, Power BI, Tableau, SQL, Microsoft Excel, Python/R, Talend (ETL tool)	30
2	Projector with Screen	Full HD 1080p, 3500 ANSI lumens, HDMI/USB/VGA connectivity	1
3	Whiteboard and Markers	6 feet by 4 feet, Magnetic surface, non-glare	1 whiteboard, 5 marker sets
4	High-Speed Internet Connection	50 Mbps or higher, Fiber-optic connection	1 connection
5	Server for Database and Analytics	Intel Xeon processor, 32GB RAM, 2TB HDD, SQL Server, Python/R environment, Jupyter Notebook, Power BI Server	1
6	Business Intelligence Tools Licenses	Power BI (Pro), Tableau, SQL Server, Python/R, Jupyter Notebook	30 licenses (each tool)
7	Office Applications	Microsoft Office Suite (Excel, Word, PowerPoint)	30 licenses
8	Data Sets for Practical Analysis	Retail-specific datasets (sales, customer behavior, inventory, marketing) in Excel/CSV format	Sufficient for 30 participants
9	External Hard Drives/USB Drives	128GB USB 3.0 or External SSD	5
10	Printers	All-in-One (Print, Scan, Copy), Wi-Fi/USB-enabled, 250-sheet capacity	1
11	Cloud Storage Access	Google Drive, Microsoft OneDrive, or equivalent (100GB per user)	30 accounts
12	UPS (Uninterruptible Power Supply)	2 KVA or higher capacity (for computers, server, and projector)	3 units
13	Computer Chairs	NA	As required
14	LCD Projector	NA	As required
15	White Board	1200mm x 900mm	As required

Classroom Aids

The aids required to conduct sessions in the classroom are:

1. LCD Projector
2. Desktop / Laptop computer with internet connections
3. White board and white board marker
4. Pen & notepad
5. Participant Handbook
6. Faculty Guide
7. Presentation deck

Annexure: Industry Validations Summary

Provide summary information of all the industry validations in table. This is not required for OEM qualifications.

S. No	Organization Name	Representative Name	Designation	Contact Address	Contact Phone No	E-mail ID	LinkedIn Profile (if available)
1	Titan	Sabharatnam Narayanan	Head -Retail Training	Bengaluru	992025444115	narayanans@titan.co.in	-
2	Shoppers Stop	Aniruddha Mahajan	Deputy VP HR operations	Maharashtra	022-42497000	aniruddha.mahajan@shoppersstop.com	-
3	Pay nearby	Anand kumar Bajaj	Director	Maharashtra	7738947773	anand@paynearby.in	-
4	Big basket	Kavita Bagwe	Regional HR – Head Mumbai	Maharashtra	9619791692	Kavita.bagwe@bigbasket.com	-
5	Max – landmark Group	Dinesh Kumar	Senior Manager	Bengaluru	77609970816	dinesh.kumar@landmarkgroup.in	-
6	BIBA	Sushanta Majumdar	Manager - HR	Gurugram	9830857006	Majumdar@bibaindia.com	-
7	Medplus	D.Hari hara Rao	Head-HR	Hyderabad	8888051127	harid@medplusindia.com	-
8	Reliance SMART	Jeeva Balakrishnan	Chief Talent Officer	Maharashtra	9940011500	Jeeva.balakrishnan@ril.com	-
9	Reliance digital						
10	Jio mart, Netmeds.com, AJIO.com, Urban Ladder, Jio Mart digital, Jio Digital Life						
11	Reliance TRENDS, Reliance Jewels, TRENDS Footwear						
12	7 Eleven, Reliance Fresh signature, Freshpik, SMART Point						
13	Hamleys						
14	GAP						
15	METRO wholesale						

16	Fashion Factory						
17	Reliance mall						
18	Joyalukkas	Joseph Christo	DGM HR & Admin	Kerala	9447767916	christo@joyalukkas.com	-
19	ABFRL	Suresh Shanbagh	Sr General Manager HR	Mumbai	8652533236	suresh.shanbagh@abfrl.adityabirla.com	-
20	RJ corp	Tavleen Nayal	AGM-HR	New Delhi	9582339496	tavleen.nayal@rjcorpretail.com	-
21	Croma	Robin Sharma	HRBP	Mumbai	7738384471	robin.sharma@croma.com	-
22	Viveks	Vasumathi Kalyanaraghavan	Manager- HR & Admin	Chennai	9566151348	vasumathi.k@viveks.com	-

Annexure: Training & Employment Details

Training and Employment Projections:

Year	Total Candidates		Women		People with Disability	
	Estimated Training #	Estimated Employment Opportunities	Estimated Training #	Estimated Employment Opportunities	Estimated Training #	Estimated Employment Opportunities
2024-25	50	40	05	02	NA	NA
2025-26	350	230	100	40	NA	NA
2026-27	600	400	150	60	NA	NA

Note: Tentative projection for next 3 Years

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

Training, Assessment, Certification, and Placement Data for previous versions of qualifications:

Qualification Version	Year	Total Candidates				Women				People with Disability			
		Trained	Assessed	Certified	Placed	Train ed	Asses sed	Certified	Placed	Trained	Assessed	Certified	Placed
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-

Applicable for revised qualifications only, data to be provided year-wise for past 3 years.

List Schemes in which the previous version of Qualification was implemented: Not Applicable

Content availability for previous versions of qualifications: Not Applicable

☐ Participant Handbook ☐ Facilitator Guide ☐ Digital Content ☐ Qualification Handbook ☐ Any Other:

Languages in which Content is available: Not Applicable

Annexure: Blended Learning

Blended Learning Estimated Ratio & Recommended Tools:

S. No.	Select the Components of the Qualification	List Recommended Tools – for all Selected Components	Offline: Online Ratio
1	☒ Theory/ Lectures - Imparting theoretical and conceptual knowledge	LCD, Projector, Laptop, MSOffice Suite, Flipchart, whiteboard, Markers, wi-fi connectivity	20:80
2	☐ Imparting Soft Skills, Life Skills, and Employability Skills /Mentorship to Learners	Not applicable	NA
3	☒ Showing Practical Demonstrations to the learners	Projector, Whiteboard, Flipcharts, Computer lab with full software suite (Excel, Tableau, Tally, SAP etc.), Printed case studies, role-play props. Data Tools: • Microsoft Excel / Google Sheets (cloud-based) • Google Data Studio • Tableau Public (web version) CRM / ERP / AI Tools: • Zoho CRM, Salesforce (cloud access) • HubSpot (for AI-based segmentation and marketing) • SAP/Microsoft Dynamics (remote simulation access, if available) Marketing & Communication: • Trello, Slack, MS Teams (for collaborative tasks) • Survey tools like Google Forms, Typeform • Online market research tools: Statista, Google Trends Presentation & Reporting: • Microsoft PowerPoint / Google Slides • Pre-built dashboard tools (e.g., Power BI online version) • Miro / Lucidchart for virtual mapping	70:30
4	☒ Imparting Practical Hands-on Skills/ Lab Work/ workshop/ shop floor training	Projector, Whiteboard, Flipcharts, Computer lab with full software suite (Excel, Tableau, Tally, SAP etc.), Printed case studies, role-play props. Data Tools:	70:30

		• Microsoft Excel / Google Sheets (cloud-based) • Google Data Studio • Tableau Public (web version) CRM / ERP / AI Tools: • Zoho CRM, Salesforce (cloud access) • HubSpot (for AI-based segmentation and marketing) • SAP/Microsoft Dynamics (remote simulation access, if available) Marketing & Communication: • Trello, Slack, MS Teams (for collaborative tasks) • Survey tools like Google Forms, Typeform • Online market research tools: Statista, Google Trends Presentation & Reporting: • Microsoft PowerPoint / Google Slides • Pre-built dashboard tools (e.g., Power BI online version) • Miro / Lucidchart for virtual mapping	
5	☐ Tutorials/ Assignments/ Drill/ Practice	Not applicable	NA
6	☒ Proctored Monitoring/ Assessment/ Evaluation/ Examinations	Online assessment	NA
7	☒ On the Job Training (OJT)/ Project Work Internship/ Apprenticeship Training	Not applicable	100:00

Annexure: Detailed Assessment Criteria

Detailed assessment criteria for each NOS/Module are as follows:

NOS/Module Name	Assessment Criteria for Performance Criteria/Learning Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
RAS/N0169 Integrate Data and Generate Reports	PC1: Integrate data from CRM, transactional, and inventory systems using Extract, Transform, Load (ETL) processes	10	10	-	-
	PC2: Ensure data quality and consistency through validation and cleansing processes	5	10	-	-
	PC3: Build automated dashboards using BI tools like Power BI/Tableau	10	20	-	-
	PC4: Develop SQL queries to retrieve data from multiple databases	5	10	-	-
	PC5: Collaborate with IT to ensure seamless data integration infrastructure	5	5	-	-
	PC6: Ensure data privacy compliance	5	5	-	-
	Total Marks	40	60	-	-
RAS/N0170 Analyze Customer Behavior and Personalize Marketing	PC1: Analyze customer purchase history and browsing behavior using CRM tools	10	10	-	-
	PC2: Segment customers into distinct groups based on demographics, behavior, and preferences	5	10	-	-
	PC3: Develop personalized marketing strategies based on customer segmentation	10	10	-	-
	PC4: Use predictive analytics and machine learning to forecast customer behavior	5	10	-	-
	PC5: Analyze customer feedback and social media sentiment to adjust marketing strategies	5	10	-	-
	PC6: Measure the effectiveness of personalized marketing campaigns using KPIs	5	10	-	-
	Total Marks	40	60	-	-
RAS/N0171 Evaluate Financial Performance and Prepare Forecasts	PC1: Analyze sales revenue, profit margins, and financial metrics using dashboards	5	20	-	-
	PC2: Prepare budget forecasts based on historical data and market conditions	5	15	-	-
	PC3: Identify cost-saving opportunities through analysis of operational expenses	5	10	-	-
	PC4: Develop financial reports using tools like Excel and SAP	5	15	-	-
	PC5: Monitor financial KPIs such as ROI and gross margins	5	5	-	-
	PC6: Collaborate with finance to ensure alignment of business goals	5	5	-	-
	Total Marks	30	70	-	-
RAS/N0172 Optimize Sales and Marketing Strategies	PC1: Analyze sales data to identify trends and top-performing products	5	10	-	-
	PC2: Evaluate marketing campaigns by analyzing metrics like Customer Acquisition Cost (CAC) and Return on Advertisement Spend (ROAS)	10	10	-	-
	PC3: Develop competitive pricing strategies based on competitor pricing and customer demand	10	10	-	-
	PC4: Generate sales performance reports using BI tools	5	10	-	-

	PC5: Measure sales team performance and identify areas for improvement	5	10	-	-
	PC6: Collaborate with marketing teams to refine strategies based on sales data	5	10	-	-
	Total Marks	40	60	-	-
RAS/N0173 Manage Supply Chain and Optimize Inventory	PC1: Analyze inventory turnover rates using management systems like SAP/Oracle	5	5	-	-
	PC2: Collaborate with procurement teams to forecast demand	5	10	-	-
	PC3: Implement JIT inventory practices to minimize carrying costs	5	10	-	-
	PC4: Use predictive analytics to forecast inventory needs	10	20	-	-
	PC5: Optimize supply chain efficiency through analysis of lead times and logistics	10	10	-	-
	PC6: Develop inventory performance reports, including turnover rates and DOI (Days of Inventory)	5	5	-	-
	Total Marks	40	60	-	-
RAS/N0174 Conduct Competitive Intelligence and Market Research	PC1: Conduct competitive analysis by gathering data on pricing and promotions	5	10	-	-
	PC2: Analyze market trends using research tools like Nielsen or Statista	10	10	-	-
	PC3: Identify market opportunities and threats by analyzing external factors (economic, political, technological)	10	20	-	-
	PC4: Create reports summarizing findings and strategic recommendations	5	10	-	-
	PC5: Monitor emerging retail technologies that impact the competitive landscape	5	5	-	-
	PC6: Provide insights on competitors' financial data, market share, and customer feedback	5	5	-	-
	Total Marks	40	60	-	-
RAS/N0175 Data Analysis Using Tools and Technology Tools	PC1: Use Power BI/Tableau to create interactive reports and dashboards	5	20	-	-
	PC2: Apply machine learning algorithms using Python or R to forecast customer behavior	5	20	-	-
	PC3: Manage databases using SQL for data retrieval and manipulation	5	10	-	-
	PC4: Integrate data from multiple sources using Extract, Transform, Load (ETL) processes	5	10	-	-
	PC5: Leverage cloud platforms like AWS/Azure for data storage and processing	5	5	-	-
	PC6: Implement automation tools like Alteryx for streamlining data tasks	5	5	-	-
	Total Marks	30	70	-	-
DGT/VSQ/N0103: Employability skills	Introduction to employability skills	1	1	-	-
	Constitutional values - Citizenship	1	1	-	-
	Becoming a Professional in the 21st Century	2	4	-	-
	Basic English skills	2	3	-	-
	Career development & goal setting	1	2	-	-
	Communication skills	2	2	-	-
	Diversity & inclusion	1	2	-	-
	Financial and Legal Literacy	2	3	-	-
	Essential digital skills	3	4	-	-

	Entrepreneurship	2	3	-	-
	Customer service	1	2	-	-
	Getting Ready for Apprenticeship & Jobs	2	3	-	-
	Total Marks	20	30	-	-
Grand total for mandatory NOS		280	470	-	-

Annexure: 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.

Mention the detailed assessment strategy in the provided template.

1. Assessment System Overview:

- Batches are assigned to the NCVET recognised RASCI empaneled Assessment Agencies(AA) for conducting all Government funded NSQF assessment on SIP and or email 7 days to 15 days in advance or based on the availability of the complete information received from the training entities on completion dates and receipt of assessment fee for assessment of the training batches.
- Assessment Agencies (AA) send the assessment confirmation to VTP/TC looping RASCI within 24 hours of receipt of information on assessment assignment from RASCI.
- Assessment agency reviews the assessment centre/ Training Centre (TC)/ VTP centre before the commencement of assessments against the prescribed infrastructure and equipment.
- The assessment will be conducted on digital devices such as computers, Tabs, Laptops, Smart Phones either through web browser or apps having the ability to auto proctor and remote physical proctor the assessments.
- The Assessment Agency will assign the batch to a certified assessor and a qualified proctor before 48 hours of commencement of the assessment.
- Assessment agency must deploy a certified Assessor and Qualified Proctor for executing the assessment at the Assessment Center/ Training center.
- **Theory Assessment (Online):** Assessment Agency will develop the required question banks for Theory assessments and get the same approved by RASCI. Theory assessments will be Multiple Choice Questions (MCQ) based. The theory assessments will be conducted on an auto and physically proctored digital assessment platform.
- **Practical Assessment:** Assessment Agency will develop the practical assessment/ practical test battery and have it approved by RASCI. This test will be administered by a certified assessor through online digital assessment platform on digital devices such as computers, Tabs, Laptops, Smart Phones either through web browser or apps having the facility to interview candidates, record the required evidence of assessments as per the assessment criteria. The evidence of practical assessment for each candidate will be evaluated by the certified assessor based on the assessment criteria of the qualification. The performance of each candidate will be graded by the certified assessor as per the assessment criteria and or rubrics. The scores of the assessment along with the evidence of the assessment will be submitted to the Assessment Agency by the certified assessor.
- **Viva Assessment:** The assessment agency will develop the required rubrics for the Viva Assessments. Viva Assessment will be conducted by the certified assessor on a digital assessment platform which will have the facility to record the assessment evidence and grade the candidate on the platform as per the assessment criteria of the qualification.
- **A certified assessor intervention is Not mandatory for theory assessments** for this qualification as the assessments are conducted completely online on digital platform with comprehensive auditable trails under the supervision of qualified proctor(s). The theory assessment results are auto determined by the digital assessment platform without a need for human intervention.
- Assessment Agency must ensure that the certified Assessor/ Proctor arrives 1 hour before the commencement of assessments.
- Assessment agency confirms the commencement and conduct of assessments to the training entity and RASCI provided the Assessment centre/ TC/ VTP Centre for assessment complies to the infrastructure and equipment prescribed by RASCI for conduct of assessments.
- The assessment agency monitors and records the proceedings of the assessment on ground and will share the access of live feeding/ audit trails of the proceedings from its digital assessment platform.
- RASCI monitors/ audits the assessment process & records.

- For Remote Online Assessments: AA must follow and implement all the guidelines of RASCI for conducting remote online assessments.

2. Testing Environment:

- AA/ Assessor/ Proctor to note the Assessment location, date and time.
- If the batch size is more than 30, then there should be 2 Assessors/ proctors deployed by the AA.
- The assessor and proctors must conduct the orientation session to the candidates on the assessment protocols and processes as prescribed by RASCI.
- Check and confirm that the allotted time to the candidates to complete Theory & Practical Assessment is correct as per the assessment blueprint.
- Assessment centre/ TC/ VTP centre must verify the identity of the Assessor/ Proctor in alignment with the SOP for assessments released by RASCI.
- The Assessor/ Proctor of the AA must verify the identity and the training attendance of the candidate as per the scheme and or RASCI assessment SOP.
- Only those candidates complying with the requisite training attendance prescribed by the scheme guidelines and or RASCI guidelines must be allowed to proceed and undertake the assessments.
- AA will be held responsible for any deviation on the above and will be levied penalties including revoking of Assessment Agency status of RASCI as per NCVET guidelines and RASCI assessment guidelines.
- The Assessment Centre/ VTP/TC including the Assessment Agency, Assessor and or Proctor will adhere to all the guidelines under the SOP for assessments of RASCI.
- **For Remote Online Assessments:** AA must follow and implement all the guidelines under conducting remote online assessments.

3. Assessment Quality Assurance levels/Framework:

- Question bank/ Practical assessment/ Test battery is created by the Subject Matter Experts (SME) from the Assessment Agency and are verified by the other SME and approved by RASCI.
- Questions are mapped to the specified assessment criteria/ assessment blueprint approved by RASCI for the qualification.
- Assessor must be ToA certified/ Proctor must be certified as per the guidelines of RASCI.
- Trainer must be ToT Certified by RASCI on this qualification and must possess a valid ToT certificate during the conduct of training of the batch being assessed.
- Assessor/ Proctor must verify the validity of the ToT certificate of the trainer.
- The assessment must **NOT** be allowed to continue if the ToT certificate of the trainer was or is not valid during the duration/ tenure of training of the batch being assessed.
- Ensure all assessment data and evidence is collected and stored as per the requirements.
- AA/ Assessor/ Proctor must report any noncompliance/ malpractices to RASCI immediately.
- The Assessment Centre/ VTP/TC including the Assessment Agency, Assessor and or Proctor will adhere to all the guidelines under the SOP for assessments of RASCI.
- For Remote Online Assessments: AA must follow and implement all the guidelines under conducting remote online assessments.

4. Types of evidence or evidence-gathering protocol:

- Evidence of all methods of assessment (Theory, Practical and Viva) must be in alignment with the performance criteria and assessment criteria of the qualification. They must be collected, secured and submitted to AA by the certified assessor.
- The soft copy of the theory answer sheets and or hard copies including marking sheet signed by the Assessor/ Proctor approved by authorised official of Assessment Agency with signature and stamp must be collected, secured and stored by the AA.
- The evidence of practical assessment and viva assessments must be collected, secured by the assessor and submitted to the AA.

- Time-stamped & geotagged reporting of the assessor from assessment location.
- Centre photographs with signboards and scheme specific branding.
- The attendance sheet signed by the candidates with the declaration certifying the validity of the candidate by the VTP/ TC Official/ Assessment Centre official with stamp/ seal and signature of the authorised signatory of VTP/TC/ Assessment Centre.
- Assessment attendance sheets co-certified by Assessor/ Proctor
- Training attendance records of the candidate, AEBAS attendance records wherever applicable.
- Feedback forms prescribed by RASCI on the assessment process from the assessed candidates.
- Group Photograph of the trainees, assessor and training centre officials with geotagging and time stamp.
- Video recording and still photographs (minimum 5) of the entire assessment process of the batch supported by video recording and intermittent still photographs on the digital assessment platform of each candidate while she/ he is undergoing assessments.
- The credibility score report on the digital online assessment platform in alignment with RASCI SOP for assessment.
- A timestamped image of the candidate on the assessment platform including the image of the Govt. authorised identity card of the candidate must be made available once the candidate takes the assessment.
- A timestamped image of the candidate is available once the candidate takes the assessment.
- **Candidate Photograph/ ID photograph:** A candidate snapshot and his/her ID snapshot is being captured before the candidate is allowed to start the test.
- **Assessment Logs:** AA Maintains a detailed audit log of each assessment that is administered. Audit logs should be recoverable on requests from RASCI. Assessment audit log should include:
 - The time when the assessment is being started.
 - Flags in case an additional person is there
 - Flags in case candidate navigate away from the window.
 - Candidate away from the test window
 - Any other device spotted.
 - The time when the candidate finishes the test.
 - Question wise and NOS-wise summary of the attempt
 - Response sheets/ Answer sheets including the question paper.
 - All applicable other credibility scores including the above of the candidate.
- **For Remote Online Assessments:** AA must follow and implement all the guidelines under conducting remote online assessments.
- AA is liable to secure and store all the above and below cited assessment evidence and submit to RASCI.

5. Method of verification or validation:

- AA must provide the live feed access to RASCI through the appropriate digital infrastructure such as IP camera etc to seamlessly to remotely monitor the assessments happening at the Assessment centre/ VTP Centre/ TC.
- Surprise visit to the assessment location by RASCI authorised personnel and or agency including RASCI officials.

6. Method for assessment documentation, archiving, and access

- Hard copies and soft copies of the documents are stored.
- The assessment logs including the response sheets and documentation recommended by RASCI from time to time must be maintained by the AA in soft and hard form for 5 years and access to validate/ Audit and comment must be provided to RASCI.

- The documentation mentioned in the above SI No 1 to SI No 6 needs to be archived on the cloud server and maintained by the Assessment Agency soft form with constant seamless access being provided to RASCI by AA. The hard copies of the same need to be maintained by AAs and given access to RASCI on demand.

On the Job: Applicable to this Qualification

Annexure: Acronym and Glossary

Acronym

Acronym	Description
AA	Assessment Agency
AB	Awarding Body
ISCO	International Standard Classification of Occupations
NCO	National Classification of Occupations
NCrF	National Credit Framework
NOS	National Occupational Standard(s)
NQR	National Qualification Register
NSQF	National Skills Qualifications Framework
OJT	On the Job Training

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 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.
Long Term Training	Long-term skilling means any vocational training program undertaken for a year and above. https://ncvet.gov.in/sites/default/files/NCVET.pdf