

QUALIFICATION FILE – Standalone NOS

Basics of Product Catalogue Using AI Tools

☐ Horizontal/Generic ☒ Vertical/Specialization

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

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

NCrF/NSQF Level: 4.5

Submitted By:

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Section 1: Basic Details

1.	NOS-Qualification Name	Basics of Product Catalogue Using AI Tools																
2.	Sector/s	Retail																
3.	Type of Qualification ☒ New ☐ 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-4.5-OR-04254-2025-V1-RASCI	5. NCrF/NSQF Level: 4.5															
6.	Brief Description of the Standalone NOS	An individual in this role manages product listings by organizing categories and makes effective use of descriptions, images, and attributes for better searchability. They collaborate with vendors and marketing teams to maintain accurate data, ensure compliance with platform policies, and address issues promptly. By analyzing performance, they prepare reports and recommend updates to boost visibility, customer engagement, and sales.																
7.	Eligibility Criteria for Entry for a 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>Relevant Experience (with Specialization - if applicable)</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td>Completed or pursuing 1st year of 3 year/ 4-year UG or equivalent in any discipline, with basic digital literacy skill</td> <td>No Experience required</td> </tr> <tr> <td>2.</td> <td>12th grade pass</td> <td>1.5-year relevant experience in product catalogue creation and digital literacy skills</td> </tr> <tr> <td>3.</td> <td>Previous relevant Qualification of NSQF Level 4.0</td> <td>1.5-year relevant experience in retail operations.</td> </tr> <tr> <td>4.</td> <td>Previous relevant Qualification of NSQF Level 3.5</td> <td>3-year relevant experience 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)	Relevant Experience (with Specialization - if applicable)	1.	Completed or pursuing 1st year of 3 year/ 4-year UG or equivalent in any discipline, with basic digital literacy skill	No Experience required	2.	12th grade pass	1.5-year relevant experience in product catalogue creation and digital literacy skills	3.	Previous relevant Qualification of NSQF Level 4.0	1.5-year relevant experience in retail operations.	4.	Previous relevant Qualification of NSQF Level 3.5	3-year relevant experience in retail operations.
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4.	Previous relevant Qualification of NSQF Level 3.5	3-year relevant experience in retail operations.																

8.	Credits Assigned to this NOS-Qualification, Subject to Assessment (as per National Credit Framework (NCrF))	3	9. Common Cost Norm Category (I/II/III) (wherever applicable): I												
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)	☐ Offline Only ☐ Online Only ☒ Blended <table border="1"> <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>-</td> <td>20</td> <td>20</td> </tr> <tr> <td>Online</td> <td>40</td> <td>30</td> <td>70</td> </tr> </tbody> </table> (Refer Blended Learning Annexure for details)		Training Delivery Mode	Theory (Hours)	Practical (Hours)	Total (Hours)	Classroom (offline)	-	20	20	Online	40	30	70
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Classroom (offline)	-	20	20												
Online	40	30	70												
12.	Assessment Criteria	<table border="1"> <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>200</td> <td>300</td> <td>-</td> <td>-</td> <td>500</td> <td>70</td> </tr> </tbody> </table>		Theory (Marks)	Practical (Marks)	Project (Marks)	Viva (Marks)	Total (Marks)	Passing %age	200	300	-	-	500	70
Theory (Marks)	Practical (Marks)	Project (Marks)	Viva (Marks)	Total (Marks)	Passing %age										
200	300	-	-	500	70										
13.	Is the NOS Amenable to Persons with Disability	☒ Yes ☐ No If “Yes”, specify applicable type of Disability: Locomotor Disability; Dwarfism; Speech and Hearing impaired													
14.	Progression Path After Attaining the Qualification, wherever applicable (Please show Professional and Academic progression)	NA													
15.	How participation of women will be encouraged?	Through women’s organisations for social welfare, Higher and General education institutes, designated NGOs for Women’s Welfare & Development													
16.	Other Indian languages in which the Qualification & Model Curriculum are being submitted	(Please provide assurance and plan for developing the qualification in other Indian Languages as per training requirement))													
17.	Is similar NOS available on NQR-if yes, justification for this qualification	☐ Yes ☒ 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: Ms. Amruta Khodke Email: amruta.khodke@rasci.in Contact No.: +91 22 40058210-5 Website: https://www.rasci.in	
19.	Final Approval Date by NSQC: 08/05/2025	20. Validity Duration: 3 years	21. Next Review Date: 08/05/2028

Section 2: Training Related

1.	Trainer's Qualification and experience in the relevant sector (in years) (as per NCVET guidelines)	Graduate in Business, E-Commerce, or related field with 3+ years in product listing and catalogue management with expertise in e-commerce platforms and product tools. 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.	Master Trainer's Qualification and experience in the relevant sector (in years) (as per NCVET guidelines)	ToT certified trainer with minimum 5 years of training experience in Digital cataloguing & web designing in E-commerce.
3.	Tools and Equipment Required for the Training	☒ Yes ☐ No (If "Yes", details to be provided in Annexure)
4.	In Case of Revised NOS, details of Any Upskilling Required for Trainer	NA

Section 3: Assessment Related

1.	Assessor's Qualification and experience in relevant sector (in years) (as per NCVET guidelines)	Graduate in Digital Marketing, E-Commerce, or related field with 3+ years in e-commerce operations and assessments with knowledge of compliance and platform policies. 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%.
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2.	Proctor's Qualification and experience in relevant sector (in years) <i>(as per NCVET guidelines), (wherever applicable)</i>	Not Applicable
3.	Lead Assessor's/Proctor's Qualification and experience in relevant sector (in years) <i>(as per NCVET guidelines)</i>	Graduate and above with a minimum of 10 years of industry experience in Digital Marketing (E-commerce).
4.	Assessment Mode <i>(Specify the assessment mode)</i>	Online on physically proctored/ remote proctored digital assessment platform with comprehensive auditable trails
5.	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 4: Evidence of the Need for the Standalone NOS

Provide Annexure/Supporting documents name.

1.	Government /Industry initiatives/ requirement (Yes/No): No
2.	Number of Industry validation provided: 22
3.	Estimated number of people to be trained: 1000
4.	Evidence of Concurrence/Consultation with Line/State Departments (In case of regulated sectors): Annexure Enclosed

Section 5: Annexure & Supporting Documents Check List

Specify Annexure Name / Supporting document file name

1.	Annexure: NCrF/NSQF level justification based on NCrF/NSQF descriptors <i>(Mandatory)</i>	Enclosed
2.	Annexure: List of tools and equipment relevant for NOS <i>(Mandatory, except in case of online course)</i>	Enclosed
3.	Annexure: Performance and Assessment Criteria <i>(Mandatory)</i>	Enclosed
4.	Annexure: Assessment Strategy <i>(Mandatory)</i>	Enclosed
5.	Annexure: Blended Learning <i>(Mandatory, in case selected Mode of delivery is Blended Learning)</i>	Not Applicable
6.	Annexure: Acronym and Glossary <i>(Optional)</i>	Enclosed
7.	Annexure/Supporting Document: Standalone NOS- Performance Criteria Details Annexure/Document with PC-wise detailing as per NOS format (Mandatory- Public view)	Enclosed
8.	Supporting Document: Model Curriculum <i>(Mandatory – Public view)</i>	Enclosed

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 individual on the job needs to manage product listings, optimizing descriptions, images, and attributes for searchability, and collaborating with vendors and marketing to maintain accurate data. Ensuring compliance with platform policies and analyzing performance to suggest updates for better visibility, engagement, and sales is also key.	The individual is required to: • Possesses knowledge in multidisciplinary contexts, broadly, within the chosen fields of technology/ skills/ job role. • Deeper knowledge and understanding of specialized field of technology / skills/ job role and its underlying principles. • Acquired specialized knowledge and a range of cognitive and practical skills to accomplish tasks like basic design, prototyping, testing so as to solve a problem by selecting appropriate information, methods, tools, and materials	4.5
Professional and Technical Skills/ Expertise/ Professional Knowledge	The role requires expertise in e-commerce platforms, SEO, and data management to optimize product listings for better searchability. Strong collaboration and communication skills are essential for working with vendors and marketing teams. The individual must ensure compliance with platform policies, have strong analytical skills to evaluate performance data, and make data-driven recommendations. Attention to detail and proficiency with CMS, Excel, and other technical	The individual is required to: • Demonstrates cognitive specialised professional and technical skills required for performing and accomplishing difficult tasks relating to the chosen field/s of technology / skills/ job role; successfully applying techniques in routine or non-routine • Possesses a range of professional and technical skills, displays clarity of knowledge and practice in a broad range of activities/ tasks.	4.5

	tools are also critical for maintaining accurate and consistent product information.	• Project Management Skills. • Skill to clearly identify the relevant tools or sometimes improvise the available tools and techniques; and has advance knowledge of materials in difficult situations and different contexts. • Very good in data collecting organizing information, analysis and communication of results for informed decision making.	
Employment Readiness & Entrepreneurship Skills & Mind-set/Professional Skill	The individual needs strong problem-solving skills to address listing issues and adapt to changes in e-commerce trends. A proactive and innovative mindset is essential for improving processes and driving business growth. Entrepreneurial thinking, effective time management, and a customer-centric focus are crucial for meeting business and customer needs. Attention to detail ensures accuracy and consistency in product data, contributing to overall success.	The individual is required to: • Possesses excellent oral and written communication and collaboration skills for clearly taking the vision of the leaders to the shop floor level workforce. • Possesses very good Digital, Financial and Legal Literacy to use them effectively • Has a good understanding the constitutional, humanistic, ethical, and moral values. • Organisation and Time Management • Very good in complex calculations, and mathematical and financial analysis skills for applied solutions. • Has well informed practical understanding of the social, political and work environment. • Exercise self- management within the work contexts. • Emotional Intelligence	4.5

		• May have an entrepreneurial Mind-set for creating a start-up/ small business and its end to end management.	
Broad Learning Outcomes/Core Skill	The core skills required for this job role include effective management of product listings, optimizing descriptions and images for searchability, and strong collaboration with vendors and marketing teams. The individual must understand platform compliance, quickly resolve issues, and analyze product performance to drive visibility and sales. Attention to detail is crucial for maintaining accurate product information, while effective time management is necessary to handle multiple tasks in a dynamic e-commerce environment.	The individual is required to: • Demonstrates a wide range of specialized professional and technical skills in broad range of activity involving standard and non-standard practices. • Apply the acquired specialized knowledge and a range of cognitive and practical skills to accomplish tasks like basic design, prototyping, testing to solve problems by selecting appropriate information, methods, tools, and materials. • Communication and collaboration skills to act as a layer between the senior management and workforce/ shopfloor. • Should be able to listen and understand properly and present complex information in a clear and concise manner. • make judgement and take decision, based on the analysis and evaluation of information, for determining solutions to a variety of unpredictable problems associated with the chosen fields of learning, • Takes responsibility for the nature and quality of outputs. • Can work on processes to improve the quality of outputs. • Can analyze and synthesize ideas.	4.5

		• Uses discretion and judgement over a range of known and innovative responses to familiar and un-familiar problems and issues.	
Responsibility	The individual is responsible for managing and optimizing product listings on e-commerce platforms, ensuring accurate and engaging descriptions, images, and attributes to enhance searchability. They collaborate with vendors and marketing teams to maintain up-to-date product data and ensure compliance with platform policies. Additionally, they address any inconsistencies promptly and analyze product performance to prepare reports and make recommendations for improving visibility, customer engagement, and sales outcomes.	The individual is required to: • Is accountable for determining and achieving personal and /or group tangible outcomes. • Handles/ adapts/ accommodates change requirements and change management at the ground/ shop floor level. • Team Building • Manages processes and procedures within broad parameters for defined activities. • Supervises the routine work of others, takes the required responsibility for the evaluation and improvement of work or study activities. • Constantly motivates, guides, mentors and trains the workforce. • The individual is a supervisor or junior/ deputy manager. • Is responsible for managing an independent work unit/ business activity/ assignment	4.5

Annexure: Tools and Equipment (lab set-up)

List of Tools and Equipment

Batch Size:

S. No.	Tool / Equipment Name	Specification	Quantity for specified Batch size
1	E-commerce Software (e.g., Shopify)	10 licenses	10
2	Image Editing Software (e.g., Photoshop)	Full access licenses	5
3	Computers with Internet Access	Standard specifications	30
4	CRM Software	Demo accounts	10
5	Compliance Monitoring Software	Access for tracking errors and flags	5
6	Sample Product Catalogue		5

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

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 Details

Training Projections:

Year	Estimated Training # of Total Candidates	Estimated training # of Women	Estimated training # of People with Disability
2024-25	200	120	3
2025-26	300	240	4
2026-27	500	250	4

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

Annexure: Blended Learning

Blended Learning Estimated Ratio & Recommended Tools:

S. No.	Select the Components of the NOS	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	00:100
2	☐ Imparting Soft Skills, Life Skills and Employability Skills /Mentorship to Learners		
3	☒ Showing Practical Demonstrations to the learners	Laptops with Wi-Fi, LCD projector, AI-based tools, Product Information Tools, Demo stores, Customer & Analytics Tools, segmentation tools, POS simulators	40:60
4	☒ Imparting Practical Hands-on Skills/ Lab Work/ workshop/ shop floor training	Laptops, Wi-Fi, Presentation software (PPT, Google Slides), AI Tools (for auto-tagging, writing descriptions, etc.), Data Visualization Tools (Tableau Public, Excel, Google Data Studio)	40:60
5	☐ Tutorials/ Assignments/ Drill/ Practice	Not applicable	Not Applicable
6	☒ Proctored Monitoring/ Assessment/ Evaluation/ Examinations	Refer Annexure: Assessment Strategy	
7	☐ On the Job Training (OJT)/ Project Work Internship/ Candidate Training	Not applicable	Not Applicable

Annexure: Standalone NOS- Performance Criteria details

1. Description: An individual in this role manages product listings by organizing categories and makes effective use of descriptions, images, and attributes for better searchability. They collaborate with vendors and marketing teams to maintain accurate data, ensure compliance with platform policies, and address issues promptly. By analyzing performance, they prepare reports and recommend updates to boost visibility, customer engagement, and sales.

2. Scope:

The scope covers the following:

- Manage product listing and catalogue maintenance for e-commerce Platforms.
- Automate Tagging and Cataloguing
- Analyse and Enrich Data
- Assure Quality Control
- Engage Users and Ensure Security

3. Elements and Performance Criteria

Manage product listing and catalogue maintenance for e-commerce Platforms

To be competent, the user/individual on the job must be able to:

PC1. Upload product information (name, description, specifications) accurately into e-commerce platforms.

PC2. Attach relevant product images that meet platform-specific size and quality standards.

PC3. Create product categories, tags, and attributes to optimize navigation and searchability.

PC4. Monitor product listings to ensure they are free of errors or inconsistencies.

PC5. Update product prices and discounts based on promotional campaigns or stock availability.

PC6. Add and manage variations (e.g., size, color) under the same product listing.

PC7. Collaborate with vendors or internal teams to ensure product data accuracy.

PC8. Perform seasonal updates to product catalogues, including uploading new products or modifying old listings.

PC9. Ensure product listings comply with platform policies, including prohibited products or content restrictions.

Automate Tagging and Cataloguing

To be competent, the user/individual on the job must be able to:

PC10. Utilize AI and machine learning algorithms to automate the tagging and categorization of digital assets.

PC11. Ensure efficient and accurate organization based on content, context, and metadata.

PC12. Implement and oversee the deployment of image and text recognition algorithms to identify and categorize multimedia content within digital assets.

PC13. Maintain an intelligent search system incorporating natural language processing and machine learning.

PC14. Enable rapid and precise retrieval of digital assets based on user queries.

PC15. Establish systems that dynamically adjust catalogue structures based on user behaviour and usage patterns.

PC16. Ensure the catalogue evolves to meet the changing needs of users over time.

Analyse and Enrich Data

To be competent, the user/individual on the job must be able to:

PC17. Apply machine learning techniques to analyse user behaviour, historical data, and trends, enabling the prediction of popular or in-demand digital assets.

PC18. Use insights to guide cataloguing priorities and content updates.

PC19. Implement IoT devices for real-time tracking of physical assets and seamlessly link them to their digital counterparts in the catalogue.

PC20. Ensure accurate representation and accessibility of physical assets.

PC21. Extract information from external sources and updating fields for improved catalogue organization.

PC22. Employ AI algorithms to automatically enrich metadata associated with digital assets

Assure Quality Control

To be competent, the user/individual on the job must be able to:

PC23. Identifying issues such as image resolution, file format compliance, or broken links to maintain a high standard of asset quality.

PC24. Utilize AI algorithms to conduct quality control checks on digital assets.

Engage Users and Ensure Security

To be competent, the user/individual on the job must be able to:

PC25. Implement AI-driven analysis of user preferences and behaviours to deliver personalized content recommendations.

PC26. Enhance user engagement and satisfaction with the digital asset catalogue.

PC27. Employ anomaly detection and user behaviour analysis to ensure robust access control mechanisms.

PC28. Integrate AI-based security measures to detect and prevent unauthorized access to sensitive digital assets.

4. Knowledge and Understanding (KU):

The individual on the job needs to know and understand:

- KU1. Understand the structure and components of e-commerce product listings.
- KU2. Know how to use different e-commerce platforms (e.g., Shopify, WooCommerce) to manage product data.
- KU3. Familiarize with the importance of SEO-friendly product descriptions for improving searchability.
- KU4. Learn about platform-specific requirements for product images (e.g., resolution, size).
- KU5. Understand how product categories and tags help in enhancing customer navigation and search.
- KU6. Learn the basics of managing product variations (e.g., size, color) efficiently.
- KU7. Know the importance of maintaining accurate pricing and promotional updates.
- KU8. Understand compliance requirements regarding product listings and platform policies.
- KU9. Familiarize with basic reporting on product performance (views, clicks, conversions).
- KU10. Basic Principles and concept of Artificial intelligence, Machine learning and their applications
- KU11. Fundamentals of the Internet of Things (IoT) and its applications.
- KU12. Fundamentals and applications of image recognition algorithms.
- KU13. Basics of natural language processing (NLP) and its role in digital asset management.
- KU14. Role of user behaviour and usage patterns in influencing catalogue evolution.
- KU15. Principles of AI-driven analysis of user preferences and behaviours.
- KU16. Application of predictive analytics to forecast popular or in-demand digital assets.
- KU17. Techniques for extracting information from external sources.
- KU18. Explore AI-based security measures to detect and prevent unauthorized access

5. Generic Skills (GS):

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

GS1. Demonstrate effective communication with vendors and internal teams for gathering product data.

GS2. Use basic e-commerce software tools for product uploads and updates.

GS3. Pay attention to detail when entering product data to avoid errors.

GS4. Solve common problems, such as duplicate listings or product mismatch issues.

GS5. Work collaboratively with marketing teams to coordinate promotions and product visibility.

GS6. Manage time efficiently to meet deadlines for product uploads during campaigns.

GS7. Adapt to different platform interfaces and tools used for listing management.

GS8. Follow ethical practices and guidelines for maintaining accurate product information.

GS9. Keep up with changing trends and policies in product listings and platform requirements.

GS10. Technical skills to use AI driven tools and machine learning applications.

GS11. Ability to perform statistical data analysis and interpret data.

GS12. Implement and customize AI algorithm for specific cases.

GS13. Technical skill required to design and maintain Digital Asset management system.

GS14. Implement Strategies for Maintaining Data Consistency and Integrity.

GS15. Technical skills required to detect image resolution issues, file format, compliance and broken links.

GS16. Self-management skill to conduct user research and usability testing.

GS17. Implementing AI based security system

Annexure: 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
	<i>Manage product listing and catalogue maintenance for e-commerce Platforms</i>				
PC 1.	Upload product information (name, description, specifications) accurately into e-commerce platforms.	5	7		
PC 2.	Attach relevant product images that meet platform-specific size and quality standards.	5	7		
PC 3.	Create product categories, tags, and attributes to optimize navigation and searchability.	5	7		
PC 4.	Monitor product listings to ensure they are free of errors or inconsistencies.	5	7		
PC 5.	Update product prices and discounts based on promotional campaigns or stock availability.	4	7		
PC 6.	Add and manage variations (e.g., size, color) under the same product listing.	4	6		
PC 7.	Collaborate with vendors or internal teams to ensure product data accuracy.	5	7		
PC 8.	Perform seasonal updates to product catalogues, including uploading new products or modifying old listings.	3	6		
PC 9.	Ensure product listings comply with platform policies, including prohibited products or content restrictions.	4	6		
	Total Marks	40	60		
	<i>Automate Tagging and Cataloguing</i>				
PC 10.	Utilize AI and machine learning algorithms to automate the tagging and categorization of digital assets.	7	9		
PC 11.	Ensure efficient and accurate organization based on content, context, and metadata.	7	9		
PC 12.	Implement and oversee the deployment of image and text recognition algorithms to identify and categorize multimedia content within digital assets.	7	9		
PC 13.	Maintain an intelligent search system incorporating natural language processing and machine learning.	3	8		
PC 14.	Enable rapid and precise retrieval of digital assets based on user queries.	3	7		

PC 15.	Establish systems that dynamically adjust catalogue structures based on user behaviour and usage patterns.	7	9		
PC 16.	Ensure the catalogue evolves to meet the changing needs of users over time.	6	9		
	Total Marks	40	60		
	Analyse and Enrich Data				
PC17.	Apply machine learning techniques to analyse user behaviour, historical data, and trends, enabling the prediction of popular or in-demand digital assets.	8	10		
PC18.	Use insights to guide cataloguing priorities and content updates.	8	10		
PC19.	Implement IoT devices for real-time tracking of physical assets and seamlessly link them to their digital counterparts in the catalogue.	8	10		
PC20.	Ensure accurate representation and accessibility of physical assets.	4	10		
PC21.	Extract information from external sources and updating fields for improved catalogue organization.	4	10		
PC22.	Employ AI algorithms to automatically enrich metadata associated with digital assets	8	10		
	Total Marks	40	60		
	Assure Quality Control				
PC23.	Identifying issues such as image resolution, file format compliance, or broken links to maintain a high standard of asset quality.	20	30		
PC24.	Utilize AI algorithms to conduct quality control checks on digital assets.	20	30		
	Total Marks	40	60		
	Engage Users and Ensure Security				
PC25.	Implement AI-driven analysis of user preferences and behaviours to deliver personalized content recommendations.	10	10		
PC26.	Enhance user engagement and satisfaction with the digital asset catalogue.	10	20		
PC27.	Employ anomaly detection and user behaviour analysis to ensure robust access control mechanisms.	10	20		
PC28.	Integrate AI-based security measures to detect and prevent unauthorized access to sensitive digital assets.	10	10		
	Total Marks	40	60		
Total Marks		200	300		

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.

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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.
- Assessment agency deploys the certified Assessor or Certified Proctor for executing the assessment.
- The assessment will be conducted online 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 candidate/ learner must possess the OJT completion certificate (**If OJT is mandatory for the qualification**) duly signed and stamped by the authorised signatory on the letter head of the employer where the OJT was imparted. The candidates/ learners without the OJT completion certificate must not be allowed to undertake the assessments (**If OJT is mandatory for the qualification**).
- **Theory Assessment (Online):** Theory assessments will be Multiple Choice Questions (MCQ) based.

- **Practical:** This test will be administered by and under the supervision of a certified assessor. The candidates/ learner will be assessed based on their performance against the rubrics/ observation checklist. The practical assessment will consist of case study or scenario-based/ or real time task/ activity in a simulated work environment. The learner will be graded/ marked on a digital assessment platform. Based on the grade/ marks provided by the assessor, the digital assessment platform automatically determines the results. The entire intervention must be video recorded as evidence and made available to the AB as and when demanded. The AA is required to store comprehensive auditable trails as per the SOP of the AB.
- **A certified assessor is mandatory** for this qualification as the practical assessments are conducted through rubric based scoring based on case study / scenario-based / Real time task-based activity on digital platform with comprehensive auditable trails under the supervision of qualified/ certified assessor. The results are auto determined by the digital assessment platform based on the grading provided by the certified assessor.
- The Assessment Agency must ensure the Assessor 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 comply 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 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:

- 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.
- Every candidate must produce their mandatory OJT Completion Certificate duly signed and stamped from the authorised signatory of the employer where the OJT was completed. The copy of the same must be collected and stored by the assessor/ proctor/ AA and submitted to RASCI/ AB on demand.
- 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.
- The soft copy of the 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.
- 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.

5. Method of verification or validation of assessment processes:

- 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 and hard copies converted to 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 a constant seamless access being provided to RASCI by AA. The hard copies of the same needs to be maintained by AAs and given access to RASCI on demand.
- **On the Job:** Not applicable to this Qualification

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Annexure: 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.