

Revised Application Documentation: Revision made by NSDA_22 May 2015

QUALIFICATION FILE – CONTACT DETAILS OF SUBMITTING BODY

Name and address of submitting body:

Gem & Jewellery Skill Council of India

**Business Facilitation Centre, 3rd Floor
Seepz Special Economic Zone.
Andheri (E). Mumbai 400 096.**

Name and contact details of individual dealing with the submission

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Position in the organisation: Chief Operating Officer

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List of documents submitted in support of the Qualifications File

1. Career Map of Floor Manager- Annexure 1
2. QP G&J/Q 8304– Annexure 2
3. Format for EOI for AA Accreditation from GJSCI - Annexure 3
4. Protocol for Accreditation of Assessment Agencies and Assessment Framework – Annexure 4
5. Skill gap report for Gem and Jewellery Sector_2008-2022– Annexure 5

QUALIFICATION FILE SECTION 1

SUMMARY

Qualification Title	G&J/Q 8304– Floor Manager
Body/bodies which will assess candidates	<ul style="list-style-type: none"> • Five Elements Business Solutions Pvt LTD • CoCubes Technologies Pvt Ltd • Cindrel Infotech Private Limited • Skill Training Assessment Management Partners, Ltd. • AssessPeople Services (India) Pvt. Ltd. • Manipal City and Guilds • Induslynk Training Services Pvt Ltd (Mettl) • Navriti Technologies Pvt Ltd • The Assessors Guild (TAG) • Aspiring Minds Assessment private Limited • Edu World Consultants Pvt Ltd
Body/bodies which will award the certificate for the qualification:	Gems& Jewellery Skill Council of India
Body which will accredit providers to offer the qualification.	Gems& Jewellery Skill Council of India
Occupation(s) to which the qualification gives access	Floor Manager
Proposed level of the qualification in the NSQF.	Level – 5
Anticipated volume of training/learning required to complete the qualification.	240 hours
Entry requirements / recommendations.	Minimum educational qualification is Graduate
Minimum age	18 Years
Progression from the qualification.	N/A
Planned arrangements for RPL.	<p>Implementation Mechanism</p> <p>Facilitation</p> <p>The GJSCI has empowered the Training Partners to play the role of facilitation agency. The roles and responsibilities of the facilitation agency will be as follows:</p> <ol style="list-style-type: none"> 1. Survey the market and contact the persons who have acquired the skills of a particular trade in informal/non-formal settings and motivate them for getting their skills/competencies assessed, certified and recognized by a National Level Organization. 2. Alternatively, a person who has acquired skills/competencies in informal/non-formal settings and desires to get his/her skills assessed, certified and recognized by a National Level Organization approaches the Training Partner. 3. Training Partners will explain and assist interested candidates to register and submit the application form along with the required documents.

RPL Implementation Process:

In order to create an awareness about the RPL assessments, GJSCI will put in marketing efforts in targeted regions of the country to invite applications from the persons who desire to get their skills assessed, recognized and certified in relevant trade.

The set of documents along with the application form should be sent to the GJSCI office in the form of scanned copy and hard copy by post or in person by the Training Partner

Group A (Skill based evidence)	i) Proof of work experience/skills/competencies acquired in informal/non-formal settings (Self undertaking)
	ii) Work experience certificate from the employer if any
	iii) Work experience certificate from the local Jeweller's Manufacturer's association
Group B (Literacy based evidence)	iv) Copy of the Educational Qualification certificate, if any
	iv) Self undertaking by the candidate indicating the basic literacy level
The candidate should submit the evidence at least one each from Group A and Group B.	

1. The applications along with the evidence submitted by the candidates will be screened and reviewed by the Training Partner & GJSCI.
2. The eligible candidates will be informed accordingly.
3. The candidates who could not be eligible for RPL assessment, will be informed about the deficiency in the application form and evidence submitted by them to the Training Partner and will be asked to apply again after taking necessary remedial measures.
4. Training Partner will inform the candidates about the assessment centre, date and time for assessment well in advance. Efforts will be made to ensure that the candidate is assessed in his/her work place only.

Eligibility criteria:

1. Any artisan above the age of 18 with a minimum work experience of 6 months can get assessed in the RPL programme.
2. To validate the work experience, we shall need a letter from the local jeweller's association or the employing company certifying his/her experience.

International comparability where known.

Not Done yet

Formal structure of the qualification

Title of unit or other component
(include any identification code used)

Mandatory/

Estimated size

Level

Optional

(learning hours)

G&J/N8308 Manage sales

Mandatory

240

5

counters and human resource			
G&J/N8302 Welcome, manage and engage the customer	Mandatory		5
G&J/N8309 Assist in store management	Mandatory		5
G&J/N9940 Respect and maintain company's IPR	Mandatory		5
G&J/N9942 Interact with colleagues, customers and others	Mandatory		5
G&J/N9943 Maintain safe and clean environment	Mandatory		5

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

Give details of the document here:

1. QP G&J/Q 8304– Annexure 2

SECTION 1

ASSESSMENT

Body or Bodies which will carry out assessment:

- a) Five Elements Business Solutions Pvt.Ltd.
- b) CoCubes Technologies Pvt. Ltd
- c) Cindrel Infotech Private Limited
- d) Skill Training Assessment Management Partners, Ltd.
- e) AssessPeople Services (India) Pvt. Ltd.
- f) Manipal City and Guilds
- g) Induslynk Training Services Pvt. Ltd (Mettl)
- h) Navriti Technologies Pvt. Ltd
- i) The Assessors Guild (TAG)
- j) Aspiring Minds Assessment private Limited
- k) Edu World Consultants Pvt. Ltd

These assessing agencies have been chosen after thorough scrutiny of the credentials presented in response to the RFP. A set was made of the documents received from the assessment agencies. To check the knowledge of the assessing agencies they were required to set a question bank and were also required to find assessors with minimum 5 years of experience for the specified job roles. The documents were then verified by the assessment manager and cross verified by CEO / COO. Then the set of documents were submitted to the Governing concern for review and approving the assessment agency for the affiliation. The Governing concern reviewed the entire set along with set of question bank and the assessors profile and approved or rejected the same by signing the covering page.

Will the assessment body be responsible for RPL assessment?

Yes the assessment body shall be responsible for RPL assessment.

In RPL, the candidate has acquired the skills and knowledge while working and requires assessment and certification only. RPL is the acknowledgement of skills and knowledge obtained through:

- formal training
- work experience
- life experiences

The focus of RPL is the competence gained from these experiences; not how, when or where the learning occurred.

Process or steps in RPL assessments

1. Offering RPL to potential candidates
2. Providing information to the candidate
3. Self-assessment
4. Evidence collation
5. Assessment and making the decision
6. Feedback to the candidate
7. Documentation of outcomes

Describe the overall assessment strategy and specific arrangements which have been put in place to ensure that assessment is always valid, consistent and fair and show that these are in line with the requirements of the NSQF:

- a) The emphasis is on 'learning-by-doing' and practical demonstration of skills and knowledge based on the performance criteria.
- b) The assessment papers are developed by Subject Matter Experts (SME) available with the Assessment Agency as per the performance and assessment criteria mentioned in the Qualification Packs.
- c) The assessments papers are also checked for the various outcome based parameters such as quality, time taken, precision, tools & equipment requirement, etc.
- d) The assessments are designed so as to assess maximum parts during the practical hands on work. Duties and responsibility of a Floor Manager are also assessed. The technical limitations at the training centres are taken care in theory and viva.
- e) The assessment agencies are instructed to hire assessors with integrity, reliability and fairness. Each assessor shall sign a document with its assessment agency by which they commit themselves to comply with the rules of confidentiality and conflict of interest, independence from commercial and other interests that would compromise impartiality of the assessments.
- f) The assessment agencies are instructed to ideally have assessor with right mix of industry experience, academia and these are detailed in Assessment Agency Protocol
- g) The assessors selected by Assessment Agencies are scrutinized and made to undergo training and introduction to Assessment Framework, competency based assessments, assessors guide etc.
- h) The assessors are provided with assessors guide developed by the Subject Matter Expert of the assessment agency or by Gems & Jewellery SSC as per the assessment framework. The assessment guides are developed to ensure the maximum possible consistency / transparency in the assessment by different assessors and elaborate on the following
 1. Qualification Pack Structure
 2. Guidance for the assessor to conduct theory, practical and viva assessments
 3. Guidance for trainees to be given by assessor before the start of the assessments.
 4. Guidance on assessments process, practical brief with steps of operations practical observation checklist Attendance Sheet and mark sheet
 5. Viva guidance for uniformity and consistency across the batch.
 6. Guidance on assessment evidence collection

The assessment results are backed by evidences collected by assessors.

1. The assessor needs to collect a copy of the attendance for the training done under the scheme. The attendance sheets are signed and stamped by the in charge /Head of the Training Centre.
2. The assessor needs to verify the authenticity of the candidate by checking the photo ID card issued by the institute as well as any one Photo ID card issued by the Central/Government. The same needs to be mentioned in the attendance sheet. In case of suspicion, the assessor should authenticate and cross verify trainee's credentials in the enrolment form.
3. The assessor needs to take a photograph of all the students along with the centre name/ banner at the back as evidence.
4. The assessor needs to carry a camera to click photograph of the trainees working on the job and giving theory exam as evidence.
5. The assessor also needs to carry a photo ID card.

6. The assessor also needs to take the photographs as evidence from appropriate angles/ sides of the final work piece/job submitted by the trainee.
7. The details on assessment framework are elaborated in Gem & jewellery SSC Protocol for Accreditation of Assessment Agencies and Assessment Framework.

All accredited Assessment Agency follow the “Gems&Jewellery SSC Protocol for Accreditation of Assessment Agencies and Assessment Framework”. Each NOS in the Qualification Pack (QP) is assigned a relative weightage for assessment based on the criticality of the NOS. Therein each Performance Criteria in the NOS will be assigned marks for or practical based on relative importance, criticality of function and training infrastructure.

Please attach any documents giving further information about assessment and/or RPL.

Give details of the document(s) here:

1. Format for EOI for AA Accreditation from GJSCI - Annexure 3
2. Protocol for Accreditation of Assessment Agencies and Assessment Framework – Annexure 4

ASSESSMENT EVIDENCE

Complete a grid for each grouping of NOS, assessment unit or other component as listed in the entry on the structure of the qualification on page 1.

CRITERIA FOR ASSESSMENT OF TRAINEES

Job Role Floor Manager

Qualification Pack G&J/Q8304

Sector Skill Council Gem & Jewellery

Guidelines for Assessment

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

				Marks Allocation	
		Total Mark (100)	Out Of	Theory	Skills Practical
1. G&J/N8308 Manage sales counters and human resource	PC1. achieve sales versus the target set for the section or floor	31	7	2	5
	PC2. sell from each of the product category at the section		1	1	0
	PC3. open or sell targeted number of new saving schemes account		1	1	0
	PC4. achieve ticket size (sales value per customer) targeted for the section		7	2	5
	PC5. achieve high sales conversion rate in the section		7	2	5
	PC6. motivate sales force to achieve the sales target		1	1	0
	PC7. restrict the number of human resource issues escalated to Store Manager by careful		1	1	0

	handling				
	PC8. give employee feedback in order to enhance productivity		1	1	0
	PC9. address customer feedback on sales executives		1	1	0
	PC10. maintain record of daily account of stock as per store rules		2	2	0
	PC11. avoid over stocking or stock shortage of any product category at the counters		2	2	0
		Total	31	16	15
2. G&J/N8302 Welcome, manage and engage the customer	PC1. attend promptly to all customers who walk in	41	1	1	0
	PC2. greet all customers as per company's training		4	0	4
	PC3. Assess correctly, the customer's broad and specific requirements		6	0	6
	PC4. provide acceptable suggestions or solutions in response to customer queries		6	0	6
	PC5. minimise the number of customer complaints received by the store		4	1	3
	PC6. follow appropriate telephone etiquette while interacting with customer on telephone and as per company's training		1	1	0
	PC7. understand customer's requirements quickly and then suggest alternatives		6	0	6
	PC8. introduce maximum number of types of products to the customer in a short conversation		7	1	6
	PC9. minimise number of negative customer satisfaction and feedback		3	1	2
	PC10. minimize the number of customers who leave the store because of poor attention given		3	1	2
		Total	41	6	35
3. G&J/N8309	PC1. avoid any deviation in the visual	8	1	1	0

Assist in store management	merchandising as per retail store standards				
	PC2. act upon customer feedback on visual merchandising and display of products		1	1	0
	PC3. manage the store and resolve any adverse issues during store manager's absence		2	2	0
	PC4. maintain a clean retail area		1	1	0
	PC5. act upon any customer complaints and feedbacks on retail environment		1	1	0
	PC6. increase sales of the floor during the carnival or offer season		1	1	0
	PC7. act upon customer complaints and feedbacks from the floor or section during the carnival sales		1	1	0
		Total	8	8	0
4. G&J/N9940 Maintain IPR at work	PC1. be aware of company's code of conduct, patents and IPR	2	1	1	0
	PC2. not involve in IPR violations		1	1	0
		Total	2	2	0
5. G&J/N9942 Interact with colleagues, customers and others	PC1. carry out role requirements and responsibilities as per company training	3	1	1	0
	PC2. promptly escalate concerns and problems encountered		1	1	0
	PC3. Address any issues raised to them		1	1	0
		Total	3	3	0
6. G&J/N9943 Maintain safe and clean work environment	PC1. maintain cleanliness at the retail counter	15	7	2	5
	PC2. personal hygiene and presentable at all times		6	1	5
	PC3. ensure that there is no loss of product or shoplifting		1	1	0
	PC4. report for potential theft or raise alarm in time		1	1	0
		Total	15	5	10

SECTION 2

EVIDENCE OF NEED

What evidence is there that the qualification is needed?

Please refer to the attached list of job roles and occupations as per the attachment and their career paths as per Annexure 1, which have been derived through extensive industry interactions. 11 Large scale industries, 11 Medium Size industries and 12 small industries were involved in the validation process to make the Qualification Packs viable to the current industry requirements.

List of industries involved in the Validation process for the QP – Floor Manager:

S No.	Large scale industries	Medium scale industries	Small scale industries
1.	Emerald	Damodardas Jewellers	Shantivijay Jewels Pvt Ltd
2.	Abaran	Karan Kothari Jewellers	M.V . Pendurkar & co
3.	C Krishniah Chetty & Sons	A B Jewels	Chheda Jewels
4.	Indian Gems and Jewellery Creation	Ans Jewelry	M/s S G Mhapralkar
5.	H K Jewels PVT LTD	Lagu Bandhu Motiwalw Pvt Ltd	Pure Gold Ornament Pvt Ltd
6.	Nac Jewellers P Limited	Kays Jewels Pvt Ltd	Shah jethalal Jadavji Jewellers
7.	Vaaman Hari pethe & Sons	Khanna Jewellers	Annopchand Tilokchand Jewellers Pvt Ltd
8.	Thangamayal Jewellery Pvt ltd	Premji Valji	Danabhai
9.	GRT Jewellers	OM Jewellers	Kothari Jewellers
10.	P.N. Gadgil	Hazoorilal	Bholasons
11.	Vaman Hari Pethe Jewellers	Namichand Bamalwa	Panchratna Jewellers
12.			VBZ

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

The Estimated uptake between 2013 and 2022 is 149593 under Floor Manager. For details of the calculations please Refer to Annexure-5.

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

QPs for Job Roles of various related SSC's were studied to ensure that there is no duplicity

What arrangements are in place to monitor and review the qualification(s)? What data will be used and at what point will the qualification(s) be revised or updated?

The comments, feedback and suggestions were collected through interaction with industry during September'14 to March'15. The same will be compiled and justifiable changes will be incorporated in the next/updated version of the QP. This QP is set to be revised post 15th July 2015.

Please attach any documents giving further information about any of the topics above.

Give details of the document(s) here:

1. Skill gap report for Gem & Jewellery sector_2008-2022– Annexure 5

SECTION 3

SUMMARY EVIDENCE OF LEVEL

Summary of Direct Evidence:

Justify the NSQF level allocated to the QP by building upon the five descriptors of NSQF. Explain the reasons for allocating the level to the QP.

Generic NOS is/are linked to the overall authority attached to the job role.

Process required	Professional Knowledge	Professional Skills	Core Skills	Responsibility	Level
The process deployed requires to possess well developed skills to manage the sales in the section, manage the human resource, manage the stock in the allocated section and review the sales performance.	Knowledge of company policies on - personnel management, relevant legislation, standards, policies, IPR, sales, procedures, various saving scheme offerings, human resource, related to dress code and etiquette, stock management and performance appraisal policy. Additionally all the documentation and reporting practices followed in the organization.	Cognitive and practical skills required are: to know and understand how to manage the human resource on the floor or section, which includes setting sales target, review of performance, scheduling of work, address grievance of human resource employed at the section, monitor the sales of the counters on the floor or section and respond quickly to any concerns, analyse the sales data and appropriate information to decide on stock and sales management, analyse sales data of sales executive to review their performance, use computer and internal software to understand the stock availability, pricing, counter wise sales data and other relevant details, use internet for online catalogue	The user/ individual on the job needs to know and understand how to: record the sales data on a periodical basis, read the sales data of sales executives to take appropriate decision for their career progression, listen to the requirements of the customer, interact with sales executives to improve sales and interact with Store Manager and corporate office to raise any issues or concerns.	The person shall be responsible for lead sales process in the section or floor, decide on the product type to be sold and stock considering the seasonality, decide on the number of new saving scheme accounts to target, assist store manager to organize camps for opening saving scheme account, train human resource on the job on need basis, set sales target for individual customer sales executive, taking into consideration their competence level and seasonality of business, review the performance of sales force periodically.	5

		display and e-mailing.			
Follows level 5	Follows level 5	Follows level 5	Follows level 5	Follows level 5	

OTHER EVIDENCE OF LEVEL [This need only be filled in where evidence other than primary outcomes was used to allocate a level] **(Optional)**

Summary of other evidence (if used):

SECTION 4

EVIDENCE OF RECOGNITION OR PROGRESSION

What steps have been taken in the design of this or other qualifications to ensure that there is a clear path to other qualifications in this sector?

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

Please attach any documents giving further information about any of the topics above.

Give details of the document(s) here:

2. Career Path of Floor Manager- Annexure 1
3. QP G&J/Q 8304- Annexure 2

Annexure 1

The career progression would be as follows:

1. Floor Manager
2. Store Manager



[Annexure 2- QP G&J/ Q 8304](#)

[Annexure 3 - Format for EOI for AA Accreditation from GJSCI](#)

Annexure 4- Protocol for Accreditation of Assessment Agencies and Assessment Framework

Annexure 5_Manpower Requirement for Gems & Jewellery Sector for the period 2013-2022

