

# NSQF QUALIFICATION FILE GUIDANCE

Version 6: Draft of 08 March 2016

**NSDA Reference**

*To be added by NSDA*

## CONTACT DETAILS OF THE BODY SUBMITTING THE QUALIFICATION FILE

### **Name and address of submitting body:**

Directorate General of Training (DGT),  
Ministry of Skill Development & Entrepreneurship (MoSDE)  
Shram Shakti Bhawan, Rafi Marg,  
New Delhi

### **Name and contact details of individual dealing with the submission**

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### **List of documents submitted in support of the Qualifications File**

1. Qualification document – Retail Store Executive
2. Curriculum for Retail Store Executive under Retail Sector for Modular Employable Scheme (MES)
3. Human Resource and Skill Requirements in Retail Sector (2013-17,2017-22) Volume 20 by NSDC
4. List of number of trainees of trained under MES in last 2 years.
5. List of candidates' placed- State-wise for this Sector in 2016.

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## SUMMARY

<b>Qualification Title</b>	Retail Store Executive		
<b>Qualification Code</b>	RET103		
<b>Nature and purpose of the qualification</b>	Nature of the Qualification National Trade Certificate in job role Main Purpose of the Qualification is to get familiar with the stores operations applied in Retail Sector		
<b>Body/bodies which will award the qualification</b>	National Council for Vocational Training (NCVT)		
<b>Body which will accredit providers to offer courses leading to the qualification</b>	GOI Ministries and State departments who have adopted MES qualifications accredit training providers for their programs and schemes (only in case of SDIS schemes Training providers accredited by States on behalf of NCVT)		
<b>Body/bodies which will carry out assessment of learners</b>	Independent Agency empanelled as Assessing Bodies (ABs)		
<b>Occupation(s) to which the qualification gives access</b>	After completion of training participant will be 1. Retail store Executive 2. Executive Customer Support		
<b>Licensing requirements</b>	-NA-		
<b>Level of the qualification in the NSQF</b>	Level 3		
<b>Anticipated volume of training/learning required to complete the qualification</b>	180 Hrs		
<b>Entry requirements and/or recommendations</b>	10th Standard & 14 Years & above		
<b>Progression from the qualification</b>	An individual can progress in an store supervisor, Store Managers in small/ large sales outlet.		
<b>Planned arrangements for the Recognition of Prior learning (RPL)</b>	RPL arrangements are not planned under this qualification.		
<b>International comparability where known</b>	-NA-		
<b>Date of planned review of the qualification.</b>	2 years after approval of the Qualification		
<b>Formal structure of the qualification</b>			
<b>Title of component and identification code.</b>	<b>Mandatory/ Optional</b>	<b>Estimated size (learning hours)</b>	<b>Level</b>
(i) DGT/MES/RET/N05: Understands Overview of Retail and Retail Environment	M	80	3

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(ii) DGT/MES/RET/N06: Understands the concept of Customer Interface	M	50	3
(iii) DGT/MES/RET/N07: Acquire knowledge of Soft Skills	M	50	3
<b>Total</b>		<b>180</b>	

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

Curriculum for Retail Operations under Retail Sector for Modular Employable Scheme (MES) attached as annexure.

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

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## **SECTION 1** **ASSESSMENT**

### **Body/Bodies which will carry out assessment:**

DGT empanelled Assessing Bodies (ABs)

### **How will RPL assessment be managed and who will carry it out?**

RPL arrangements are not planned under this qualification.

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

### **Criteria for selection of Assessment body**

#### Minimum Eligibility Criteria

- The applicant shall be a legal entity, registered in India.
- The applicant should have in last two years carried out competency / skill assessment for minimum 1000 persons or should have trained minimum 1000 persons and got tested by some agencies such as NCVT, Sector Skill Council, State, board/ council and reputed industry Association. Organizations having experience in testing of competencies would be preferred.
- In case more number of applications is received, preference will be given to those organizations that have trained/assessed larger number of persons.
- The applicant is not a Training Provider (TP) in the same sector and in same State, but it can be TP in other States, other Sectors or other scheme.
- The applicant shall have access to technically qualified personnel of repute and integrity in different industrial trades and technology.
- The applicant shall develop dedicated human resource for handling the processes in assessment process.
- The applicant shall declare its linkages with other organization(s), if any to ensure independence and avoid any conflict of interest.
- Institutions/ Firms blacklisted by any Government Department shall not be considered in this RFP.
- The Applicant shall provide the information and supporting documents towards their claims.
- Initially provisional empanelment will be awarded to the organizations based on the evaluation of eligibility of the Assessing Body based on the criteria.
- Based on the module and sector that will be handled by the assessor, the assessing body shall send its assessor for competency evaluation in the institutions which will be notified by DGT time to time. The assessor will be assessed to ascertain the competency to carry out competency based assessment.
- Final empanelment would be granted subject to the Assessing Body fulfilling the following conditions of getting the competencies of 2 assessors of each module per State evaluated in the institutes notified by the DGT. Testing charges for evaluating the competencies of the assessors will be borne by the Assessing Bodies.

### **(1) Assessment process:**

The assessment process aims to test and certify the competency of the persons through Assessing Bodies who seek certification of their skills acquired informally or the persons who have been trained at the registered TPs. The competency assessment of the candidate is being done the Assessor Competency Evaluation (ACE) qualified assessor of the independent Assessing Bodies (AB) which is not involved in training delivery, to ensure an impartial assessment. ACE is conducted to evaluate the competency of the assessor. In the assessment process, identification of competency, ways to measure the competency and deciding on the type of evidence that has to be collected are the responsibility of the Assessing bodies whereas administering the assessment and collecting the evidence and reporting the results are the responsibility of the assessors. The assessment process consists of following components:

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## Theory Test:

- It must assess the knowledge which is essential for a person to do the job. Without this knowledge, the person will not be able to do the job.
- The questions shall be of objective type involving selection of correct response.
- The question paper should contain sketches/ diagrams/ photographs/ drawing to overcome the problems of reading comprehension.
- The test shall be of short duration.

## Practical Test:

It shall be able to test:

- Manipulative skills to handle tools and equipment.
- Speed in doing work.
- Accuracy maintained
- Quality in workmanship.
- Sequence of performance.
- Economical use of material.
- Neatness & housekeeping.
- All the competencies prescribed in the course curriculum.

The Assessment Parameters adopted during assessment:

- Knowledge of equipment, limitation of use of tools and equipment, and methods & procedure.
- Understanding of functioning of equipment & tool, criteria to be used in selecting tools for given job, and the process of measurement.
- Skill in finishing to required measurement, handling measurement & calculations, handling tools and equipment with ease, finishing neatly.
- Abilities to take corrective steps, use correct work habits, take measurements, complete the job within stipulated time, and adopt safe practices.
- Attitude towards the work, accurate & precise work and co-workers and supervisor.

## (2) Duration of Test:

The duration of test vary according to the task. Theory test shall be of 1 hour duration and practical test for engineering trade shall be 6 to 8 hours minimum and non-engineering it shall be of 4 hours minimum. Assessing Bodies while preparing practical test shall ensure that candidate shall be tested on all the competencies prescribed in the course module.

The marking pattern and distribution of marks for the qualification are as under:

Terminal competency	Maximum marks
Application of knowledge	30
Care for tools & equipment	15
Economic use of materials	15
Safety consciousness	10
Speed	10
Accuracy	15
Quality of workmanship	20
Amount of work	15
No. of attempts	10
Attitude	10
Total maximum marks for Practical	150
Maximum marks for theory	50

## (3) **Minimum pass mark:**

Minimum passing marks for Practical is 60%

Minimum pass marks for theory is 40%

## (4) **Testing and certifications process for the course:**

### Pre- Assessment

- Regional Directorate of Apprenticeship Training (RDAT) allot batches to the Assessing Bodies on rotational basis depending on the presence of assessing body in that region sector wise and the assessing

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body in coordination with Training Provider and assessor should confirm and schedule the assessment.

- The Assessing Body confirms the date of assessment in consultation with Training Provider and communicate to the RDAT/State.
- The Assessing Body forms a panel of ACE qualified assessors of high repute and integrity, sector wise and location wise.
- The assessment of the candidates is done by the Assessing Bodies in designated Testing Centre (TC). The Testing Centre where the assessment is carried out and Testing Centre can be Training Center also. The Assessing Body select the TC based on the location, accessibility and the infrastructure facilities available for conducting the test.
- The testing center is approved by the RDAT incase of courses run by DGT,MSDE. Incase where the courses are run by the Sate Govt., TC is approved by State Govt.. Training conducted by other dept. at their accredited Training Centre, same training centre is designated as Testing centre.
- The Assessing Body provide details of selected TC along with skill areas in which assessment can be done at the TC, to the RDAT and respective States/UTs.
- The Assessing Bodies depute ACE qualified assessors for assessments whose details are furnished by Assessing Bodies to DGT in advance.
- Assessing Body has to communicate to the Testing Centre following:
  - Details of the candidates to appear for assessment in various MES courses.
  - Details of Assessors selected with their contact details.
  - Requirement of infrastructure, raw material etc.
  - Testing charges to be reimbursed to Testing Centre

### **Preparation of assessment tools and prerequisites:**

- The assessment tools contain components for testing the knowledge, application of knowledge and demonstration of skill. The knowledge test is objective paper based test or short structured questions based. The application of knowledge is verified based on questioning or seeking response for a case. Demonstration of skill is verified based on practical demonstration by the candidate.
- The type of assessment tools to be used for assessment are to be prepared in advance by the assessing body in accordance to the guidelines as prescribed below:
  - Define the performance objective – This is based on the course objectives and competency in workplace as prescribed by MES curriculum. The written tests and practical tests assess all the competencies mentioned in course curriculum.
  - In case of practical test, the operations which are to be observed in case of process test (how a particular task is being carried out) are clearly mentioned and the specifications of the final product in case of product test (the task in itself).
  - List of tools, infrastructure, and equipment to carry out the assessment are prepared based on the test instruments that are planned to be used.
  - Written directions are given to the candidates before the task is attempted.
  - Scoring system, observations and rating is prepared for each competency which is going to be assessed.

### **Pre-assessment activities for Assessor at the Testing Centre**

- Verification of student credentials: The assessor check the application form submitted by the candidates and verify the photo pasted on the forms with candidates who are taking assessment in accordance with checklist
- Verification of testing centre for adequate infrastructure, tools and equipment: The assessor verifies the availability of infrastructure, tools and equipment for carrying out both theory and practical assessments. The minimum requirement prescribed under the MES modules is used as benchmark.
- Attendance verification: The assessor checks the attendance register of candidates and instructors until the time biometric attendance system is put in place. Once the biometric attendance system is in place, the biometric attendance of assessors along with that of trainees/candidates has to be captured during the assessment at the start as well as end of theory and practical test.
- Attendance during assessment: The assessor takes the attendance of all the students who appear for assessment after the successful verification of the student credentials and before the start of the assessment. The assessor also provides his/her attendance during start and end of the practical and theory test.
- Verification of the documents related test carried out by Training Provider/ Testing Centre (TC) for candidates who were not able to produce document in support of having passed the qualification.

### **Assessment activities**

- Before the start of assessment, read out the instructions to the students.

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- The written test & practical test is for fixed duration as prescribed.
- It is ensured that individual attention is given to all the candidates during the practical test.
- The assessor takes photographs during the assessment process of all the students in the testing centre, the students during theory and practical tests, practical lab/workshop showing the equipment to be used for assessment, the assessor along with the students appearing for the assessment.

### **Post-assessment activities**

- The assessor consolidates all the theory and practical test papers and ensures that all the mandatory information is filled. The total score for each student should be calculated and recorded in result sheet.
- The assessor send the attendance sheet, result sheet, answer papers by courier/post to the assessing body immediately after the completion of assessment
- Uploading outcome of the assessment and photos in portal by assessing body
- Assessing body upload the results within one week of the assessment date.
- Photos taken by the assessors during assessment are sent to respective RDATs through e-mail only. Non dispatch of photos of assessment to RDAT makes assessment void. Re-assessment of such batch is done by the Assessing Bodies on their own expenses.
- Details of assessors are emailed to RDAT at the time of uploading the outcome of the assessment. Outcome of the assessment is not accepted in case details of assessors are not emailed to respective RDAT.
- Maintaining assessment records
- Publishing of results and Certificate issue
- RDAT verifies the outcome of the assessment, details of assessors, photos and print and sign the certificates for successful candidates and send it to the respective candidates. In case of direct candidate's assessment, the Certificates are sent to the Assessing Body.
- Certificates which will be issued carry photograph of the trainee, name of Training Provider, start date & end date of training and duration of training once the systems for the same are put in place.
- The certificate is issues under the aegis of NCVT. All the communications are done through portal.

## ASSESSMENT EVIDENCE

**Complete a grid for each component as listed in “Formal structure of the the qualification” in the Summary.**

*NOTE: this grid can be replaced by any part of the qualification documentation which shows the same information – ie Learning Outcomes to be assessed, assessment criteria and the means of assessment.*

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**Title of Component:** Retail Store Executive

Outcomes to be assessed		Means of Assessment
Assessable Outcome	Assessment Criteria	
DGT/MES/RET/N05: Understands Overview of Retail and Retail Environment	The candidate can able to AO1. Describe the concept of Organized Retail-- <ul style="list-style-type: none"> <li>• Introduction</li> <li>• What is Retailing?</li> <li>• Evolution of Indian Retail</li> <li>• Organized vs. Unorganized Retail</li> <li>• Structure of Organized Retail</li> <li>• Challenges Faced in Organized Retail</li> <li>• Growth prospects in Organized Retail</li> </ul>	Theory Test
	AO2. Explain types of Formats of Retail and Verticals--- Retail Formats Hypermarkets Supermarkets Discount Stores Convenience Stores Department Stores Specialty Stores E-Tailing Malls Retail Verticals Insurance , Banking ,General Merchandise Food	Theory Test
	AO3. Explain Compliance and Legal Environment, Consumer rights----- Introduction Consumer Right: Right to Safety ,Right to Information Right to Choice , Right to be Heard Right to Redress, Right to Consumer Education Right to Basic Needs, Right to Healthy Environment Significance of Consumer Rights in Retail Context , Consumer Responsibility Key Words	Theory Test
	AO5. Demonstrate sets of Skills required in Retail Jobs: <b>Front End</b> Positive attitude , Confidence Good communication skills Good interpersonal skills Ability to persuade Ability to build rapport instantly Clarity of thought and presentation Listening , Comprehension Mannerisms	Practical Test



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	<p><b>Backend:</b>            Basic communication            Interpersonal skills            Need to be good with numbers            Be attentive to detail.            Time management            Challenges in Retail Jobs</p>	
	<p>AO6. Demonstrate Safety, Security and Sanitation in stores like -----            General safety            Safe work practices, Electrical safety, Confined spaces, Accident reporting, Office/Store equipment safety, Common office/store chemicals, Fire hazard , First Aid, Security Shoplifting , Deterrence            Sanitation, House keeping</p>	Practical Test
	<p>AO7. Describe Basic Arithmetic and Accounting--            Addition , Subtraction , Multiplication, Division ,            Fractions, Percentages            Basic Accounting: –Debit , Credit            Golden rules of accounting: Personal account, Real Account, Nominal Account, Journals, Ledgers,            Trial balance, Bank reconciliation statement, Profit &amp; Loss account, Final accounts</p>	Theory Test
DGT/MES/RET/N06: Understands the concept of Customer Interface	<p>AO1. Explain the concept of Customer Service like-            What is Customer Service?            How to Achieve Effective and Efficient Customer Service?            Need and Importance of Customer Service            Retain a Customer through Customer Service</p>	Theory Test
	<p>AO2. Demonstrate Retail Selling Skills:            Introduction to Retailing            Selling in Different Retail Formats  <b>Prerequisites of Selling:</b>            Attitude , Positive self talk            Personal hygiene and appearance            Understanding the store            Understanding the customer            Product knowledge</p>	Practical test
	<p>AO3. Demonstrate Steps in Selling and Cross Selling:  <b>Preparing to Sell:</b>            Positive frame of mind            Know your product            Know company procedures  <b>The Selling Process:</b>            Meet and greet the customer            Initiating sales conversations</p>	Practical test

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	<p>Identifying customer needs and wants            Matching products to needs and wants            Handling Customer Objections            Cross Selling            Confirming and closing the sales</p>	
	<p>AO4.Explain the concept of Customer Retention and Loyalty:            Introduction to Customer Loyalty            Customer Loyalty and Customer Retention            Factors affecting Customer Loyalty            Importance of Customer Loyalty            How to build Customer Loyalty</p>	Theory test
	<p>AO5. Describe the concept of Complaint Management:            Why do customers complain?            Types of complainers            How to look at Customer Complaints            How to manage Customers' Complaints            Challenges in Complaint Management</p>	Theory test
DGT/MES/RET/N07: Acquire knowledge of Soft Skills	<p>AO1. Demonstrate good Communication Skills---  <b>Oral Communication</b>            Essentials of Oral Communication            Importance of Body Language in oral communication            Barriers affecting Oral Communication Listening Skills  <b>Listening skills:</b>            How to listen effectively            Barriers affecting effective listening            How to build effective communication            Basic English language skills</p>	Practical test
	<p>AO2. Describe the concept of Interpersonal Skills  <b>Managing Perceptions:</b>            What is "Managing Perceptions"            Why do we need to manage perceptions            How do we manage perceptions  <b>Building Relationships:</b>            With the Team Members            With the Customers  <b>Team Work:</b>            Benefits of Team work            Essentials of Team work</p>	Theory Test
	<p>AO3. Explain the concept of Grooming:            Advantages of grooming            Disadvantages of not being groomed            What is proper grooming: Men &amp; Women</p>	Theory Test

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### Means of assessment 1

The assessment comprise of

- Theory Examination: MCQ, VIVA Voce
- Practical assessment: Role plays, Demonstration

### Pass/Fail

The trainee is judged as pass in the qualification if minimum passing marks is obtained in each test i.e Theory and Practical.

Minimum pass mark:

Minimum passing marks for Practical is 60%

Minimum pass marks for theory is 40%

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## **SECTION 2**

### **EVIDENCE OF LEVEL**

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### OPTION A

Title/Name of qualification/component: Retail Store Executive		Level: 3	
NSQF Domain	Outcomes of the Qualification/Component	How the job role relates to the NSQF level descriptors	NSQF Level
Process	<p>The job holder is expected to have the knowledge and display skills in the field of work like:</p> <ul style="list-style-type: none"> <li>– Customer Handling ( consumer complaints &amp; feedbacks)</li> <li>– Computer &amp; peripheral Operation used in retail Outlets like POS, etc</li> <li>– Legal, Consumer Rights</li> </ul>	The job requires the limited range of activities routine and predictable like handling customers, store services, Billing, consumer complaints, store products etc	3
Professional knowledge	<p>The job holder is required to have knowledge in the related field of work like:</p> <ul style="list-style-type: none"> <li>– Computer and other electronic equipments used in retail outlet</li> <li>– Security systems</li> <li>– Inventory control/Store Layout</li> <li>– Customer needs and behaviour</li> </ul>	The job holder understands the basic facts , process and principles involved in his job role like basics of customer handling, Merchandising Techniques, Billing systems.	3
Professional skill	<p>The job holder is needs to know and understand :</p> <ul style="list-style-type: none"> <li>– Operations/ services of retail</li> <li>– Communication Skill &amp; Etiquettes</li> <li>– Handling retails products efficiently in store</li> <li>– Legal, Consumer Rights</li> </ul>	The job role only includes marketing and handling of Store operations, customers, consumer complaints which is routine and repetitive in narrow range of application.	3
Core skill	<p>The job holder is expected to be Possess knowledge and skills regarding:</p> <ul style="list-style-type: none"> <li>– Communication – verbal &amp; nonverbal communication skills</li> <li>– Telephone etiquettes, Personal etiquettes</li> <li>– Team Building</li> </ul>	The Representative will able to present store Products to the consumers in efficient and presentable manner. Maintaining the customer friendly store environment and handle the consumer feedbacks and complaints efficiently.	3

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Title/Name of qualification/component: Retail Store Executive		Level: 3	
NSQF Domain	Outcomes of the Qualification/Component	How the job role relates to the NSQF level descriptors	NSQF Level
Responsibility	The job holder works under the supervision of his superior, as per his directions. He is responsible for his designated task as and when given by the superior.	The job holder works under the supervision of his superiors and is responsible for his own limited work assigned. The work is constantly supervised by the superior in handling consumer complaints, consumer rights in some critical situations.	3

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## SECTION 3

### EVIDENCE OF NEED

#### **What evidence is there that the qualification is needed?**

The retail sector contributes to 23% of the GDP, which is driven by an increasing Private Final Consumption. Expenditure (PFCE) over the last few years growing from INR 19 Lakh Crores in 2005 to around INR 51 Lakh Crores in 2012. In terms of Foreign Direct Investment (FDI) – cumulative value of retail sector has more than doubled driven by liberalization in single brand retail norms growing. Shortage of trained manpower at various levels and lack of retail training institutes have prompted several retailers to launch in-house training programs for their staff or setup their own training facilities in India. Since educational qualifications are not aligned to retail requirements, even at entry level, the retailers have to invest a lot in training the entry level employees as well. (Human Resource and Skill Requirements in Retail Sector (2013-17, 2017-22) Volume 20 by NSDC)

Moreover more than 13800 individuals have been trained under this scheme in last two years, which shows there is huge requirement of this skill in the Market. (Annexure 4)

About 2925 candidates have been placed across country by getting trained under this sector under MES which indicates the demand of the above qualification. (Annexure 5)

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

Industry currently employs over 31 million workforce in conventional Retail segments and additional 7.6 million in specialized Retail segments like QSR, Auto and Jewellery Retail as on 2013. Employment base of the industry expected to reach 40.4 million by 2022 in conventional Retail segments and 15.55 million in specialized Retail segments. This would translate into an addition of 17.35 million additional employment opportunities during the period 2013-22 across the formats. Owing to high dependency on human resources, industry would have a strong correlation between employment growth and output value in the organized sector (Source: Human Resource and Skill Requirements in Retail Sector (2013-17, 2017-22) Volume 20 by NSDC)

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

The Qualification has been mapped with the National Qualification Register, maintained by NSDA to ensure the qualification does not duplicate. No other qualification is available in NQR with these outcomes.

#### **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?**

- 1) DGT interacts with training providers to gather feedback in implementation and updation of qualification.
- 2) Monitoring of results of assessments
- 3) Employer feedback will be sought post-placement
- 4) In a recent initiative, a Mentor Council (MC) for the relevant sector has been formed to review the curriculum of this qualification under the sector.
- 5) CSTARI, the research wing of DGT, reviews and updates the qualification, in consultation with industries and other stakeholders, on a regular basis.
- 6) NOS approved by NSDA will also be referred to from time to time.

The qualification is reviewed after every 2 years for updation according to latest Technologies and practices.

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

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

### **SECTION 4**

#### **EVIDENCE OF PROGRESSION**

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

An Individual has vertical pathway to promote to higher designations in an organisation. Can further undergo specialization course to excel to the higher post in jobs listed above.

Progression chart:

Retail Operations > Store Supervisor > Store Manager

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