CONTACT DETAILS OF THE BODY SUBMITTING THE QUALIFICATION FILE

Name and address of submitting body:
Retailers Association's Skill Council of India
A-703/704, Sagar Tech Plaza,
7th floor, Andheri Kurla Road,
Sakinaka, Andheri (east), Mumbai – 400 072

Name and contact details of individual dealing with the submission

Name: Mr. James Raphael

Position in the organisation: Executive Head

Address if different from above: Same as above

Tel number(s): +91 22 40058210-5; Ext. 17

E-mail address: james.raphael@rasci.in

List of documents submitted in support of the Qualifications File

1. Qualifications Pack
2. Industry Validations letters
3. Industry Endorsement tracker
4. Integrated Occupational Map
5. Summary Sheet
6. Sector Profiling

Model Curriculum to be added which will include the following:
  • **Indicative list of tools/equipment to conduct the training**
  • **Trainers qualification**
  • **Lesson Plan**
  • **Distribution of training duration into theory/practical/OJT component**

SUMMARY

1	Qualification Title	Retail Sales Specialist cum Cashier
2	Qualification Code, if any	RAS/Q0109
3	NCO code and occupation	NCO-2015/ 5249.0301; Store Operations
4	Nature and purpose of the qualification (Please specify whether qualification is short term or long term)	Nature of the qualification – Short Term The main purpose of the qualification - to multi-skill the learners for broad based learning thereby enhancing employability. - to address the current business dynamics and subsequent need for optimum utilisation of resources by skilling the youth to manage multiple functions within the retail store environment - to get unemployed people into work - to upgrade the skills of people already in work
5	Body/bodies which will award the qualification	Retailers Association's Skill Council of India (RASCI)
6	Body which will accredit providers to offer courses leading to the qualification	NSDC
7	Whether accreditation/affiliation norms are already in place or not, if applicable (if yes, attach a copy)	As per the revised notification received from NSDC, the training partner affiliation process will now be centralised and routed via Skill India portal. For accreditation and affiliation of your training centre/centres, we request you to refer the below link: https://skillindia.nsdcindia.org/
8	Occupation(s) to which the qualification gives access	Store Operations
9	Job description of the occupation	Individuals in this position interact with customers in a consultative manner by giving specialized service and product demonstrations to maximize business in a retail environment whilst striving for continuous improvements in levels of services rendered by implementing effective customer relationship management tools and techniques. They also provide service at the cashiering point by processing payments made by customers towards purchases made by

		them.
10	**Licensing requirements**	N/A
11	**Statutory and Regulatory requirement of the relevant sector (documentary evidence to be provided)**	N/A
12	**Level of the qualification in the NSQF**	Level 4
13	**Anticipated volume of training/learning required to complete the qualification**	392 hours
14	**Indicative list of training tools required to deliver this qualification**	Display Racks/Shelves, Stock Almirah, Point of Sale Terminal, Dummy Products with Bar code, Specifications, Price tags, Visual Merchandising elements (Mannequins, Danglers, Wobblers, Banners, Posters), Shopping Cart, Dummy Fire Extinguisher, Customer Feedback Forms, Dummy Stock Transfer Notes / Invoice, Stock Inward/Stock Outward register, Posters showing various types of digital payment options, Sample of Gift Cards/Coupons/Vouchers, Credit Notes to demonstrate sales return
15	**Entry requirements and/or recommendations and minimum age**	Qualification: 10th Standard Pass or ITI Pass (2 Years after 8th Standard) Experience: N/A
16	**Progression from the qualification (Please show Professional and academic progression)**	Professional Progression: Retail Team Leader Academic Progression: Nil
17	**Arrangements for the Recognition of Prior learning (RPL)**	The RPL process will be aligned to RPL guidelines comprising of below steps: 1. Mobilization process to be undertaken by Agency identified by SSC as per scheme guidelines. 2. Counselling & Pre-screening of candidates to be conducted as per SSC defined pre-screening criteria. 3. Orientation of enrolled candidates by certified Trainers as per scheme guidelines. 4. Final Assessment to be conducted by

	certified assessors of SSC affiliated Assessment Agencies. 5. Certification to be done as per scheme Guidelines by SSC.		
18	**International comparability where known (research evidence to be provided)**	N/A	
19	**Date of planned review of the qualification.**	11th February 2023	
20	**Formal structure of the qualification** **Mandatory components**		

	Title of component and identification code/NOSs/Learning outcomes	**Estimated size (learning hours)**	**Level**
	1. Service cash point / POS	16	2
	2. Follow point-of-sale procedures for age-restricted products	16	2
	3. Process customer orders for goods	20	2
	4. Process part exchange sale transactions	20	2
	5. Process credit applications for purchases	12	2
	6. Process payments towards customer purchases	20	2
	7. Process cash and credit transactions	20	2
	8. Process returned goods	20	2
	9. Keep the store secure	16	2
	10. Maintain health and safety	20	2
	11. Demonstrate products to customers	20	4
	12. Help customers choose right products	20	4
	13. Provide specialist support to customers facilitating purchases	20	4
	14. Maximize sales of goods & services	20	4
	15. Provide personalized sales & post-sales service support	20	4
	16. Create a positive image of self & organization in the customers mind	12	4
	17. Resolve customer concerns	20	4

	18. Organize delivery of reliable service	12	4
	19. Improve customer relationship	20	4
	20. Monitor and solve service concerns	10	4
	21. Promote continuous improvement in service	10	4
	22. Work effectively in a retail team	18	4
	23. Work effectively in an organization	10	4
Sub Total A		392	
Optional components			
Title of component and identification code/NOSs/Learning outcomes		**Estimated size (learning hours)**	**Level**
Nil		**Nil**	**Nil**
Sub Total B		**0**	
Total (A + B)		**392**	

SECTION 1
ASSESSMENT

21	**Body/Bodies which will carry out assessment:**
	RASCI affiliated assessing agencies having NSQF-certified assessors. List of Assessment Agencies.

Sr. No.	Assessment Agency	Sr. No.	Assessment Agency
1	Amrit Skills Development Pvt Ltd	16	Pratibha Arpan
2	Assess People Ltd	17	Parasmani Skills Pvt. Ltd.
3	Asset Author Pvt. Ltd.	18	Radiant Infonet Pvt Ltd
4	Aspiring Minds	19	Skills Mantra Edutech Consulting India Pvt Ltd
5	Ayman Trainer Wings Pvt. Ltd.	20	SP Institute of workforce Development
6	C&K Management Limited	21	Sree Gayatri Natural Resources Pvt Ltd
7	CoCubes Technologies Pvt Ltd	22	Society for Education and Environmental Training
8	EduVantage Pvt Ltd	23	Talent Bridge Technologies Pvt Ltd
9	Eins & Erste Skill Development & Technologies Pvt.	24	Trendsetters Skill Assessors Private Limited

	10	Federation of Indian Women Entrepreneurs	25	Unique Education Welfare Society
	11	Formac software services Pvt. Ltd	26	Vedokt
	12	Mettl-Assessment Science Expert	27	Integrated Learning Solutions Pvt Ltd
	13	MSAG Skill India LLP	28	Lead assessment service private limited
	14	Navriti Technologies	29	New Saraswati
	15	One Crew	30	Sai Graphics

22	**How will RPL assessment be managed and who will carry it out?**
	The assessment will be carried out in line with the Assessment criteria defined by SSC and would be conducted by NSQF certified assessor of Assessment Agency empanelled with SSC.
	RPL assessments would either be conducted at worksite / RPL Camps / accredited Training Centres as per RPL Guidelines. The Assessment would have theory as well as practical components to assess the knowledge and existing skills / competence of candidates in an non – intrusive environment with comprehensive auditable trails.
23	**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.**
	Assessment will be done by RASCI-affiliated assessment agencies. The assessors will be trained & certified by SSC through Training of Assessors program. The emphasis will be on skills and knowledge based on the performance criteria. The assessment papers are developed by Subject Matter Experts (SME) within SSC with regular enhancement on need basis, as per the performance and assessment criteria mentioned in the Qualification Pack. The assessment papers are also checked for the various outcome-based parameters such as quality, time taken, precision, tools & equipment requirement, etc. The assessment sets are then reviewed by SSC official for consistency.
	The assessment will be done based on the assessment plan which contains the following information:
	• **Theory Written Test (Web proctoring/Paper pencil/Tab based):** Written test will be Multiple Choice Questions (MCQ) based. In case of availability of internet connectivity, the test will be hosted on web (online). In case of absence of internet connectivity, the test will be administered in offline mode or via paper pencil.
	• **Practical:** This test will be administered using case lets and case studies on a digital / online assessment platform. The learner is

expected to analyse the case and interpret the most appropriate method of executing the tasks.

- **When the assessment will be done:** as per dates indicated by respective partner
- **Where the assessment will be done:** at Training centres of the Training Partners or designated testing centres

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 candidates 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 punch the trainee's roll number on all the test pieces.

4. The assessor can take a photograph of all the students along with the assessor standing in the middle and with the centre name/banner at the back as evidence.

5. The assessor also needs to carry his/her photo ID card.

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.

Please attach most relevant and recent documents giving further information about assessment and/or RPL.

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

ASSESSMENT EVIDENCE
Complete a grid for each component as listed in "Formal structure of 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.

24. Assessment evidences

Title of Component: Retail Sales Specialist cum Cashier

Outcomes to be assessed/NOSs to be assessed	Assessment criteria for the outcome
1. RAS/N0110 To service Cash Point / POS	PC1. check at suitable times that staff are setting up and operating cash points correctly.
	PC2. look into and promptly sort out any problems with routine cash point operations and transactions.
	PC3. check whether staff are handling cash and cash equivalents efficiently and in line with approved procedures.
	PC4. authorise any refunds, cheques and credit card payments, accurately and promptly, which need your authorisation.
	PC5. follow cash point security procedures correctly.
	PC6. develop effective plans to cope with unexpected problems at the cash point.
2. RAS/N0111 To follow point of sale procedures for age-restricted products	PC1. follow legal requirements and company policies and procedures for asking for proof of age.
	PC2. make the sale only if customers provide age proof and it meets legal and company conditions, while selling age-restricted products.
	PC3. follow legal requirements and company policies and procedures for refusing sales.
	PC4. refuse politely and firmly to make sales that are against the law or any procedures and policies he/she must follow.
	PC5. explain clearly and accurately to customers what proof of age is acceptable.
	PC6. follow company procedures for telling customers how to get proof of age.
	PC7. tell customers the correct amount to be paid.
	PC8. check accurately the amount and means of payment offered by the customer.
	PC9. process the payment in line with company procedures, where the payment is acceptable.
	PC10. tell the customer tactfully when payment cannot be approved.
	PC11. record payments accurately
	PC12. store payments securely and protect them

	from theft.
	PC13. offer additional services to the customer where they are available.
	PC14. treat customers politely throughout the payment process.
	PC15. balance the need to give attention to individual customers with the need to acknowledge customers who are waiting for help.
3. **RAS/N0112** **To process customer orders for goods**	PC1. identify customers' needs accurately by asking suitable questions.
	PC2. identify the goods that will meet customers' needs and check with customers whether these are satisfactory.
	PC3. find out who can supply the goods needed and on what terms.
	PC4. keep customers informed of the progress in finding the goods they need.
	PC5. give customers clear, accurate and complete information about the availability of goods and the terms of supply.
	PC6. follow legal and company procedures for checking the customer's identity and credit status.
	PC7. follow company policy for offering customer to order goods that are not in stock.
	PC8. prepare accurate, clear and complete information about the order & pass this information to people responsible for fulfilment.
	PC9. provide accurate, clear, complete and timely information to those responsible for issuing the invoice.
	PC10. tell the right person promptly when he/she cannot process an order and explain the reasons clearly.
	PC11. tell the customer promptly and politely if their order cannot be delivered within the agreed time.
	PC12. store customers' details securely and show them only to people who have a right to see them.
4. **RAS / N0113** **To process part exchange sale transactions**	PC1. inspect the item being offered.
	PC2. protect the item from damage while handling it.
	PC3. identify accurately any repairs and cleaning needed and the costs involved.
	PC4. work out the exchange value of the item

	accurately within company guidelines.
	PC5. explain to the customer clearly and accurately the part-exchange value of the item and the benefits of a part exchange arrangement.
	PC6. tell the customer politely that the item is not acceptable for part exchange, when this applies.
	PC7. treat the customer politely throughout the valuation process.
	PC8. follow company policies and procedures for checking who owns the item.
	PC9. work out accurately the balance to be paid by the customer on the item he/she wants to buy.
	PC10. accept or refuse the customer's offers according to company policies and the discretion he/she is allowed.
	PC11. end the transaction politely if the customer is not willing to go ahead.
	PC12. explain clearly and accurately the terms and conditions of the sale.
	PC13. fill in the paperwork for the transaction.
	PC14. treat the customer politely throughout negotiations.
5. **RAS/N0114** **To process credit applications for purchases**	PC1. identify the customer's needs for credit facilities.
	PC2. explain clearly to the customer the features and conditions of credit facilities.
	PC3. provide enough time and opportunities for the customer to ask for clarification or more information.
	PC4. fill accurate data in the documents needed to allow the customer to get credit.
	PC5. carry out the necessary credit checks and authorisation procedures successfully.
	PC6. refer difficulties in processing applications to the right person.
6. **RAS / N0115** **To process payments**	PC1. identify accurately the price of purchases.
	PC2. sort out promptly any pricing problems by referring to pricing information.
	PC3. seek advice promptly from the right person when he/she cannot sort out pricing problems himself/herself.
	PC4. work out accurately the amount the customer should pay.

7. **RAS/N0116**	PC1. follow company guidelines for setting customer credit limits.
To process cash and credit transactions	PC2. check customer accounts accurately and at suitable intervals to check that payments are up to date.
	PC3. investigate promptly reasons for missed payments and accurately record the findings.
	PC4. identify customers who go over their credit limits and report the findings promptly to the right person.
	PC5. act promptly and within company guidelines to deal with customers who go over their credit limits.
	PC6. report to the right person the results of the action taken to deal with customers who go over their credit limits
	PC7. check whether payments from customers are valid and accurate.
	PC8. record payments from customers promptly and accurately.
	PC9. record clearly and accurately the reasons why payments are overdue.
	PC10. identify problems accurately and sort them out promptly.
	PC11. tell the right person promptly about any problems that he/she cannot sort out.
	PC12. store collected payments securely and in line with company procedures.
	PC13. check whether charges made to customer accounts are correct.
	PC14. check whether credits made to customer accounts are correct.
	PC15. identify and sort out problems with customer accounts.
	PC16. tell the right person about problems with customer accounts that he/she cannot sort out or that are beyond his/her responsibility and control.
8. **RAS/N0117** **To process returned goods**	PC1. check clearly and politely with the customer what goods they want to return and their reasons.
	PC2. apologise promptly if the company appears to be at fault.
	PC3. follow legal & company requirements for offering replacements and refunds, and explain these to the customer clearly & politely.

	PC4. explain to the customer clearly and politely the action to be taken, and any charges that apply.
	PC5. pick out accurately the replacement goods and follow company procedures for preparing them to be sent out.
	PC6. explain to the customer accurately, clearly and politely the arrangements for returning the unwanted goods.
	PC7. check accurately the type, quantity and condition of returned goods.
	PC8. give accurate and complete information to the person who can raise a credit note or refund the payment.
	PC9. update the stock control system promptly, accurately and fully.
	PC10. label clearly any goods that are to be returned to the supplier or manufacturer.
	PC11. move returned goods to the correct place and position unsaleable goods separately from sales stock.
9. **RAS/N0120** **To help keep the store secure**	PC1. Take prompt and suitable action to reduce security risks as far as possible, where it is within the limits of his/her responsibility and authority to do so.
	PC2. Follow company policy and legal requirements when dealing with security risks.
	PC3. Recognise when security risks are beyond his/her authority and responsibility to sort out, and report these risks promptly to the right person.
	PC4. Use approved procedures and techniques for protecting personal safety when security risks arise.
	PC5. Follow company policies and procedures for maintaining security while working.
	PC6.Follow company policies and procedures for making sure that security will be maintained when he/she goes on breaks and when he/she finishes work
10. **RAS / N0121** **To maintain health and safety**	PC1. notice and correctly identify accidents and emergencies.
	PC2. get help promptly and in the most suitable way.
	PC3. follow company policy and procedures for preventing further injury while waiting for help to arrive.

	PC4. act within the limits of his/her responsibility and authority when accidents and emergencies arise.
	PC5. follow instructions given by senior staff and the emergency services.
	PC6. follow company procedures and legal requirements for reducing health and safety risks as far as possible while working.
	PC7. use safety equipment correctly and in the right situations.
	PC8. get advice and help from the right people when he/she is concerned about his/her ability to work safely.
	PC9. take suitable safety measures before lifting to protect himself/herself and other people.
	PC10. use approved lifting and handling techniques.
	PC11. check whether any equipment he/she needs to use is fit for use.
	PC12. use lifting and handling equipment in line with company guidelines and manufacturers' instructions.
	PC13. plan a safe and efficient route for moving goods.
	PC14. make sure that he/she understands his/her own responsibilities when he/she asks others to help in lifting and handling operations.
11. RAS/N0125 **To demonstrate products to customers**	PC1. Prepare the demonstration area and check that it can be used safely.
	PC2. Check whether the required equipment and products for demonstration are in place.
	PC3. Demonstrate products clearly and accurately to customers.
	PC4. Present the demonstration in a logical sequence of steps and stages.
	PC5. Cover all the features and benefits he/she thinks are needed to gain the customer's interest.
	PC6. clear the equipment and products at the end of the demonstration and connect with the customer
12. RAS/N0126 **To help customers choose right products**	PC1. Find out which product features and benefits interest individual customers and focus on these when discussing products.
	PC2. Describe and explain clearly and accurately relevant product features and benefits to customers.
	PC3. Compare and contrast products in ways that

	help customers choose the product that best meets their needs.
	PC4. Check customers' responses to his/her explanations, and confirm their interest in the product.
	PC5. Encourage customers to ask questions & respond to their questions, comments & objections in ways that promote sales & goodwill.
	PC6. Identify suitable opportunities to tell the customer about associated or additional products and do so in a way that promotes sales and goodwill.
	PC7. check the store constantly for security, safety and potential sales whilst helping customers.
	PC8. Give customers enough time to evaluate products and ask questions.
	PC9. Handle objections and questions in a way that promotes sales and keeps the customer's confidence.
	PC10. Identify the need for additional and associated products and take the opportunity to increase sales.
	PC11. acknowledge the customer's buying decisions clearly.
	PC12. explain clearly any customer rights that apply.
	PC13.Clearly explain to the customer where to pay for their purchases.
13. RAS/N0127 **To provide specialist support to customers facilitating purchases**	PC1. talk to customers politely and in ways that promote sales and goodwill.
	PC2. use the information given by the customer to find out what they are looking for.
	PC3. help the customer understand the features and benefits of the products they have shown an interest in.
	PC4. explain clearly and accurately the features and benefits of products and relate these to the customer's needs.
	PC5. promote the products that give the best match between the customer's needs and the store's need to make sales.
	PC6. spot and use suitable opportunities to promote other products where these will meet the customer's needs.
	PC7. control the time he/she spends with the customer to match the value of the prospective

	purchase.
	PC8. check the store constantly for safety, security and potential sales while helping individual customers.
	PC9. find out if the customer is willing to see a demonstration.
	PC10. set up demonstrations safely and in a way that disturbs other people as little as possible.
	PC11. check whether he/she has everything needed to give an effective demonstration.
	PC12. give demonstrations that clearly show the use and value of the product.
	PC13. offer customers the opportunity to use the product themselves, where appropriate.
	PC14. give customers enough chance to ask questions about the products or services he/she is demonstrating to them.
	PC15. check whether the store will be monitored for security, safety and potential sales while he/she is carrying out demonstrations.
14. RAS/N0128 **To maximise sales of goods & services**	PC1. Identify promotional opportunities and estimate their potential to increase sales.
	PC2. Identify promotional opportunities which offer the greatest potential to increase sales.
	PC3. Report promotional opportunities to the right person.
	PC4. Fill in the relevant records fully and accurately.
	PC5. Tell customers about promotions clearly and in a persuasive way.
	PC6. Identify and take the most effective actions for converting promotional sales into regular future sales.
	PC7. Gather relevant and accurate information about the effectiveness of promotions, and communicate this information clearly to the right person.
	PC8. Record clearly and accurately the results of promotions.
15. RAS/N0129 **To provide personalised sales & post- sales service support**	PC1. use available information in the client records to help you prepare for consultations.
	PC2. check whether the work area is clean and tidy and that all the equipment you need is toare in hand before starting a consultation.
	PC3. create a rapport quickly with the client at the

	start of the consultation.
	PC4. talk and behave towards the client in ways that project the company image effectively.
	PC5. ask questions to understand the client's buying needs, preferences and priorities.
	PC6. check tactfully, where appropriate, how much the client wants to spend.
	PC7. explain clearly to the client the features and benefits of the recommended products or services and relate these to the client's individual needs.
	PC8. identify suitable opportunities to sell additional or related products or services that are suited to the client's needs.
	PC9. Make recommendations to the client in a confident and polite way and without pressurising them.
	PC10. Pace client consultations to make good use of the selling time while maintaining good relations with the client.
	PC11.Meet the company's customer service standards in your dealings with the client.
	PC12. Follow the company's procedures for keeping client records up-to-date.
	PC13. Record client information accurately and store it in the right places in your company's system.
	PC14. Keep client information confidential and share it only with people who have a right to it.
	PC15. Keep to clients' wishes as to how and when they may be contacted.
	PC16. Follow the company's policy and procedures for contacting clients.
	PC17. Tell clients promptly and offer any other suitable products or services, where promises cannot be kept.
16. RAS/N0130 **To create a positive image of self & organisation in the customers mind**	PC1. meet the organisation's standards of appearance and behaviour.
	PC2. greet customers respectfully and in a friendly manner.
	PC3. communicate with customers in a way that makes them feel valued and respected.
	PC4. identify and confirm the customer's expectations.

	PC5. treat customers courteously and helpfully at all times.
	PC6. keep customers informed and reassured.
	PC7. adapt his/her behaviour to respond effectively to different customer behaviour.
	PC8. respond promptly to a customer seeking assistance.
	PC9. select the most appropriate way of communicating with customers.
	PC10. check with customers that he/she has fully understood their expectations.
	PC11. respond promptly and positively to customers' questions and comments.
	PC12. allow customers time to consider his/her response and give further explanation when appropriate.
	PC13. locate quickly information that will help customers.
	PC14. give customers the information they need about the services or products offered by the organisation.
	PC15. recognise information that customers might find complicated and check whether they fully understand.
	PC16. explain clearly to customers any reasons why their needs or expectations cannot be met.
17. RAS/N0132 **To resolve customer concerns**	PC1. identify the options for resolving a customer service problem.
	PC2. work with others to identify and confirm the options to resolve a customer service problem.
	PC3. work out the advantages and disadvantages of each option for customers and the organisation.
	PC4. pick the best option for customers and the organisation.
	PC5. identify for your customer other ways that problems may be resolved if you are unable to help
	PC6. discuss and agree the options for solving the problem with customers.
	PC7. take action to implement the option agreed with customers.
	PC8. work with others and the customer to make sure that any promises related to solving the problem are

	kept.
	PC9. keep customers fully informed about what is happening to resolve problem.
	PC10. check with customers to make sure the problem has been resolved to their satisfaction.
	PC11. give clear reasons to customers when the problem has not been resolved to their satisfaction.
18. RAS/N0133 **To organise the delivery of reliable service**	PC1. Plan, prepare and organise everything that is needed to deliver a variety of services or products to different types of customers.
	PC2. Organise what he/she does to ensure consistency in giving prompt attention to customers.
	PC3.Reorganise his/her work to respond to unexpected additional workloads
	PC4. Maintain service delivery during very busy periods and unusually quiet periods and when systems, people or resources have let you down.
	PC5. meet customers' expectations consistently.
	PC6. Balance the time he/she takes with customers with the demands of other customers seeking attention.
	PC7. Respond appropriately to customers when they make comments about the products or services being offered.
	PC8. Alert others to repeated comments made by customers.
	PC9. Take action to improve the reliability of his/her service based on customer comments.
	PC10.Monitor whether the action taken has improved the service given to customers.
	PC11. Record and store customer service information accurately following organisational guidelines.
	PC12. Select and retrieve customer service information that is relevant, sufficient and in an appropriate format.
	PC13. locate quickly information that will help solve a customer's query.
	PC14.Supply accurate customer service information to others using the most appropriate method of communication
19. RAS/N0134	PC1. Select and use the best method of communication to meet customers' expectations.

To improve customer relationship	PC2. Take the initiative to contact customers to update them when things are not going as per plan or when further information is required.
	PC3. Adapt appropriate communication to respond to individual customers' feelings
	PC4. Meet customers' expectations within the organisation's service offer.
	PC5. Explain the reasons to customers sensitively and positively when their expectations cannot be met.
	PC6. Identify alternative solutions for customers either within or outside the organisation.
	PC7. Identify the costs and benefits of these solutions to the organisation and to customers.
	PC8.Negotiate and agree solutions with your customers which satisfy them and are acceptable to the organisation
	PC9.Take action to satisfy customers with the agreed solution
	PC10. Make extra efforts to improve his/her relationship with customers.
	PC11. Recognise opportunities to exceed customers' expectations.
	PC12. Take action to exceed customers' expectations within the limits of his/her authority.
	PC13.Gain the help and support of others to exceed customers' expectations
20. RAS/N0135 **To monitor and solve service concerns**	PC1. Respond positively to customer service problems following organisational guidelines.
	PC2. Solve customer service problems when he/she has sufficient authority.
	PC3. Work with others to solve customer service problems.
	PC4. Keep customers informed of the actions being taken.
	PC5. Check with customers whether they are comfortable with the actions being taken.
	PC6. Solve problems with service systems and procedures that might affect customers before they become aware of them.
	PC7.Inform managers and colleagues of the steps taken to solve specific problems
	PC8. Identify repeated customer service problems.

	PC9. Identify the options for dealing with a repeated customer service problem and consider the advantages and disadvantages of each option.
	PC10.Work with others to select best options for solving repeated customer service problems, balancing customer expectations with the needs of the organisation
	PC11. Obtain the approval of somebody with sufficient authority to change organisational guidelines in order to reduce the chance of a problem being repeated.
	PC12. Action the agreed solution.
	PC13. Keep customers informed in a positive and clear manner of steps being taken to solve any service problems.
	PC14.Monitor the changes that have been made and adjust them if appropriate.
21. RAS/N0136 **To promote continuous improvement in service**	PC1. Gather feedback from customers that will help identify opportunities for customer service improvement.
	PC2. Analyse and interpret feedback to identify opportunities for customer service improvements and propose changes.
	PC3. Discuss with others the potential effects of any proposed changes for customers and the organisation.
	PC4.Negotiate changes in customer service systems & improvements with somebody of sufficient authority to approve trial / full implementation of the change.
	PC5. Organise the implementation of authorised changes.
	PC6. Implement the changes following organisational guidelines.
	PC7. Inform people inside and outside the organisation who need to know of the changes being made and the reasons for them.
	PC8.Monitor early reactions to changes and make appropriate fine-tuning adjustments.
	PC9. Collect and record feedback on the effects of changes.
	PC10. Analyse and interpret feedback and share your findings on the effects of changes with others.

	PC11. Summarise the advantages and disadvantages of the changes.
	PC12. Analyse and interpret the changes to identify opportunities for further improvement.
	PC13.Present these opportunities to somebody with sufficient authority to make them happen
22. RAS/N0137 **To work effectively in a Retail team**	PC1. display courteous and helpful behaviour at all times.
	PC2. take opportunities to enhance the level of assistance offered to colleagues.
	PC3. meet all reasonable requests for assistance within acceptable workplace timeframes.
	PC4. complete allocated tasks as required.
	PC5. seek assistance when difficulties arise.
	PC6. use questioning techniques to clarify instructions or responsibilities.
	PC7. identify and display a non-discriminatory attitude in all contacts with customers and other staff members.
	PC8. observe appropriate dress code and presentation as required by the workplace, job role and level of customer contact.
	PC9. follow personal hygiene procedures according to organisational policy and relevant legislation.
	PC10. interpret, confirm and act on workplace information, instructions and procedures relevant to the particular task.
	PC11. interpret, confirm and act on legal requirements in regard to anti- discrimination, sexual harassment and bullying.
	PC12. ask questions to seek and clarify workplace information.
	PC13. plan and organise daily work routine within the scope of the job role.
	PC14. prioritise and complete tasks according to required timeframes.
	PC15. identify work and personal priorities and achieve a balance between competing priorities.
23. RAS / N0138 **To work effectively in an organization**	PC1. share work fairly with colleagues, taking account of your own and others' preferences, skills and time available.
	PC2. make realistic commitments to colleagues and

	do what has been promised.
	PC3. tell colleagues promptly if he/she will not be able to do what has been promised and suggest suitable alternatives.
	PC4. encourage and support colleagues when working conditions are difficult.
	PC5. encourage colleagues who are finding it difficult to work together to treat each other fairly, politely and with respect.
	PC6. follow the company's health and safety procedures while working.
	PC7. discuss and agree with the right people goals that are relevant, realistic and clear.
	PC8. identify the knowledge and skills needed to achieve his/her goals.
	PC9. agree action points and deadlines that are realistic, taking account of past learning experiences and the time and resources available for learning.
	PC10. check his/her progress regularly and, when necessary, change the way of working.
	PC11. ask for feedback on his/her progress from those in a position to give it, and use their feedback to improve his/her performance.
	PC12. encourage colleagues to ask him/her for work-related information or advice that he/she is likely to be able to provide.
	PC13. notice when colleagues are having difficulty performing tasks at which you are competent, and tactfully offer advice.
	PC14. give clear, accurate and relevant information and advice relating to tasks and procedures.
	PC15. explain and demonstrate procedures clearly, accurately and in a logical sequence.
	PC16. encourage colleagues to ask questions if they don't understand the information and advice given to them.
	PC17. give colleagues opportunities to practise new skills, and give constructive feedback.
	PC18. check that health, safety and security are not compromised when helping others to learn.
Means of assessment 1	Knowledge and Skill assessments through online digital assessment platform

Means of assessment 2

Add boxes as required.

Pass/Fail To pass the Qualification Pack, every trainee should score a minimum of 70% of aggregate marks to successfully clear the assessment

SECTION 2
25. EVIDENCE OF LEVEL

OPTION B

Title/Name of qualification/component: Retail Sales Specialist cum Cashier		Level: 4	
NSQF Domain	**Key requirements of the job role**	**How the job role relates to the NSQF level descriptors**	**NSQF Level**
Process	The Individual needs to carry out tasks such as probing the customer to understand their needs, propose appropriate solutions by mapping the features & benefits of the products to the needs of the customer. He /She is also responsible to provide customer service as per the organisational standards, provide personalised service to the customers on the products and services dealt by the organisation. He / She is also responsible to resolve customer concerns as per the procedures and process customer feedbacks on the CRM system and provide information to the organisation on the changes / service enhancements into the organisational system. The individual is also responsible	The individual is largely responsible to carryout tasks / duties which are predictable and routine in nature with respect products & services offered by the organization. He / She is responsible to carry out activities related to provision of various during the sale and post-sale services which are outlined in the organizational operating standards which provide him / her with a clear situation of choice. Hence the qualification is aligned to NSQF Level 4	4
Professional knowledge	The individual needs to know and the products and services offered by the organisation. The individual needs to know the facts on features and benefits of the products / services. The	The individual thus works on the factual knowledge of his / her area of work and responsibilities. Hence the qualification is aligned to NSQF Level	4

Title/Name of qualification/component: Retail Sales Specialist cum Cashier		Level: 4	
NSQF Domain	**Key requirements of the job role**	**How the job role relates to the NSQF level descriptors**	**NSQF Level**
	individual needs to know and interpret the standard operating procedures with respect to customer service standards and POS terminals including the knowledge on policies regarding the payments, returns and exchange of products	4	
Professional skill	The individual in this role is responsible to demonstrate the products to the customers in logical steps whilst communicating the Features, Advantages and Benefits of the products. He / She is also responsible operate the products based on the usage manual for operating instructions. The individual in this role operates the POS machines, process billing and payments of the customers as per the standard operating procedures. The individual needs to use appropriate tools / manuals to carry out the above tasks as per the quality standards defined in the policy books of the organisation	All these activities require the job holder to Recall and demonstrate practical skill, routine and repetitive in narrow range of application, using appropriate rule and tool, using quality concepts.\n\nTherefore the qualification is aligned to NSQF Level 4	4
Core skill	The individual in this role must be able to read, write and communicate orally & listen. He / She is also responsible to interact appropriately and in a consultative manner	The role holder communicates in the local or a common language by using appropriate gestures and expressions with the customers. He / She in this role is also responsible to perform	4

Title/Name of qualification/component: Retail Sales Specialist cum Cashier		Level: 4	
NSQF Domain	**Key requirements of the job role**	**How the job role relates to the NSQF level descriptors**	**NSQF Level**
	with different types of customers based on their age, gender, culture and social background. He / She must be able to interact in a local or a common language, use gesture and appropriate expressions wherever there is a language barrier. He / She must also be able to perform basic athematic calculations at the Point of sale. The individual in this role must also be able to read and interpret simple instructions and reports and also prepare basic reports on his / her day to day tasks. The individual must be able to write simple reports	calculations. He / She needs to understand the social environment for appropriately interacting with the customers.

Therefore, the qualification is aligned to NSQF level 4 | |
| Responsibility | The individual works under limited supervision and is responsible to carry out all the tasks which are familiar predictable and routine | Individuals in this position are responsible for their own work and hence the qualification is aligned at NSQF Level 4 | 4 |

<u>**SECTION 3**</u>
EVIDENCE OF NEED

26	What evidence is there that the qualification is needed? What is the estimated uptake of this qualification and what is the basis of this estimate?		
	Basis	**In case of SSC**	**In case of other Awarding Bodies (Institutes under Central Ministries and states departments)**
	Need of qualification	The Indian retail industry has an estimated size of USD 1.3 trillion by 2020. The retail sector is growing at a CAGR of 15% over the past five years. At the projected growth the retail industry would be worth INR 55 trillion (USD 948 billion) in 2018-19. The market penetration of organized retail is 8% while that of unorganized Retail is 92%. The qualification caters to the requirement of front line sales and operations staff which accounts for over 75% direct employability in retail. Evidence for the need for the qualification is also supported by validations.	The Submitting Body would produce any reputable and reliable research reports, such as labour market information reports; occupational mapping or similar research carried out by Ministry/State/Any other authentic source forecasting the demand for the proposed qualification
	Industry Relevance	The qualification has been validated and endorsed by Lifestyle, Shoppers Stop, Max Retail, Mc Donald's and other Retailers who are in need of multi-skilled candidates who can carry out merchandising tasks, interact with customers' and also take care of customer requirements at the cash till in billing and accepting payments. The validations / endorsements for the qualifications have been submitted along with this file.	The Submitting Body would submit the list of industry participation while preparation of the curriculum/ course content of the qualifications. These could include minutes of the meeting/ reports of these

		consultations
Usage of the qualification	Shift from specialization to generalization (Multi-skilling) in Organized and Unorganized Retail - • **Business Dynamics:** Current business dynamics and associated financial implications such as high rentals, overhead and operational costs, retailers are now exploring options of smaller format stores for optimum use of resources, ensuing a need to have multi-skilled manpower to manage overall store/floor management effectively i.e. customer entry to customer exit touch points • **Skills Shortage:** Retailers are reeling in skills shortage on account of high attrition levels among those manning the shop floors at entry level. Multi-skilling will foster optimum use of resources to bridge the gap on account of attrition • In addition to the points listed above, manning in unorganized stores is lean and store staff is expected to multi-task to run sustainable business operations.	proposed qualification (if an existing qualification is being proposed for NSQF alignment) Information about the success of the qualification should be given (eg. uptake figures, examples of use in recruitment and placement rates (if known) should be given. However, many of the bodies that do not have placement tracking mechanism established in place would provide necessary endorsements by the state/ ministry stating that a tracking mechanism would be institutionalized and placement

			records shall be provided annually or later , depending on length of qualification.

	Estimated uptake	The sector can be broadly divided into two segments: Value retailing, which is typically a low margin-high volume business (primarily food and groceries) and Lifestyle retailing, a high margin-low volume business (apparel, footwear, etc). The sector is further divided into various categories, depending on the types of products offered. Due to the limitations in margins and volumes based on the format along with the cost implications such as high rentals, increasing operational costs Retailers are looking towards venturing into smaller format of stores and also employing individuals who are multi skilled to optimize on the resource deployment and costs.
		Frontline staff which forms the major composition of the manpower is either skilled in Customer Care or Sales or Cashiering. Retailers would stand advantaged when they have an option of hiring multi-skilled people who can provide services to the customers at multiple touch points as expressed by multiple retailers.
		This qualification caters to the requirement of front line sales and operations staff which accounts for over 75% direct employability in retail. Employment is expected to rise from 1.8 to 18 million in FY2025 creating opportunities for skilling on this qualification.
		Thus the current estimated uptake for the qualification at the moment is 0.6 million.
27	**Recommendation**	**from the concerned Line Ministry of the**
		Government/Regulatory Body. To be supported by documentary evidences
28		**What steps were taken to ensure that the qualification(s) does (do) not duplicate already existing or planned qualifications in the NSQF? Give justification for presenting a duplicate qualification** The qualification has been developed by merging two existing NSQC cleared QUALIFICATION PACKs i.e. Retail Sales Associate (Level 4) & Cashier (Level

	2). The qualification discussed above is checked for any duplication across sectors. The qualification is niche to retail sector.
29	**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? Specify the review process here** A study will be carried out by collecting feedback and suggestions with the stakeholders through interaction with the industry partners and training partners for the deliverables and competencies required for the job role. 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 reviewed on 11th February 2023.

Please attach most relevant and recent 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

30	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? *Show the career map here to reflect the clear progression* 1. Discussing the growth trajectory within each occupation after studying organisational charts of various industry players across small, medium and large scale organizations. 2. Exploring various lateral career opportunities for the discussed qualification 3. Ensuring that there is a clear role up in terms of performance criteria, qualification, experience and skill requirement from lower NSQF Level to higher levels in the hierarchy. Please refer to attached career path as per annexure 1 which clearly defines the career path. *Career mosaic and occupational map depicts the progression, both horizontal and vertical.*

Please attach most relevant and recent 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.

Annexure 1: Career Map
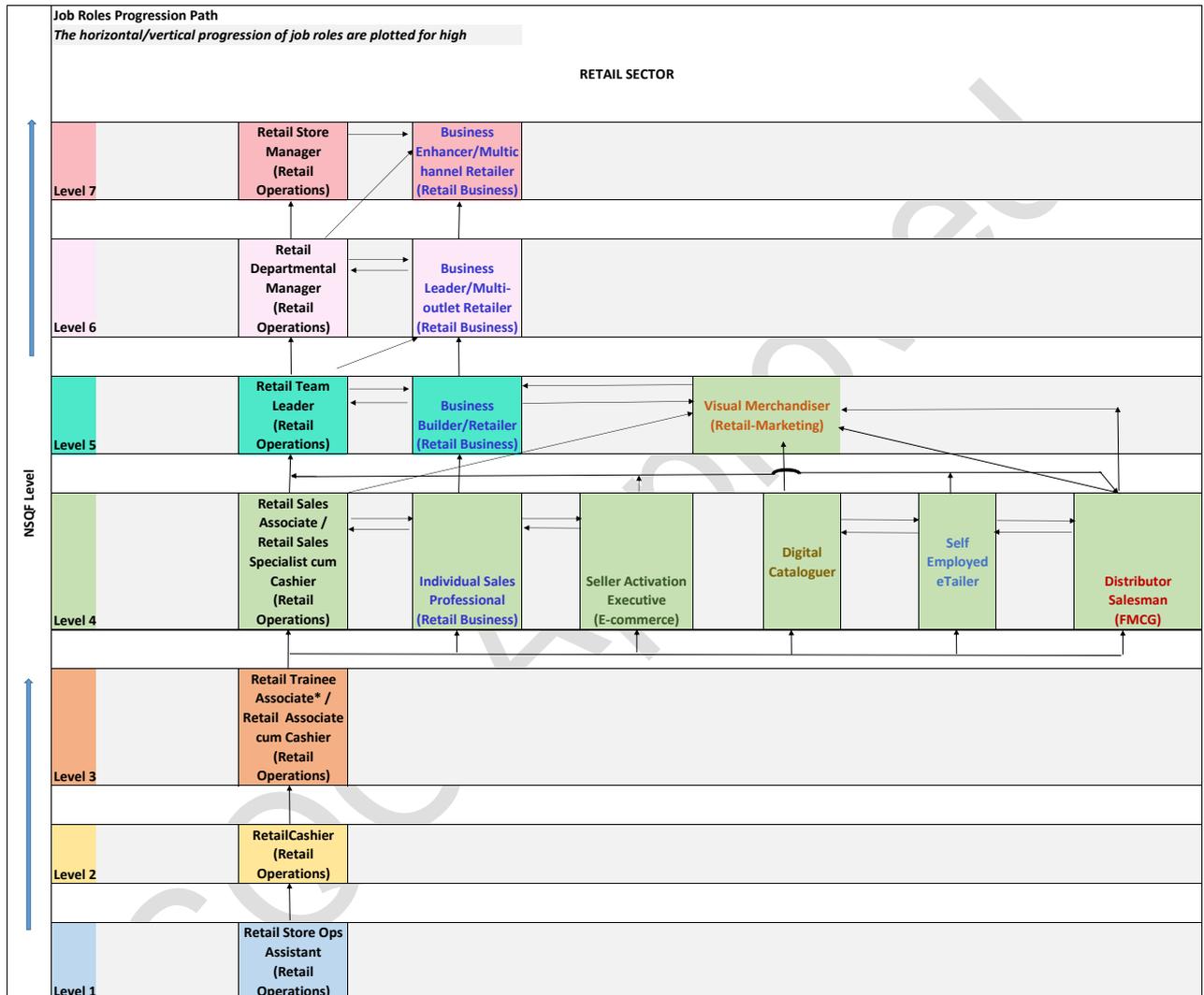
Career_Map

Level 10	National Operations Head
Level 9	Zonal Operations Head
Level 8	Cluster Operations Head
Level 7	Retail Store Manager
Level 6	Retail Department Manager
Level 5	Retail Team Leader / Visual Merchandiser
Level 4	Retail Sales Specialist cum Cashier
Level 3	
Level 2	
Level 1	