



# Model Curriculum

**QP Name: Direct Seller**

**QP Code: RAS/Q0201**

**QP Version: 4.0**

**NSQF Level: 4**

**Model Curriculum Version: 1.0**

Retailers Association's Skill Council of India || Retailers Association's Skill Council of India, 703-704  
Sagar Tech Plaza - A, Andheri-Kurla Road, Sakinaka Junction, Sakinaka, Andheri (E)  
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## Training Parameters

|  |  |
|--|--|
| Sector   | Retail   |
| Sub-Sector                                       | Retail Business  |
| Occupation                                       | Consumer Sales, Sales  |
| Country  | India  |
| NSQF Level                                       | 4  |
| Aligned to NCO/ISCO/ISIC Code                    | NCO-2015/1120.2000   |
| Minimum Educational Qualification and Experience | <ul style="list-style-type: none"> <li>• 12<sup>th</sup> grade pass or Equivalent</li> <li>• 10<sup>th</sup> grade pass with 3 years of relevant experience</li> <li>• Previous relevant Qualification of NSQF Level 3.0 with 3 - year relevant experience</li> <li>• Previous relevant Qualification of NSQF Level 3.5 with 1.5-year relevant experience</li> </ul> |
| Pre-Requisite License or Training                | Nil  |
| Minimum Job Entry Age                            | 18 Years   |
| Last Reviewed On                                 | 30/04/2024   |
| Next Review Date                                 | 30/04/2027   |
| NSQC Approval Date                               | 30/04/2024   |
| QP Version                                       | 4.0  |
| Model Curriculum Creation Date                   | 05/12/2023   |
| Model Curriculum Valid Up to Date                | 30/04/2027   |
| Model Curriculum Version                         | 1.0  |
| Minimum Duration of the Course                   | 450 hours  |
| Maximum Duration of the Course                   | 450 hours  |

## Program Overview

This section summarizes the end objectives of the program along with its duration.

### Training Outcomes

At the end of the program, the learner should have acquired the listed knowledge and skills.

- Get licenses, follow legal policies and procedures to start/run business
- Perform basic accounting practices
- Continuously update self on new products/services offered by business
- Conduct daily business operations
- Build relationship with vendors/dealers to ensure smooth business operations and increase sales
- Meet health and safety requirements at place of work
- Manage customer needs effectively through need identification and strong customer relationship
- Demonstrate/show creativity, newness/Innovation and enthusiasm to grow business
- Use Social Media to Market Products and Services
- Employability Skills

## Compulsory Modules

The table lists the modules and their duration corresponding to the Compulsory NOS of the QP.

| NOS and Module Details  | Theory Duration | Practical Duration | On-the-Job Training Duration (Mandatory) | On-the-Job Training Duration (Recommended) | Total Duration |
|---|-----------------|--------------------|--|--|----------------|
| RAS/N0201 – Get licenses, follow legal policies and procedures to start/run business<br>NSQF Level – 4                            | 10:00           | 10:00              | 10:00                                    |  | 30:00          |
| Preliminary Preparation to Start a Business   | 10:00           | 10:00              | 10:00                                    |  | 30:00          |
| RAS/N0202 – Perform basic accounting practices<br>NSQF Level – 4  | 20:00           | 30:00              | 10:00                                    |  | 60:00          |
| Planning the Finances for the Business  | 20:00           | 30:00              | 10:00                                    |  | 60:00          |
| RAS/N0203 – Continuously update self on new products/services offered by business<br>NSQF Level – 4                               | 25:00           | 30:00              | 05:00                                    |  | 60:00          |
| Acquiring Market Awareness  | 25:00           | 30:00              | 05:00                                    |  | 60:00          |
| RAS/N0204 – Conduct daily business operations<br>NSQF Level – 4   | 25:00           | 30:00              | 05:00                                    |  | 60:00          |
| Aspects of Marketing  | 25:00           | 30:00              | 05:00                                    |  | 60:00          |
| RAS/N0205 – Build relationship with vendors/dealers to ensure smooth business operations and increase sales v1.0 NSQF Level – 4   | 25:00           | 30:00              | 05:00                                    |  | 60:00          |
| Understanding Business Relations  | 25:00           | 30:00              | 05:00                                    |  | 60:00          |
| RAS/N0206 – Meet health and safety requirements at place of work v1.0<br>NSQF Level – 4   | 15:00           | 10:00              | 05:00                                    |  | 30:00          |
| Importance of Personal Hygiene while Doing Business   | 15:00           | 10:00              | 05:00                                    |  | 30:00          |
| RAS/N0207 – Manage customer needs effectively through need identification and strong customer relationship v1.0<br>NSQF Level – 4 | 10:00           | 15:00              | 05:00                                    |  | 30:00          |

|  |               |               |              |  |               |
|--|---------------|---------------|--------------|--|---------------|
| Customer is the King   | 10:00         | 15:00         | 05:00        |  | 30:00         |
| RAS/N0208 –<br>Demonstrate/show creativity,<br>newness/Innovation, and<br>enthusiasm to grow<br>Business<br>NSQF Level – 4 | 10:00         | 15:00         | 05:00        |  | 30:00         |
| Creativity and Innovation in<br>Business   | 10:00         | 15:00         | 05:00        |  | 30:00         |
| RAS/N0230 – Use Social Media to<br>Market Products and Services<br>NSQF Level – 4  | 10:00         | 10:00         | 10:00        |  | 30:00         |
| Use Social Media to Market<br>Products and Services  | 10:00         | 10:00         | 10:00        |  | 30:00         |
| DGT/VSQ/N0102: Employability<br>Skills<br>NSQF Level: 4  | 24:00         | 36:00         |              |  | 60:00         |
| Introduction to employability<br>skills  | 00:30         | 01:00         |              |  | 01:30         |
| Constitutional values -<br>Citizenship   | 00:30         | 01:00         |              |  | 01:30         |
| Become a professional in 21 <sup>st</sup><br>century   | 01:00         | 01:30         |              |  | 02:30         |
| Basic English skills   | 04:00         | 06:00         |              |  | 10:00         |
| Career Development and Goal<br>settings  | 01:00         | 01:00         |              |  | 02:00         |
| Communication Skills   | 02:00         | 03:00         |              |  | 05:00         |
| Diversity and inclusion  | 01:00         | 01:30         |              |  | 02:30         |
| Financial and legal literacy   | 02:00         | 03:00         |              |  | 05:00         |
| Essential Digital skills   | 04:00         | 06:00         |              |  | 10:00         |
| Entrepreneurship   | 03:00         | 04:00         |              |  | 07:00         |
| Customer Service   | 02:00         | 03:00         |              |  | 05:00         |
| Getting Ready for apprenticeship<br>and jobs   | 03:00         | 05:00         |              |  | 08:00         |
| <b>Total Duration</b>  | <b>174:00</b> | <b>216:00</b> | <b>60:00</b> |  | <b>450:00</b> |

## Module Details

### Module 1: Preliminary Preparation to Start a Business

*Mapped to RAS/N0201*

#### Terminal Outcomes:

- Liaison and interact with local corporations/authorities for smooth conduct of business
- Learn and orient oneself on knowledge on legal compliances, quality norms with respect to selling of products and services.
- Update self on handling of goods, equipment, hazardous material to improve safety conditions at workplace.
- Determine legal structure of the business.
- Secure rights to products and services.

| <i>Duration: 10:00 Hours</i>   | <i>Duration: 10:00 Hours</i>  |
|--|---|
| Theory – Key Learning Outcomes   | Practical – Key Learning Outcomes   |
| <ul style="list-style-type: none"> <li>• State the legal requirements in various stages of a business structure.</li> <li>• Describe the policies and procedures that have a bearing on the particular business process.</li> <li>• Discuss legal formalities applicable for the particular business.</li> <li>• Explain the processes related to legal compliance requirements involved in the business.</li> <li>• Explain the impact of local authorities on the business.</li> <li>• Discuss on the ways of building and maintaining business relationships with key persons.</li> <li>• Describe on the process of seeking the required legal and accounting expertise for the Business Structure.</li> <li>• Describe the relevant rules and legislative policies for a particular business structure.</li> <li>• Explain the process of securing the information on purchase rights.</li> <li>• Discuss on the process of determining brand ownership and protection rights.</li> <li>• List the hazards and risks involved in the business.</li> </ul> | <ul style="list-style-type: none"> <li>• Identify local corporations/authorities that have a bearing on the particular business process.</li> <li>• Demonstrate how to build and maintain relationships with the key persons to ensure smooth functioning of business.</li> <li>• Illustrate the process of getting permissions and compliances as per legal requirements</li> <li>• Roleplay a situation of completing business registration and other legal formalities.</li> <li>• Identify &amp; examine legal options for the most suitable type of business structure.</li> <li>• Demonstrate the ways to seek legal and accounting expertise as required to inform final decision regarding business structure.</li> <li>• Identify and describe policies and procedures that have a bearing on the business.</li> <li>• Identify and describe the relevant rules and legislative policies.</li> <li>• Follow the rules and policies for smooth functioning of business.</li> <li>• Demonstrate on preparing a report to describe the concept of minimizing losses and maximizing gains.</li> <li>• Demonstrate on the process of establishing the cost of procurement rights to products and services (if applicable).</li> <li>• Demonstrate ways to handle various equipment and hazardous materials involved in the business.</li> </ul> |

#### Classroom Aids:

Projector, white board and white board marker, pen, notepad, Participant Handbook, Presentation deck

#### Tools, Equipment and Other Requirements

Product Assortment comprising non-food items such as clothes, toys/ladies ornaments/plastic containers/handicraft items, dummy Flowers or any other utility items/consumer goods, Registration copy, Challan Copy, Cart (Thela)/Table/ Chair/Stall, Straw basket (Tokri), Hangers, Umbrella/Tent, Racks/Stand, Weighing scale/Handscale, Ground cover/Plastic sheet (tarp), Crate, Carry Bags, Cash Box, Placards/Signages, Calculator, Sample visiting card Pre-printed bill book, Company Brochure, Product Catalogue/Product Detailer

## Module 2: Planning the Finances for the Business

*Mapped to RAS/N0202*

Terminal Outcomes:

- Explain on the process of managing funds and cash flow.
- Demonstrate the process of maintaining a profit and loss account.
- Explain the process of implementing security procedures to safeguard monetary transactions.

| <i>Duration: 20:00 Hours</i>  | <i>Duration: 30:00 Hours</i>   |
|---|--|
| Theory – Key Learning Outcomes  | Practical – Key Learning Outcomes  |
| <ul style="list-style-type: none"> <li>• Explain the elements of basic financial accounting</li> <li>• List the basic accounting tasks</li> <li>• List the reports that need to be maintained</li> <li>• Describe sources of profits and causes of losses</li> <li>• Discuss the importance of error free accounting.</li> <li>• Explain the principles of accounting that is applied in day-to-day operations of the business</li> <li>• Explain the legal implications of erroneous accounting.</li> <li>• Discuss the need for basic mathematical skills in day-to-day accounting operations.</li> </ul> | <ul style="list-style-type: none"> <li>• Assess and identify source of funding and what is needed to secure that funding.</li> <li>• Demonstrate the process to plan, monitor and record the cash flow.</li> <li>• Dramatize the complete process of opening a bank account.</li> <li>• Demonstrate the process of conducting basic accounting tasks and maintaining required reports.</li> <li>• Show how to create and maintain reports by categorizing sources of profits and causes of losses.</li> <li>• Roleplay a scenario to identify possible fraudulent activities related to monetary transactions.</li> <li>• Dramatize a situation on implementing security procedures and checks to prevent monetary losses due to fraudulent activities.</li> </ul> |
| Classroom Aids:   |  |
| Projector, white board and white board marker, pen, notepad, Participant Handbook, Presentation deck  |  |
| Tools, Equipment and Other Requirements   |  |
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## Module 3: Acquiring Market Awareness

*Mapped to RAS/N0203*

Terminal Outcomes:

- Explain the importance of understanding market trends and update yourself on the products/ services relevant to the business.
- Describe the concept of sourcing and processing products and service data relevant to business.
- Analyse the new technologies that can improve business efficiency and reduce the related risk.

| <i>Duration: 25:00 Hours</i>   | <i>Duration: 30:00 Hours</i>   |
|--|--|
| Theory – Key Learning Outcomes   | Practical – Key Learning Outcomes  |
| <ul style="list-style-type: none"> <li>• Explain the importance of market trends and its relation to progression of the business.</li> <li>• Explain the concept of up-selling, cross-selling, and need for expansion of business.</li> <li>• Explain the concept of sourcing and processing product and service data relevant to business.</li> <li>• Discuss new technologies that can improve efficiencies and reduce risks.</li> <li>• Explain the preventive measures and maintenance required for equipment</li> </ul> | <ul style="list-style-type: none"> <li>• Identify the products/services involved in the business.</li> <li>• Demonstrate on how to perform market analysis for the products and services offered by the competition.</li> <li>• Dramatize a situation on conducting market analysis based on the market trend with respect to sales patterns.</li> <li>• Roleplay a scenario of identifying related products/services and possible opportunities with respect to up- selling, cross- selling, expansion of business etc.</li> <li>• Show how to prepare a report to illustrate the concept of sourcing and processing product and service data relevant to business.</li> <li>• Demonstrate on how to record accurate and current details of products and services in product database.</li> <li>• Demonstrate the steps to operate relevant equipment involved in business</li> </ul> |

Classroom Aids:

Projector, white board and white board marker, pen, notepad, Participant Handbook, Presentation deck

Tools, Equipment and Other Requirements

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## Module 4: Aspects of Marketing

*Mapped to RAS/N0204*

Terminal Outcomes:

- Conduct market analysis to identify customer need and plan product assortment/range accordingly
- Identify products being offered by competitors/other players in the locality
- Illustrate the process of selecting the best promotional medium
- Discuss the steps of managing inventory and sales effectively

| Duration: 25:00 Hours  | Duration: 30:00 Hours  |
|--|--|
| Theory – Key Learning Outcomes   | Practical – Key Learning Outcomes  |
| <ul style="list-style-type: none"> <li>• Explain the process of mapping the target and identification of customer need.</li> <li>• Illustrate the buying patterns and the process of modifying the assortments according to the observed trends.</li> <li>• Identify trend setters in the specific business.</li> <li>• Discuss possible seasonal effects on particular business.</li> <li>• State the importance of selecting appropriate medium of promotions.</li> <li>• Explain the process of planning budgetary requirements for the promotional programs.</li> <li>• Explain the process of tracking and monitoring the effectiveness of the promotional programs.</li> <li>• Discuss the process to prevent inventory loss</li> <li>• Define targets to achieve business gains.</li> <li>• Discuss on the targets to achieve business gains.</li> <li>• Describe the importance of monitoring stock levels and maintaining them at the required levels.</li> </ul> | <ul style="list-style-type: none"> <li>• Demonstrate how to identify target audience profile/market.</li> <li>• Illustrate how to identify buying patterns of customers to define assortments and modify them as per trends observed.</li> <li>• Roleplay a scenario on conducting a market study to identify products being offered by competitors/other players in the locality.</li> <li>• Identify and select the right medium of promotions.</li> <li>• Demonstrate the process of organizing resources depending upon the marketing medium.</li> <li>• Show how to plan budget requirements for the promotional programs by tracking and monitoring the effectiveness of the promotional program.</li> <li>• Assess inventory/procuring capacity as per costs involved.</li> <li>• Assess operational costs and calculate projected break-even point.</li> <li>• Demonstrate the steps in preventing inventory losses.</li> <li>• Roleplay a scenario of Monitoring stock levels and maintain them at required levels.</li> <li>• Illustrate the process of planning for contingencies.</li> </ul> |
| Classroom Aids:  |  |
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| Tools, Equipment and Other Requirements  |  |
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## Module 5: Understanding Business Relations

*Mapped to RAS/N0205*

Terminal Outcomes:

- Describe the importance of building and managing networks with vendors and dealers.
- Explain the significance of establishing trust and confidence with vendors and partners.

| Duration: 25:00 Hours  | Duration: 30:00 Hours   |
|--|---|
| Theory – Key Learning Outcomes   | Practical – Key Learning Outcomes   |
| <ul style="list-style-type: none"> <li>• Discuss various ways to connect with vendors.</li> <li>• Explain the importance of identifying the needs and requirements of specific vendors.</li> <li>• Describe the steps involved in the process of proper contracting with vendors.</li> <li>• Discuss the importance of maintaining cordial relationships with vendors by minimizing possible risks and losses in vendor relationships.</li> </ul>  | <ul style="list-style-type: none"> <li>• Roleplay a scenario of communicating clearly in the required local language if needed with the vendors.</li> <li>• Identify where to get help and information from.</li> <li>• Identify appropriate ways to understand what is required from specific vendors</li> <li>• Dramatize a situation of expressing the needs clearly and get into workable relationship with the vendor.</li> <li>• Roleplay a situation on negotiating with vendors for better deal.</li> <li>• Demonstrate various ways to minimize possible risks and losses in vendor relationships.</li> <li>• Follow best practices and maintain cordial relationships.</li> </ul> |
| Classroom Aids:  |   |
| Projector, white board and white board marker, pen, notepad, Participant Handbook, Presentation deck   |   |
| Tools, Equipment and Other Requirements  |   |
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## Module 6: Importance of Personal Hygiene while Doing Business

*Mapped to RAS/N0206*

Terminal Outcomes:

- Implement overall basic hygiene factors and understanding emergency related procedures at the workplace
- Develop healthy habits to maintain personal hygiene
- Dispose of waste safely
- Explain the process of taking preventive measures to avoid work hazards.
- Elaborate on the process of Following standard safety procedure

| Duration: 15:00 Hours  | Duration: 10:00 Hours  |
|--|--|
| Theory – Key Learning Outcomes   | Practical – Key Learning Outcomes  |
| <ul style="list-style-type: none"> <li>• Explain the importance of being presentable and well-groomed to service customers of all types.</li> <li>• Discuss the process of safe disposal of waste at disposal stations.</li> <li>• Elaborate on the process of wastewater drained off in a designated way.</li> <li>• Explain the importance of health and sanitation requirements.</li> <li>• Elaborate on the causes of accidents at the workplace and identify measures to prevent such</li> <li>• Accidents.</li> <li>• Discuss the ways and means to handle emergencies like fire, robbery, riots etc.</li> <li>• Explain the process of mitigating risks to people and property during emergencies.</li> <li>• Explain the significance of checking and reviewing the storage areas frequently.</li> <li>• Describe various display safety signs at places for people to be cautious.</li> </ul> | <ul style="list-style-type: none"> <li>• Demonstrate standard appearance of being presentable and well-groomed to service customers of all types.</li> <li>• Dramatize a situation to maintain good Housekeeping and self-hygiene.</li> <li>• Demonstrate on the process of disposing of the waste safely in government approved disposal stations.</li> <li>• Dramatize on how to handle emergency situations like fire, robbery, riots etc.</li> <li>• Demonstrate right ways and means to mitigate risks to people and property during emergencies.</li> <li>• Roleplay a scenario on adopting measures to prevent accidents at the workplace by understanding the causes.</li> <li>• Roleplay a situation of Stacking items in an organized way and use safe lifting techniques to reduce risk of injuries from handling procedures at the storage areas.</li> <li>• Follow health and safety practices for storing, cleaning, and maintaining tools, equipment, and supplies.</li> <li>• Identify and Display safety signs at places where necessary for people to be cautious.</li> <li>• Adhere to safety standards and ensure no material damage.</li> </ul> |
| Classroom Aids:  |  |
| Projector, white board and white board marker, pen, notepad, Participant Handbook, Presentation deck   |  |
| Tools, Equipment and Other Requirements  |  |

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## Module 7: Customer is the King

*Mapped to RAS/N0207*

Terminal Outcomes:

- Elaborate on the process of understanding the needs and wants of target customers.
- Illustrate the process of establishing rapport with customers.
- Discuss how to maximize sales opportunities.
- Explain the importance of building strong relationships and network.

| Duration: 10:00 Hours   | Duration: 15:00 Hours   |
|---|---|
| Theory – Key Learning Outcomes  | Practical – Key Learning Outcomes   |
| <ul style="list-style-type: none"> <li>• Explain the process of identifying the target customer.</li> <li>• Explain the importance of understanding and assessing target customer needs and desire.</li> <li>• Describe the importance of building rapport with the customers and express genuine interest in clarifying customer requirements.</li> <li>• Describe how to build referrals.</li> <li>• Define loyalty program.</li> <li>• Discuss on developing strategies to maximize sales opportunities by use of add-on and complementary sales techniques</li> <li>• Explain the steps in to handle customer grievance.</li> </ul> | <ul style="list-style-type: none"> <li>• Demonstrate the steps in identifying target customers.</li> <li>• Assess target customer need and desire.</li> <li>• Roleplay a situation on satisfying customer needs by presenting options in an attractive manner.</li> <li>• Dramatize a situation on establishing rapport with the customers and express genuine interest to clarify customer requirements.</li> <li>• Roleplay a scenario on maximizing sales opportunities by use of add-on and complementary sales techniques.</li> <li>• Demonstrate the process of collecting feedback to improvise to increase business returns and reach.</li> <li>• Roleplay a situation on using customer loyalty programs like vouchers and promotions.</li> <li>• Roleplay a situation of handling customer complaints and problems for positive outcome.</li> </ul> |
| Classroom Aids:   |   |
| Projector, white board and white board marker, pen, notepad, Participant Handbook, Presentation deck  |   |
| Tools, Equipment and Other Requirements   |   |
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## Module 8: Creativity and Innovation in Business

*Mapped to RAS/N0208*

Terminal Outcomes:

- Display creativity and innovation for sustenance and business growth.
- Motivate self to enhance and grow his/her business.

| Duration: 10:00 Hours  | Duration: 15:00 Hours  |
|--|--|
| Theory – Key Learning Outcomes   | Practical – Key Learning Outcomes  |
| <ul style="list-style-type: none"> <li>• Explain on the process of expanding business in other fields/lines of business as desired.</li> <li>• Discuss innovation and improvisation to pick up performance.</li> <li>• Explain the drive of self-development through the use of available media.</li> <li>• Illustrate the process of identifying and gaining certifications in a related line of business.</li> </ul>   | <ul style="list-style-type: none"> <li>• Identify opportunities and create solutions to face uncertainties.</li> <li>• Dramatize a situation on how to conduct discussions/workshops and engage with other successful vendors.</li> <li>• Identify and select through the available media to drive self-development.</li> <li>• Identify and gain certifications in related line of business.</li> </ul> |
| Classroom Aids:  |  |
| Projector, white board and white board marker, pen, notepad, Participant Handbook, Presentation deck   |  |
| Tools, Equipment and Other Requirements  |  |
| Product Assortment comprising non-food items such as clothes, toys/ladies ornaments/plastic containers/handicraft items, dummy Flowers or any other utility items/consumer goods, Registration copy, Challan Copy, Cart (Thela)/Table/ Chair/Stall, Straw basket (Tokri), Hangers, Umbrella/Tent, Racks/Stand, Weighing scale/Handscale, Ground cover/Plastic sheet (tarp), Crate, Carry Bags, Cash Box, Placards/Signages, Calculator, Sample visiting card Pre-printed bill book, Company Brochure, Product Catalogue/Product Detailer |  |

## Module 9: Use Social Media to Market Products and Services

*Mapped to RAS/N0230*

Terminal Outcomes:

- Explain the principles of using social media for marketing, branding, and customer communication.
- Use multiple social media and online platforms to create marketing campaign to promote brand, products, and services.

| Duration: 10:00 Hours  | Duration: 10:00 Hours   |
|--|---|
| Theory – Key Learning Outcomes   | Practical – Key Learning Outcomes   |
| <ul style="list-style-type: none"> <li>• Explain the importance of knowing the target customer base.</li> <li>• Explain purposes for use of social media and online platforms for marketing products and services.</li> <li>• Discuss the social media guidelines, policies and procedures required to be followed with respect to: <ul style="list-style-type: none"> <li>○ Promotional content,</li> <li>○ Providing service to customer</li> <li>○ Resolving customer complaints</li> <li>○ and privacy.</li> </ul> </li> <li>• Discuss the policies and procedures that need to be followed for publishing images and any content of others.</li> <li>• Describe the characteristics of amenable and appealing content on different social media platforms.</li> <li>• Explain the functions of different social media platforms and how to: <ul style="list-style-type: none"> <li>• Upload different types of files (pdf, images, videos etc)</li> <li>• Insert formatted text</li> <li>• Monitor activities and comments of prospects/ customers.</li> <li>• Use alerts and respond to alerts.</li> <li>• Responding to comments of customers.</li> </ul> </li> <li>• Explain the principles of positive and professional online communications that can lead to effective customer communication.</li> <li>• Discuss the approaches to be used when dealing with negativity, complaints, and conflicts on social media.</li> </ul> | <ul style="list-style-type: none"> <li>• Prepare a shortlist of social media platforms to market products and services.</li> <li>• Prepare and post content for a minimum of two products or services.</li> <li>• Prepare and post content on special offers on two products or services.</li> <li>• Show how to monitor and respond professionally to the responses on the social media posts by preparing a response on two issues of customer complaints and negative comments.</li> </ul> |

**Classroom Aids:**

Projector, white board and white board marker, pen, notepad, Participant Handbook, Presentation deck

**Tools, Equipment and Other Requirements**

Case study scenarios on aspects of branding, marketing involving customer communication, computers or mobile devices and general software programs used to produce and schedule content, a range of social media and online platforms.

## Module 10: Employability Skills

*Mapped to: DGT/VSQ/N0102*

### Key Learning Outcomes

#### Introduction to Employability Skills Duration: 1.5 Hours

After completing this programme, participants will be able to:

1. Discuss the Employability Skills required for jobs in various industries
2. List different learning and employability related GOI and private portals and their usage

#### Constitutional values - Citizenship Duration: 1.5 Hours

3. Explain the constitutional values, including civic rights and duties, citizenship, responsibility towards society and personal values and ethics such as honesty, integrity, caring and respecting others that are required to become a responsible citizen
4. Show how to practice different environmentally sustainable practices.

#### Becoming a Professional in the 21st Century Duration: 2.5 Hours

5. Discuss importance of relevant 21st century skills.
6. Exhibit 21st century skills like Self-Awareness, Behavior Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn etc. in personal or professional life.
7. Describe the benefits of continuous learning.

#### Basic English Skills Duration: 10 Hours

8. Show how to use basic English sentences for everyday conversation in different contexts, in person and over the telephone
9. Read and interpret text written in basic English
10. Write a short note/paragraph / letter/e -mail using basic English

#### Career Development & Goal Setting Duration: 2 Hours

11. Create a career development plan with well-defined short- and long-term goals

#### Communication Skills Duration: 5 Hours

12. Demonstrate how to communicate effectively using verbal and nonverbal communication etiquette.
13. Explain the importance of active listening for effective communication
14. Discuss the significance of working collaboratively with others in a team

#### Diversity & Inclusion Duration: 2.5 Hours

15. Demonstrate how to behave, communicate, and conduct oneself appropriately with all genders and PwD
16. Discuss the significance of escalating sexual harassment issues as per POSH act.

#### Financial and Legal Literacy Duration: 5 Hours

17. Outline the importance of selecting the right financial institution, product, and service
18. Demonstrate how to carry out offline and online financial transactions, safely and securely
19. List the common components of salary and compute income, expenditure, taxes, investments etc.
20. Discuss the legal rights, laws, and aids

#### Essential Digital Skills Duration: 10 Hours

21. Describe the role of digital technology in today's life
22. Demonstrate how to operate digital devices and use the associated applications and features, safely and securely
23. Discuss the significance of displaying responsible online behavior while browsing, using various social media platforms, e-mails, etc., safely and securely
24. Create sample word documents, excel sheets and presentations using basic features

25. utilize virtual collaboration tools to work effectively

**Entrepreneurship**      **Duration: 7 Hours**

26. Explain the types of entrepreneurship and enterprises
27. Discuss how to identify opportunities for potential business, sources of funding and associated financial and legal risks with its mitigation plan
28. Describe the 4Ps of Marketing-Product, Price, Place and Promotion and apply them as per requirement
29. Create a sample business plan, for the selected business opportunity

**Customer Service**      **Duration: 5 Hours**

30. Describe the significance of analyzing different types and needs of customers
31. Explain the significance of identifying customer needs and responding to them in a professional manner.
32. Discuss the significance of maintaining hygiene and dressing appropriately

**Getting Ready for apprenticeship & Jobs**      **Duration: 8 Hours**

33. Create a professional Curriculum Vitae (CV)
34. Use various offline and online job search sources such as employment exchanges, recruitment agencies, and job portals respectively
35. Discuss the significance of maintaining hygiene and confidence during an interview
36. Perform a mock interview
37. List the steps for searching and registering for apprenticeship opportunities

| LIST OF TOOLS & EQUIPMENT FOR EMPLOYABILITY SKILLS  |  |             |
|---|--|-------------|
| S No.   | Name of the Equipment  | Quantity    |
| 1.  | Computer (PC) with latest configurations – and Internet connection with standard operating system and standard word processor and worksheet software (Licensed)<br>(all software should either be latest version or one/two version below) | As required |
| 2.  | UPS  | As required |
| 3.  | Scanner cum Printer  | As required |
| 4.  | Computer Tables  | As required |
| 5.  | Computer Chairs  | As required |
| 6.  | LCD Projector  | As required |
| 7.  | White Board 1200mm x 900mm   | As required |
| <i>Note: Above Tools &amp; Equipment not required, if Computer LAB is available in the institute.</i> |  |             |

## Module 11: On-the-Job Training

*Mapped to Direct Seller RAS/Q0201*

|  |                                 |
|--|---------------------------------|
| <i>Mandatory Duration: 60:00 hrs</i>   | <i>Recommended Duration: NA</i> |
| Location: Workplace/ On Site   |                                 |
| Terminal Outcomes  |                                 |
| <ul style="list-style-type: none"> <li>• Identify local corporations/authorities that have a bearing on the particular business process.</li> <li>• Demonstrate how to build and maintain relationships with the key persons to ensure smooth functioning of business.</li> <li>• Illustrate the process of getting permissions and compliances as per legal requirements</li> <li>• Roleplay a situation of completing business registration and other legal formalities.</li> <li>• Identify &amp; examine legal options for the most suitable type of business structure.</li> <li>• Demonstrate the ways to seek legal and accounting expertise as required to inform final decision regarding business structure.</li> <li>• Demonstrate on preparing a report to describe the concept of minimizing losses and maximizing gains.</li> <li>• Demonstrate on the process of establishing the cost of procurement rights to products and services (if applicable).</li> <li>• Demonstrate ways to handle various equipment and hazardous materials involved in the business.</li> <li>• Demonstrate the process to plan, monitor and record the cash flow.</li> <li>• Dramatize the complete process of opening a bank account.</li> <li>• Demonstrate the process of conducting basic accounting tasks and maintaining required reports.</li> <li>• Roleplay a scenario to identify possible fraudulent activities related to monetary transactions.</li> <li>• Dramatize a situation on implementing security procedures and checks to prevent monetary losses due to fraudulent activities.</li> <li>• Dramatize a situation on conducting market analysis based on the market trend with respect to sales patterns.</li> <li>• Roleplay a scenario of identifying related products/services and possible opportunities with respect to up- selling, cross- selling, expansion of business etc.</li> <li>• Show how to prepare a report to illustrate the concept of sourcing and processing product and service data relevant to business.</li> <li>• Illustrate how to identify buying patterns of customers to define assortments and modify them as per trends observed.</li> <li>• Roleplay a scenario on conducting a market study to identify products being offered by competitors/other players in the locality.</li> <li>• Identify and select the right medium of promotions.</li> <li>• Demonstrate the process of organizing resources depending upon the marketing medium.</li> <li>• Show how to plan budget requirements for the promotional programs by tracking and monitoring the effectiveness of the promotional program.</li> <li>• Assess inventory/procuring capacity as per costs involved.</li> <li>• Assess operational costs and calculate projected break-even point.</li> <li>• Demonstrate the steps in preventing inventory losses.</li> </ul> |                                 |

- Roleplay a scenario of Monitoring stock levels and maintain them at required levels.
- Illustrate the process of planning for contingencies
- Dramatize a situation of expressing the needs clearly and get into workable relationship with the vendor.
- Roleplay a situation on negotiating with vendors for better deal.
- Demonstrate various ways to minimize possible risks and losses in vendor relationships.
- Dramatize a situation to maintain good Housekeeping and self-hygiene.
- Demonstrate on the process of disposing of the waste safely in government approved disposal stations.
- Dramatize on how to handle emergency situations like fire, robbery, riots etc.
- Roleplay a situation of Stacking items in an organized way and use safe lifting techniques to reduce risk of injuries from handling procedures at the storage areas.
- Identify and Display safety signs at places where necessary for people to be cautious.
- Demonstrate the steps in identifying target customers.
- Roleplay a situation on satisfying customer needs by presenting options in an attractive manner.
- Dramatize a situation on establishing rapport with the customers and express genuine interest to clarify customer requirements.
- Roleplay a scenario on maximizing sales opportunities by use of add-on and complementary sales techniques.
- Demonstrate the process of collecting feedback to improvise to increase business returns and reach.
- Roleplay a situation on using customer loyalty programs like vouchers and promotions.
- Roleplay a situation of handling customer complaints and problems for positive outcome.
- Dramatize a situation on how to conduct discussions/workshops and engage with other successful vendors.
- Prepare a shortlist of social media platforms to market products and services.
- Prepare and post content for a minimum of two products or services.
- Prepare and post content on special offers on two products or services.
- Show how to monitor and respond professionally to the responses on the social media posts by preparing a response on two issues of customer complaints and negative comments

## Annexure

### Trainer Requirements for Domain skill

| Trainer Prerequisites   |                |                              |  |                     |  |         |
|---|----------------|------------------------------|--|---------------------|--|---------|
| Minimum Educational Qualification                             | Specialization | Relevant Industry Experience |  | Training Experience |  | Remarks |
|   |                | Years                        | Specialization                             | Years               | Specialization                             |         |
| For Trainers  |                |                              |  |                     |  |         |
| 12 <sup>th</sup> Pass   |                | 4                            | Retail store operations or Retail Business |                     |  |         |
| OR  |                |                              |  |                     |  |         |
| 12 <sup>th</sup> Pass   |                | 2                            | Retail store operations or Retail Business | 2                   | Retail store operations or Retail Business |         |
| OR  |                |                              |  |                     |  |         |
| Graduate (In any Field) /<br><br>Diploma in Retail Management |                | 2                            | Retail store operations or Retail Business |                     |  |         |
| OR  |                |                              |  |                     |  |         |
| Graduate (In any Field) /<br><br>Diploma in Retail Management |                | 1                            | Retail store operations or Retail Business | 1                   | Retail store operations or Retail Business |         |

| Trainer Certification  |   |
|--|---|
| Domain Certification   | Platform Certification  |
| Retailer QP (RAS/Q202) level 5.0 with minimum pass percentage: 80% | Recommended that the Trainer is certified for the JOB Role "Trainer (VET and Skills)", mapped to the Qualification Pack: "MEP/2601, V2.0" with minimum score of 80% |

## Trainer Requirement for Employability Skills

| Trainer Prerequisites                      |  |                              |                |                     |                     |  |
|--|--|------------------------------|----------------|---------------------|---------------------|--|
| Minimum Educational Qualification          | Specialization   | Relevant Industry Experience |                | Training Experience |                     | Remarks  |
|  |  | Years                        | Specialization | Years               | Specialization      |  |
| Graduate/CITS                              | Any discipline   |                              |                | 2                   | Teaching experience | Prospective ES trainer should: <ul style="list-style-type: none"> <li>• have good communication skills</li> <li>• be well versed in English</li> <li>• have digital skills</li> <li>• have attention to detail</li> <li>• be adaptable</li> <li>• have willingness to learn</li> </ul> |
| Current ITI trainers                       | Employability Skills Training (3 days full-time course done between 2019-2022) |                              |                |                     |                     |  |
| Certified current EEE trainers (155 hours) | from Management SSC (MEPSC)  |                              |                |                     |                     |  |
| Certified Trainer                          | Qualification Pack: Trainer (MEP/Q0102)  |                              |                |                     |                     |  |

| Domain Certification   | Platform Certification |
|--|------------------------|
| Certified in 60-hour Employability NOS (2022), with a minimum score of 80%<br>OR<br>Certified in 120-, 90-hour Employability NOS (2022), with a minimum score of 80% | NA                     |

## Master Trainers Requirements for Employability Skills

| Master Trainer Prerequisites      |  |                              |                |                     |   |   |
|-----------------------------------|--|------------------------------|----------------|---------------------|---|---|
| Minimum Educational Qualification | Specialization                                 | Relevant Industry Experience |                | Training Experience |   | Remarks   |
|                                   |  | Years                        | Specialization | Years               | Specialization  |   |
| Graduate/CITS                     | Any discipline                                 |                              |                | 3                   | Employability Skills curriculum training experience with an interest to train as well as orient other peer trainers | Prospective ES Master trainer should: <ul style="list-style-type: none"> <li>• have good communication skills</li> <li>• be well versed in English</li> <li>• have basic digital skills</li> </ul>  |
| Certified Master Trainer          | Qualification Pack: Master Trainer (MEP/Q2602) |                              |                | 3                   | EEE training of Management SSC (MEPSC) (155 hours)  | <ul style="list-style-type: none"> <li>• have attention to detail</li> <li>• be adaptable</li> <li>• have willingness to learn</li> <li>• be able to grasp concepts fast and is creative with teaching practices and likes sharing back their learning with others</li> </ul> |

| Master Trainer Certification  |                        |
|---|------------------------|
| Domain Certification  | Platform Certification |
| Certified in 60-hour Employability NOS (2022), with a minimum score of 90%.<br><br>OR<br><br>Certified in 120-, 90-hour Employability NOS (2022), with a minimum score of 90% | NA                     |

## Assessor Requirements for Domain Skill

| Assessors Prerequisites                                       |                |                              |                                  |                     |                |         |
|---|----------------|------------------------------|----------------------------------|---------------------|----------------|---------|
| Minimum Educational Qualification                             | Specialization | Relevant Industry Experience |                                  | Training Experience |                | Remarks |
|   |                | Years                        | Specialization                   | Years               | Specialization |         |
| For Assessors   |                |                              |                                  |                     |                |         |
| 12 <sup>th</sup> Pass   |                | 5                            | Retail Store Operations or Sales | -                   |                |         |
| OR  |                |                              |                                  |                     |                |         |
| Graduate (In any Field) /<br><br>Diploma in Retail Management |                | 3                            | Retail Store Operations or Sales |                     |                |         |

| Assessor Certification   |   |
|--|---|
| Domain Certification   | Platform Certification  |
| Retailer QP (RAS/Q202) level 5.0 with minimum pass percentage: 80% | Recommended that the Assessor is certified for the Job Role; Assessor (VET and SKILLS)", mapped to the Qualification Pack "MEP/Q2701, V2.0" with minimum score of 80% |

## Assessment Strategy

This section includes the processes involved in identifying, gathering and interpreting information to evaluate the learner on the required competencies of the program.

Assessment will be done by RASCI-affiliated assessment agencies. The assessors / proctors will be trained & certified by SSC through Training of Assessors / Proctors program. The emphasis will be on practical skills and knowledge based on the performance criteria. The assessment papers are developed by Subject Matter Experts (SME), as per the 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.

### Testing Tools

- Carry out assessments under realistic work pressures that are found in the normal industry workplace.
- Ensure that the range of materials, equipment, and tools that learners use are current and of the type routinely found in the normal industry workplace environments.

| Assessment Type     | Formative or Summative | Strategies  |
|---------------------|------------------------|---|
| Theory              | Summative              | (Web proctoring/Paper pencil/Tab based): Written test will be Multiple Choice Questions (MCQ) based.<br>In case of availability of internet connectivity, the test will be hosted on web (online).<br>In case of absence of internet connectivity, the test will be administered in offline mode on a tablet or via paper pencil. |
| Practical/Viva Voce | Summative              | This test will be administered through online digital assessment platform in the form of situation based / case based multiple choice questions   |

The assessment results are backed by evidences collected by assessors.

1. The assessor / proctor 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 / proctor 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 / proctor needs to punch the trainee's roll number on all the evidences.
4. The assessor / proctor 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 / proctors 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.

## Assessment Strategy for Employability Skills

The trainee will be tested for the acquired skill, knowledge, and attitude through formative/summative assessment at the end of the course and as this NOS and MC is adopted across sectors and qualifications, the respective AB can conduct the assessments as per their requirements.

## References

### Glossary

| Term                  | Description   |
|-----------------------|---|
| Declarative Knowledge | Declarative knowledge refers to facts, concepts and principles that need to be known and/or understood in order to accomplish a task or to solve a problem.   |
| Key Learning Outcome  | Key learning outcome is the statement of what a learner needs to know, understand and be able to do in order to achieve the terminal outcomes. A set of key learning outcomes will make up the training outcomes. Training outcome is specified in terms of knowledge, understanding (theory) and skills (practical application). |
| OJT (M)               | On-the-job training (Mandatory); trainees are mandated to complete specified hours of training on site  |
| OJT (R)               | On-the-job training (Recommended); trainees are recommended the specified hours of training on site   |
| Procedural Knowledge  | Procedural knowledge addresses how to do something, or how to perform a task. It is the ability to work, or produce a tangible work output by applying cognitive, affective or psychomotor skills.  |
| Training Outcome      | Training outcome is a statement of what a learner will know, understand and be able to do upon the completion of the training.  |
| Terminal Outcome      | Terminal outcome is a statement of what a learner will know, understand and be able to do upon the completion of a module. A set of terminal outcomes help to achieve the training outcome.   |

### Acronyms and Abbreviations

| Term | Description                             |
|------|---|
| QP   | Qualification Pack                      |
| NSQF | National Skills Qualification Framework |
| NSQC | National Skills Qualification Committee |
| NOS  | National Occupational Standards         |