

Model Curriculum

Jewellery Retail Sales Associate (Basic)

SECTOR: GEM & JEWELLERY

SUB-SECTOR: JEWELLERY RETAILING

OCCUPATION: SELLING

REF ID: G&J/Q8302, VERSION 1.0

NSQF LEVEL: 4

 Skill India शिक्षण मंत्रालय - कुशल भारत	 GJSCI Gem & Jewellery Skill Council of India	 N.S.D.C. National Skill Development Corporation Transforming the skill landscape
<h2>Certificate</h2>		
<h3>CURRICULUM COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS</h3>		
<p>is hereby issued by the</p> <p>GEM & JEWELLERY SECTOR SKILL COUNCIL OF INDIA</p> <p>for the</p> <p>MODEL CURRICULUM</p> <p>Complying to National Occupational Standards of Job Role/ Qualification Pack: 'Jewellery Retail Sales Associate (Basic)' QP No. 'G&J/Q8302 NSQF Level 4'</p>		
Date of Issuance:	December 14 th , 2015	 Mr. Premkumar Kothari Chairman (Gem & Jewellery Skill Council of India)
Valid up to:	December 13 th , 2016	
* Valid up to the next review date of the Qualification Pack		

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Jewellery Retail Sales Associate (Basic)

CURRICULUM / SYLLABUS

This program is aimed at training candidates for the job of a “Jewellery Retail Sales Associate (Basic)”, in the “Gem & Jewellery” Sector and aims at building the following key competencies amongst the learner

Program Name	Jewellery Retail Sales Associate (Basic)		
Qualification Pack Name & Reference ID.	Jewellery Retail Sales Associate (Basic) G&J/Q8302, Version 1.0		
Version No.	1.0	Version Update Date	14 – 12 – 2015
Pre-requisites to Training	Minimum 12 th Standard Passed		
Training Outcomes	<p>After completing this programme, participants will be able to:</p> <ul style="list-style-type: none"> • Welcome, manage and engage customer at retail counter: Introducing trainee to jewellery industry retail formats, welcoming and assisting customers stepping into the store, handling and engaging customer queries during sale process. • Explain to customers about jewellery product offerings: Introducing customers to the wide variety of jewellery product offerings available at the store in terms of origin, making technique(s), product categories, different metals and gemstones used and their characteristics. • Facilitate customer buying decision: Introducing customers to saving schemes available at the store, addressing product related queries, up-selling wherever possible and helping customers take a decision which aid to close a sale. • Manage stock of products: Managing stock of good at the sale counter and having a good knowledge of stock control and replenishment system. • Respect and maintain company's IPR: Respecting store's Intellectual Property Rights and protecting Unique Selling Proposition of products and designs. • Coordinate with other departments: Interacting and coordinating with the personnel of the other departments in the retail store. • Maintain safe and clean environment: Maintaining a safe and clean retail counter in order to enable error-free sales and better shopping experience for the customer. 		

This course encompasses 7 out of 7 National Occupational Standards (NOS) of “Jewellery Retail Sales Associate (Basic)” Qualification Pack issued by Gem & Jewellery Skill Council of India.

Sr. No.	Module	Key Learning Outcomes	Equipment Required
1	<p>Welcome, manage and engage customer at retail counter</p> <p>Theory Duration (hh:mm) 02:50</p> <p>Practical Duration (hh:mm) 05:00</p> <p>Corresponding NOS Code G&J/N8302</p>	<ul style="list-style-type: none"> To get general introduction to the Indian Gem & Jewellery industry. To have knowledge of various retail formats in India for jewellery sales. To Welcome and guide customers. To showcase product offerings and interact with customers. To understand customer requirements. To learn communication and soft skills. To know Customer Relationship Management. 	<p>Lab set-up which should have a counter simulating a jewellery retail store.</p> <p>The set up should typically have a counter, chairs and a few pieces of imitation jewellery.</p> <p>Hand gloves</p>
2.	<p>Explain to customers about jewellery product offerings</p> <p>Theory Duration (hh:mm) 25:00</p> <p>Practical Duration (hh:mm) 30:00</p> <p>Corresponding NOS Code G&J/N8303</p>	<ul style="list-style-type: none"> To have in depth knowledge about metals viz. gold, platinum and silver, metal mining, different characteristics of different metals, various karatages of gold, assaying and refining of gold and hallmarking of gold. To convert gold price from USD to INR To have in depth knowledge about precious and semi-precious gemstones viz. different types of gemstones, their sources, synthesis of gemstones, imitations and different cutting techniques of gemstones. To have in depth knowledge about diamonds viz. the 4Cs, diamond certification, diamond imitations and cubic zirconia. To have in depth knowledge of handmade jewellery manufacturing techniques. To have in depth knowledge of machine made jewellery manufacturing techniques such as casting, processes such as electroplating and electroforming. To have in depth knowledge of jewellery categories and regional specialties and variants in all categories. To have in depth knowledge of gemstone settings and jewellery finishes. To know nomenclature and terms used in jewellery sales and descriptions. 	<p>Lab set-up which should have a counter simulating a jewellery retail store.</p> <p>The set up should typically have a counter, chairs and a few pieces of imitation jewellery.</p>
3.	<p>Facilitate customer</p>	<ul style="list-style-type: none"> To learn product pricing viz. labour costs, costing of different parts of a piece of jewellery according 	<p>Lab set-up which should have a counter</p>

Sr. No.	Module	Key Learning Outcomes	Equipment Required
	buying decision Theory Duration (hh:mm) 15:00 Practical Duration (hh:mm) 30:00 Corresponding NOS Code G&J/N8304	<p>to gross weight and net weight.</p> <ul style="list-style-type: none"> To have a firm understanding of what kind of products work during what kind of seasons and hence aid customers make purchases. To offer customers products according to their budget. To learn the process and technique of up-selling. To learn the process of invoicing i.e. coordination with cashier. To introduce customer to the savings scheme of the store and giving discounts as per store policy. To address product related queries raised by customers. 	<p>simulating a jewellery retail store.</p> <p>The set up should typically have a counter, chairs and a few pieces of imitation jewellery.</p>
4.	Manage stock of products Theory Duration (hh:mm) 02:50 Practical Duration (hh:mm) 05:00 Corresponding NOS Code G&J/N8305	<ul style="list-style-type: none"> To know Dos and don'ts of stock management viz. not overstocking or understocking. To know stock tallying rules. To order new products based on sales performance and movement of goods. To coordinate with inventory department for timely stock receiving before anticipated seasons. To have know-how of repair and replacement of defective goods. 	Hand gloves
5.	Respect and maintain company's IPR Theory Duration (hh:mm) 01:00 Practical Duration (hh:mm) 00:30 Corresponding NOS Code G&J/N9940	<ul style="list-style-type: none"> To have firm understanding of what is Intellectual Property Rights. To have knowledge of basic IPR and patent laws. To know company policies related to IPR. To understand and know action of what to do in case of violation of IPR rules. To understand what all IPR is inclusive of. To understand direct relation of IPR violation and its effect on company's competitiveness in market. 	
6	Coordinate with other departments	<ul style="list-style-type: none"> To know the reporting structure. To learn coordinating with various departments as 	

Sr. No.	Module	Key Learning Outcomes	Equipment Required
	Theory Duration (hh:mm) 01:00 Practical Duration (hh:mm) 01:00 Corresponding NOS Code G&J/N9941	required for e.g. Housekeeping for refreshments, inventory control for order replenishments, cashier for invoicing, goldsmith for repairs.	
7.	Maintain safe and clean environment Theory Duration (hh:mm) 01:00 Practical Duration (hh:mm) 00:30 Corresponding NOS Code G&J/N9943	<ul style="list-style-type: none"> To maintain personal hygiene. To maintain cleanliness of counter and products. To understand safety of stocks viz. being vigilant of stocks on display. To know company policies on dress code and other etiquette. 	Hand gloves
	Total Duration Theory Duration (hh:mm) 48:00 Practical Duration (hh:mm) 72:00	Unique Equipment Required: Necklace busts, bangle stands, earring stands, table top mirror, display tray, and hand gloves.	

Grand Total Course Duration: 120 Hours 00 Minutes

(This syllabus/ curriculum has been approved by Gem & Jewellery Skill Council of India)

Trainer Prerequisites for Job role: Jewellery Retail Sales Associate (Basic) mapped to Qualification Pack: G&J/Q8302

Sr. No.	Area	Details
1	Job Description	To deliver accredited training service, mapping to the curriculum detailed above, in accordance with the Qualification Pack <u>"G&J/Q8302", Version 1.0.</u>
2	Personal Attributes	Aptitude for conducting training, and pre/post work to ensure competent, employable candidates at the end of the training. Strong communication skills, interpersonal skills, ability to work as part of a team; a passion for quality and for developing others; well-organised and focused, eager to learn and keep oneself updated with the latest in the mentioned field.
3	Minimum Educational Qualifications	Graduate or equivalent in any discipline.
4a	Domain Certification	Certified for Job Role: Jewellery Retail Sales Associate (Basic) mapped to QP: Jewellery Retail Sales Associate (Basic). Minimum accepted score as per SSC guidelines is 75% on the SSC prescribed online theory assessment test based on an industry validated question bank.
4b	Platform Certification	Recommended that the Trainer is certified for the Job Role: "Trainer", mapped to the Qualification Pack: "SSC/Q1402". Minimum accepted score for the trainers is 75% as per respective SSC guidelines.
5	Experience	Minimum of 3-year experience at Supervisor or Team Leader or Manager level.

Annexure:Assessment Criteria

Assessment Criteria for Jewellery Retail Sales Associate (Basic)	
Job Role	Jewellery Retail Sales Associate (Basic)
Qualification Pack	G&J/Q8302, Version 1.0
Sector Skill Council	Gem & Jewellery Skill Council of India

Sr. No.	Guidelines for Assessment
1	Criteria for assessment for each Qualification Pack has been created by the Sector Skill Council. Each Performance Criteria (PC) has been assigned marks proportional to its importance in NOS. SSC has laid down proportion of marks for Theory and Skills Practical for each PC.
2	The assessment for the theory part must be based on knowledge bank of questions created by the SSC.
3	Assessment agencies will create unique practical tests for skill evaluation in consultation with GJSCI for candidates at every examination/training centre. (as per assessment criteria below). Behaviour and attitude also must be assessed while the student is performing the practical.
4	To pass this Qualification Pack, every candidate should score a minimum of 50% in theory and 70% in practical to successfully clear the assessment.

ASSESSMENT OUTCOME (NOS CODE AND DESCRIPTION)	Assessment criteria (PC)	Marks Allocation			
		Total Marks (60+40)	Out of	Theory	Skills Practical
1. G&J/N8302 Welcome, manage and engage the customers at the retail counter	PC1. promptly attend to the customers who walk into the retail area	19	2	1	1
	PC2. greet the customers as per company's training		2	1	1
	PC3. assess the customer's broad and specific requirements accurately		2	1	1
	PC4. provide acceptable suggestions or solutions to customer queries		2	1	1
	PC5. address customer complaints		2	1	1
	PC6. follow telephone etiquette while interacting with customer on telephone		2	1	1
	PC7. understand the exact requirement and suggest alternatives in a short time		1	0	1
	PC8. introduce the customer to various types of products		2	1	1
	PC9. satisfy customer with the shopping experience		1	0	1
	PC10. receive positive customer feedback		1	0	1
	PC11. ensure that customer does not feel unattended		2	1	1
		NOS Total	19	8	11
2. G&J/N8303 Explain to customers about jewellery product offerings	PC1. impress or convince customer with knowledge of characteristics of gold jewellery	41	7	5	2
	PC2. assist customer to understand the product in terms of relevance, making, etc.		3	1	2
	PC3. able to answer all customer's queries with reference to product characteristics		3	1	2

	PC4. provide acceptable suggestions or solutions to customer queries		3	1	2
	PC5. ensure that customer is fully aware of all the aspects of the jewellery bought		2	1	1
	PC6. demonstrate accurately the characteristics of diamond and its authenticity		6	5	1
	PC7. assist customer to understand the product in terms of relevance, making, etc.		3	1	2
	PC8. able to answer all customer's queries with reference to product characteristics		2	0	2
	PC9. provide acceptable suggestions or solutions to customer queries		1	0	1
	PC10. ensure that customer is fully aware of all the aspects of the jewellery bought		2	1	1
	PC11. understand the requirement and suggest alternatives in a short time		2	1	1
	PC12. introduce the customer to various types of products		2	0	2
	PC13. suggest and offer jewellery that meets customer expectation		1	0	1
	PC14. satisfy customer with the shopping experience		1	0	1
	PC15. receive positive customer feedback		1	0	1
	PC16. address customers query confidently and without misleading		2	1	1
		NOS Total	41	18	23
3. G&J/N8304 Facilitate customer buying decision	PC1. sell jewellery at sale counter allotted	10	1	0	1
	PC2. achieve the sales target		1	0	1
	PC3. open new account for saving schemes		1	0	1

	PC4. meet specified sales conversion rate		1	0	1
	PC5. upsell products		2	1	1
	PC6. achieve the average ticket size		1	0	1
	PC7. ensure that there is minimum delay in the sale closing process		1	0	1
	PC8. ensure that the customer is sent off happily and satisfied		1	0	1
	PC9. able to close the sales with "minimum discounts"		1	0	1
		NOS Total	10	1	9
4. G&J/N8305 Manage stock of products	PC1. tally opening stock, sales for the day and closing stock	10	2	1	1
	PC2. maintain record of daily account of stock as per store rules		2	1	1
	PC3. ensure that there are no stock shortages at sale counter at any point of time		2	1	1
	PC4. ensure that there is no over stocking of any jewellery at the counter		1	0	1
	PC5. promptly place order to receive the stock on time		1	0	1
	PC6. place order mindful of occasions such as festivals and seasonality		2	1	1
		NOS Total	10	4	6
5. G&J/N9940 Maintain IPR at work	PC1. be aware of company's code of conduct, patents and IPR	6	3	2	1
	PC2. not involve in IPR violations		3	2	1
		NOS Total	6	4	2
6. G&J/N9941 Coordinate with other departments	PC1. carry out role requirements and responsibilities as per company training	6	1	0	1
	PC2. promptly escalate concerns and problems encountered		3	2	1

	PC3. ensure that there is no delay in the sales process		1	0	1
	PC4. ensure that the customer is satisfied with the shopping experience		1	0	1
		NOS Total	6	2	4
7. G&J/N9943 Maintain safe and clean work environment	PC1. maintain cleanliness at the retail counter	8	6	1	5
	PC2. personal hygiene and presentable at all times		1	1	
	PC3. ensure that there is no loss of product or shoplifting		1	1	
	PC4. report for potential theft or raise alarm in time		0	0	
		NOS Total	8	3	5
		QP Total	100	40	60



Gems & Jewellery Skill Council of India

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