

**NSQF QUALIFICATION FILE****Approved in 13th NSQC Meeting – NCVET – 25th November 2021****CONTACT DETAILS OF THE BODY SUBMITTING THE QUALIFICATION FILE****Name and address of submitting body:**

Retailers Association's Skill Council of India  
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7th floor, Andheri Kurla Road,  
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**Name and contact details of individual dealing with the submission**

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**Position in the organisation:** Executive Head

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**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. Model Curriculum

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**SUMMARY**

1	<b>Qualification Title:</b> Retail Sales Associat	
2	<b>Qualification Code, if any:</b> RAS/Q0104	
3	<b>NCO code and occupation:</b> NCO-2015/5249.0301; Store Operations	
4	<b>Nature and purpose of the qualification (Please specify whether qualification is short term or long term)</b>	<p><b>Nature of the qualification–</b> Short Term</p> <p><b>The main purpose of the qualification</b></p> <ul style="list-style-type: none"> <li>- to equip a candidate with skills to carry out sales and service customers in a retail store</li> <li>- to upgrade and recognise the skills of people already in work</li> </ul>
5	<b>Body/bodies which will award the qualification</b>	Retailers Association's Skill Council of India (RASCI)
6	<b>Body which will accredit providers to offer courses leading to the qualification</b>	Retailers Association's Skill Council of India (RASCI)
7	<b>Whether accreditation/affiliation norms are already in place or not, if applicable (if yes, attach a copy)</b>	<p>Affiliation process is currently centralised and routed via Skill India Portal.</p> <p>For accreditation and affiliation of your training centre/centres, we request you to refer the below link:</p> <p><a href="https://www.skillindia.gov.in/direct-registration">https://www.skillindia.gov.in/direct-registration</a></p>
8	<b>Occupation(s) to which the qualification gives access</b>	Store Operations
9	<b>Job description of the occupation</b>	Individuals in this position interact with customers by giving specialized service and product demonstrations to maximize business in a retail environment whilst striving for continuous improvements in levels of services rendered.
10	<b>Licensing requirements</b>	N/A
11	<b>Statutory and Regulatory requirement of the relevant sector (documentary evidence to be provided)</b>	No licensing or statutory approvals required for the training.
12	<b>Level of the qualification in the NSQF</b>	Level 3

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<b>13</b>	<b>Anticipated volume of training/ learning required to complete the qualification</b>	280 hours
<b>14</b>	<b>Indicative list of training tools required to deliver this qualification</b>	Display Racks - Gondola / Shelves, Display/Boards/Standees for product categories and offers (Different Types), Calculator, Stock Almirah, Point of Sale (POS) Terminal (Computer, Cash drawer, Receipt printer, Barcode scanner, Card swiping machine), Dummy Products (Products with ad - on accessories such as mobile handsets with ear phones etc.) with barcode, specifications, price tags, VM elements (Mannequins - Full/Half Bust, Dangers, Wobblers, Hangers, Fixtures, Banners, Posters, POS Display (LED Lightbox); Signage Board; Offer/Policy Signage), Shopping Basket/Shopping Cart, Dummy Fire Extinguishers
<b>15</b>	<b>Entry requirements and/or recommendations and minimum age</b>	10 <sup>th</sup> Standard Pass OR ITI Pass (2 Years After 8 <sup>th</sup> Standard)
<b>16</b>	<b>Progression from the qualification (Please show Professional and academic progression)</b>	Retail Team Leader
<b>17</b>	<b>Arrangements for the Recognition of Prior learning (RPL)</b>	The RPL process will be aligned to RPL guidelines comprising of below steps: <ol style="list-style-type: none"><li>1. Mobilization process to be undertaken by Agency identified by SSC as per scheme guidelines.</li><li>2. Counselling &amp; Pre-screening of candidates to be conducted as per SSC defined pre-screening criteria.</li><li>3. Orientation of enrolled candidates by certified Trainers as per scheme guidelines</li><li>4. Final Assessment to be conducted by certified assessors of SSC affiliated Assessment Agency.</li></ol>

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		5. Certification to be done as per scheme Guidelines by SSC
18	<b>International comparability</b>	Service Skill Australia (Code: SIR30216)

19	<b>Date of planned review of the qualification.</b>	25 <sup>th</sup> November 2024	
20	<b>Formal structure of the qualification</b>		
	<b>Mandatory Components</b>		
	<b>Title and identification code of component.</b>	<b>Estimated (learning hours)</b>	<b>Level</b>
	1. RAS/N0114 To process credit applications for purchases	12	3
	2. RAS/N0120 To help keep the store secure	12	3
	3. RAS/N0122 To help maintain health and safety	12	3
	4. RAS/N0125 To demonstrate products to customers	18	3
	5. RAS/N0126 To help customers choose right products	22	3
	6. RAS/N0127 To provide specialist support to customers facilitating purchases	22	3
	7. RAS/N0128 To maximize sales of goods & services	22	3
	8. RAS/N0129 To provide personalized sales & post-sales service support	22	3
	9. RAS/N0130 To create a positive image of self & organisation in the customer's mind	22	3
	10. RAS/N0132 To resolve customer concerns	22	3
	11. RAS/N0133 To organize the delivery of reliable service	16	3
	12. RAS/N0134 To improve customer relationship	22	3
	13. RAS/N0135 To monitor and solve service concerns	16	3
	14. RAS/N0136 To promote continuous improvement in service	16	3
	15. RAS/N0137 To work effectively in a Retail team	12	3
	16. RAS/N0138 To work effectively in an organisation	12	3

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	<b>Sub Total (A)</b>	<b>280</b>	
	<b>Optional Components</b>		
	<b>Title and identification code of component.</b>	<b>Estimated (learning hours)</b>	<b>Level</b>
	<b>Nil</b>	<b>Nil</b>	<b>Nil</b>
	<b>Sub Total (B)</b>	<b>0</b>	
	<b>Total (A+B)</b>	<b>280</b>	

**SECTION 1****ASSESSMENT**

<b>21</b>	<p><b>Body/Bodies which will carry out assessment:</b> RASCI affiliated assessing agencies having NSQF certified assessors. The list of RASCI affiliated assessment agencies <a href="https://rasci.in/Assessment-Agencies.php">https://rasci.in/Assessment-Agencies.php</a></p>
<b>22</b>	<p><b>How will RPL assessment be managed and who will carry it out?</b> 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.</p>
<b>23</b>	<p><b>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.</b> <b>Body/Bodies which will carry out assessment:</b></p> <p>Assessment will be done by NCVET recognised &amp; SSC-affiliated assessment agencies. The assessors will be trained &amp; certified by SSC through Training of Assessors program. The emphasis will be on practical demonstration of skills and knowledge based on the performance criteria of the Qualification Pack. The assessment papers are developed by qualified Subject Matter Experts (SME) within the SSC or empanelled by 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, validity, time taken, precision, tools &amp; equipment requirement, etc. The assessment sets are then reviewed by SSC official for consistency.</p> <p>The assessment will be done based on the assessment plan which contains the following information:</p> <ul style="list-style-type: none"> <li>• What will be assessed: the competency based on each NOS; Theory and Practical components of the QP-NOS</li> </ul>

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- How assessment will be done: methods of assessment such as online/offline through:
  - Written Test (Web proctoring/Paper pencil/Tab based): Written test will be Multiple Choice Questions (MCQ) based.
    - The assessment will be conducted online on digital devices such as computers, Tabs, Laptops, Smart Phones either through web browser or apps.
    - In case of absence of internet connectivity, the test will be administered in offline mode (on digital device) / pen –paper mode with due approval from authorities.
  - Viva voce / Practical: This test will be administered through online digital assessment platform through case study / scenario based multiple choice questions. An assessor intervention is not required.
  - The assessments can also be held in a remotely / auto proctored manner on a digital AI enabled device at the candidate's location. This mode will be applicable only if the scheme guidelines permit.
- When the assessment will be done: As per dates indicated by respective partner after the completion of the training programme.
- Where the assessment will be done: At Training centres of the Training Partners or designated testing centres.

The assessment results are backed by evidence 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 or 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.
6. 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.
7. If the assessments are conducted online on a digital platform the logs of the candidate along with the verified photo identity card can be considered as a valid attendance for the assessment.

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.

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### 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 – i.e. Learning Outcomes to be assessed, assessment criteria and the means of assessment.*

#### 24. Assessment evidence

**Title of Component:** Retail Sales Associate

Outcomes to be assessed/NOSs to be assessed	Assessment criteria for the outcome
1. RAS/N0114 To process credit applications for purchases	PC1. Identify the customer’s needs for credit facilities. PC2. Clearly explain 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. Accurately fill in the documents needed to allow the customer to get credit. PC5. Successfully carry out the necessary credit checks and authorisation procedures. PC6. Promptly refer difficulties in processing applications to the right person
2. 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 your 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 your authority and responsibility to sort out, and report these risks promptly to the right person. PC4. Use approved procedures and techniques for protecting your personal safety when security risks arise. PC5. Follow company policies and procedures for maintaining security while you work. PC6. Follow company policies and procedures for making sure that security will be maintained when you go on your breaks and when you finish work
3. RAS/N0122 To help maintain healthy and safety	PC1. Follow company procedures and legal requirements for dealing with accidents and emergencies. PC2. Speak and behave in a calm way while dealing with accidents and emergencies. PC3. Report accidents and emergencies promptly, accurately and to the right person.

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	<p>PC4. Recognise when evacuation procedures have been started and following company procedures for evacuation</p> <p>PC5. Follow the health and safety requirements laid down by your company and by law, and encourage colleagues to do the same.</p> <p>PC6. Promptly take the approved action to deal with risks if you are authorised to do so.</p> <p>PC7. If you do not have authority to deal with risks, report them promptly to the right person.</p> <p>PC8. Use equipment and materials in line with the manufacturer's instructions.</p>
4. RAS/N0125 To demonstrate products to customers	<p>PC1. Prepare the demonstration area and check that it can be used safely.</p> <p>PC2. Check you have the equipment and products you need to give the demonstration.</p> <p>PC3. Explain the demonstration clearly and accurately to the customer.</p> <p>PC4. Present the demonstration in a logical sequence of steps and stages.</p> <p>PC5. Cover all the features and benefits you think are needed to gain the customer's interest.</p> <p>PC6. Promptly clear away the equipment and products at the end of the demonstration and connect with the customer</p>
5. RAS/N0126 To help customers choose right products	<p>PC1. Find out which product features and benefits interest individual customers and focus on these when discussing products.</p> <p>PC2. Describe and explain clearly and accurately relevant product features and benefits to customers.</p> <p>PC3. Compare and contrast products in ways that help customers choose the product that best meets their needs.</p> <p>PC4. Check customers' responses to your explanations, and confirm their interest in the product.</p> <p>PC5. Encourage customers to ask questions &amp; respond to their questions, comments &amp; objections in ways that promote sales &amp; goodwill.</p> <p>PC6. Identify suitable opportunities to tell the customer about associated or additional products and do so in a way that promotes sales and goodwill.</p> <p>PC7. Constantly check the store for security, safety and potential sales whilst helping customers.</p> <p>PC8. Give customers enough time to evaluate products and ask questions.</p> <p>PC9. Handle objections and questions in a way that promotes sales and keeps the customer's confidence.</p> <p>PC10. Identify the need for additional and associated products and take the opportunity to increase sales.</p> <p>PC11. Clearly acknowledge the customer's buying decisions.</p> <p>PC12. Clearly explain any customer rights that apply.</p>



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	<p>PC13. Clearly explain to the customer where to pay for their purchases.</p>
<p>6. RAS/N0127 To provide specialist support to customers facilitating purchases</p>	<p>PC1. Talk to customers politely and in ways that promote sales and goodwill.</p> <p>PC2. Use the information the customer gives you to find out what they are looking for.</p> <p>PC3. Help the customer understand the features and benefits of the products they have shown an interest in.</p> <p>PC4. Explain clearly and accurately the features and benefits of products and relate these to the customer's needs.</p> <p>PC5. Promote the products that give the best match between the customer's needs and the store's need to make sales.</p> <p>PC6. Spot and use suitable opportunities to promote other products where these will meet the customer's needs.</p> <p>PC7. Control the time you spend with the customer to match the value of the prospective purchase.</p> <p>PC8. Constantly check the store for safety, security and potential sales while helping individual customers.</p> <p>PC9. Find out if the customer is willing to see a demonstration.</p> <p>PC10. Set up demonstrations safely and in a way that disturbs other people as little as possible.</p> <p>PC11. Check you have everything you need to give an effective demonstration.</p> <p>PC12. Give demonstrations that clearly show the use and value of the product.</p> <p>PC13. Where appropriate, offer customers the opportunity to use the product themselves.</p> <p>PC14. Give the customer enough chance to ask questions about the products or services you are demonstrating to them.</p> <p>PC15. Check that the store will be monitored for security, safety and potential sales while you are carrying out demonstrations.</p>
<p>7. RAS/N0128 To maximize sales of goods &amp; services</p>	<p>PC1. Identify promotional opportunities and estimate their potential to increase sales.</p> <p>PC2. Identify promotional opportunities which offer the greatest potential to increase sales.</p> <p>PC3. Report promotional opportunities to the right person.</p> <p>PC4. Fill in the relevant records fully and accurately</p> <p>PC5. Tell customers about promotions clearly and in a persuasive way.</p> <p>PC6. Identify and take the most effective actions for converting promotional sales into regular future sales.</p> <p>PC7. Gather relevant and accurate information about the effectiveness of promotions, and communicate this information clearly to the right person.</p> <p>PC8. Record clearly and accurately the results of promotions</p>

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<p>8. RAS/N0129 To provide personalized sales &amp; post-sales service support</p>	<p>PC1. Use available information in the client records to help you prepare for consultations.</p> <p>PC2. Before starting a consultation, check that the work area is clean and tidy and that all the equipment you need is to hand.</p> <p>PC3. Quickly create a rapport with the client at the start of the consultation.</p> <p>PC4. Talk and behave towards the client in ways that project the company image effectively.</p> <p>PC5. Ask questions that encourage the client to tell you about their buying needs, preferences and priorities.</p> <p>PC6. Where appropriate, tactfully check how much the client wants to spend.</p> <p>PC7. Explain clearly to the client the features and benefits of the products or services you are recommending and relate these to the client's individual needs.</p> <p>PC8. Identify suitable opportunities to sell additional or related products or services that are suited to the client's needs.</p> <p>PC9. Make recommendations to the client in a confident and polite way and without pressurising them.</p> <p>PC10. Pace client consultations so you make good use of your selling time while maintaining good relations with the client.</p> <p>PC11. Meet your company's customer service standards in your dealings with the client.</p> <p>PC12. Follow the company's procedures for keeping client records up-to-date.</p> <p>PC13. Record client information accurately and store it in the right places in your company's system.</p> <p>PC14. Keep client information confidential and share it only with people who have a right to it.</p> <p>PC15. Keep to clients' wishes as to how and when you may contact them.</p> <p>PC16. Follow your company's policy and procedures for contacting clients.</p> <p>PC17. Where you cannot keep promises to clients, tell them promptly and offer any other suitable products or services.</p>
<p>9. RAS/N0130 To create a positive image of self &amp; organisation in the customers mind</p>	<p>PC1. Meet your organisation's standards of appearance and behaviour.</p> <p>PC2. Greet your customer respectfully and in a friendly manner.</p> <p>PC3. Communicate with your customer in a way that makes them feel valued and respected.</p> <p>PC4. Identify and confirm your customer's expectations.</p> <p>PC5. Treat your customer courteously and helpfully at all times.</p> <p>PC6. Keep your customer informed and reassured.</p> <p>PC7. Adapt your behaviour to respond effectively to different customer behaviour.</p>

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	<p>PC8. Respond promptly to a customer seeking assistance.</p> <p>PC9. Select the most appropriate way of communicating with your customer.</p> <p>PC10. Check with your customer that you have fully understood their expectations.</p> <p>PC11. Respond promptly and positively to your customers' questions and comments.</p> <p>PC12. Allow your customer time to consider your response and give further explanation when appropriate</p> <p>PC13. Quickly locate information that will help your customer.</p> <p>PC14. Give your customer the information they need about the services or products offered by your organisation.</p> <p>PC15. Recognise information that your customer might find complicated and check whether they fully understand.</p> <p>PC16. Explain clearly to your customers any reasons why their needs or expectations cannot be met</p>
10. RAS/N0132 To resolve customer concerns	<p>PC1. Identify the options for resolving a customer service problem.</p> <p>PC2. Work with others to identify and confirm the options to resolve a customer service problem.</p> <p>PC3. Work out the advantages and disadvantages of each option for your customer and your organisation.</p> <p>PC4. Pick the best option for your customer and your organisation.</p> <p>PC5. Identify for your customer other ways that problems may be resolved if you are unable to help</p> <p>PC6. Discuss and agree the options for solving the problem with your customer.</p> <p>PC7. Take action to implement the option agreed with your customer.</p> <p>PC8. Work with others and your customer to make sure that any promises related to solving the problem are kept.</p> <p>PC9. Keep your customer fully informed about what is happening to resolve problem.</p> <p>PC10. Check with your customer to make sure the problem has been resolved to their satisfaction.</p> <p>PC11. Give clear reasons to your customer when the problem has not been resolved to their satisfaction</p>
11. RAS/N0133 To organize the delivery of reliable service	<p>PC1. Plan, prepare and organise everything you need to deliver a variety of services or products to different types of customers.</p> <p>PC2. Organise what you do to ensure that you are consistently able to give prompt attention to your customers.</p> <p>PC3. Reorganise your work to respond to unexpected additional workloads</p>

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	<p>PC4. Maintain service delivery during very busy periods and unusually quiet periods and when systems, people or resources have let you down.</p> <p>PC5. Consistently meet your customers' expectations.</p> <p>PC6. Balance the time you take with your customers with the demands of other customers seeking your attention.</p> <p>PC7. Respond appropriately to your customers when they make comments about the products or services you are offering.</p> <p>PC8. Alert others to repeated comments made by your customers.</p> <p>PC9. Take action to improve the reliability of your service based on customer comments.</p> <p>PC10. Monitor whether the action you have taken has improved the service you give to your customers.</p> <p>PC11. Record and store customer service information accurately following organisational guidelines.</p> <p>PC12. Select and retrieve customer service information that is relevant, sufficient and in an appropriate format.</p> <p>PC13. Quickly locate information that will help solve a customer's query.</p> <p>PC14. Supply accurate customer service information to others using the most appropriate method of communication</p>
12. RAS/N0134 To improve customer relationship	<p>PC1. Select and use the best method of communication to meet your customers' expectations.</p> <p>PC2. Take the initiative to contact your customers to update them when things are not going to plan or when you require further information.</p> <p>PC3. Adapt your communication to respond to individual customers' feelings</p> <p>PC4. Meet your customers' expectations within your organisation's service offer.</p> <p>PC5. Explain the reasons to your customers sensitively and positively when their expectations cannot be met.</p> <p>PC6. Identify alternative solutions for your customers either within or outside the organisation.</p> <p>PC7. Identify the costs and benefits of these solutions to your organisation and to your customers.</p> <p>PC8. Negotiate and agree solutions with your customers which satisfy them and are acceptable to your organisation</p> <p>PC9. Take action to satisfy your customers with the agreed solution</p> <p>PC10. Make extra efforts to improve your relationship with your customers.</p> <p>PC11. Recognise opportunities to exceed your customers' expectations.</p> <p>PC12. Take action to exceed your customers' expectations within the limits of your own authority.</p>

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	<p>PC13. Gain the help and support of others to exceed your customers' expectations</p>
<p>13. RAS/N0135 To monitor and solve service concerns</p>	<p>PC1. Respond positively to customer service problems following organisational guidelines.</p> <p>PC2. Solve customer service problems when you have sufficient authority.</p> <p>PC3. Work with others to solve customer service problems.</p> <p>PC4. Keep customers informed of the actions being taken.</p> <p>PC5. Check with customers that they are comfortable with the actions being taken.</p> <p>PC6. Solve problems with service systems and procedures that might affect customers before they become aware of them.</p> <p>PC7. Inform managers and colleagues of the steps taken to solve specific problems</p> <p>PC8. Identify repeated customer service problems.</p> <p>PC9. Identify the options for dealing with a repeated customer service problem and consider the advantages and disadvantages of each option.</p> <p>PC10. Work with others to select best options for solving repeated customer service problems, balancing customer expectations with needs of your organisation</p> <p>PC11. Obtain the approval of somebody with sufficient authority to change organisational guidelines in order to reduce the chance of a problem being repeated.</p> <p>PC12. Action your agreed solution.</p> <p>PC13. Keep your customers informed in a positive and clear manner of steps being taken to solve any service problems.</p> <p>PC14. Monitor the changes you have made and adjust them if appropriate</p>
<p>14. RAS/N0136 To promote continuous improvement in service</p>	<p>PC1. Gather feedback from customers that will help to identify opportunities for customer service improvement.</p> <p>PC2. Analyse and interpret feedback to identify opportunities for customer service improvements and propose changes.</p> <p>PC3. Discuss with others the potential effects of any proposed changes for your customers and your organisation.</p> <p>PC4. Negotiate changes in customer service systems &amp; improvements with somebody of sufficient authority to approve trial / full implementation of the change.</p> <p>PC5. Organise the implementation of authorised changes.</p> <p>PC6. Implement the changes following organisational guidelines.</p> <p>PC7. Inform people inside and outside your organisation who need to know of the changes being made and the reasons for them.</p> <p>PC8. Monitor early reactions to changes and make appropriate fine-tuning adjustments.</p>

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	<p>PC9. Collect and record feedback on the effects of changes.</p> <p>PC10. Analyse and interpret feedback and share your findings on the effects of changes with others.</p> <p>PC11. Summarise the advantages and disadvantages of the changes.</p> <p>PC12. Use your analysis and interpretation of changes to identify opportunities for further improvement.</p> <p>PC13. Present these opportunities to somebody with sufficient authority to make them happen</p>
15. RAS/N0137 To work effectively in a Retail team	<p>PC1. Display courteous and helpful behaviour at all times.</p> <p>PC2. Take opportunities to enhance the level of assistance offered to colleagues</p> <p>PC3. Meet all reasonable requests for assistance within acceptable workplace timeframes.</p> <p>PC4. Complete allocated tasks as required</p> <p>PC5. Seek assistance when difficulties arise.</p> <p>PC6. Use questioning techniques to clarify instructions or responsibilities</p> <p>PC7. Identify and display a non discriminatory attitude in all contacts with customers and other staff members</p> <p>PC8. Observe appropriate dress code and presentation as required by the workplace, job role and level of customer contact.</p> <p>PC9. Follow personal hygiene procedures according to organisational policy and relevant legislation</p> <p>PC10. Interpret, confirm and act on workplace information, instructions and procedures relevant to the particular task.</p> <p>PC11. Interpret, confirm and act on legal requirements in regard to anti-</p> <p>PC12. Ask questions to seek and clarify workplace information.</p> <p>PC13. Plan and organise daily work routine within the scope of the job role.</p> <p>PC14. Prioritise and complete tasks according to required timeframes.</p> <p>PC15. Identify work and personal priorities and achieve a balance between competing priorities.</p>
16. RAS/N0138 To work effectively in an organisation	<p>PC1. Share work fairly with colleagues, taking account of your own and others' preferences, skills and time available.</p> <p>PC2. Make realistic commitments to colleagues and do what you have promised you will do.</p> <p>PC3. Let colleagues know promptly if you will not be able to do what you have promised and suggest suitable alternatives.</p> <p>PC4. Encourage and support colleagues when working conditions are difficult.</p> <p>PC5. Encourage colleagues who are finding it difficult to work together to treat each other fairly, politely and with respect.</p>

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	<p>PC6. Follow the company's health and safety procedures as you work.</p> <p>PC7. Discuss and agree with the right people goals that are relevant, realistic and clear.</p> <p>PC8. Identify the knowledge and skills you will need to achieve your goals.</p> <p>PC9. Agree action points and deadlines that are realistic, taking account of your past learning experiences and the time and resources available for learning.</p> <p>PC10. Regularly check your progress and, when necessary, change the way you work.</p> <p>PC11. Ask for feedback on your progress from those in a position to give it, and use their feedback to improve your performance</p> <p>PC12. Encourage colleagues to ask you for work-related information or advice that you are likely to be able to provide.</p> <p>PC13. Notice when colleagues are having difficulty performing tasks at which you are competent, and tactfully offer advice.</p> <p>PC14. Give clear, accurate and relevant information and advice relating to tasks and procedures.</p> <p>PC15. Explain and demonstrate procedures clearly, accurately and in a logical sequence.</p> <p>PC16. Encourage colleagues to ask questions if they don't understand the information and advice you give them.</p> <p>PC17. Give colleagues opportunities to practise new skills, and give constructive feedback.</p> <p>PC18. Check that health, safety and security are not compromised when you are helping others to learn.</p>
<b>Means of assessment 1</b>	Knowledge assessments through written examination and viva voce
<b>Means of assessment 2</b> Add boxes as required.	Practical / Viva voce assessments through situation based multiple choice test on the online digital assessment platform
<b>Pass/Fail</b> To pass the Qualification Pack, every trainee should score a minimum of 50% of aggregate marks to successfully clear the assessment	

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**SECTION 2****25. EVIDENCE OF LEVEL****OPTION B**

Title/Name of qualification/component: Retail Sales Associate		Level: 3	
NSQF Domain	Key requirements of the job role	How the job role relates to the NSQF level descriptors	NSQF Level
Process	A retail sales associate interacts with customers to understand and service customer needs with specialization, leading to maximization of business in a retail environment.	<p>The Person carries out a job which may require limited range of activities routine and predictable.</p> <p>For instance, the job holder is expected to process applications from customers for credit facilities and demonstrate products to customers.</p> <p>Considering the outcomes, the job role is pegged at level 03.</p>	3
Professional knowledge	The individual on the job needs to know and understand the features and conditions of the credit facilities offered by the company, service improvement strategies, legal and organisational guidelines.	<p>The job holder is expected to have factual knowledge about retail products, return policies, applicable warranty, replacement/repair.</p> <p>Hence, considering the type of knowledge, the job holder can be placed at level 03</p>	3



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Title/Name of qualification/component: Retail Sales Associate			Level: 3
NSQF Domain	Key requirements of the job role	How the job role relates to the NSQF level descriptors	NSQF Level
Professional skill	<p>The job holder is required to have professional skills required for performing the job which includes:</p> <p>Decision Making, Planning &amp; Organizing, Customer Centricity, Problem Solving, Analytical Thinking and Critical Thinking.</p>	<p>The job holder is expected to exhibit customer centricity, planning and organizing skills, problem solving skills, digital literacy. Therefore, The job holder is required to demonstrate practical skills which are routine and repetitive in nature. Hence, this role qualifies for Level 3.</p>	3
Core skill	<p>The job holder is required to have core skills for performing the job which includes: writing skills, reading skills, and oral and communication skills (listening and speaking skills).</p>	<p>The job holder is expected to demonstrate language skills with ability to communicate written or oral, with required clarity. Considering these outcomes the job holder can be placed at level 03.</p>	3
Responsibility	<p>The individual is responsible for demonstrating products to customers, providing specialist support to customers, provide personalized sales &amp; post-sales service support.</p>	<p>The job holder has to plan improvements in customer service based on customer feedback, implement changes in customer service and be responsible for own work within defined limit with close supervision, the job holder can be placed at level 03.</p>	3

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**SECTION 3****EVIDENCE OF NEED**

<b>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?</b>			
	<b>Basis</b>	<b>In case of SSC</b>	<b>In case of other Awarding Bodies (Institutes under Central Ministries and states departments )</b>
	<b>Need of the qualification</b>	<p>As per the report of India Brand Equity Foundation (IBEF) is a Trust established by the Department of Commerce, Ministry of Commerce and Industry, Government of India released in November 2020, the retail sector in India is emerging as one of the largest sectors in the economy. Retail market in India is projected to grow from an estimated US\$ 672 billion in 2017 to US\$ 1,200 billion in 2021F and 1,750 billion by 2026. India will become a favourable market for retailers in all the formats on the back of a large young adult consumer base, increasing disposable incomes and relaxed FDI norm.</p> <p>The qualification caters to the requirement of front line sales and operations staff which accounts for over 75% direct employability in retail.</p> <p>Evidence of the qualification is also supported by validations.</p>	N/A
	<b>Industry Relevance</b>	<p>The qualification has been validated / endorsed by Titan, Infiniti Retail, Spencer's, and many other such relevant Retail organisations who need services of a Retail Sales Associate. The endorsements are enclosed along with this file as Annexure 3</p>	N/A

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	<b>Usage of qualification</b>	The Qualification can be adapted under: 1. Central & State Sponsored Short Term Training 2. Apprenticeship programs 3. Higher Education 4. RPL (Re-Skilling and Upskilling of existing workforce; learner paid; CSR) 5. NSQF schools	N/A
	<b>Estimated uptake</b>	Year 1- 3000 Year 2 - 5000 Year 3 – 7000	
27	<b>Recommendation from the concerned Line Ministry of the SSC</b>	The Line ministry concurrence has been submitted as Annexure 2	
	<b>Government/Regulatory Body. To be supported by documentary evidences</b> Not Applicable		
28	<b>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</b>  This Qualification is priorly approved by NSQC and has been submitted for extension on as is basis without any changes and hence has been verified for no duplication. The qualification discussed above is checked for any duplication across sectors. Given the qualification is niche to retail sector, there is no duplication or pre-existing similar qualifications		
29	<b>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</b> The impact study after the pilot execution by Training Partner will further reinforce the need and demand for the QP. Comments, feedback and suggestions will be collected through interaction with industry 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 24th November 2024. A study on post pandemic impact on the job role has been proposed. A new file will be proposed to NSQC if a renewed approval is warranted on the basis of the outcomes of such report.		

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.

## NSQF QUALIFICATION FILE

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### SECTION 4

#### EVIDENCE OF PROGRESSION

30	<p><b>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?</b></p> <p><b>Show the career map here to reflect the clear progression</b></p> <ol style="list-style-type: none"><li>1. Discussing the growth trajectory within each occupation after studying organisational charts of various industry players across small, medium and large scale organizations.</li><li>2. Exploring various lateral career opportunities for the discussed qualification</li><li>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.</li></ol> <p>Please refer to attached career path as per annexure 1 which clearly defines the career path.</p>
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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 Progression**

**Annexure 2: Line ministry concurrence**

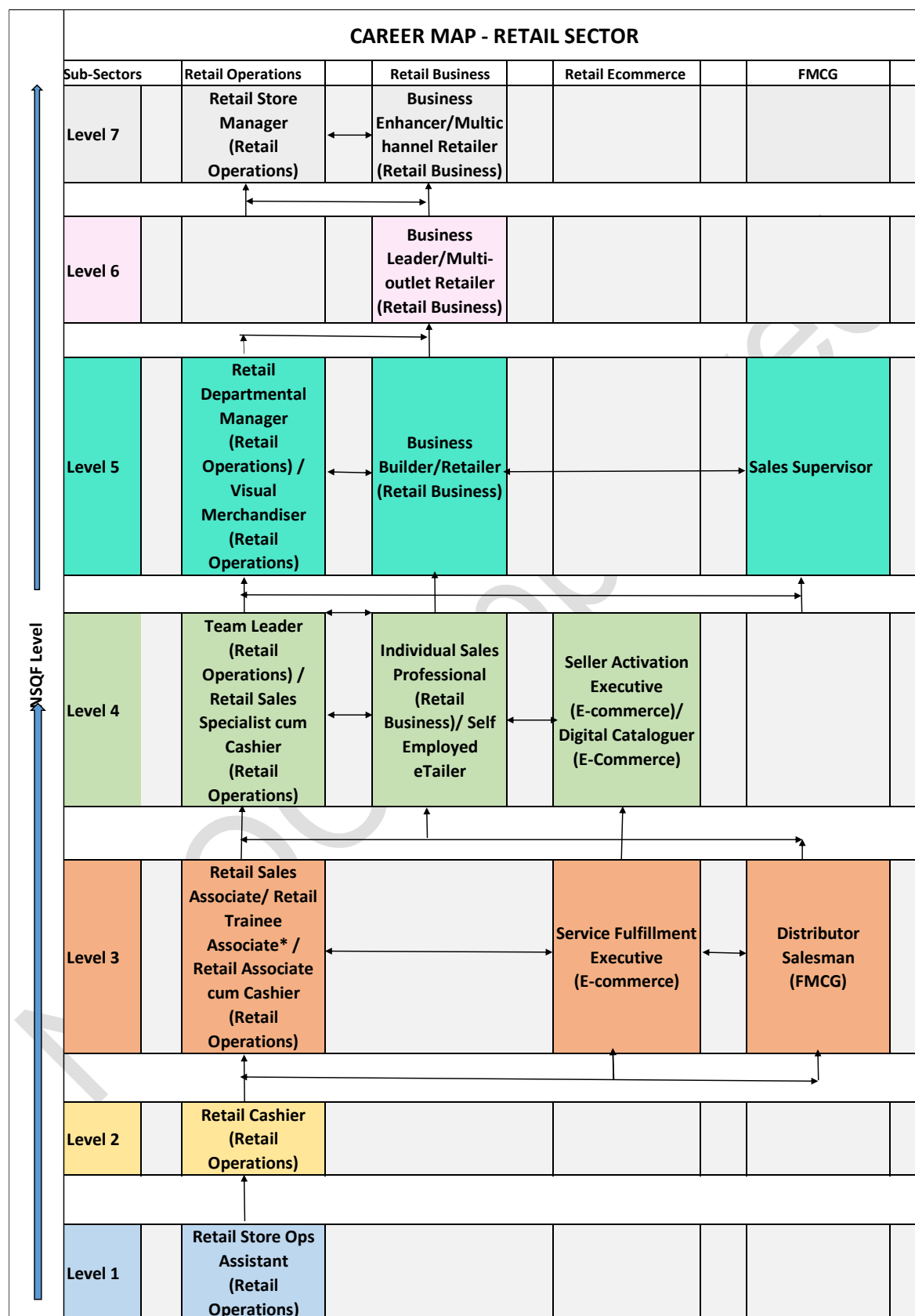
**Annexure 3: Endorsements from the employers**

**Annexure 4: Qualification Pack**

**Annexure 5: Model Curriculum**

**Annexure 6: Occupational Map**

Annexure 1: Career Map



**Vertical Progression**



**NSQF QUALIFICATION FILE**  
**Approved in 13th NSQC Meeting – NCVET – 25th November 2021**  
**Annexure 2 – Line Ministry Concurrence**

From: **Internal Trade** <it-dpiit@gov.in>  
 To: **James** <james.raphael@rasci.in>  
 CC: **Romesh Kumar Puri** <rk.puri@nic.in>; **Bikram Nath** <bikram.87@gov.in>;  
**Sameer Narasapur** <sameer.narasapur@rasci.in>  
 Subject: Re: Submission for NSQC Clearance of Retail QFs for Extension of Validity without any changes  
 Date: 10.09.2021 12:49:51 (+02:00)

Sir,

\oj Please refer to your e-mail dated 24.08.2021 seeking concurrence of DPIIT for 7 Qualification Packs related to Retail Sector for extension of validity without any changes.

\oj 2. In this context, concurrence of DPIIT is conveyed for the aforesaid QPs.

---

**From:** "james raphael" <james.raphael@rasci.in>  
**To:** "Anil Agrawal" <agrawal.anil@gov.in>  
**Cc:** "Internal Trade" <it-dpiit@gov.in>, "Devesh Lamba" <devesh.lamba@gov.in>, "sameer narasapur" <sameer.narasapur@rasci.in>  
**Sent:** Tuesday, August 24, 2021 7:46:13 PM  
**Subject:** FW: FW: Submission for NSQC Clearance of Retail QFs for Extension of Validity without any changes

Dear Anilji,

Greetings from RASCI!

We seek a line of concurrence for compliance with the below mentioned request from the National Council for Vocational Education & Training (NCVET).

Since 2012, RASCI has curated 20 Qualification Packs (QP) whilst engaging with Industry and Academia. Every QP curated by RASCI has more than 30 industry endorsements. Adoption of these RASCI QPs across skilling schemes by the Industry, Central Govt., State Govt., General Education, Higher Education systems leading to economic independence of youth, is testimony of their relevancy.

Of these 20 curated QPs, 7 were institutionalized during the 2013-15 period which was approved with the newly formed National Skills Qualification Committee (NSQC). This was done in 2015. The earlier process for validity extension of any existing QP was to have 5 industry endorsements however now the new requirement is to have the line Ministry concurrence as well, hence this request.

The below mentioned 7 QPs for which we have sourced the requisite 5 industry endorsements are currently active across Government & Industry sponsored apprenticeship training, short-term training, long-term training, Recognition of Prior Learning (RPL).

An affirmative from your office would enable our compliance with the process and table the QPs in the upcoming NSQC meeting tentatively scheduled in the 2<sup>nd</sup> week of September 2021.

Sl. No	Name of Qualification	QP Code	NSQC Approved date
1	Retail Store Ops Assistant	RAS/Q0101	19 / 05 / 2015
2	Retail Cashier	RAS/Q0102	19 / 05 / 2015
3	Retail Trainee Associate	RAS/Q0103	19 / 05 / 2015
4	Retail Sales Associate	RAS/Q0104	19 / 05 / 2015
5	Retail Team Leader	RAS/Q0105	19 / 05 / 2015
6	Retail Departmental Manager	RAS/Q0106	19 / 05 / 2015
7	Distributor Salesman	RAS/Q0604	19 / 05 / 2015

Regards,

James A. Raphael |

Executive Head - Retailers Association's Skill Council of India (RASCI) |

Joint Central Apprenticeship Adviser - Ministry of Skill Development & Entrepreneurship (GOI) |

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<https://youtu.be/5JB2xp82F8Q> | LinkedIn: <http://in.linkedin.com/pub/james-raphael/5/b2b/40b>