

NATIONAL SKILL QUALIFICATION FRAMEWORK QUALIFICATION FILE

Version 6: Draft of 01 September 2016

CONTACT DETAILS OF THE BODY SUBMITTING THE QUALIFICATION FILE

Name and address of submitting body:

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

Name and contact details of individual dealing with the submission

Name: Mr. James Raphael

Position in the organisation: Executive Head

Address if different from above: Same as above

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

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

List of documents submitted in support of the Qualifications File

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

India-EU Skills Development project: Qualification File

SUMMARY

Qualification Title	Business Leader/Multi-outlet Retailer
Qualification Code	RAS/Q 0203
Nature and purpose of the qualification	<p>Nature of the qualification</p> <ul style="list-style-type: none"> - a Qualification Pack (QP) <p>The main purpose of the qualification</p> <ul style="list-style-type: none"> - to get unemployed people into work - to upgrade the skills of people already in work - to give people with vocational/professional skills access to higher education courses
Body/bodies which will award the qualification	Retailers Association's Skill Council of India
Body which will accredit providers to offer courses leading to the qualification	Retailers Association's Skill Council of India
Body/bodies which will carry out assessment of learners	RASCI affiliated assessing agencies having assessor capability for the QP
Occupation(s) to which the qualification gives access	Consumer Sales
Licensing requirements	N/A
Level of the qualification in the NSQF	6
Anticipated volume of training/learning required to complete the qualification	350 hours
Entry requirements and/or recommendations	10 th Standard Pass, preferably
Progression from the qualification	Business Enhancer/Multichannel Retailer
Planned arrangements for the Recognition of Prior learning (RPL)	<p>The RPL process will be aligned to RPL guidelines comprising of below steps:</p> <ol style="list-style-type: none"> 1. Mobilization process to be undertaken by Agency identified by SSC as per scheme guidelines 2. Counselling & Pre-screening of candidates to be conducted as per SSC defined pre-screening criteria 3. Orientation of enrolled candidates by certified Trainers as per scheme guidelines 4. Final Assessment to be conducted by certified assessors of SSC affiliated Assessment Agency 5. Certification to be done as per scheme Guidelines by SSC
International	NA

comparability where known

Date of planned review of the qualification. 1st August 2019

Formal structure of the qualification

Title and identification code of component.	Mandatory/ Optional	Estimated size (learning hours)	Level
1. RAS / N0209 Implement legal compliances, policies and procedures	M	40	6
2. RAS / N0215 Manage financial operations through robust accounting systems	M	40	6
3. RAS / N0216 Manage business operations effectively	M	40	6
4. RAS / N0217 Update self and team on products/services being offered by the business	M	40	6
5. RAS / N0211 Conduct market analysis to ensure effective inventory and sales management	M	40	6
6. RAS / N0218 Ensure operational excellence through robust systems and processes	M	40	6
7. RAS / N0219 Drive marketing activities and plan promotion strategies	M	24	6
8. RAS / N0207 Manage customer needs effectively through need identification and strong customer relationship	M	24	6
9. RAS / N0205 Build relationship with vendors/dealers to ensure smooth business operations and increase sales	M	24	6
10. RAS / N0220 Perform manpower planning activity and impart training to staff	M	24	6
11. RAS / N0221 Manage team through demonstration of leadership skills	M	14	6

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

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

SECTION 1 **ASSESSMENT**

Body/Bodies which will carry out assessment:

RASCI affiliated assessing agencies having assessor capability for the QP –

- Integrated Learning Solutions Pvt Ltd / Wheebox
- Assess People
- Edusharp Finishing School Private Limited
- C&K Management Limited
- Trendsetters Skill Assessors Pvt Ltd
- Induslynk Training Services Pvt Ltd / Mettl
- Sanskriti Skills Pvt Ltd
- Virtual Education Trust
- Test4India
- Ayes Infotech Pvt Ltd
- Multi Skills Assessment Guild (MSAG)
- TalentBridge Technologies Pvt Ltd
- Castle Rock Educational Society
- Eduworld Consultants Pvt Ltd
- Corporate Star Consultants
- Ajooni Skills India Pvt Ltd
- Avanti Bai Lodhi Society
- Eduvantage
- Aspiring Minds
- SEET (Society for Education and Environmental Training)
- Assess Hub(Five Elements Business Solutions Pvt. Ltd.)
- The Assessor's Guild
- Green Arrows
- Skill Evaluators
- SPIWD
- Proximo Educational Society
- Pratibha Arpan Academy
- Aankalan Audit and Assessment Testing Pvt Ltd
- Unique Education Welfare Society
- PVR Skill Central Pvt Ltd
- Pentagon Consulting
- Khwaspuria Advisory Pvt Ltd
- Indus Edutech Pvt Ltd
- Cindrel
- E&E Skill Development and Technologies Pvt. Ltd
- Educe Consultancy
- Base Research
- Sarthak
- New Saraswati Education Society
- Agam Skills
- Skill Quotient
- CEE Vision Technologies Pvt Ltd
- People Employment and Information Institute
- Bluestone Solutions

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

The assessment will be carried out by certified assessors from the pool of Assessment Agencies empaneled by the SSC. Detailed assessment criteria is finalized by the SSC and the same will include assessor profile, technology enabled assessments, past performance of the Assessment Agency and other suitable criteria. Aadhaar number is mandatory for all the assessors and they will be required to present a suitable ID (preferably Aadhaar card and an additional photo ID) at the time of assessments. Video proctoring of assessments will also be promoted.

The Assessor will conduct the Assessments at RPL Centres/worksite site/any designated location via Online/Offline mode on Theory and Practical components of the QP-NOS.

The Assessment Criteria for the Qualification Pack will be 70% cut off.

The Grading Criteria for the Qualification Pack will be:

Grade A: 85% and above

Grade B: 70% to 85%

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

Assessment will done by SSC-affiliated assessment agencies. The assessors will be trained & certified by SSC through Training of Assessors program. The emphasis will be on practical demonstration of skills and knowledge based on the performance criteria. The assessment papers are developed by Subject Matter Experts (SME) within the SSC with regular enhancement on need basis, as per the performance and assessment criteria mentioned in the Qualification Pack. The assessment papers are also checked for the various outcome-based parameters such as quality, time taken, precision, tools & equipment requirement, etc. The assessment sets are then reviewed by SSC official for consistency.

The assessment results are backed by evidences collected by assessors.

1. The assessor needs to collect a copy of the attendance for the training done under the scheme. The attendance sheets are signed and stamped by the In charge / Head of the Training Centre.
2. The assessor needs to verify the authenticity of the candidates by checking the photo ID card issued by the institute as well as any one Photo ID card issued by the Central/Government. The same needs to be mentioned in the attendance sheet. In case of suspicion, the assessor should authenticate and cross verify trainee's credentials in the enrolment form.
3. The assessor needs to punch the trainee's roll number on all the test pieces.
4. The assessor can take a photograph of all the students along with the assessor standing in the middle and with the centre name/banner at the back as evidence.
5. The assessor also needs to carry his/her photo ID card.

The assessment agencies are instructed to hire assessors with integrity, reliability and fairness. Each assessor shall sign a document with its assessment agency by which they commit themselves to comply with the rules of confidentiality and conflict of interest, independence from commercial and other interests that would compromise impartiality of the assessments

The assessment will be done based on the assessment plan which contains the following information:

- What will be assessed: the competency based on each NOS; Theory and Practical components of the QP-NOS
- How assessment will be done: methods of assessment such as online/offline through web proctoring, Paper-pencil test, viva voce, practical
- When the assessment will be done: as per dates indicated by respective partner
- Where the assessment will be done: at the designated sites such as RPL Centre/Employer site/RPL Camps

- The criteria for decision making: those aspects that will guide judgements and where appropriate, any supplementary criteria used to make a judgement on the level of performance; parametric evaluation is done to judge skills based on demonstrated behaviour.

Please attach any documents giving further information about assessment and/or RPL.

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

ASSESSMENT EVIDENCE

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

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

Title of Component: Business Leader/Multi-outlet Retailer

CRITERIA FOR ASSESSMENT OF TRAINEES

Job Role Business Leader/Multi-outlet Retailer

Qualification Pack RAS/Q0203

Sector Skill Council Retailers Association’s Skill Council of India

Guidelines for Assessment

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each PC
2. The assessment for the theory part will be based on knowledge bank of questions created by the SSC
3. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below)
4. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training center based on this criteria
5. To pass the Qualification Pack, every trainee should score a minimum of 70% in every NOS
6. In case of successfully passing only certain number of NOS's, the trainee is eligible to take subsequent assessment on the balance NOS's to pass the Qualification Pack

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Assessment Outcomes	Assessment Criteria for Outcomes	Marks Allocation			
		Total Mark	Out Of	Theory	Skills Practical
1. RAS/N0209 (Implement legal compliances, policies and procedures)	PC1. identify local corporations and government bodies that have a bearing on the particular business	100	10	3	7
	PC2. identify the contact persons of the particular corporations and government bodies		5	1.5	3.5
	PC3. interact and maintain relationships with the key persons to ensure smooth functioning of business		10	3	7
	PC4. determine key elements of major legal oversight systems affecting business operations and follow relevant rules and policies		10	3	7
	PC5. compare various issues affecting different forms of contract and agreements within business operations		5	1.5	3.5
	PC6. ensure team conformance to the relevant rules and policies for smooth functioning of business		5	1.5	3.5
	PC7. describe the concept of minimizing losses and maximizing gains		5	1.5	3.5
	PC8. articulate legal aspects of financial transactions within business operations		10	3	7
	PC9. describe legal requirements for the sale of products and services		10	3	7
	PC10. describe various methods of regulating patents and trademarks in local business environment		5	1.5	3.5
	PC11. identify and adhere to policies and procedures to ensure goods are handled, stored and transported safely and according to requirements for dangerous and hazardous materials		10	3	7

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	PC12. ensure security checks and balances are conducted to prevent hazards and risks involved in the business process		5	1.5	3.5
	PC13. describe ways and means to handle emergencies and mitigate risks		5	1.5	3.5
	PC14. record, store and transfer information according to legislative and business requirements		5	1.5	3.5
		Total	100	30	70
2. RAS/N0215 (Manage financial operations through robust accounting systems)	PC1. describe business policy and procedures in regard to preparation of budget or target figures	100	4	1.2	2.8
	PC2. present proposed budgets or targets accurately and concisely to the concerned stakeholders		4	1.2	2.8
	PC3. negotiate necessary changes to agreed budget allocations if necessary		4	1.2	2.8
	PC4. monitor income and expenditure and maintain expenditure within budget targets according to business policy		4	1.2	2.8
	PC5. take prompt corrective action where significant deviations from budget occur		4	1.2	2.8
	PC6. enforce budget audit mechanisms and compliance requirements		4	1.2	2.8
	PC7. ensure team ability to conduct basic accounting tasks and creating and maintaining reports		4	1.2	2.8
	PC8. build team ability to analyse sources of profits and causes of losses as reflected in the reports		4	1.2	2.8
	PC9. ensure implementation of checks to prevent monetary losses due to fraudulent activities		4	1.2	2.8
	PC10. monitor and maintain business systems for recording sales figures, revenue, personnel and payroll information, and expenditure		4	1.2	2.8

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	PC11. implement cost reduction measures according to business policy and procedures		4	1.2	2.8
	PC12. encourage team members to actively control costs in their areas of responsibility		4	1.2	2.8
	PC13. implement recommendations for improving cost reduction or communicate to the team		4	1.2	2.8
	PC14. describe the business cycle from accounting point of view		4	1.2	2.8
	PC15. calculate credit amount, credit period, break-even point and payment schedules		4	1.2	2.8
	PC16. define vendor credit cycle to ensure smooth borrowing process		4	1.2	2.8
	PC17. negotiate to arrive at the most profitable vendor relationship for the organization and finalise credit cycle		4	1.2	2.8
	PC18. identify credit sources for business expansion		4	1.2	2.8
	PC19. describe the terms and conditions of sources offering credit		4	1.2	2.8
	PC20. identify risks involved in each of sources be considered		4	1.2	2.8
	PC21. select the suitable credit source		4	1.2	2.8
	PC22. define processes for approving trading terms		4	1.2	2.8
	PC23. establish supplier trading terms		4	1.2	2.8
	PC24. define business customer/direct customer trading terms		4	1.2	2.8
	PC25. approve trading terms according to business policy and procedures		4	1.2	2.8
		Total	100	30	70
3. RAS/N0216 (Manage business)	PC1. describe awareness of similar businesses	100	5	1.5	3.5
	PC2. conduct SWOT (Strength, Weakness, Opportunities, Threats)		5	1.5	3.5

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operations effectively)	as compared to external market			
	PC3. identify do's and don'ts for the business	5	1.5	3.5
	PC4. identify, assess and prioritize risks	5	1.5	3.5
	PC5. make short-term and long-term business plans and express actions for the planned project	5	1.5	3.5
	PC6. define milestones and break them into achievable targets	5	1.5	3.5
	PC7. audit current performance of business to identify opportunities for increased performance	5	1.5	3.5
	PC8. analyse the location, market focus and performance of competitors	5	1.5	3.5
	PC9. identify, cost and budget the resources required to support the implementation of business strategy	5	1.5	3.5
	PC10. communicate the business strategy and individual performance requirements to team members	5	1.5	3.5
	PC11. establish and communicate to stores/business a schedule of visits to oversee and support operations	5	1.5	3.5
	PC12. establish and maintain effective communication and feedback mechanisms to manage performance and inform adjustments to strategy based on changing circumstances	5	1.5	3.5
	PC13. provide effective and actionable advice to staff to ensure high quality merchandising, stock management and selling	5	1.5	3.5
	PC14. provide direction, advice, resources and support to staff engaged in rolling out promotional and marketing strategies	5	1.5	3.5
	PC15. identify the staffing and skill requirements for the business	5	1.5	3.5

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	PC16. perform staff selection in line with organisational and procedures		5	1.5	3.5
	PC17. conduct staff performance appraisals according to organisational policies and processes and using standardised instruments		5	1.5	3.5
	PC18. foster staff skill development to lift their individual and team performance		5	1.5	3.5
	PC19. motivate and coach staff on improved sales, merchandising, planning and stock management processes		5	1.5	3.5
	PC20. identify and manage conflict between individuals according to organisational policies and procedures		5	1.5	3.5
		Total	100	30	70
4. RAS/N0217 (Update self and team on products/services being offered by the business)	PC1. describe the team products/services involved in the business within the team	100	15	4.5	10.5
	PC2. describe market trends with respect to sales patterns		10	3	7
	PC3. describe related products/services and possible		10	3	7
	PC4. identify opportunities with respect to up- selling, cross-selling, expansion of business etc.		15	4.5	10.5
	PC5. incorporate changes in critical processes that effect business		10	3	7
	PC6. describe the concept of improving performance with respect to market trends		10	3	7
	PC7. operate relevant equipment involved in business		10	3	7
	PC8. understand precautions and maintenance required		10	3	7
	PC9. understand new technologies that can improve efficiencies and reduce risks		10	3	7
		Total	100	30	70

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5. RAS/N0211 (Conduct market analysis to ensure effective inventory and sales management)	PC1. identify target audience/consumer profile	100	5	1.5	3.5
	PC2. identify buying patterns and analyse sales data to define assortments and modify them as per trends observed		10	3	7
	PC3. Understand competitors/other players/substitute products		5	1.5	3.5
	PC4. determine means to forecast demands on inventory		5	1.5	3.5
	PC5. describe the importance for monitoring market trends and technology changes as part of managing inventory demands		5	1.5	3.5
	PC6. describe inventory/procuring capacity as per demand		10	3	7
	PC7. determine required inventory is on hand		10	3	7
	PC8. monitor stock levels and maintain at required levels		10	3	7
	PC9. coordinate stocktake or cyclical count		10	3	7
	PC10. understand operational costs		5	1.5	3.5
	PC11. define targets for self and team to achieve business gains		5	1.5	3.5
	PC12. match logistics of delivery to inventory supply requirements		5	1.5	3.5
	PC13. calculate profits and margins		5	1.5	3.5
	PC14. take steps to prevent inventory losses		5	1.5	3.5
	PC15. plan for contingencies in case of stockout		5	1.5	3.5
	Total	100	30	70	
6. RAS/N0218	PC1. ensure optimum utilisation of resources in daily operations	100	17	5.1	11.9

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(Ensure Operational excellence through robust systems and processes)	PC2. ensure the required precautions are taken and timely maintenance is conducted		17	5.1	11.9
	PC3. provide updates on new technologies that can improve efficiencies and reduce risks		15	4.5	10.5
	PC4. ensure team competence on using of equipment/s relevant to business		17	5.1	11.9
	PC5. ensure team competence in manufacturing/selling/servicing of products/services being sold		17	5.1	11.9
	PC6. ensure insurance and safekeeping of all goods and properties involved in the business		17	5.1	11.9
		Total	100	30	70
7. RAS/N0219 (Drive Marketing activities and plan promotion strategies)	PC1. describe the elements that affect customer satisfaction and affinity	100	15	4.5	10.5
	PC2. design formats that can be used to collect and study appropriate data		12.5	3.75	8.75
	PC3. ensure training of team for collection of market information		12.5	3.75	8.75
	PC4. ensure accurate data is collected and adequately analysed so that relevant data is obtained		15	4.5	10.5
	PC5. identify business needs and design promotions that work for the same		15	4.5	10.5
	PC6. ensure team is capable of designing promotions that are easily executable and are low on cost with high returns		15	4.5	10.5
	PC7. identify and execute promotions and promotional events to augment sales and profitability		15	4.5	10.5
		Total	100	30	70
8. RAS/N0207 (Manage customer needs)	PC1. identify target customers	100	10	3	7
	PC2. understand and assess target customer need and desire		10	3	7

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effectively through need identification and strong customer relationships)	PC3. identify possible options to satisfy customer need		5	3	7	
	PC4. present options in an attractive manner that are mutually beneficial in nature		10	3	7	
	PC5. establish rapport with customers and express genuine interest to clarify customer requirements and enhance outcomes		10	3	7	
	PC6. maximise sales opportunities by use of add-on and complementary sales techniques		5	1.5	3.5	
	PC7. provide customer with detailed information about the product/service		10	3	7	
	PC8. build relationships with customers to generate referrals		5	1.5	3.5	
	PC9. collect feedback to improvise to increase business returns and reach		5	1.5	3.5	
	PC10. manage on time delivery service fulfilment		10	3	7	
	PC11. implement customer loyalty programs like vouchers, promotions		5	1.5	3.5	
	PC12. plan and implement Sales presentations		5	1.5	3.5	
	PC13. understand customer complaints and problems and support difficult customers to produce positive outcome		10	3	7	
			Total	100	30	70
	9. RAS/N0205 (Build relationship with vendors/dealers to ensure smooth business operations and increase sales)	PC1. communicate clearly in the required local language	100	12	3.6	8.4
PC2. articulate clearly and coherently		7		2.1	4.9	
PC3. respond appropriately		7		2.1	4.9	
PC4. identify where to get help and information from		12		3.6	8.4	
PC5. understand what is required from specific vendors		12		3.6	8.4	

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	PC6. express need clearly and get into workable relationship with vendor/s		7	2.1	4.9
	PC7. negotiate with vendors for better deal		12	3.6	8.4
	PC8. ensure proper contracting with vendors		12	3.6	8.4
	PC9. ensure minimization of possible risks and losses in vendor relationships		12	3.6	8.4
	PC10. understand best practices and maintain cordial relationships		7	2.1	4.9
		Total	100	30	70
10. RAS/N0220 (Perform manpower planning activity and impart training to staff)	PC1. describe how to assess manpower requirement	100	14	4.2	9.8
	PC2. identify most effective and cost efficient options for sourcing resources		14	4.2	9.8
	PC3. ensure that business efficiencies are ensured with the help of appropriate resources at appropriate positions in the organisation		8	2.4	5.6
	PC4. ensure proper assessment of staff training needs as per business needs and also as suggested by managers and employees themselves		14	4.2	9.8
	PC5. ensure training as per legal obligations		11	3.3	7.7
	PC6. ensure benefits package that fits employees' needs		14	4.2	9.8
	PC7. ensure contests and incentives to help keep workers motivated and feeling rewarded		11	3.3	7.7
	PC8. ensure promotion from within whenever possible		14	4.2	9.8
		Total	100	30	70
11. RAS/N0221 (Manage team through demonstration of	PC1. assess performance of staff in correlation with needs of both the individual and the organization	100	10	3	7
	PC2. assess performance as well		10	3	7

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leadership skills)	as potential for development			
	PC3. analyse data so as to ensure appropriate person-task matching	10	3	7
	PC4. provide objective feedback to help improve team performance	10	3	7
	PC5. ensure fair and unbiased feedback so that deserving employees profit from the system	9	2.7	6.3
	PC6. define the core values of your organization	8	2.4	5.6
	PC7. define what the team will aspire to become or achieve as long-term goals	8	2.4	5.6
	PC8. communicate the organization's vision clearly and repeatedly such that all employees understand what work needs to be done and why is it critical in the overall effort	8	2.4	5.6
	PC9. identify opportunities and create solutions to face uncertainties	9	2.7	6.3
	PC10. keep self-updated to be able to expand business in other fields/line of business as desired	9	2.7	6.3
	PC11. improvise methods so as to improve efficiencies	9	2.7	6.3
		Total	100	30

Means of assessment 1

Assessment tools used to judge performance and knowledge are given below;

Theory component will be assessed through Online / Offline Written test e.g. Paper-Pencil Test based on Multiple Choice Questions (MCQ)

Practical component will be assessed through Viva Voce, Role Plays

Means of assessment 2

Pass/Fail

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SECTION 2

EVIDENCE OF LEVEL

Awarding bodies will enter a proposed NSQF level for the qualification in the Qualification File Summary. This section asks for the evidence on which that proposal is based. The evidence must refer to the level descriptors of the NSQF.

NSDA recommends an approach to working out the level of qualifications which starts with the level descriptor domains (Process, Professional knowledge, Professional skill, Core skill and Responsibility: see annex A). Two variants for providing the evidence of level are offered here: Option A and Option B in the following pages. Awarding bodies should choose the option which best suits the qualification.

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OPTION A

Title/Name of qualification/component: Business Leader/Multi-outlet Retailer		Level: 6	
NSQF Domain	Key requirements of the job role	How the job role relates to the NSQF level descriptors	NSQF Level
Process	Business Leader/Multi-outlet Retailer the individual is responsible for selling of goods & services to consumers away from the fixed retail outlet, generally in their homes or workplaces.	<p>The Job holder is responsible for selling of goods & services to consumers away from the fixed retail outlet, generally in their homes or workplaces.</p> <p>For example, the individual is responsible for running high profitability organisations that often own their facilities and equipment.</p> <p>The above job requires command of wide range of specialized technical skill, clarity of knowledge and practice in broad range of activity involving standard/non-standard practices. Considering the outcomes, the job role is pegged at level 06.</p>	6
Professional knowledge	The individual on the job needs to know and understand: Legal policies and procedures, accounting systems to manage financial operations, concepts of business operations, inventory and sales management, marketing and promotion strategies, customer experience management, and people management.	<p>The job holder is expected to have factual and theoretical knowledge in broad contexts within a field of work or study.</p> <p>For example, the job holder is expected to have knowledge of legal policies and procedures, accounting systems to manage financial operations, marketing and promotion strategies. He/she should be proficient in how to conduct market analysis to ensure effective inventory and sales management. He/she is also expected to have knowledge of how to build relationships with vendors/dealers to ensure smooth business operations and increase sales.</p> <p>Considering the type of knowledge, the job role can be placed at level 06</p>	6

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Title/Name of qualification/component: Business Leader/Multi-outlet Retailer		Level: 6	
NSQF Domain	Key requirements of the job role	How the job role relates to the NSQF level descriptors	NSQF Level
Professional skill	<p>To perform the job, the job holder is required to have professional skills such as decision making, planning and organising, customer centricity, analytical thinking, critical thinking and problem solving.</p> <p>For example, the job holder is expected to perform manpower planning and manage the team. He/she is required to take business and people decisions, delegate tasks to team members to ensure completion of work efficiently and keep team motivated at the same time, analyse situations, data and reports, identify problems immediately and take up solutions quickly to resolve delays, think through the problem, evaluate the possible solution(s) and adopt an optimum/best possible solution(s).</p>	<p>The job holder is expected to exhibit a range of cognitive and practical skills required to generate solutions to specific problems in a field of work or study.</p> <p>For example, the individual is expected to perform manpower planning, identify most effective and cost efficient options for sourcing resources, train and develop staff as per legal obligations, motivate team members and promote them whenever possible.</p> <p>Considering the type of skill, the role qualifies for level 06.</p>	6
Core skill	<p>The individual is expected to have good communication skills (written and oral), knowledge of technology and equipment used in the business.</p>	<p>The job holder is expected to exhibit good mathematical skills, understanding of social and political requirements. He/she should be able to collect relevant data, organise information, and communicate logically.</p> <p>For example, the job holder is expected to read legal documents and data sheets. He/she should be able to compute profit and loss; collect, document and present information accurately.</p> <p>Considering these outcomes, the job role can be placed at level 06</p>	6
Responsibility	<p>The individual is responsible for selling of goods & services to consumers away from the fixed retail outlet, generally in their homes or workplaces.</p>	<p>The job holder is expected to be responsible for own work and learning and for others' works and learning.</p> <p>For example, the job holder is expected to describe to the team products/services involved in the business, related products/services and market trends with respect to sales</p>	6

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Title/Name of qualification/component: Business Leader/Multi-outlet Retailer		Level: 6	
NSQF Domain	Key requirements of the job role	How the job role relates to the NSQF level descriptors	NSQF Level
		<p>patterns. He/she is expected to understand new technologies that can improve efficiencies and reduce risks.</p> <p>Considering these responsibilities, the job role can be placed at level 06.</p>	

India-EU Skills Development project: Qualification File

SECTION 3 **EVIDENCE OF NEED**

What evidence is there that the qualification is needed?

Please refer to the attached list of job roles and occupations as per the attachment and their career paths as per Annexure 1, which have been derived through extensive industry interactions with representatives from different organizations all over the country. Research was conducted in the Retail sector to capture revenue and manpower requirement. The details of statistics and research analysis are provided separately as a research analysis report. Refer Retail Skill Gap study

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

The increase in manpower requirements (as per projections) from 2016 to 2022 is expected to almost double in the retail sector. The expected manpower deficit in Retail will be approx. 56 million by 2022. All the numbers are provided in research analysis study.

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

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.

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?

The comments, feedback and suggestions were collected through interaction with industry as the Industry would have first-hand information about the deliverables and competencies required for the job role. In a similar manner, 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 1st August 2019.

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

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

NSQF QUALIFICATION FILE

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SECTION 4 **EVIDENCE OF PROGRESSION**

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

1. Discussing the growth trajectory within each occupation after studying organisational charts of various industry players across small, medium and large scale organizations.
2. Exploring various lateral career opportunities for the discussed qualification
3. Ensuring that there is a clear role up in terms of performance criteria qualification experience and skill requirement from lower NSQF Level to higher levels in the hierarchy.

Please refer to attached career path as per annexure 1 which clearly defines the career path.

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

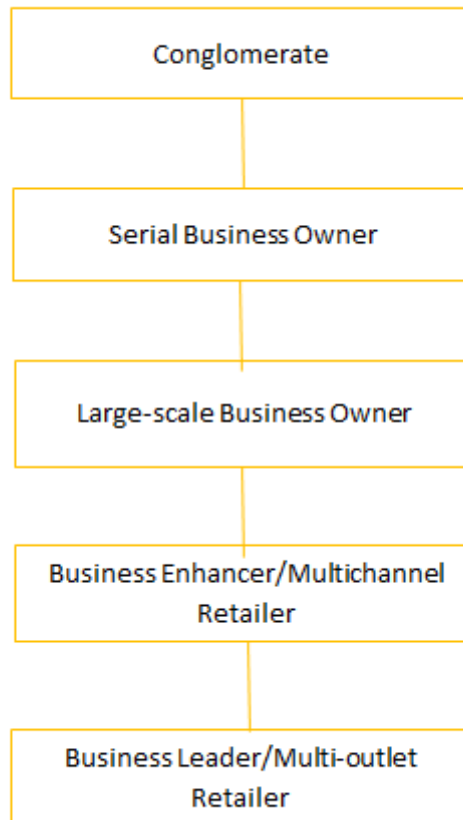
Give the titles and other relevant details of the document(s) here. Include page references showing where to find the relevant information.

1. Career Map of Business Leader/Multi-outlet Retailer - Annexure 1
2. QP RAS/Q0203- Annexure 2

NSQF QUALIFICATION FILE

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Annexure 1: Career Map



Annexure 2: QP RAS/Q0203