

# **NATIONAL SKILL QUALIFICATION FRAMEWORK QUALIFICATION FILE**

Version 6: Draft of 01 December 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

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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. Sector Profiling

## India-EU Skills Development project: Qualification File

### SUMMARY

<b>Qualification Title</b>	Digital Cataloguer
<b>Qualification Code</b>	RAS/Q 0302
<b>Nature and purpose of the qualification</b>	<p>Nature of the qualification</p> <ul style="list-style-type: none"> <li>- a Qualification Pack (QP)</li> </ul> <p>The main purpose of the qualification</p> <ul style="list-style-type: none"> <li>- to get unemployed people into work</li> <li>- to upgrade the skills of people already in work</li> <li>- to give people with vocational/professional skills access to higher education courses</li> </ul>
<b>Body/bodies which will award the qualification</b>	RASCI
<b>Body which will accredit providers to offer courses leading to the qualification</b>	RASCI
<b>Body/bodies which will carry out assessment of learners</b>	RASCI affiliated assessing agencies having assessor capability for the QP
<b>Occupation(s) to which the qualification gives access</b>	Category Management
<b>Licensing requirements</b>	N/A
<b>Level of the qualification in the NSQF</b>	Level 4
<b>Anticipated volume of training/learning required to complete the qualification</b>	280 hours
<b>Entry requirements and/or recommendations</b>	12 <sup>th</sup> Standard Pass, preferably
<b>Progression from the qualification</b>	Vendor Relationship Manager
<b>Planned arrangements for the Recognition of Prior learning (RPL)</b>	<p>The RPL process will be aligned to RPL guidelines comprising of below steps:</p> <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> <li>5. Certification to be done as per scheme Guidelines by SSC</li> </ol>
<b>International</b>	NA

**comparability where known**

**Date of planned review of the qualification.** 3<sup>rd</sup> August 2019

**Formal structure of the qualification**

<b>Title and identification code of component.</b>	<b>Mandatory/Optional</b>	<b>Estimated size (learning hours)</b>	<b>Level</b>
1. RAS/N0308 List products and map SKUs accurately to cater to category and customer needs	<b>M</b>	<b>60</b>	<b>4</b>
2. RAS/N0309 Adhere to quality standards for creating and maintaining catalogues and digital pages	<b>M</b>	<b>60</b>	<b>4</b>
3. RAS/N0310 Adhere to company policies and statutory regulations relevant to sales and service	<b>M</b>	<b>60</b>	<b>4</b>
4. RAS/N0311 Update self on basics of category management	<b>M</b>	<b>50</b>	<b>4</b>
5. RAS/N0312 Liaise with internal and external stakeholders for listing	<b>M</b>	<b>50</b>	<b>4</b>

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: Digital Cataloguer**

### CRITERIA FOR ASSESSMENT OF TRAINEES

**Job Role** Digital Cataloguer

**Qualification Pack** RAS/Q0302

**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/N0308 (List products and map SKUs accurately to cater to category and customer needs)	PC1. identify online customer attitudes towards the merchandise / brand	<b>100</b>	10	5	5
	PC2. understand customer needs with respect to merchandise category		9	4.5	4.5
	PC3. suggest methods to communicate the merchandise in an online form		9	4.5	4.5
	PC4. update self on comparative features and benefits of merchandise from other e-commerce players		9	4.5	4.5
	PC5. update self on competitors' online product presentations		9	4.5	4.5
	PC6. coordinate with teams to ensure development of accurate product descriptions as per category norms		9	4.5	4.5
	PC7. ensure listing and mapping of products in a manner that improves ease of navigation and search		9	4.5	4.5
	PC8. ensure accuracy of products against uploaded images in pages/leaves created		9	4.5	4.5
	PC9. periodic updates to existing product listings for prices, offers, quantity etc.		9	4.5	4.5
	PC10. correct mapping of listed products/SKUs to listed vendors		9	4.5	4.5
	PC11. mapping additional SKUs to listed products		9	4.5	4.5
		<b>Total</b>	100	50	50



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2. RAS/N0309 (Adhere to quality standards for creating and maintaining catalogues and digital pages)	PC1. ensure correct mapping of products and product descriptions to the photographs being showcased/displayed	<b>100</b>	18	9	9
	PC2. understand and explain photographic nuances that enhance the aesthetic aspects of the merchandise and increase impact and movement on the page		18	9	9
	PC3. recommend usage of editing software's that impacts photo quality		16	8	8
	PC4. work closely with category teams to conform to brand and sales requirements		16	8	8
	PC5. explain the concepts of visual communication being used in the catalogue/digital pages		16	8	8
	PC6. conduct timely product audit on the marketplace		16	8	8
	<b>Total</b>		100	50	50
3. RAS/N0310 (Adhere to company policies and statutory regulations relevant to sales and service)	PC1. collect desired layout of products and relevant descriptions as required by buyer and category manager	<b>100</b>	16	8	8
	PC2. share photographs, descriptions and other relevant information with respect to products as received from sellers/ vendors		16	8	8
	PC3. validate photographs, descriptions and other relevant information with respect to company and brand policies		18	9	9
	PC4. validate the updated information with concerned stake holders and get the same uploaded on the website		18	9	9
	PC5. seek approval from concerned stake holders on leaves in the online catalogue		16	8	8

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	PC6. collect feedback in an accurate manner and get the same addressed by all concerned		16	8	8
		<b>Total</b>	100	50	50
4. RAS/N0311 (Update self on basics of category management)	PC1. understand category specifications with respect to grouping and sub grouping of products	<b>100</b>	20	10	10
	PC2. group products correctly as per their sub-categories and hierarchies		20	10	10
	PC3. explain the features, advantages and benefits of products		20	10	10
	PC4. identify the importance of features, advantages and benefits in customer buying decision		20	10	10
	PC5. relate to strategies of comparative brands with respect to catalogues designs and site lay-out		20	10	10
		<b>Total</b>	100	50	50
5. RAS / N0312 (Liaise with internal and external stakeholders for listing)	PC1. interact with category managers to understand specified listing structure	<b>100</b>	16	8	8
	PC2. interact with category managers to identify products to be displayed as per specified structure		18	9	9
	PC3. identify internal processes that need to be followed for listings to go live		16	8	8
	PC4. interact with various internal departments to ensure product listings go live		16	8	8
	PC5. co-ordinate with vendors to ensure information is available in the desired form and in accurate formats		18	9	9
	PC6. co-ordinate with vendors for products, product descriptions and supporting documents		16	8	8

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		<b>Total</b>	100	50	50
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## **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**

# **NSQF QUALIFICATION FILE**

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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.

# NSQF QUALIFICATION FILE

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## OPTION A

Title/Name of qualification/component: Digital Cataloguer			Level: 4
NSQF Domain	Key requirements of the job role	How the job role relates to the NSQF level descriptors	NSQF Level
Process	0-2 years in a similar position	The Job holder is expected to carry out wide range of technical skills, clarity of knowledge and practice in broad range of activities involving variable routine and non-routine context. Considering the outcomes, the job role is pegged at level 04.	4
Professional knowledge	The individual should be preferably 12 <sup>th</sup> standard pass	The job holder is expected to have knowledge about marketing, digital tools such as photo editing software(s) and basics of category management. Hence, considering the type of knowledge, the job holder can be placed at level 04	4
Professional skill	The individual should be a keen learner and an executor	The job holder is expected to exhibit customer centricity, planning and organizing skills, problem solving skills, digital literacy. Hence, considering the type of skill, the job holder can be placed at level 04	4
Core skill	The individual is expected to basic level knowledge of communication skill, knowledge of tools & equipment and products & services the organization offers	The job holder is expected to exhibit sound written and oral communication skills. Considering these outcomes the job holder can be placed at level 04	4
Responsibility	The individual is responsible for aiding in creation of an attractive digital catalogue/home page/landing pages with respect to the look and feel of the product and product description. Thus, the accuracy of the information and the correctness of placing products as per buyers' directive will be his/her job.	The job holder is develop attractive catalogues and other digital pages, adhere to quality standards, company policies and statutory regulations for development. He/she is expected to liaison and interact with various stakeholders. Considering these responsibilities the job holder can be placed at level 04	4

## 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 and Ecommerce sector to capture revenue and manpower requirement estimates till 2018. The details of statistics and research analysis are provided separately as a research analysis report.

**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 2015 to 2018 is approx. seven times for the retail sector. 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-Ecommerce 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 1<sup>st</sup> 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.

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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 Digital Cataloguer - Annexure 1
2. QP RAS/Q0302- Annexure 2

# NSQF QUALIFICATION FILE

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## Annexure 1: Career Map



## Annexure 2: QP RAS/Q0302