

NATIONAL SKILL QUALIFICATION FRAMEWORK QUALIFICATION FILE

Version 6: Draft of 01 February 2017

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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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 | Retail Store Manager |
| Qualification Code | RAS/Q0107 |
| 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 | Store Operations |
| Licensing requirements | N/A |
| Level of the qualification in the NSQF | 7 |
| Anticipated volume of training/learning required to complete the qualification | 350 hours |
| Entry requirements and/or recommendations | 12 th Standard Pass, preferably |
| Progression from the qualification | Cluster Manager/Area Manager |
| 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 comparability where known | NA | | |
| Date of planned review of the qualification. | 1 st August 2019 | | |
| Formal structure of the qualification | | | |
| Title and identification code of component. | Mandatory/ Optional | Estimated size (learning hours) | Level |
| 1. RAS/N0152 Optimize inventory to ensure maximum availability of stocks and minimized losses | M | 46 | 7 |
| 2. RAS/N0153 Adhere to standard operating procedures, process and policy at the store while ensuring timely and accurate reporting | M | 46 | 7 |
| 3. RAS/N0154 Manage sales and service delivery to increase store profitability | M | 46 | 7 |
| 4. RAS/N0155 Execute visual merchandising displays as per standards and guidelines | M | 46 | 7 |
| 5. RAS/N0156 Ensure overall safety, security and hygiene of the store | M | 28 | 7 |
| 6. RAS/N0157 Implement promotions and special events at the store | M | 46 | 7 |
| 7. RAS/N0158 Manage human resources at the store through manpower planning, recruitment, training and performance management | M | 46 | 7 |
| 8. RAS/N0159 Conduct price benchmarking and market study of competition | M | 46 | 7 |

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.

1. Qualification Pack of Retail Store Manager - Annexure 2

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 be 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:
 - Written Test (Web proctoring/Paper pencil): Written test will be Multiple Choice Questions (MCQ) based.
In case of availability of internet connectivity, the test will be hosted on web (online).

In case of absence of internet connectivity the test will be administered in offline mode or via paper-pencil

- Viva voce: This will be an oral based examination where the learner will be required to answer to situational questions
- Practical: This test will be administered in a simulated retail environment viz. Retail Lab. The learner will be required to perform appropriate working steps, using necessary tools and equipment.
- 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 training centres/ 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: Retail Store Manager

CRITERIA FOR ASSESSMENT OF TRAINEES

Job Role Retail Store Manager

Qualification Pack RAS/Q0107

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/N0152 (Optimize inventory to ensure maximum availability of stocks and minimized losses) | PC1. maintain, conform and implement the following as per seasonality and market trends: a. stock levels like average stock level, re-order level b. inventory budgets c. purchase procedures | 100 | 4 | 2 | 2 |
| | PC2. record and control the following: a. ageing of products b. vendor norms about stocks/return and damages c. credit period offered by vendors d. price cover policy offered by vendors reverse logistics policies of the organisation viz-a-viz vendors' policies | | 4 | 2 | 2 |
| | PC3. maintain accurate records of stocks bought and sold | | 4 | 2 | 2 |
| | PC4. record costs during stock movements | | 4 | 2 | 2 |
| | PC5. develop team understanding of stock management systems being followed by organisation | | 4 | 2 | 2 |
| | PC6. control shrinkage/pilferage of products to minimize losses | | 4 | 2 | 2 |
| | PC7. maintain records on shrinkage/pilferage of products | | 4 | 2 | 2 |
| | PC8. establish a timely and well-coordinated stock take process | | 4 | 2 | 2 |
| | PC9. maintain accurate recording and transmission of data | | 4 | 2 | 2 |
| | PC10. determine recording and re-checking of variances | | 4 | 2 | 2 |
| | PC11. analyse stock-take data as required by organisation | | 3 | 1.5 | 1.5 |
| | PC12. ensure safety and well-being of team involved in stock-take | | 3 | 1.5 | 1.5 |
| | Total | 100 | 50 | 50 | |
| 2. RAS/N0153 (Adhere to standard operating | PC1. implement processes in alignment to store policy | 100 | 5 | 2.5 | 2.5 |
| | PC2. describe relevant store policies/guidelines to the team | | 5 | 2.5 | 2.5 |

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|---|---|--------------|-----|-----|-----|
| procedures, processes and policies of the store while ensuring timely and accurate reporting) | PC3. cooperate and collaborate with authorities to conduct store audits as required | | 5 | 2.5 | 2.5 |
| | PC4. understand all non-compliance issues and work towards resolving the same | | 5 | 2.5 | 2.5 |
| | PC5. sign off all legal contracts in alignment to statutory requirements | | 5 | 2.5 | 2.5 |
| | PC6. sign off and honour all terms and conditions in employee contracts | | 5 | 2.5 | 2.5 |
| | PC7. describe to the team the importance of records to be maintained | | 5 | 2.5 | 2.5 |
| | PC8. describe the importance of accurate and error-free collection, preservation and transmission of data | | 5 | 2.5 | 2.5 |
| | PC9. conduct checks and audits to ensure quality of data for records | | 6 | 3 | 3 |
| | | Total | 100 | 50 | 50 |
| 3. RAS/N0154 (Manage sales and service delivery to increase store profitability) | PC1. understand and implement policies related to store upkeep and maintenance | 100 | 4 | 2 | 2 |
| | PC2. ensure store upkeep and maintenance of all equipment in line with policy | | 4 | 2 | 2 |
| | PC3. ensure timely checks and repairs of all store equipment | | 3 | 1.5 | 15 |
| | PC4. describe to the team about operating and maintaining store equipment | | 4 | 2 | 2 |
| | PC5. train the team to identify key repeat customers and develop customer retention strategies to build brand loyalty | | 3 | 1.5 | 15 |
| | PC6. implement strategies to generate additional footfalls | | 4 | 2 | 2 |
| | PC7. build relationships with new and existing customers to augment business and brand reputation | | 3 | 1.5 | 15 |
| | PC8. train and work with team to implement customer engagement initiatives to enhance customer satisfaction | | 3 | 1.5 | 15 |
| | PC9. establish a mechanism for collecting feedback from customers for further improvement of service | | 3 | 1.5 | 15 |
| | PC10. develop robust post-sales services to build brand loyalty and customer satisfaction | | 3 | 1.5 | 15 |
| | PC11. establish a system for addressal of escalations and analyse the cause of escalations to prevent recurrence | | 3 | 1.5 | 15 |

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|---|---|--------------|-----|------|------|
| | PC12. set sales targets and develop a strategy for achieving the targets | | 3 | 1.5 | 15 |
| | PC13. communicate sales targets and plans to team and motivate team to achieve the targets | | 3 | 1.5 | 15 |
| | PC14. determine requisite resources required to be able to perform optimally to achieve targets | | 3 | 1.5 | 15 |
| | | Total | 100 | 50 | 50 |
| 4. RAS/N0155 (Execute visual merchandising displays as per standards and guidelines) | PC1. establish conformance to retail processes like stock rotation, adjacency principles and product display norms | 100 | 6 | 3 | 3 |
| | PC2. train staff on concept of planogramming its effective implementation | | 6 | 3 | 3 |
| | PC3. confirm that display of products is aligned to updated store planogram | | 5 | 2.5 | 2.5 |
| | PC4. support company officials for carrying out necessary audits and checks | | 5 | 2.5 | 2.5 |
| | PC5. impart training to team on: <ul style="list-style-type: none"> a. guidelines for store lay out b. guidelines for display of merchandise and promotion elements (brand and category wise) c. guidelines for executing promotional events | | 6 | 3 | 3 |
| | PC6. negotiate with vendors on spacing requirements of the store as against the vendor plans | | 6 | 3 | 3 |
| | PC7. negotiate with vendor to arrive at a profitable revenue understanding as against space allocation | | 6 | 3 | 3 |
| | PC8. confirm vendors' compliance to visual merchandising guidelines | | 6 | 3 | 3 |
| | | Total | 100 | 50 | 50 |
| 5. RAS/N0156 (Ensure overall safety, security and hygiene of the store) | PC1. explain store policy and procedures in regards to health, hygiene and safety clearly and accurately | 100 | 1.5 | 0.75 | 0.75 |
| | PC2. organise training at regular intervals on health, hygiene and safety | | 1.5 | 0.75 | 0.75 |
| | PC3. provide access to team members on relevant store policies | | 1.5 | 0.75 | 0.75 |
| | PC4. provide clear and accurate information on identified hazards and risk control procedures to team members | | 1.5 | 0.75 | 0.75 |

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|--|---|--------------|-----|------|------|
| | PC5. resolve issues raised by staff in alignment with store policies | | 1.5 | 0.75 | 0.75 |
| | PC6. establish resource requirements to ensure safe lifting or shifting and manual handling techniques are applied by staff | | 1.5 | 0.75 | 0.75 |
| | PC7. establish resource requirements to handle store emergencies in the prescribed frequency | | 1.5 | 0.75 | 0.75 |
| | PC8. establish and maintain reporting procedures to facilitate communication and recording of details of safety-related incidents | | 1.5 | 0.75 | 0.75 |
| | PC9. create awareness on 'Prevention of Sexual Harassment' and enforce adherence to policy | | 1.5 | 0.75 | 0.75 |
| | PC10. organise mock fire and safety drills at regular intervals | | 1.5 | 0.75 | 0.75 |
| | PC11. adhere to personal grooming standards for self as well as team | | 1.5 | 0.75 | 0.75 |
| | PC12. ensure management of and conformation to store security procedures | | 1.5 | 0.75 | 0.75 |
| | PC13. ensure training of team to handle emergencies | | 1.5 | 0.75 | 0.75 |
| | PC14. ensure implementation of security measures in case of emergencies | | 1.5 | 0.75 | 0.75 |
| | PC15. cooperate with officials in carrying out all audits and checks | | 1.5 | 0.75 | 0.75 |
| | PC16. establish resource requirements to ensure equipment is maintained and stored safely | | 1.5 | 0.75 | 0.75 |
| | PC17. establish and maintain procedures for risk assessment and integrate with systems of work | | 1.5 | 0.75 | 0.75 |
| | PC18. ensure availability of trained staff to handle financial processes | | 1 | 0.5 | 0.5 |
| | PC19. ensure adherence to security procedures with respect to identification of authorities and implementation of financial processes | | 1.5 | 0.75 | 0.75 |
| | | Total | 100 | 50 | 50 |
| 6. RAS/N0157 (Implement promotions and special events at the store) | PC1. develop strategies to drive promotions and special events | 100 | 6 | 3 | 3 |
| | PC2. develop team competence in effective implementation of in-store promotions | | 5 | 2.5 | 2.5 |
| | PC3. collect and preserve promotion-related data for future analysis and working | | 6 | 3 | 3 |

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|--|--|--------------|-----|-----|-----|
| | PC4. implement organisational processes on collection and transmission of promotion related information and data | | 6 | 3 | 3 |
| | PC5. conduct data analysis as required by head office and share relevant feedback | | 6 | 3 | 3 |
| | PC6. understand the promotion and its requirements completely | | 6 | 3 | 3 |
| | PC7. explain promotion to relevant team members thoroughly and collaborate to identify required resources | | 6 | 3 | 3 |
| | PC8. provide required resources to team for effective implementation of promotion | | 5 | 2.5 | 2.5 |
| | | Total | 100 | 50 | 50 |
| 7. RAS/N0158 (Lead and manage the team for developing store capability) | PC1. analyse current and projected volume and type of work to be undertaken | 100 | 3 | 1.5 | 1.5 |
| | PC2. determine staff recruitment needs and compare with store performance plans | | 3 | 1.5 | 1.5 |
| | PC3. identify cost effective channels of manpower sourcing and interview effectively to recruit quality manpower | | 3 | 1.5 | 1.5 |
| | PC4. follow HR policies to support recruitment of staff | | 2 | 1 | 1 |
| | PC5. identify future manpower requirements based on projected store plans | | 2 | 1 | 1 |
| | PC6. establish and foster effective and open communication channels with store staff | | 2 | 1 | 1 |
| | PC7. guide staff regarding individual and team's roles and responsibilities | | 2 | 1 | 1 |
| | PC8. set performance expectations in line with organisational policies | | 3 | 1.5 | 1.5 |
| | PC9. delegate accountability and authority to the team based on individual strengths | | 2 | 1 | 1 |
| | PC10. consult with team members and share feedback whenever required | | 2 | 1 | 1 |

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|--|---|--------------|-----|-----|-----|
| | PC11. eliminate bias and ensure equal opportunity to all staff | | 2 | 1 | 1 |
| | PC12. foster effective team collaboration and take a leadership role to resolve intra-team conflict | | 2 | 1 | 1 |
| | PC13. follow and establish self-grooming & hygiene practices in line with store policy for self and team | | 2 | 1 | 1 |
| | PC14. establish and communicate the goals and objectives of roles in line with organisational policies | | 3 | 1.5 | 1.5 |
| | PC15. provide support to individuals and teams to enhance performance and achievement of organisational goals and the effective completion of work requirements | | 2 | 1 | 1 |
| | PC16. provide ongoing personal advice, coaching and mentoring to staff to build skill and team performance | | 2 | 1 | 1 |
| | PC17. conduct performance appraisals according to the organisation's standard procedures | | 2 | 1 | 1 |
| | PC18. define and discuss career paths with team members to ensure motivation and enhance retention | | 2 | 1 | 1 |
| | PC19. identify training needs to improve performance | | 3 | 1.5 | 1.5 |
| | PC20. manage poor performance in line with organisational standards, policies and procedures, and legal requirements | | 2 | 1 | 1 |
| | | Total | 100 | 50 | 50 |
| 8. RAS/N0159 (Conduct price benchmarking and market study of competition) | PC1. Identify and describe all policies related to collection of market data | 100 | 8 | 4 | 4 |
| | PC2. identify team members for collection of market information | | 6 | 3 | 3 |
| | PC3. train team members in critical activities involving market study | | 8 | 4 | 4 |
| | PC4. ensure collection of relevant data and analysis of the same to identify product line performance | | 8 | 4 | 4 |

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|--|---|--------------|-----|----|----|
| | PC5. communicate all analysis data to head office on the basis of collected market data | | 8 | 4 | 4 |
| | PC6. provide input to the merchandising /category teams on best prices offered by competition | | 8 | 4 | 4 |
| | | Total | 100 | 50 | 50 |

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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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| Title/Name of qualification/component: Retail Store Manager | | | Level: 7 |
|---|---|--|------------|
| NSQF Domain | Key requirements of the job role | How the job role relates to the NSQF level descriptors | NSQF Level |
| Process | Retail Store Manager is responsible for managing the overall operations of the store and ensure its profitability. He/she is responsible to control operational expenses and ensure the growth of 'topline' and 'bottomline' set by the organisation | <p>The job holder is responsible for managing the overall operations of the store and ensure its profitability. This requires command of wide ranging specialised theoretical and practical skill, involving variable routine and non-routine context. Also, this role being supervisory in nature, qualifies as a level 7 role.</p> <p>For example, this individual is responsible for supervising and directing the store staff, taking staffing decisions, ensuring product availability, maintaining visual merchandising standards, ensuring customer satisfaction, optimising the store's financial performance and managing safety and security of the store while adhering to the business and store processes.</p> <p>The above job requires command of wide ranging theoretical and practical skill, involving variable routine and nonroutine context</p> | 7 |
| Professional knowledge | The individual on the job needs to know and understand: Standard Operating Procedures, processes and policies of the store, concepts like marketing and sales, inventory management, customer experience management, visual merchandising, people management, store safety, security and hygiene standards. | <p>The job holder is expected to have wide ranging, factual and theoretical knowledge in broad contexts within his/her field of work.</p> <p>For example, the job holder is expected to have knowledge of how to optimize inventory to ensure maximum availability of stocks. He/she is expected to have knowledge of Standard Operating Procedures, policies and processes with respect to store operations. He/she should be adept with the concept of customer experience and sales management. Marketing and its application in the form of events and promotions is a key knowledge requirement for this job role. He/she is also</p> | 7 |

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| Title/Name of qualification/component: Retail Store Manager | | Level: 7 | |
|---|---|--|------------|
| NSQF Domain | Key requirements of the job role | How the job role relates to the NSQF level descriptors | NSQF Level |
| | | <p>expected to have knowledge of team management, group dynamics to build store capability.</p> <p>Since all the above mentioned are wide ranging, factual and theoretical in nature, the role qualifies for Level 7.</p> | |
| Professional skill | <p>The job holder is required to have professional skills required for performing the job, which includes decision making, planning and organising, customer centricity, analytical thinking, critical thinking and problem solving.</p> <p>For example, the job holder is expected to lead and manage the team for building store capability. 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 demonstrate wide range of cognitive and practical skills required to generate solutions. For instance, the job holder is expected to plan the staffing needs of the store, identify cost effective channels for sourcing of manpower, interview and select manpower in line with HR policies, create a positive work environment, train and develop staff to build store capability.</p> <p>All these activities mostly require cognitive and practical skills, hence qualifying the role for Level 7.</p> | 7 |
| Core skill | <p>The individual is expected to have strong communication skills (written and oral). He/she should have strong presentation skills, business acumen, sound understanding of social environment, knowledge of equipment and products & services the organization offers</p> | <p>The job holder is expected to exhibit sound written and oral communication skills, presentation skills, mathematical skills and social skills. Considering these outcomes, the job holder can be placed at level 7.</p> <p>For example, the job holder is expected to read policies, processes, and developmental reports. He/she should be able to draft emails, create process documents and reports, record interview assessments and appraisals. He/she should be able to compute store targets, profit and loss, etc., collect and present information to management and other stakeholders.</p> | 7 |

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| Title/Name of qualification/component: Retail Store Manager | | Level: 7 | |
|---|--|--|------------|
| NSQF Domain | Key requirements of the job role | How the job role relates to the NSQF level descriptors | NSQF Level |
| Responsibility | <p>The individual is responsible for output of group and development</p> <p>Retail Store Manager is responsible for the overall management of the store to ensure its profitability. He/she is responsible for supervising and directing the store staff, taking staffing decisions, optimising the store's financial performance and managing safety and security of the store.</p> | <p>The job holder is responsible for output of the team and its development.</p> <p>This individual is responsible for controlling operational expenses and ensure the growth of 'topline' and 'bottomline' set by the organisation.</p> <p>This individual is responsible for ensuring product availability, maintaining visual merchandising standards, and ensuring customer satisfaction while adhering to the business and store processes. He/she is responsible for leading and managing the team to develop store capability.</p> <p>Hence, this role qualifies for Level 7. It comprises of supervisory activities.</p> | 7 |

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.

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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 Retail Store Manager - Annexure 1
2. QP RAS/Q0107- Annexure 2

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Annexure 1: Career Map



Annexure 2: QP RAS/Q0107