

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	Retailer/Business Builder
Qualification Code	RAS/Q 0202
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	RASCI
Body which will accredit providers to offer courses leading to the qualification	RASCI
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	Level 5
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	Multi-outlet Retailer/Network Builder
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.	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	50	5
2. RAS / N0210 Effectively manage finances to accomplish business objectives	M	50	5
3. RAS / N0211 Conduct market analysis to ensure effective inventory and sales management	M	50	5
4. RAS / N0212 Ensure effective marketing of goods and services	M	50	5
5. RAS / N0213 Implement robust business systems to ensure process excellence	M	50	5
6. RAS / N0206 Meet health and safety requirements at place of work	M	30	5
7. RAS / N0205 Build relationship with vendors/dealers to ensure smooth business operations and increase sales	M	30	5
8. RAS / N0207 Manage customer needs effectively through need identification and strong customer relationship	M	30	5
9. RAS / N0214 Exhibit business acumen, self-discipline and demonstrate leadership skills	M	10	5

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
- CindreI
- 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: Retailer/Business Builder

CRITERIA FOR ASSESSMENT OF TRAINEES

Job Role Retailer/Business Builder

Qualification Pack RAS/Q0202

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

NSQF QUALIFICATION FILE

Version 6: Draft of 01 September 2016

				Marks Allocation	
Assessment Outcomes	Assessment Criteria for Outcomes	Total Mark	Out Of	Theory	Skills Practical
1. RAS/N0209 (Implement legal compliances, policies and procedures)	PC1. acquire knowledge of local corporations and government bodies that have a bearing on the particular business	100	10	3	7
	PC2. identify corporations and government bodies and the contact persons of the particular corporations and government bodies		5	1.5	3.5
	PC3. build 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 follow relevant rules and policies		10	3	7
	PC5. compare various issues affecting different forms of contract and agreements within business operations update self with knowledge to minimise losses and maximise gains		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. update self and team with knowledge to minimise losses and maximise gains		5	1.5	3.5
	PC8. examine legal aspects of financial transactions within business operations		10	3	7

NSQF QUALIFICATION FILE

Version 6: Draft of 01 September 2016

	PC9. determine legal requirements for the sale of products and services		10	3	7
	PC10. analyse various methods of regulating patents and trademarks in local business environment		5	1.5	3.5
	PC11. identify and implement policies and procedures to ensure goods are handled, stored and transported safely and according to requirements for dangerous and hazardous materials		10	3	7
	PC12. ensure security checks and balances are conducted and balances to prevent hazards and risks involved in the business process		5	1.5	3.5
	PC13. acquire and impart knowledge to team of 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
			100	30	70
2. RAS/N0210 (Effectively manage finances to accomplish business objectives)	PC1. acquire and impart knowledge of elements of basic financial accounting to team		5	1.5	3.5
	PC2. educate team on conducting basic accounting tasks		5	1.5	3.5
	PC3. create and maintain accounting reports		5	1.5	3.5
	PC4. analyse sources of profits and causes of losses as reflected in			1.5	3.5

NSQF QUALIFICATION FILE

Version 6: Draft of 01 September 2016

	the reports		5		
	PC5. assess and interpret information on costs and resource allocation		5	1.5	3.5
	PC6. encourage team members to actively control costs in their areas of responsibility		5	1.5	3.5
	PC7. understand the business cycle from accounting point of view		5	1.5	3.5
	PC8. calculate break-even point and payment schedules		3	1	2
	PC9. calculate credit amount and credit period required in order to break even		3	1	2
	PC10. define vendor credit cycle to ensure smooth borrowing process		5	1.5	3.5
	PC11. negotiate with vendor and finalise credit cycle		5	1.5	3.5
	PC12. identify credit sources for borrowing of funds		5	1.5	3.5
	PC13. compare the terms and conditions of sources offering credit		5	1.5	3.5
	PC14. assess risks involved in borrowing / raising of funds		5	1.5	3.5
	PC15. select the suitable credit source after evaluation of creditors		5	1.5	3.5
	PC16. raise additional funds for business expansion		5	1.5	3.5
	PC18. promptly implement recommendations for improving cost reduction and communicate to team		5	1.5	3.5

NSQF QUALIFICATION FILE

Version 6: Draft of 01 September 2016

	PC19. maintain policy and procedures in regard to preparation of budget or target figures		5	1.5	3.5
	PC20. compare, analyse, document and report budget and actual sales revenue and expenditure figures, according to budget targets		3	1	2
	PC21. update self and team with knowledge of possible fraudulent activities in monetary and financial transactions		5	1.5	3.5
	PC22. implement procedures and systems to prevent monetary losses due to fraudulent activities		5	1.5	3.5
	PC23. implement, monitor and maintain store systems for recording sales figures, revenue and expenditure		5	1.5	3.5
			100	30	70
3. RAS/N0211 (Conduct market analysis to ensure effective inventory and sales management)	PC1. identify target audience/consumer profile		5	1.5	3.5
	PC2. continuously observe and identify buying patterns and analyse sales data to define assortments and modify them as per trends observed		10	3	7
	PC3. be aware of competitors/other players/substitute products		5	1.5	3.5
	PC4. determine means to forecast demands on inventory		5	1.5	3.5
	PC5. establish importance to the		5	1.5	3.5

NSQF QUALIFICATION FILE

Version 6: Draft of 01 September 2016

	team for monitoring market trends and technology changes as part of managing inventory demands			
	PC6. assess inventory/procuring capacity as per demand	10	3	7
	PC7. ensure 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. assess 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
		100	30	70
4. RAS/N0212 (Ensure effective marketing and sale of goods and services)	PC1. research existing and potential customers to establish demand	10	3	7
	PC2. record customer requirements and preferences in relation to business products or services and factor into marketing strategy	10	3	7
	PC3. devise marketing strategy to optimise sales and profit, according to customer requirements, market	10	3	7

NSQF QUALIFICATION FILE

Version 6: Draft of 01 September 2016

	position, logistical capacity and business resources and forecasts relating to demand			
	PC4. accurately complete segmentation, targeting and positioning of a product	10	3	7
	PC5. determine resource requirements for implementation of marketing plans	5	1.5	3.5
	PC6. accurately set cost of promotional activities to reach identified and potential customers	5	1.5	3.5
	PC7. allocate resources required to implement marketing strategy	10	3	7
	PC8. establish systems for regularly monitoring marketing activities and evaluating marketing strategies	5	1.5	3.5
	PC9. develop and impart product knowledge to the team	5	1.5	3.5
	PC10. identify target customer, initiate customer contact and approach the customer	5	1.5	3.5
	PC11. gather information from the customer by applying questioning technique, sound listening and interpretation of non-verbal cues	5	1.5	3.5
	PC12. direct the customer to the appropriate merchandise	5	1.5	3.5
	PC13. sell the product by demonstrating/communicating its features, benefits or any other additional offers/complementary products	5	1.5	3.5
	PC14. overcome customer objections related to price, quality, delivery or any other by applying a problem solving technique	5	1.5	3.5

NSQF QUALIFICATION FILE

Version 6: Draft of 01 September 2016

	PC15. close sale by encouraging customer to make the purchase decision		5	1.5	3.5
			100	30	70
5. RAS/N0213 (Implement robust business systems to ensure process excellence)	PC1. gain and impart to the team in-depth knowledge of products/services involved in the business		8	2.4	5.6
	PC2. train staff on features of products/services, their advantages and benefits respect to comparative and complementary products in the market		8	2.4	5.6
	PC3. be aware as a team about market trends with respect to sales patterns as against comparative and complementary products in the market		2	0.6	1.4
	PC4. gain and impart knowledge of related products/services and possible opportunities with respect to up-selling, cross-selling, expansion of business to the team		6	1.8	4.2
	PC5. operate systems and equipment involved in running daily operations		8	2.4	5.6
	PC6. gain knowledge of precautions and maintenance required while operating systems and equipment		8	2.4	5.6
	PC7. be self updated on new technology that can improve efficiencies and reduce risks		8	2.4	5.6
	PC8. train staff on using of systems and equipment relevant to business		8	2.4	5.6
	PC9. train staff to handle		8	2.4	5.6

NSQF QUALIFICATION FILE

Version 6: Draft of 01 September 2016

	emergencies that could occur while handling the systems or equipment			
	PC10. know and tap the best sources of materials	6	1.8	4.2
	PC11. negotiate to arrive at the most profitable vendor relationship for the organization	8	2.4	5.6
	PC12. train staff on packaging and marketing of products/services being sold	8	2.4	5.6
	PC13. ensure quality check of products/services to maintain quality and conform to statutory quality requirements	8	2.4	5.6
	PC14. solicit and incorporate feedback on products/services received from the customers	6	1.8	4.2
		100	30	70
6. RAS/N0206 (Meet health and safety requirements at place of work)	PC1. wash hands with clean water and soap in order to keep them clean at all times	5	1.5	3.5
	PC2. wear clean and washed clothes every day	3	1	2
	PC3. be presentable and well groomed to service customers of all types	5	1.5	3.5
	PC4. use separate and clean handkerchief/cloth for wiping off perspiration or dust	3	1	2
	PC5. keep the cleaning aids dry and clean	3	1	2
	PC6. avoid sneezing or coughing around the area of work	3	1	2

NSQF QUALIFICATION FILE

Version 6: Draft of 01 September 2016

	PC7. sweep the surrounding area to create a tidy atmosphere		5	1.5	3.5
	PC8. drain out or dry off any accumulation of stale water in the form of small pools, etc., which can be breeding ground for mosquitoes		3	1	2
	PC9. use government approved disposal stations or appropriately large waste bins to store and dispose-off collected waste		5	1.5	3.5
	PC10. advise customers to throw waste at designated bins or waste areas		3	1	2
	PC11. actively prevent development of clean areas into unauthorised waste dump yards over time, in coordination with co-vendors		3	1	2
	PC12. have knowledge of ways and means to handle emergency situations like fire, robbery, riots etc.		5	1.5	3.5
	PC13. gain knowledge of ways and means to mitigate risks to people and property during emergencies		3	1	2
	PC14. avoid locating the vending cart near heaps of dumped industrial or food waste with pests around		3	1	2
	PC15. ensure that all waste is collected and disposed-off safely at the end of the day at the nearest waste disposal station		5	1.5	3.5
	PC16. ensure that waste water is drained-off in closed drains or in a designated way		3	1	2
	PC17. if necessary, educate others on the street, by example, not to litter and dump waste in an		3	1	2

NSQF QUALIFICATION FILE

Version 6: Draft of 01 September 2016

	unauthorized manner area				
	PC18. assess the various work hazards		5	1.5	3.5
	PC19. take necessary steps to eliminate or minimize hazards		5	1.5	3.5
	PC20. analyse the causes of accidents at the workplace and identify measures to prevent such accidents from taking place		5	1.5	3.5
	PC21. take preventive measures to avoid risk of burns and other injury		3	1	2
	PC22. check and review the storage areas frequently		3	1	2
	PC23. stack items in an organized way and use safe lifting techniques to reduce risk of injuries from handling procedures at the storage areas		5	1.5	3.5
	PC24. use health and safety practices for storing, cleaning, and maintaining tools, equipment, and supplies		3	1	2
	PC25. ensure to display safety signs at places where necessary for people to be cautious		3	1	2
	PC26. adhere to safety standards and ensure no material damage		5	1.5	3.5
			100	30	70
7. RAS/N0205 (Build relationship with vendors/dealers to ensure smooth business operations and	PC1. communicate clearly in the required local language		12	3.6	8.4

NSQF QUALIFICATION FILE

Version 6: Draft of 01 September 2016

increase sales)					
	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
	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. share and gather best practices and maintain cordial relationships		7	2.1	4.9
			100	30	70
8. RAS/N0207 (Manage customer needs effectively through need identification and strong customer relationships)	PC1. identify target customers		10	3	7
	PC2. understand and assess target		10	3	7

NSQF QUALIFICATION FILE

Version 6: Draft of 01 September 2016

	customer need and desire				
	PC3. update self to 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. take feedback to improve 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. acknowledge customer complaints and problems and reassuringly support difficult customers to produce positive outcome		10	3	7
			100	30	70

NSQF QUALIFICATION FILE

Version 6: Draft of 01 September 2016

<p>9. RAS/N0214 (Exhibit business acumen, discipline and demonstrate leadership skills)</p>	<p>PC1. make a short term and long term plan with respect to returns from the business</p>		<p>10</p>	<p>3</p>	<p>7</p>
	<p>PC2. define milestones and break them into achievable targets</p>		<p>5</p>	<p>1.5</p>	<p>3.5</p>
	<p>PC3. assess efforts and resources required</p>		<p>5</p>	<p>1.5</p>	<p>3.5</p>
	<p>PC4. get buy in from investors and other credit sources</p>		<p>5</p>	<p>1.5</p>	<p>3.5</p>
	<p>PC5. understand entrepreneurial thinking and perspective</p>		<p>5</p>	<p>1.5</p>	<p>3.5</p>
	<p>PC6. participate in workshops, seminars and engage with other successful business owners</p>		<p>5</p>	<p>1.5</p>	<p>3.5</p>
	<p>PC7. aim for self-development through available mediums</p>		<p>10</p>	<p>3</p>	<p>7</p>
	<p>PC8. get certifications in related line of business</p>		<p>5</p>	<p>1.5</p>	<p>3.5</p>
	<p>PC9. explore opportunities and create solutions to face uncertainties</p>		<p>10</p>	<p>3</p>	<p>7</p>
	<p>PC10. keep self-updated to be able to expand business in other fields/line of business as desired</p>		<p>10</p>	<p>3</p>	<p>7</p>
	<p>PC11. improvise methods so as to improve efficiencies</p>		<p>10</p>	<p>3</p>	<p>7</p>
	<p>PC12. Demonstrate high personal standards in alignment to business ethics</p>		<p>5</p>	<p>1.5</p>	<p>3.5</p>
	<p>PC13. create an environment in which team members are motivated to achieve high</p>		<p>5</p>	<p>1.5</p>	<p>3.5</p>

NSQF QUALIFICATION FILE

Version 6: Draft of 01 September 2016

	standards of performance				
	PC14. use honest, open consultation to facilitate communication with team members		5	1.5	3.5
	PC15. deal with difficult situations fairly, openly and promptly		5	1.5	3.5
	PC16. develop clear, accurate and relevant team objectives, including expected performance standards, monitor and course correct performance		5	1.5	3.5
			100	30	70

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

Version 6: Draft of 01 September 2016

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

Version 6: Draft of 01 September 2016

OPTION A

Title/Name of qualification/component: Retailer/Business Builder		Level: 5	
NSQF Domain	Key requirements of the job role	How the job role relates to the NSQF level descriptors	NSQF Level
Process	Certified across any NSQF level 4 role or 1 year experience in any NSQF level 4 role	The Job holder is expected to carry out a job that requires well developed skill, with clear choice of procedures in familiar context. Considering the outcomes, the job role is pegged at level 05	5
Professional knowledge	The individual should preferably be 5 th standard pass	The job holder is expected to have product and service knowledge, manage finances, have knowledge of health & safety rules/emergency procedures, quality norms with respect to selling of products & services, day-to-day business operations, and people management. Hence, considering the type of knowledge, the job holder can be placed at level 05	5
Professional skill	The individual should be a keen learner	The job holder is expected to exhibit a range of cognitive and practical skills required to accomplish tasks and solve problems by selecting and applying basic methods, tools, materials and information, considering these skills the job role is pegged at level 05	5
Core skill	The individual is expected to basic level knowledge of communication skill, knowledge of tools & equipment's and products & services the organization offers	The job holder is expected to exhibit written and oral communication skills, with the minimum level of clarity expected. Considering these outcomes the job holder can be placed at level 05	5
Responsibility	The individual is responsible to conduct day-to-day business operations of own's business, while he is the primary or sole operator for the business, he has a few employees	The job holder is expected to liaison and interact with various stakeholders, maintain P&L accounts, generate credit from vendors, maintain cash-flows, maintain inventory , know how to source, supply and market products/services, ensure customer satisfaction , create a strong business plan and display creativity & innovation for business growth Considering these responsibilities the job holder can be placed at level 05	5

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 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 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

Version 6: Draft of 01 September 2016

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.

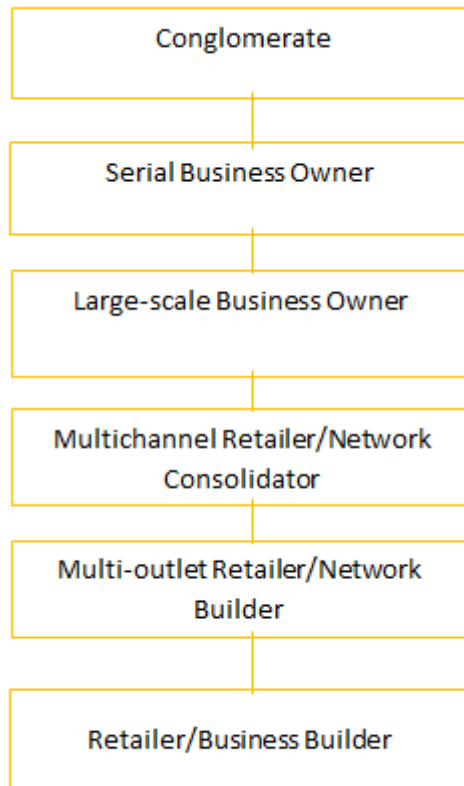
Give the titles and other relevant details of the document(s) here. Include page references showing where to find the relevant information.

1. Career Map of Retailer/Business Builder - Annexure 1
2. QP RAS/Q0202- Annexure 2

NSQF QUALIFICATION FILE

Version 6: Draft of 01 September 2016

Annexure 1: Career Map



Annexure 2: QP RAS/Q0202