

# **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>	Seller Activation Executive
<b>Qualification Code</b>	RAS/Q 0301
<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>	10 <sup>th</sup> Standard Pass
<b>Progression from the qualification</b>	Seller 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</li> </ol>

	<p>scheme guidelines</p> <p>4. Final Assessment to be conducted by certified assessors of SSC affiliated Assessment Agency</p> <p>5. Certification to be done as per scheme Guidelines by SSC</p>
<b>International comparability where known</b>	NA
<b>Date of planned review of the qualification.</b>	3rd August 2019

<b>Formal structure of the qualification</b>			
<b>Title and identification code of component.</b>	<b>Mandatory/ Optional</b>	<b>Estimated size (learning hours)</b>	<b>Level</b>
1. RAS / N0301 Conduct profiling and acquisition of sellers based on business requirement	<b>M</b>	<b>50</b>	<b>4</b>
2. RAS / N0302 Update the sellers on product promotions and orient them on operating the technology platform	<b>M</b>	<b>50</b>	<b>4</b>
3. RAS / N0303 Execute daily operational activities to enhance business and improve seller satisfaction	<b>M</b>	<b>50</b>	<b>4</b>
4. RAS / N0304 Build relationships with new sellers and strengthen relationships with existing sellers	<b>M</b>	<b>34</b>	<b>4</b>
5. RAS / N0305 Study the market and competition to improve business performance	<b>M</b>	<b>34</b>	<b>4</b>
6. RAS / N0306 Maintain good interpersonal relationships with all stakeholders	<b>M</b>	<b>34</b>	<b>4</b>
7. RAS / N0307 Comply to grooming, health and hygiene requirements of the organization	<b>M</b>	<b>28</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
- 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: Seller Activation Executive**

### **CRITERIA FOR ASSESSMENT OF TRAINEES**

**Job Role** Seller Activation Executive

**Qualification Pack** RAS/Q0301

**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/N0301 (Conduct profiling and acquisition of sellers based on business requirement)	PC1. study the market to be able to identify new sellers	<b>100</b>	7	3.5	3.5
	PC2. study the prospective seller base based on product categories in the marketplace		7	3.5	3.5
	PC3. set targets to approach, explain and register sellers		7	3.5	3.5
	PC4. communicate advantages and benefits about the platform to sellers		7	3.5	3.5
	PC5. match offer proposition with likely clients (sellers)		7	3.5	3.5
	PC6. create relevant proposals entailing all required details about business		7	3.5	3.5
	PC7. identify the prospective sellers in the organization		7	3.5	3.5
	PC8. identify critical elements of seller registration		7	3.5	3.5
	PC9. follow the process and documentation required for registration as per the company standards		7	3.5	3.5
	PC10. list down key elements of knowledge to be passed on to the sellers		7	3.5	3.5
	PC11. explain the documentation requirement and registration process to seller for undertaking business		7	3.5	3.5
	PC12. ensure accurate and timely completion of documentation		6	3	3



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	process				
	PC13. keep abreast of international operating standards for benchmarking		6	3	3
	PC14. know about success stories of comparative organizations		6	3	3
	PC15. work on self to get better at business development, selling skills, negotiation skills and customer service orientation		5	2.5	2.5
		<b>Total</b>	100	50	50
2. RAS/N0302 (Update the sellers on product promotions and orient them on operating the technology platform)	PC1. know and understand the critical aspects of the online portal	<b>100</b>	8	4	4
	PC2. orient and train sellers on the elements of portal operation and seller panel		10	5	5
	PC3. troubleshoot simple issues that sellers face while operating the technology platform		8	4	4
	PC4. help and guide seller in uploading new products		8	4	4
	PC5. assist sellers in order processing, packaging and shipping		8	4	4
	PC6. abreast about existing promotions		8	4	4
	PC7. evaluate promotions and advise the advantages that sellers can derive from the promotions		10	5	5
	PC8. ensure seller receives advantages and dues as per contract		8	4	4
	PC9. update self about upcoming promotions and applications		8	4	4
	PC10. help seller plan his work as per business information received		8	4	4

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	PC11. suggest and guide new sellers about how to grow business online		8	4	4
	PC12. give promotional offers on high-end brands and bulk offers on small brands		8	4	4
		<b>Total</b>	100	50	50
3. RAS/N0303 (Execute daily operational activities to enhance business and improve seller satisfaction)	PC1. ensure complete tracking of seller listing on the portal	<b>100</b>	12	6	6
	PC2. complete seller training about process, guidelines and panels to targeted sellers		16	8	8
	PC3. address seller queries and resolve concerns/issues if any		12	6	6
	PC4. monitor and achieve targets in terms of seller registration		12	6	6
	PC5. collect, collate and share seller feedback with management		12	6	6
	PC6. use MIS reporting		12	6	6
	PC7. conduct webinars and exhibitions for sellers		12	6	6
	PC8. manage the payment cycle for sellers		12	6	6
		<b>Total</b>	100	50	50
4. RAS/N0304 (Build relationships with new sellers and strengthen relationships with existing sellers)	PC1. complete all required processes from registration to onboarding to ensure smooth and complete handover of the seller to account manager	<b>100</b>	8	4	4
	PC2. help build healthy relationships between seller and account manager		8	4	4
	PC3. ensure induction material is complete in all respects		8	4	4
	PC4. take feedback on the material and incorporate the same		8	4	4

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	PC5. train and orient sellers about the process, guidelines, and panels		8	4	4
	PC6. address all seller queries and resolving concerns and issues, if any		8	4	4
	PC7. suggest and guide sellers about how to grow their business online		8	4	4
	PC8. train sellers on all documentation and reporting processes as per company policy		8	4	4
	PC9. identify the list of existing sellers who have come from different mediums		8	4	4
	PC10. understand the background of the seller accounts		6	3	3
	PC11. understand and interpret seller queries		6	3	3
	PC12. suggest solutions to address the identified queries		8	4	4
	PC13. help manage and grow their businesses		8	4	4
		<b>Total</b>	100	50	50
5. RAS/N0305 (Study the market and competition to improve business performance)	PC1. study competitors services and their work in the area of seller activation	<b>100</b>	14	7	7
	PC2. seek information about their market share, sale and revenue figures		12	6	6
	PC3. seek information on their strengths and weaknesses		12	6	6
	PC4. seek information on any new strategies/service offerings provided by competitors		12	6	6
	PC5. identify offers/schemes that work, based on competitor study		14	7	7

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	PC6. work in tandem with marketing team to help create new schemes for acquisition and maintenance of sellers		12	6	6
	PC7. collect seller feedback and provide valuable inputs to reporting manager/ business partners		12	6	6
	PC8. identify live sellers on other websites and pitch to them		12	6	6
		<b>Total</b>	100	50	50
6. RAS/N0306 (Maintain good interpersonal relationships with all stakeholders)	PC1. differentiate between external and internal customers	<b>100</b>	6	3	3
	PC2. understand expectations as per relationship with individual/group		6	3	3
	PC3. adopt appropriate medium of communication		6	3	3
	PC4. determine importance of selling/activation function in business-to-business processes		6	3	3
	PC5. actively seek feedback and guidance from immediate manager or team members to improve activation capabilities		6	3	3
	PC6. attend training programs when required		6	3	3
	PC7. build network of sellers through various sources as per company policy		8	4	4
	PC8. manage network of sellers by being in continuous contact with them		6	3	3
	PC9. establish trust and confident with sellers by communicating the need, expectations and shareable information with them		6	3	3

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	PC10. ensure minimization of possible losses and risks in relationships		6	3	3
	PC11. communicate clearly in local language (where required)		6	3	3
	PC12. articulate clearly and coherently and respond appropriately		6	3	3
	PC13. treat all stakeholders with respect and dignity		6	3	3
	PC14. handle interpersonal conflict / disputes according to company policy / procedures		8	4	4
	PC15. consult supervisor if the seriousness of conflict is beyond scope of responsibility		6	3	3
	PC16. concisely and accurately record details of the conflict and report to concerned authority		6	3	3
		<b>Total</b>	100	50	50
7. RAS/N0307 (Comply to grooming, health and hygiene requirements of the organization)	PC1. ensure personal hygiene	<b>100</b>	7	3.5	3.5
	PC2. avoid use of products that affect personal hygiene adversely		7	3.5	3.5
	PC3. identify hygiene conditions that could impact health		7	3.5	3.5
	PC4. use products that aid in improving personal hygiene		7	3.5	3.5
	PC5. demonstrate awareness of company policies with respect to grooming		7	3.5	3.5
	PC6. adhere to company policy with respect to personal grooming		8	4	4
	PC7. identify articles required to conform to grooming norms as per company policies		7	3.5	3.5

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PC8. highlight absence/damage of articles required to complete grooming as per company policies	7	3.5	3.5	
PC9. maintain and ensure products provided by organization as per grooming policies	8	4	4	
PC10. report on personal health issues related to injury, food, air and infectious diseases	7	3.5	3.5	
PC11. ensure not to go for work if unwell, to avoid the risk of being spread to other people	7	3.5	3.5	
PC12. undergo preventive health check-ups at regular intervals	7	3.5	3.5	
PC13. take prompt treatment from the doctor in case of illness	7	3.5	3.5	
PC14. have a general sense of hygiene and appreciation for cleanliness for the benefit of self and the customers or local community	7	3.5	3.5	
	<b>Total</b>	100	50	50

### 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: Seller Activation Executive			Level: 4
NSQF Domain	Key requirements of the job role	How the job role relates to the NSQF level descriptors	NSQF Level
Process	Prior Experience is not mandatory, the candidate can be a fresher	The Job holder is expected to carry out a command of wide ranging specialised theoretical and practical skills, 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 10 <sup>th</sup> standard pass	The job holder is expected to have knowledge of product promotions, grooming, health and hygiene policies of the organization, business requirements to map prospective seller base, manage existing seller accounts. He/she should be adept at operating technology platform. Hence, considering the type of professional knowledge the job holder can be placed at level 04	4
Professional skill	The individual should be a keen learner	The job holder is expected to have strong service orientation, interpersonal skills, should be adept at selling skills and business development. He/she should have working knowledge of operating digital tools and should be a sound negotiator and presentation skills. Hence, considering the type of skill, the job holder can be placed at level 04	4
Core skill	The individual is expected to have basic level knowledge of communication skill, knowledge of tools & equipment 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 04	4
Responsibility	The individual is responsible for profiling, interacting and acquiring new sellers in the market and thereafter, onboarding them to the e-commerce marketplace. In addition, he/she is also responsible for managing the already onboarded/existing sellers through query resolution and/or any other issues they may face	The job holder is expected to conduct profiling and acquisition of sellers, provide product updates to sellers, orient them on digital platform, execute daily operational activities, build relationship with new and existing sellers and conduct market study. 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 E-commerce 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 3<sup>rd</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 Seller Activation Executive - Annexure 1
2. QP RAS/Q0301- Annexure 2

# NSQF QUALIFICATION FILE

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## Annexure 1: Career Map



## Annexure 2: QP RAS/Q0301