

# **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  
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

<b>Qualification Title</b>	Visual Merchandiser
<b>Qualification Code</b>	RAS/Q0402
<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>	Retailers Association's Skill Council of India
<b>Body which will accredit providers to offer courses leading to the qualification</b>	Retailers Association's Skill Council of India
<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>	Marketing
<b>Licensing requirements</b>	N/A
<b>Level of the qualification in the NSQF</b>	5
<b>Anticipated volume of training/learning required to complete the qualification</b>	350 hours
<b>Entry requirements and/or recommendations</b>	12 <sup>th</sup> Standard Pass
<b>Progression from the qualification</b>	Data Analytics
<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> </ol>

	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
<b>International comparability where known</b>	NA
<b>Date of planned review of the qualification.</b>	1 <sup>st</sup> 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/N0401 Enhance store visibility by implementing attractive visual displays to support store profitability	<b>M</b>	<b>60</b>	<b>5</b>
2. RAS/N0402 Comply to store policies, merchandising norms and statutory regulations while executing themes and plots	<b>M</b>	<b>60</b>	<b>5</b>
3. RAS/N0403 Collect and analyze data to track the visual impact of promotions and events	<b>M</b>	<b>60</b>	<b>5</b>
4. RAS/N0404 Maintain visual merchandising elements in the store as per brand and store guidelines	<b>M</b>	<b>60</b>	<b>5</b>
5. RAS/N0405 Update self on industry trends and best practices through continuous learning and innovation	<b>M</b>	<b>50</b>	<b>5</b>
6. RAS/N0406 Liaise effectively with internal and external stakeholders to effectively implement visual merchandising plans	<b>M</b>	<b>60</b>	<b>5</b>

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

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

## **SECTION 1** **ASSESSMENT**

### **Body/Bodies which will carry out assessment:**

RASCI affiliated assessing agencies having assessor capability for the QP –

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

**Body/Bodies which will carry out assessment:**

RASCI affiliated assessing agencies having assessor capability for the QP –

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- 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: Visual Merchandiser**

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

**Job Role** Visual Merchandiser

**Qualification Pack** RAS/Q0402

**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/N0401 (Enhance store visibility by implementing attractive visual displays to support store profitability)	PC1. identify industry and company trends with respect to products and marketing thereof	<b>100</b>	2	1	1
	PC2. identify target customer base, category-wise sales pattern, market trends		2	1	1
	PC3. identify elements such as available space, lighting, props and visual merchandising accessories in order to design relevant and effective plots and themes		2	1	1
	PC4. identify possible problems in putting layouts together and work out ways of sorting them out		2	1	1
	PC5. create displays that achieve the visual effect as required and are consistent with the company's visual design policy		2	1	1
	PC6. follow company procedures for using ladders, tools and equipment safely		2	1	1
	PC7. use the design brief to identify the focal points of the display		2	1	1
	PC8. identify seasonality and past sales patterns with respect to the merchandise category		2	1	1
	PC9. identify related categories across which merchandising themes and events can be planned		2	1	1
	PC10. match customer needs to category advantages and benefits		2	1	1
	PC11. identify opportunities for cross selling across related categories in order to design effective schemes		2	1	1
	PC12. design and validate relevant offers and merchandising themes		2	1	1
	PC13. implement relevant offers and merchandising themes		2	1	1
	PC14. position merchandise, graphics and signs according to guidelines and in ways that attract the		2	1	1

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attention and interest of customers and give customers the information they need
PC15. implement and adhere to themes and plots in accordance with the above variables so as to maximize returns for the desired category in the store
PC16. choose shapes, colors and groupings that are suited to the purpose and style of the display
PC17. check that the finished display meets health and safety guidelines and legal requirements
PC18. list tasks and activities involved in the merchandising plan
PC19. create visual displays based on the requirements set by the marketing department
PC20. finalize designs and create detailed floor plans
PC21. assemble and dismantle displays if and when required
PC22. assess resources involved in executing the merchandising plan
PC23. ensure the availability of resources required to execute the merchandising plan
PC24. implement merchandising plan/theme
PC25. assess the merchandising plan and record observations related to the same
PC26. measure performance of merchandising plans/themes at the store
PC27. group merchandise appropriately for the purpose and style of display, the selling features of the merchandise and the visual effect needed under the design brief
PC28. keep abreast of information on faltering categories, slow moving categories and ageing products in store

2	1	1
2	1	1
2	1	1
2	1	1
2	1	1
2	1	1
2	1	1
2	1	1
2	1	1
2	1	1
1	0.5	0.5
1	0.5	0.5
2	1	1
1	0.5	0.5

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	PC29. create innovative merchandising themes and plots to improve performance of such categories for the specific store		2	1	1
	PC30. validate merchandising themes and plots with all concerned stakeholders		1	0.5	0.5
	PC31. implement the approved merchandising themes and plots		1	0.5	0.5
	PC32. evaluate performance of merchandising themes and plots post implementation		2	1	1
	PC33. accurately identify health, safety and security arrangements from plans, elevations and drawings		1	0.5	0.5
		<b>Total</b>	100	50	50
2. RAS/N0402 (Comply to store policies, merchandising norms and statutory regulations while executing themes and plots)	PC1. identify and adhere to store policies and budgets with respect to visual merchandising	<b>100</b>	9	4.5	4.5
	PC2. identify and adhere to statutory guidelines with respect to visual merchandising		9	4.5	4.5
	PC3. describe vendor guidelines with respect to visual merchandising		9	4.5	4.5
	PC4. describe category and brand norms with respect to visual merchandising		9	4.5	4.5
	PC5. check the suitability and availability of merchandise with the relevant decision-makers		8	4	4
	PC6. reach agreement with decision-makers concerning realistic arrangements and timescales for supply		8	4	4
	PC7. promptly make other arrangements to get hold of merchandise if it is not available within your timescales and cost limits		8	4	4
		<b>Total</b>	100	50	50
3. RAS/N0403 (Collect and analyze data to track the visual impact of	PC1. track visual impact of all promotions and events organized by the head office/brands/store	<b>100</b>	4	2	2
	PC2. identify parameters to be observed and recorded to assess impact of promotions and events		4	2	2

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promotions and events)	PC3. compare current data trends with past data trends		4	2	2	
	PC4. agree suitable standards for assessing the effect of displays and layouts		4	2	2	
	PC5. draw inferences that are reasonable in terms of the purpose of the display and customers' responses to it		4	2	2	
	PC6. identify improvements in the way visual merchandising is carried out at the store		4	2	2	
	PC7. report findings and recommendations clearly to decision-makers		4	2	2	
	PC8. assess information fairly when reviewing the effect of displays and layouts		4	2	2	
	PC9. check that all the parts of the display are suitable for the purpose of the display and meet requirements		4	2	2	
	PC10. check that the display meets requirements for easy access, safety and security		4	2	2	
	PC11. identify safety and security risks to the display and choose suitable ways of reducing risks		3	1.5	1.5	
	PC12. promptly make any adjustments within scope of authority that are needed to achieve the visual effect and to make the display safe and secure		4	2	2	
	PC13. regularly check the display's visual effect from the customers view		3	1.5	1.5	
	PC14. promptly report to the right person any problems and risks that are beyond the scope of responsibility		3	1.5	1.5	
	PC15. gather enough information to allow you to make judgments about customers' responses to displays and layouts		3	1.5	1.5	
	PC16. accurately interpret information about customers' responses		4	2	2	
		<b>Total</b>		100	50	50

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4. RAS/N0404 (Maintain visual merchandising elements in the store as per brand and store guidelines)	PC1. implement checks and balances to ensure up-keep of tools, displays, fixtures and props of existing themes	<b>100</b>	5	2.5	2.5
	PC2. organise for new props in case of damaged/distressed props, displays, fixtures and tools		5	2.5	2.5
	PC3. establish the uniformity of displays across stores		5	2.5	2.5
	PC4. collect and record accurate information on price changes		5	2.5	2.5
	PC5. give accurate, up-to-date price information to the staff who need it		5	2.5	2.5
	PC6. regularly check price marking and promptly sort out any pricing problems you spot		5	2.5	2.5
	PC7. make sure that stock replenishment plans are up-to-date and realistic		5	2.5	2.5
	PC8. deal with out-of-date or deteriorating stock in line with company policy and any relevant laws		5	2.5	2.5
	PC9. involve staff in spotting potential improvements to the way stock is organised and presented		5	2.5	2.5
	PC10. get permission from the right person, where necessary, to improve the way stock is organised and presented		5	2.5	2.5
	PC11. make sure that you maintain customer goodwill and staff morale while stock is being reorganized		5	2.5	2.5
	PC12. ensure compliance to all safety measures		5	2.5	2.5
	<b>Total</b>	100	50	50	
5. RAS/N0405 (Update self on industry trends and best practices through continuous	PC1. collect information about business operations from relevant sources to evaluate the potential for improvement within your area of responsibility	<b>100</b>	3	1.5	1.5
	PC2. monitor and analyse information sufficiently to reveal any actual or potential problems		3	1.5	1.5
	PC3. encourage staff and colleagues to identify potential improvements and to comment constructively on others' ideas		2	1	1

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learning and innovation)

PC4. assess potential improvements for their relevance, practicality, consistency with organisation policy and style and ease of implementation
PC5. select ideas for suggestion and implementation which offer the greatest potential for maximising the benefits to the business and the client
PC6. make recommendations for improvements to management in a form which is suitable for their use and supported by relevant information
PC7. explain the benefits which improvements could bring and the resources needed to implement improvements
PC8. communicate appropriately to decision makers
PC9. give decision makers adequate opportunities to ask questions and to seek clarification
PC10. monitor and evaluate information about improvements and their purpose to find out whether they are effective
PC11. confirm and clarify the content and time-scales of implementation with decision makers
PC12. explain plans to relevant individuals in a manner which encourages understanding and effective implementation
PC13. give appropriate support, encouragement, advice and orientation to individuals for as long as is necessary to achieve effective implementation
PC14. seek advice and support as soon as possible when specific implementation problems come to light
PC15. demonstrate, in your behaviour, commitment to achieving the benefits of the improvement throughout implementation
PC16. identify market trends and running offers from comparative brands
PC17. share data and relevant reports with concerned stakeholders
PC18. co-create promotions and offers as per business demand
PC19. study success stories and examples

3	1.5	1.5
3	1.5	1.5
3	1.5	1.5
2	1	1
2	1	1
2	1	1
2	1	1
2	1	1
2	1	1
2	1	1
2	1	1
2	1	1
2	1	1
3	1.5	1.5
2	1	1
3	1.5	1.5
2	1	1

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	PC20. identify running offers and their returns from wholesale and brand stores		3	1.5	1.5
	PC21. share data with store managers and marketing supervisors		2	1	1
		<b>Total</b>	100	50	50
6. RAS/N0406 (Liaise effectively with internal and external stakeholders to effectively implement visual merchandising plans)	PC1. identify external stakeholders and the nature of their interest in the activities and performance of the organisation	<b>100</b>	3	1.5	1.5
	PC2. establish working relationships with relevant internal and external stakeholders		3	1.5	1.5
	PC3. recognise and respect the roles, responsibilities, interests and concerns of stakeholders and particularly in situations of matrix management, their managers' requirements		3	1.5	1.5
	PC4. create a climate of trust and mutual respect, particularly where one has no authority, or shared authority, over those he/she is working with		3	1.5	1.5
	PC5. understand difficult situations and issues from stakeholders' perspectives and provide support, where necessary, to move things forward		3	1.5	1.5
	PC6. provide stakeholders with appropriate information to enable them to perform effectively		3	1.5	1.5
	PC7. consult stakeholders in relation to key decisions and activities and take account of their views, including their priorities, expectations and attitudes to potential risks		3	1.5	1.5
	PC8. fulfil agreements made with stakeholders and let them know		3	1.5	1.5
	PC9. advise stakeholders promptly of any difficulties or where it will be impossible to fulfil agreements		3	1.5	1.5
	PC10. identify and resolve conflicts of interest and disagreements with stakeholders in ways that minimise damage to work and activities and to the stakeholders involved		3	1.5	1.5
	PC11. monitor and review the effectiveness of working relationships with stakeholders in order to identify areas for improvement		3	1.5	1.5

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PC12. seek and provide feedback in order to improve one's own and stakeholders' performance	3	1.5	1.5	
PC13. monitor wider developments in order to identify issues of potential interest or concern to stakeholders in the future and to identify new stakeholders	2	1	1	
PC14. enhance store team awareness about visual merchandising and its importance	2	1	1	
PC15. collaborate with team to create design themes and plans and to ensure smooth and efficient implementation of events	3	1.5	1.5	
PC16. collaborate with business, sales managers and retail managers to discuss sales strategies	3	1.5	1.5	
PC17. identify resources needed for implementation of visual merchandising guidelines/events/themes	3	1.5	1.5	
PC18. identify vendor support required for store specific events	2	1	1	
PC19. liaison with vendor to ensure availability of required resources in a timely manner	3	1.5	1.5	
PC20. adhere to checklist for vendor payments	3	1.5	1.5	
PC21. ensure vendor meets the terms and conditions of business	3	1.5	1.5	
	<b>Total</b>	100	50	50

## **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: <b>Visual Merchandiser</b>		Level: 5	
NSQF Domain	Key requirements of the job role	How the job role relates to the NSQF level descriptors	NSQF Level
Process	<p>Visual Merchandiser is responsible for promoting the organization's brand image, products and services by creating/designing attractive window and in-store displays to draw customers to the store and encourage purchase decisions, thereby supporting top-line sales.</p>	<p>The job holder is responsible for implementing visual merchandising concepts and elements as per guidelines laid down by the store and by the various brands in the store. This person will also execute merchandising themes and plots as per business need.</p> <p>For example, this individual is responsible for creating detailed floor plans, designing and implementing merchandising themes and plots in the store through attractive visual displays. He/she needs to identify selling features of merchandise to be used in displays. He/she needs to be aware of relevant legislation, standards, policies, and procedures followed in the company and brands.</p> <p>This requires well-developed skill, with a clear choice of procedures in familiar context. This role therefore qualifies as a level 5 role.</p>	5
Professional knowledge	<p>The individual on the job needs to know and understand: relevant legislation, standards, policies, and procedures followed in the company and by brands, the techniques of layout design, including drawing conventions and standards, how to put together merchandising displays for use inside the store, the dressing techniques to use for different types of merchandise, how to analyse the visual impact of promotions and events, how to maintain visual merchandising elements in the store as per guidelines.</p>	<p>The job holder is expected to have knowledge of facts, principles, processes and general concepts in his/her field of work.</p> <p>For example, the job holder is expected to have knowledge of how to collect and analyse data to track the visual impact of promotions and events. He/she is required to know data on stock movement and ageing of stocks, company's visual design and merchandising norms/policy, how to draw reasonable conclusions about the effect of displays and layouts, bearing in mind the purpose of the display or layout and customers' responses to it, how to recognize improvements to be made to</p>	5

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Title/Name of qualification/component: Visual Merchandiser		Level: 5	
NSQF Domain	Key requirements of the job role	How the job role relates to the NSQF level descriptors	NSQF Level
		<p>the way visual merchandising is carried out at the store, and company procedures and requirements for collecting information about customers' responses to displays.</p> <p>Since all the above mentioned requires knowledge of facts, principles, processes and concepts, the role qualifies for Level 5.</p>	
Professional skill	<p>The job holder needs 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. He/she should also have creative thinking ability.</p> <p>For example, the job holder is expected to plan and organize all necessary tasks to ensure smooth implementation of merchandising themes and plots, thorough implementation of themes and plots so as to enhance customer experience, remove all process glitches possible in the plans/schemes, anticipate and resolve problems during implementation of merchandising plans, identify customer buying behavior and plan merchandising schemes accordingly, and analyze data collected in reports to be able to plan future merchandising events.</p>	<p>The job holder is expected to demonstrate wide range of cognitive and practical skills required to accomplish tasks by selecting and applying basic methods, tools, materials and information.</p> <p>For instance, the job holder is expected to take appropriate decisions regarding the responsibilities of the job role, plan and organize promotion/feedback data collected, incorporate customer feedback in the data analysis, use the existing data to arrive at specific data points, and use the existing data points to generate required reports for business.</p> <p>All these activities mostly require cognitive and practical skills, hence qualifying the role for Level 5.</p>	5
Core skill	<p>The individual is expected to have strong communication skills (written and oral). He/she should have visual presentation skills, business acumen, sound understanding of customer environment, knowledge of equipment and products &amp; services the organization offers.</p>	<p>The job holder is expected to exhibit sound written and oral communication skills, presentation skills, mathematical ability and interpersonal skills. Considering these outcomes, the job holder can be placed at level 5.</p> <p>For example, the job holder is expected to document data sheets on events being organized, read and understand relevant documents received from the head office/industry /brand owners/store, read and understand documents critical</p>	5

## NSQF QUALIFICATION FILE

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Title/Name of qualification/component: Visual Merchandiser			Level: 5
NSQF Domain	Key requirements of the job role	How the job role relates to the NSQF level descriptors	NSQF Level
		for store's performance, read and interpret critical job-related reports, explain merchandising themes and plans to store members and customers, understand customer queries regarding the implemented scheme, answer customer/vendor queries, accept and communicate feedback on the plans/schemes, and communicate with vendors as per requirements.	
Responsibility	<p>The individual is responsible for his/her own work and learning and some responsibility for other's work and learning.</p> <p>Visual merchandiser is responsible for designing and implementing visual merchandising themes, plots and displays across stores. He/she is required to explain merchandising themes and plans to store members and ensure effective implementation as per guidelines.</p>	<p>This job holder is responsible for complying as well as ensuring compliance to store policies, vendor guidelines and statutory regulations by store members. He/she is responsible for designing and implementing visual merchandising themes, plots and displays across stores. He/she is required to explain merchandising themes and plans to store members and ensure effective implementation as per guidelines.</p> <p>Hence, the individual is responsible for his/her own work and learning and some responsibility for other's work and learning, qualifying for Level 5 role.</p>	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. 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 1<sup>st</sup> August 2019.

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

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

# NSQF QUALIFICATION FILE

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## SECTION 4

### EVIDENCE OF PROGRESSION

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

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

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

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

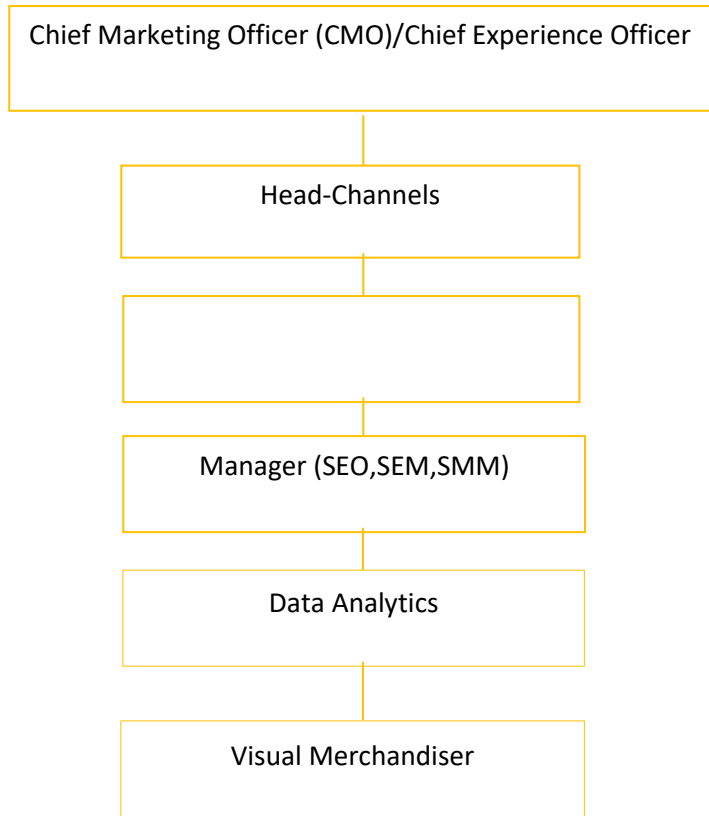
Give the titles and other relevant details of the document(s) here. Include page references showing where to find the relevant information.

1. Career Map of Visual Merchandiser - Annexure 1
2. QP RAS/Q0402- Annexure 2

# NSQF QUALIFICATION FILE

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## 1. Annexure 1: Career Map



## 2. QP RAS/Q0402- Annexure 2