

Model Curriculum

Self-employed e-tailer

SECTOR: RETAIL
SUB-SECTOR: RETAIL BUSINESS
OCCUPATION: CONSUMER SALES
REFERENCE ID: RAS/Q0205 VERSION 1.0
NSQF LEVEL: 4



Certificate

CURRICULUM COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

RETAILERS ASSOCIATION'S SKILL COUNCIL OF INDIA

for the

MODEL CURRICULUM

Complying to National Occupational Standards of
Job Role/ Qualification Pack: '**Self-employed e-tailer**'
QP No. '**RAS/Qoag NSQF Level 4**'

Date of Issuance: **March 4th, 2017**

Valid up to: **March 10th, 2019**

* Valid up to the next review date of the Qualification Pack



Authorized Signatory
(Retailers Association's Skill Council of India)

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Self-employed e-tailer

Curriculum / Syllabus

This program is aimed at training candidates for the job of a “Self-employed e-tailer”, in the “Retail” Sector/Industry and aims at building the following key competencies amongst the learners

Program Name	Self-employed e-tailer		
Qualification Pack Name & Reference ID.	Self-employed e-tailer RAS/Q0205 VERSION 1.0		
Version No.	1.0	Version Update Date	03-04-2017
Pre-requisites to Training	NA		
Training Outcomes	<p>After completing this programme, participants will be able to:</p> <ul style="list-style-type: none"> • Get licenses, follow legal policies and procedures to start/run business • Perform basic accounting practices • Continuously update self on new products/services offered by business • Conduct daily business operations • Manage customer needs effectively through need identification and strong customer relationship • Demonstrate/show creativity, newness/Innovation and enthusiasm to grow business • Conduct profiling and acquisition of sellers based on business requirement • Update the sellers on product promotions and orient them on operating the technology platform • Execute daily operational activities to enhance business performance and improve seller satisfaction 		

This course encompasses 9 out of 9 National Occupational Standards (NOS) of “Self-employed e-tailer” Qualification Pack issued by “Retailers Association's Skill Council of India”.

Sr.	Module	Key Learning Outcomes	Equipment Required
1.	<p>Get licenses, follow legal policies and procedures to start/run business</p> <p>Theory Duration (hh:mm) 10:00</p> <p>Practical Duration (hh:mm) 10:00</p> <p>Corresponding NOS Code RAS / N0201</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> • Liaison and interact with local corporations/authorities for smooth conduct of business • Learn and orient oneself on knowledge of legal compliances, quality norms with respect to selling of products and services • Update self on handling of goods, equipment, hazardous material to improve safety conditions at workplace • Determine legal structure of the business • Secure rights to products and services • gain knowledge of and identify local corporations/authorities that have a bearing on the particular business process • Build and maintain relationships with the key persons to ensure smooth functioning of business • Get permissions and compliances as per legal requirements • Complete business registration and other legal formalities • Examine legal options for the most suitable type of business structure • Seek legal and accounting expertise as required to inform final decision regarding business structure • Gain knowledge of policies and procedures that have a bearing on the business • Update self with knowledge and understanding of the relevant rules and legislative policies • Confirm to the rules and policies for smooth functioning of business • Update self with knowledge to minimise losses and maximise gains • Secure information on purchase rights to products and services and ensure full understanding of their implications • Establish cost of procurement rights to products and services (if applicable) • Determine brand ownership and protection rights • Gain in-depth knowledge of processes related to handling of goods, equipment and hazardous material involved in the business • Understand hazards and risks involved in the above processes 	<ul style="list-style-type: none"> • Product Assortment comprising non-perishable items such as handicrafts, handloom, textile, home decor, leather, footwear, artificial & semi-precious jewelry, herbal products, cosmetics, small furniture items, handbags, carpets, glassware, pottery • Registration copy/Challan Copy/shops and establishment certificate/Artesian card/MSME registration/letter from cluster association • Table/ Chair • Racks/Stand • Weighing scale / Handscale • Calculator • Hi-speed internet connection • Computer/Laptop/Tab/Smart phone with built in camera and softwares: <ul style="list-style-type: none"> ○ MS office ○ Ecommerce Website with Registration form (Online) • Product catalogue (just to give an idea of how product detailing is done) • Complete E-tailing process flowchart (in preferred language) • An information poster/guide on loan facilities.

Sr.	Module	Key Learning Outcomes	Equipment Required
		<p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> Local corporations/authorities that have a bearing on the particular business process Policies and procedures that have a bearing on the particular business process Legal formalities applicable for the particular business Knowledge of processes related to legal compliance requirements involved in the business Hazards and risks involved in the business 	
2	<p>Perform basic accounting practices</p> <p>Theory Duration (hh:mm) 10:00</p> <p>Practical Duration (hh:mm) 10:00</p> <p>Corresponding NOS Code RAS / N0202</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> Assess and identify source of funding and what is needed to secure that funding Plan, monitor and record the cash flow Control costs through assessment and interpretation of information on costs and resource allocation Open a bank and manage a Bank Account Prepare budget to help better planning and management of finances Control budget through monitoring of various financial elements such as income vis-a-vis expenditure, profit vis-a-vis loss etc. and correct deviations Understand elements of basic financial accounting Conduct basic accounting tasks Create and maintain reports Analyse sources of profits and causes of losses as reflected in the reports Update self with knowledge of possible fraudulent activities related to monetary transactions Implement security procedures and checks to prevent monetary losses due to fraudulent activities <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> Importance of error free accounting legal implications of erroneous accounting Basic mathematical skills <p>Elements specific to business, that need to be considered in accounting</p>	<ul style="list-style-type: none"> Product Assortment comprising non-perishable items such as handicrafts, handloom, textile, home decor, leather, footwear, artificial & semi-precious jewelry, herbal products, cosmetics, small furniture items, handbags, carpets, glassware, pottery Registration copy/Challan Copy/shops and establishment certificate/Artesian card/MSME registration/letter from cluster association Table/ Chair Racks/Stand Weighing scale / Handscale Calculator Hi-speed internet connection Computer/Laptop/Tab/Smart phone with built in camera and softwares: <ul style="list-style-type: none"> MS office Ecommerce Website with Registration form (Online) Product catalogue (just to give an idea of how product detailing is done) Complete E-tailing process flowchart (in preferred language) An information poster/guide on loan facilities.

Sr.	Module	Key Learning Outcomes	Equipment Required
3	<p>Continuously update self on new products/services offered by business</p> <p>Theory Duration (hh:mm) 20:00</p> <p>Practical Duration (hh:mm) 20:00</p> <p>Corresponding NOS Code RAS / N0203</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> • Have thorough knowledge of products/services involved in the business • Have awareness of market trend with respect to sales patterns • Have knowledge of related products/services and possible opportunities with respect to up- selling, cross-selling, expansion of business etc. • Source and process product and service data relevant to business • Maintain accurate and current details of products and services in product database • Conduct study of products/services offered by competition • Operate relevant equipment involved in business • Have knowledge of precautions and maintenance required • Update self on new technology that can improve efficiencies and reduce risks play a key role in existing key customer engagement <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> • Products/services involved in the business • Related products/services • Equipment involved in the business 	<ul style="list-style-type: none"> • Product Assortment comprising non-perishable items such as handicrafts, handloom, textile, home decor, leather, footwear, artificial & semi-precious jewelry, herbal products, cosmetics, small furniture items, handbags, carpets, glassware, pottery • Registration copy/Challan Copy/shops and establishment certificate/Artesian card/MSME registration/letter from cluster association • Table/ Chair • Racks/Stand • Weighing scale / Handscale • Calculator • Hi-speed internet connection • Computer/Laptop/Tab/Smart phone with built in camera and softwares: <ul style="list-style-type: none"> ○ MS office ○ Ecommerce Website with Registration form (Online) • Product catalogue (just to give an idea of how product detailing is done) • Complete E-tailing process flowchart (in preferred language) • An information poster/guide on loan facilities.

Sr.	Module	Key Learning Outcomes	Equipment Required
4	<p>Conduct daily business operations</p> <p>Theory Duration (hh:mm) 20:00</p> <p>Practical Duration (hh:mm) 20:00</p> <p>Corresponding NOS Code RAS / N0204</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> • Identify target audience profile/market • Continuously observe and identify buying patterns of customers to define assortments and modify them as per trends observed • Identify customers easy to access in order to target selling to them • Have awareness of products being offered by competitors/other players in the locality • Select right medium of promotions • Organize resources depending upon the marketing medium • Plan budget requirements for the promotional programs • Track and monitor effectiveness of the promotional programs • Assess inventory/procuring capacity as per costs involved • Assess operational costs • Calculate projected break-even point • Take steps to prevent inventory losses • Calculate profits and margins • Define targets to achieve business gains • Maintain required inventory on hand match logistics of delivery to inventory supply requirements • Monitor stock levels and maintain them at required levels • Coordinate stock take or cyclical count plan for contingencies <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> • Possible products/services that can be offered by own organisation • Trend setters in the specific business • Possible seasonal effects • Mapping of target customers and identification of customer needs • Computation of costs, profit & loss, sales figures etc., elements involved in setting of sales targets 	<ul style="list-style-type: none"> • Product Assortment comprising non-perishable items such as handicrafts, handloom, textile, home decor, leather, footwear, artificial & semi-precious jewelry, herbal products, cosmetics, small furniture items, handbags, carpets, glassware, pottery • Registration copy/Challan Copy/shops and establishment certificate/Artesian card/MSME registration/letter from cluster association • Table/ Chair • Racks/Stand • Weighing scale / Handscale • Calculator • Hi-speed internet connection • Computer/Laptop/Tab/Smart phone with built in camera and softwares: <ul style="list-style-type: none"> ○ MS office ○ Ecommerce Website with Registration form (Online) • Product catalogue (just to give an idea of how product detailing is done) • Complete E-tailing process flowchart (in preferred language) • An information poster/guide on loan facilities.

Sr.	Module	Key Learning Outcomes	Equipment Required
5	<p>Manage customer needs effectively through need identification and strong customer relationship</p> <p>Theory Duration (hh:mm) 10:00</p> <p>Practical Duration (hh:mm) 10:00</p> <p>Corresponding NOS Code RAS / N0207</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> • Identify target customers • Understand and assess target customer need and desire • Update self to identify possible options to satisfy customer need • Present options in an attractive manner that are mutually beneficial in nature • Establish rapport with customers and express genuine interest to clarify customer requirements and enhance outcomes • Maximise sales opportunities by use of add-on and complementary sales techniques • Provide customer with detailed information about the product/service • Build relationships with customers to generate referrals • Take feedback to improvise to increase business returns and reach • Manage on time delivery service fulfilment • Implement customer loyalty programs like vouchers , promotions • Plan and implement Sales presentations • Acknowledge customer complaints and problems and reassuringly support difficult customers to produce positive outcome <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> • The target customer • Acceptable service fulfillment norms • How to build referrals • What is a loyalty program 	<ul style="list-style-type: none"> • Product Assortment comprising non-perishable items such as handicrafts, handloom, textile, home decor, leather, footwear, artificial & semi-precious jewelry, herbal products, cosmetics, small furniture items, handbags, carpets, glassware, pottery • Registration copy/Challan Copy/shops and establishment certificate/Artesian card/MSME registration/letter from cluster association • Table/ Chair • Racks/Stand • Weighing scale / Handscale • Calculator • Hi-speed internet connection • Computer/Laptop/Tab/Smart phone with built in camera and softwares: <ul style="list-style-type: none"> ○ MS office ○ Ecommerce Website with Registration form (Online) • Product catalogue (just to give an idea of how product detailing is done) • Complete E-tailing process flowchart (in preferred language) • An information poster/guide on loan facilities.

Sr.	Module	Key Learning Outcomes	Equipment Required
6	<p>Demonstrate/show creativity, newness/Innovation and enthusiasm to grow business</p> <p>Theory Duration (hh:mm) 10:00</p> <p>Practical Duration (hh:mm) 10:00</p> <p>Corresponding NOS Code RAS / N0208</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> • Explore opportunities and creating solutions to face uncertainties • Expand business in other fields/line of business as desired • Innovate and improvise to pick up performance • Participate in discussions/workshops and engage with other successful vendors • Aim for self-development through available media • Gain certifications in related line of business <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> • Success stories in the related field • Innovations in the relevant product/service strengths, weakness, opportunity and threat to self and own organisation 	<ul style="list-style-type: none"> • Product Assortment comprising non-perishable items such as handicrafts, handloom, textile, home decor, leather, footwear, artificial & semi-precious jewelry, herbal products, cosmetics, small furniture items, handbags, carpets, glassware, pottery • Registration copy/Challan Copy/shops and establishment certificate/Artesian card/MSME registration/letter from cluster association • Table/ Chair • Racks/Stand • Weighing scale / Handscale • Calculator • Hi-speed internet connection • Computer/Laptop/Tab/Smart phone with built in camera and softwares: <ul style="list-style-type: none"> ○ MS office ○ Ecommerce Website with Registration form (Online) • Product catalogue (just to give an idea of how product detailing is done) • Complete E-tailing process flowchart (in preferred language) • An information poster/guide on loan facilities.

<p>7.</p>	<p>Conduct profiling and acquisition of sellers based on business requirement</p> <p>Theory Duration (hh:mm) 20:00</p> <p>Practical Duration (hh:mm) 20:00</p> <p>Corresponding NOS Code RAS / N0301</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> • Study the market to be able to identify new sellers • Study the prospective seller base based on product categories in the marketplace • Set targets to approach, explain and register sellers • Communicate advantages and benefits about the online platform to sellers • Match offer proposition with prospective clients (sellers) • Create relevant proposals entailing all required details about business • Identify prospective sellers for the organization • Identify critical elements of seller registration • Follow the process and documentation required for registration as per the company standards • List down key elements of knowledge to be passed on to the sellers • Explain the documentation requirement and registration process to seller for undertaking business • Complete documentation in a time bound and accurate manner • Keep abreast of international operating standards for benchmarking • Know about success stories of comparative organizations • Work on self to get better at business development, selling skills, negotiation skills and customer service orientation • Attend regular training programs to keep self updated on technology platform enhancements <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> • Offers from the organization • Processes of the organization • Advantages and benefits that can be offered to the sellers 	<ul style="list-style-type: none"> • Product Assortment comprising non-perishable items such as handicrafts, handloom, textile, home decor, leather, footwear, artificial & semi-precious jewelry, herbal products, cosmetics, small furniture items, handbags, carpets, glassware, pottery • Registration copy/Challan Copy/shops and establishment certificate/Artesian card/MSME registration/letter from cluster association • Table/ Chair • Racks/Stand • Weighing scale / Handscale • Calculator • Hi-speed internet connection • Computer/Laptop/Tab/Smart phone with built in camera and softwares: <ul style="list-style-type: none"> ○ MS office ○ Ecommerce Website with Registration form (Online) • Product catalogue (just to give an idea of how product detailing is done) • Complete E-tailing process flowchart (in preferred language) • An information poster/guide on loan facilities.
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<p>8</p>	<p>Update the sellers on product promotions and orient them on operating the technology platform</p> <p>Theory Duration (hh:mm) 20:00</p> <p>Practical Duration (hh:mm) 20:00</p> <p>Corresponding NOS Code RAS / N0302</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> • Know and understand the critical aspects of the online portal • Orient and train sellers on the elements of portal operation and seller panel • Troubleshoot simple issues that sellers face while operating the technology platform • Help and guide seller in uploading new products • Assist sellers in order processing, packaging and shipping procedures • Keep abreast about existing promotions • Evaluate promotions and advise the advantages that sellers can derive from the promotions • Ensure seller receives advantages and dues as per contract • Update self about upcoming promotions and technology applications • Help seller plan his work as per business information received • Suggest and guide new sellers about how to grow business online • Give promotional offers on high-end brands and bulk offers on small brands <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> • Promotions being offered • Contractual norms with sellers 	<ul style="list-style-type: none"> • Product Assortment comprising non-perishable items such as handicrafts, handloom, textile, home decor, leather, footwear, artificial & semi-precious jewelry, herbal products, cosmetics, small furniture items, handbags, carpets, glassware, pottery • Registration copy/Challan Copy/shops and establishment certificate/Artesian card/MSME registration/letter from cluster association • Table/ Chair • Racks/Stand • Weighing scale / Handscale • Calculator • Hi-speed internet connection • Computer/Laptop/Tab/Smart phone with built in camera and softwares: <ul style="list-style-type: none"> ○ MS office ○ Ecommerce Website with Registration form (Online) • Product catalogue (just to give an idea of how product detailing is done) • Complete E-tailing process flowchart (in preferred language) • An information poster/guide
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<p>9.</p>	<p>Execute daily operational activities to enhance business performance and improve seller satisfaction</p> <p>Theory Duration (hh:mm) 20:00</p> <p>Practical Duration (hh:mm) 20:00</p> <p>Corresponding NOS Code RAS / N0303</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> • Ensure complete tracking of seller listing on the portal • Complete seller training about processes, guidelines and panels to targeted sellers • Address seller queries and resolve concerns/issues, if any <ul style="list-style-type: none"> • Monitor and achieve targets in terms of seller registration • Collect, collate and share seller feedback with management • Use MIS reporting • Conduct webinars and exhibitions for sellers • Manage the payment cycle for sellers <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> • Work processes • Products/services/promotions • Individual sales targets 	<ul style="list-style-type: none"> • Product Assortment comprising non-perishable items such as handicrafts, handloom, textile, home decor, leather, footwear, artificial & semi-precious jewelry, herbal products, cosmetics, small furniture items, handbags, carpets, glassware, pottery • Registration copy/Challan Copy/shops and establishment certificate/Artesian card/MSME registration/letter from cluster association • Table/ Chair • Racks/Stand • Weighing scale / Handscale • Calculator • Hi-speed internet connection • Computer/Laptop/Tab/Smart phone with built in camera and softwares: <ul style="list-style-type: none"> ○ MS office ○ Ecommerce Website with Registration form (Online) • Product catalogue (just to give an idea of how product detailing is done) • Complete E-tailing process flowchart (in preferred language) • An information poster/guide on loan facilities.
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	<p>Total Duration</p> <p>Theory Duration 140:00</p> <p>Practical Duration 140:00</p>	<p>Unique Equipment Required:</p> <ul style="list-style-type: none"> • Product Assortment comprising non-perishable items such as handicrafts, handloom, textile, home decor, leather, footwear, artificial & semi-precious jewelry, herbal products, cosmetics, small furniture items, handbags, carpets, glassware, pottery • Registration copy/Challan Copy/shops and establishment certificate/Artesian card/MSME registration/letter from cluster association • Table/ Chair • Racks/Stand • Weighing scale / Handscale • Calculator • Hi-speed internet connection • Computer/Laptop/Tab/Smart phone with built in camera and softwares: <ul style="list-style-type: none"> ○ MS office ○ Ecommerce Website with Registration form (Online) • Product catalogue (just to give an idea of how product detailing is done) • Complete E-tailing process flowchart (in preferred language) • An information poster/guide on loan facilities. 	
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Grand Total Course Duration: 280 Hours 00 Minutes

(This syllabus/ curriculum has been approved by Retailers Association's Skill Council of India)

Trainer Prerequisites for Job role: “Self-employed e-tailer” mapped to Qualification Pack: “RAS/Q0205 VERSION 1.0”

Sr. No.	Area	Details
1	Job Description	Individual in this position should be able to train and skill candidates as per Qualification Pack by using effective methodology for the target audience/candidates whilst ensuing consistently high pass percentage.
2	Personal Attributes	Individual in this position should exhibits below mentioned attributes: <ul style="list-style-type: none"> • Should be subject knowledge / matter expert • Effective communication skills and proven integrity, as well as sincerity • Ability to conduct interactive training program and concentrate on details • High sense of thoughtfulness in a habitually active environment • Multi-talented and resourceful ability when handling different tasks • Highly skilled in promoting friendly atmosphere and efficient in managing learners
3	Minimum Educational Qualifications	12 th standard passed or 10 th standard pass with 2 yrs work experience in retail environment.
4a	Domain Certification	Certified for Job Role: “ <u>Self-employed e-tailer</u> ” mapped to QP “ <u>RAS/Q0205 VERSION 1.0</u> ”. Minimum accepted score of 80% or as per RASCI guidelines.
4b	Platform Certification	Recommended that the Trainer is certified for the Job Role: “Trainer”, mapped to the Qualification Pack: “SSC/Q1402”. Minimum accepted score of 80% or as per RASCI guidelines.
5	Experience	0-2years of work experience in similar job role in retail environment.

Annexure: Assessment Criteria

Assessment Criteria for Self-employed e-tailer	
Job Role	Self-employed e-tailer
Qualification Pack	RAS/Q0205 VERSION 1.0
Sector Skill Council	Retailers Association's Skill Council of India

Sr. No.	Guidelines for Assessment
1	Criteria for assessment for each Qualification Pack will be created by Retailers Association's Skill Council of India. 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 centre
4	Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training centre based on this criteria
5	To pass the Qualification Pack, every trainee should score a minimum marks as mentioned in respective QP
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

Assessment outcomes	Assessment Criteria for outcomes	Total Mark	Out Of	Marks Allocation	
				Theory	Skills Practical
1. RAS/N0201 (Get licenses, follow legal policies and procedures to start/run business)	PC1. identify local corporations/authorities that have a bearing on the particular business process	100	10	3	7
	PC2. build and maintain relationships with the key persons to ensure smooth functioning of business		5	1.5	3.5
	PC3. get permissions and compliances as per legal requirements		10	3	7
	PC4. complete business registration and other legal formalities		10	3	7
	PC5. examine legal options for the most suitable type of business structure		5	1.5	3.5
	PC6. seek legal and accounting expertise as required to inform final decision regarding business structure		5	1.5	3.5
	PC7. describe policies and procedures that have a bearing on the particular business		5	1.5	3.5
	PC8. describe the relevant rules and legislative policies		5	1.5	3.5
	PC9. conform to the relevant rules and policies for smooth functioning of business		5	1.5	3.5

	PC10. describe the concept of minimising losses and maximising gains		5	1.5	3.5
	PC11. secure information on purchase rights to products and services and ensure full understanding of their implications		5	1.5	3.5
	PC12. establish cost of procurement rights to products and services (if applicable)		10	3	7
	PC13. determine brand ownership and protection rights		10	3	7
	PC14. describe processes related to handling of goods, equipment and hazardous material involved in the business		5	1.5	3.5
	PC15. understand hazards and risks involved in the above processes		5	1.5	3.5
		Total	100	30	70
2. RAS/N0202 (Perform basic accounting practices)	PC1. assess and identify sourcing of funding and what is needed to secure that funding	100	10	3	7
	PC2. plan, monitor and record the cash flow		10	3	7
	PC3. open and manage a bank account		10	3	7
	PC4. control costs through assessment and interpretation of information on costs and resource allocation		10	3	7
	PC5. prepare budget to help better planning and management of finances		10	3	7
	PC6. control budget through monitoring of various financial elements such as income vis-a-vis expenditure, profit vis-a-vis loss etc. and correct deviations		10	3	7
	PC7. understand elements of basic financial accounting		5	1.5	3.5
	PC8. conduct basic accounting tasks		10	3	7
	PC9. create and maintain reports		5	1.5	3.5
	PC10. describe sources of profits and causes of losses as reflected in the reports		10	3	7
	PC11. understand possible fraudulent activities related to monetary transactions		5	1.5	3.5
	PC12. implement security procedures and checks to prevent monetary losses due to fraudulent activities		5	1.5	3.5
		Total	100	30	70

3. RAS/N0203 (Continuously update self on new products/services offered by business)	PC1. describe the products/services involved in the business	100	15	4.5	10.5
	PC2. understand the market trend with respect to sales patterns		15	4.5	10.5
	PC3. identify related products/services and possible opportunities with respect to up-selling, cross-selling, expansion of business etc.		10	3	49
	PC4. describe the concept of sourcing and processing product and service data relevant to business		10	3	7
	PC5. maintain accurate and current details of products and services in product database		10	3	7
	PC6. conduct study of products/services offered by competition		10	3	7
	PC7. operate equipment involved		15	4.5	10.5
	PC8. describe the precautions and maintenance required		5	1.5	3.5
	PC9. identify and describe new technologies that can improve efficiencies and reduce risks		10	3	7
	Total	100	30	70	
4. RAS/N0204 (Conduct daily business operations)	PC1. identify target audience profile/market	100	5	1.5	3.5
	PC2. identify buying patterns to define assortments and modify them as per trends observed		10	3	7
	PC3. identify customers easy to access in order to target selling to them		5	1.5	3.5
	PC4. identify products being offered by competitors/other players in the locality		5	1.5	3.5
	PC5. select right medium of promotions		5	1.5	3.5
	PC6. organize resources depending upon the marketing medium		5	1.5	3.5
	PC7. plan budget requirements for the promotional programs		5	1.5	3.5
	PC8. track and monitor effectiveness of the promotional programs		5	1.5	3.5
	PC9. assess inventory/production/procuring capacity as per costs involved		5	1.5	3.5
	PC10. assess operational costs		5	1.5	3.5

	PC11. calculate projected break-even point		5	1.5	3.5
	PC12. take steps to prevent inventory losses		5	1.5	3.5
	PC13. calculate profits and margins		5	1.5	3.5
	PC14. define targets to achieve business gains		5	1.5	3.5
	PC15. maintain required Inventory is on hand		5	1.5	3.5
	PC16. match logistics of delivery to inventory supply requirements		5	1.5	3.5
	PC17. monitor stock levels and maintain them at required levels		5	1.5	3.5
	PC18. coordinate stock take or cyclical count		5	1.5	3.5
	PC19. plan for contingencies		5	1.5	3.5
		Total	100	30	70
5. RAS/N0207 (Manage customer needs effectively through need identification and strong customer relationships)	PC1. identify target customers	100	10	3	7
	PC2. understand and assess target customer need and desire		10	3	7
	PC3. 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. collect feedback to improvise 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. understand customer complaints and problems and support difficult customers to produce positive outcome		10	3	7
		Total	100	30	70
6. RAS/N0208 (Demonstrate/show creativity, newness/innovation and enthusiasm to grow business)	PC1. identify opportunities and create solutions to face uncertainties	100	14	4.2	9.8
	PC2. expand business in other fields/line of business as desired		20	6	14
	PC3. innovate and improvise to pick up performance		14	4.2	9.8
	PC4. participate in discussions/workshops and engage with other successful vendors		16	4.8	11.2
	PC5. drive self-development through available media		20	6	14
	PC6. identify and gain certifications in related line of business		16	4.8	11.2
		Total	100	30	70
7. RAS/N0301 (Conduct profiling and acquisition of sellers based on business requirement)	PC1.study the market to be able to identify new sellers	100	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 for 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. Complete documentation in a time bound and accurate manner		6	3	3
	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
		Total	100	50	50
8. 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	100	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
	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

		Total	100	50	50
9. RAS/N0303 (Execute daily operational activities to enhance business and improve seller satisfaction)	PC1. ensure complete tracking of seller listing on the portal	100	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
		Total	100	50	50



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