

SALES PERSON (RETAIL)

COMPETENCY BASED CURRICULUM

(Duration: 1 Yr. and 3 months)

APPRENTICESHIP TRAINING SCHEME (ATS)

NSQF LEVEL- 4



SECTOR – RETAIL AND LOGISTICS



GOVERNMENT OF INDIA
MINISTRY OF SKILL DEVELOPMENT & ENTREPRENEURSHIP
DIRECTORATE GENERAL OF TRAINING

SALES PERSON (RETAIL)

(Revised in 2018)

APPRENTICESHIP TRAINING SCHEME (ATS)



NSQF LEVEL - 4

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Developed By

Ministry of Skill Development and Entrepreneurship
Directorate General of Training

CENTRAL STAFF TRAINING AND RESEARCH INSTITUTE

EN-81, Sector-V, Salt Lake City,
Kolkata – 700 091

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1. Westside
2. Vadodara Central
3. Big Bazaar Seven seas.
4. Bandhan Group
5. Arvind Life Styles

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Sl. No.	Name & Designation Sh./Mr./Ms.	Organization	Expert Group Designation
1.	Shri L K Mukherjee, DDT	CSTARI, Kolkata	Expert
2.	Shri S A Pandav, RDD	Vadodar & Surat, Gujarat	Expert
3.	Mr. D.J.Varmora, Principal	ITI Padra	Expert
4.	Mr. H. K. Padhiyar, Asst. App. Advisor	ITI Gorwa	Expert
5.	Mr. Prajit Narayanan Elien, Asst. Manager Operation	Westside	Expert
6.	Ms. Pooja Kashyap, Sr. Executive	Big Bazaar Seven seas	Expert
7.	Mr. Chuirayu Panchal, HR Manager	Vadodara Central	Expert
8.	Mr. Amit Jain, Dept. Manager	Vadodara Central	Expert
9.	Chiranjib Roy, Planning & Development	Bandhan Group, Kolkata	Expert
10.	Poulami Mukherjee, Retail Asstt.	Arvind Life Styles, New Delhi	Expert
11.	Sahdev, VI	ATI Mumbai	Expert

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1. BACKGROUND

1.1 Apprenticeship Training Scheme under Apprentice Act 1961

The Apprentices Act, 1961 was enacted with the objective of regulating the programme of training of apprentices in the industry by utilizing the facilities available therein for imparting on-the-job training. The Act makes it obligatory for employers in specified industries to engage apprentices in designated trades to impart Apprenticeship Training on the job in industry to school leavers and person having National Trade Certificate (ITI pass-outs) issued by National Council for Vocational Training (NCVT) to develop skilled manpower for the industry. There are four categories of apprentices namely; **trade apprentice, graduate, technician and technician (vocational) apprentices.**

Qualifications and period of apprenticeship training of **trade apprentices** vary from trade to trade. The apprenticeship training for trade apprentices consists of basic training followed by practical training. At the end of the training, the apprentices are required to appear in a trade test conducted by NCVT and those successful in the trade tests are awarded the National Apprenticeship Certificate.

The period of apprenticeship training for graduate (engineers), technician (diploma holders and technician (vocational) apprentices is one year. Certificates are awarded on completion of training by the Department of Education, Ministry of Human Resource Development.

1.2 Changes in Industrial Scenario

Recently we have seen huge changes in the Indian industry. The Indian Industry registered an impressive growth during the last decade and half. The number of industries in India have increased manifold in the last fifteen years especially in services and manufacturing sectors. It has been realized that India would become a prosperous and a modern state by raising skill levels, including by engaging a larger proportion of apprentices, will be critical to success; as will stronger collaboration between industry and the trainees to ensure the supply of skilled workforce and drive development through employment. Various initiatives to build up an adequate infrastructure for rapid industrialization and improve the industrial scenario in India have been taken.

1.3 Reformation

The Apprentices Act, 1961 has been amended and brought into effect from 22nd December, 2014 to make it more responsive to industry and youth. Key amendments are as given below:

- Prescription of number of apprentices to be engaged at establishment level instead of trade-wise.
- Establishment can also engage apprentices in optional trades which are not designated, with the discretion of entry level qualification and syllabus.
- Scope has been extended also to non-engineering occupations.
- Establishments have been permitted to outsource basic training in an institute of their choice.
- The burden of compliance on industry has been reduced significantly.



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2. TRAINING SYSTEM

2.1 GENERAL

Directorate General of Training (DGT) under Ministry of Skill Development & Entrepreneurship offers range of vocational training courses catering to the need of different sectors of economy/ Labour market. The vocational training programmes are delivered under aegis of National Council of Vocational Training (NCVT). Craftsman Training Scheme (CTS) and Apprenticeship Training Scheme (ATS) are two pioneer programmes of NCVT for propagating vocational training.

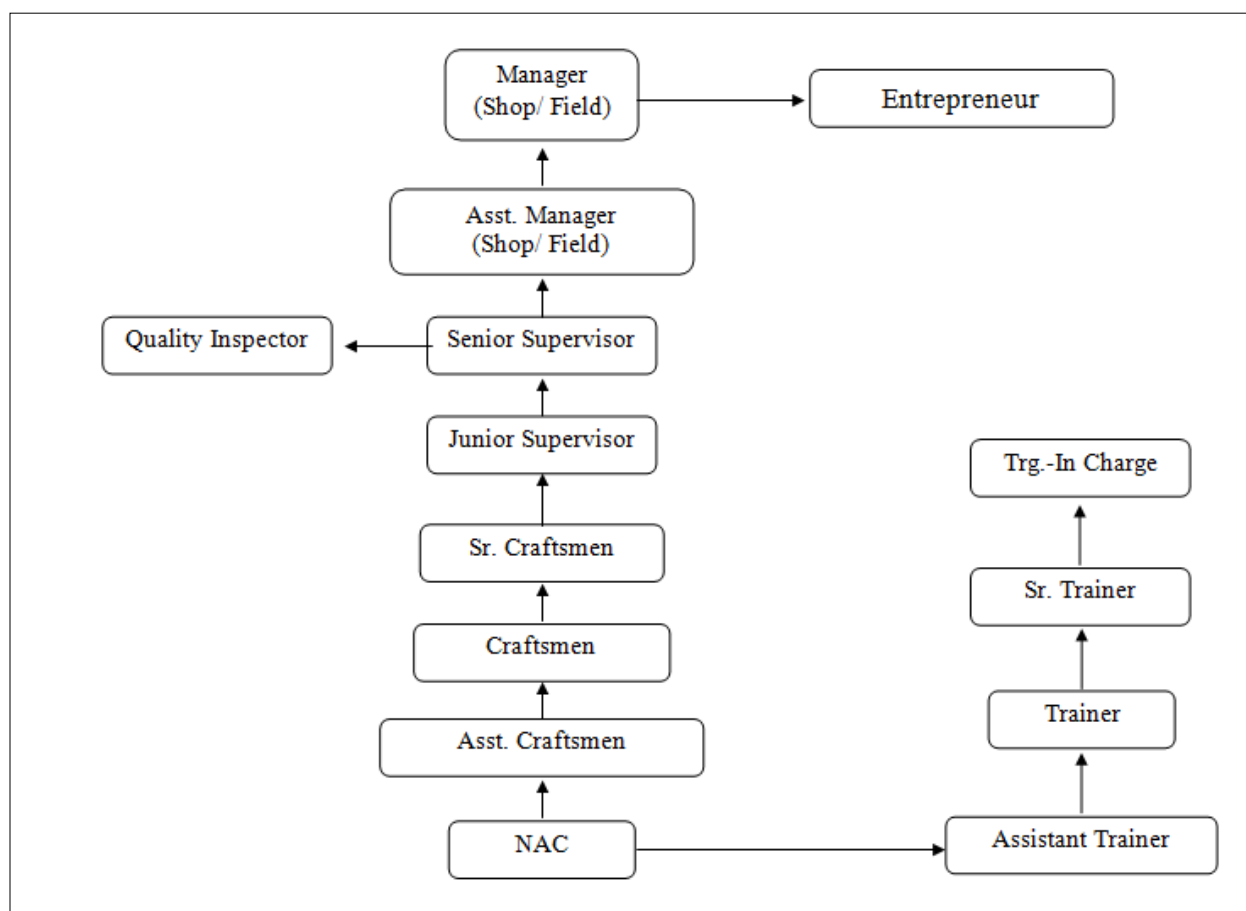
Sales Person (Retail) trade under ATS is one of the most popular courses delivered nationwide through different industries. The course is of one year and three months (01 Block) duration. It mainly consists of Domain area and Core area. In the Domain area Trade Theory & Practical impart professional - skills and knowledge, while Core area - and Employability Skills imparts requisite core skills & knowledge and life skills. After passing out the training programme, the trainee is being awarded National Apprenticeship Certificate (NAC) by NCVT having worldwide recognition.

Broadly candidates need to demonstrate that they are able to:

- Perform task with due consideration to safety rules, accident prevention regulations and environmental protection stipulations;
- Communicate with customer; understand customer needs, behaviour and response to customer requirements as per service offered by the organization.
- Identify nature of goods, space, equipment requirement checking accuracy, controlling malfunction, product delivery method.
- Checks stock level, update stocks, clear unsalable stock, report shortage in stock.
- Communicate customer, greet customer, understand customer expectations and behaviour, give information to customer, advice customer.
- Identify security risks, reporting security risks, prevention from security risks.
- Apply professional skill, knowledge, core skills & employability skills while performing jobs and solve problem during execution.

2.2 CAREER PROGRESSION PATHWAYS:

- Indicative pathways for vertical mobility.



2.3 COURSE STRUCTURE:

Table below depicts the distribution of training hours across various course elements during a period of one year (*Basic Training and On-Job Training*): -

Total training duration details: -

Time (in months)	1-3	4 - 15
Basic Training	Block– I	-----
Practical Training (On - job training)	----	Block – I

Sales Person (Retail)

A. Basic Training

For 02 yrs. Course (Non-Engg.): - **Total 03 months:** 03 months in 1styr. only

For 01 yr. Course (Non-Engg.): - **Total 03 months:** 03 months in 1st yr.

Sl. No.	Course Element	Total Notional Training Hours (For 01 yr. Course)
1	Professional Skill (Trade Practical)	270
2	Professional Knowledge (Trade Theory)	120
3	Employability Skills	110
	Total (including Internal Assessment)	500

B. On-Job Training:-

For 01 yr. Course (Non-Engg.) :- **Total 12 months**

Notional Training Hours for On-Job Training: 2080 Hrs.

C. Total training hours:-

Duration	Basic Training	On-Job Training	Total
For 02 yrs. Course (Non-Engg.)	500 hrs.	3640 hrs.	4140 hrs.
For 01 yr. Course (Non-Engg.)	500 hrs.	2080 hrs.	2580 hrs.

2.4 ASSESSMENT & CERTIFICATION:

The trainee will be tested for his skill, knowledge and attitude during the period of course and at the end of the training programme as notified by Govt of India from time to time. The Employability skills will be tested in first two semesters only.

- The Internal assessment** during the period of training will be done by **Formative assessment method** by testing for assessment criteria listed against learning outcomes. The training institute have to maintain individual *trainee portfolio* as detailed in assessment guideline. The marks of internal assessment will be as per the template (Annexure – II).
- The final assessment will be in the form of summative assessment method. The All India Trade Test for awarding NAC will be conducted by NCVT on completion of course as per guideline of Govt of India. The pattern and marking structure is being notified by govt of

Sales Person (Retail)

India from time to time. **The learning outcome and assessment criteria will be basis for setting question papers for final assessment. The examiner during final examination will also check** individual trainee's profile as detailed in assessment guideline before giving marks for practical examination.

2.4.1 PASS REGULATION

The minimum pass percent for Practical is 60% & minimum pass percent for Theory subjects 40%. The candidate pass in each subject conducted under all India trade test.

2.4.2 ASSESSMENT GUIDELINE

Appropriate arrangements should be made to ensure that there will be no artificial barriers to assessment. The nature of special needs should be taken into account while undertaking assessment. Due consideration should be given while assessing for team work, avoidance/reduction of scrap/wastage and disposal of scarp/wastage as per procedure, behavioral attitude, sensitivity to environment and regularity in training. The sensitivity towards OSHE and self-learning attitude are to be considered while assessing competency.

Assessment will be evidence based comprising the following:

- Job carried out in labs/workshop
- Record book/ daily diary
- Answer sheet of assessment
- Viva-voce
- Progress chart
- Attendance and punctuality
- Assignment
- Project work

Evidences of internal assessments are to be preserved until forthcoming semester examination for audit and verification by examination body. The following marking pattern to be adopted while assessing:

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Performance Level	Evidence
(a) Weightage in the range of 60 -75% to be allotted during assessment	
For performance in this grade, the candidate with occasional guidance and showing due regard for safety procedures and practices, has produced work which demonstrates attainment of an acceptable standard of craftsmanship.	• Demonstration of good skill in the use of hand tools, machine tools and workshop equipment • Below 70% tolerance dimension/accuracy achieved while undertaking different work with those demanded by the component/job/set standards. • A fairly good level of neatness and consistency in the finish • Occasional support in completing the project/job.
(b) Weightage in the range of above 75% - 90% to be allotted during assessment	
For this grade, the candidate, with little guidance and showing due regard for safety procedures and practices, has produced work which demonstrates attainment of a reasonable standard of craftsmanship.	• Good skill levels in the use of hand tools, machine tools and workshop equipment • 70-80% tolerance dimension/accuracy achieved while undertaking different work with those demanded by the component/job/set standards. • A good level of neatness and consistency in the finish • Little support in completing the project/job
(c) Weightage in the range of above 90% to be allotted during assessment	
For performance in this grade, the candidate, with minimal or no support in organization and execution and with due regard for safety procedures and practices, has produced work which demonstrates attainment of a high standard of craftsmanship.	• High skill levels in the use of hand tools, machine tools and workshop equipment • Above 80% tolerance dimension/accuracy achieved while undertaking different work with those demanded by the component/job/set standards. • A high level of neatness and consistency in the finish. • Minimal or no support in completing the project.

Brief description of Job roles:

Salesman, Retail Sales/Assistant, Retail Counter Salesman; Sells goods to customers in retail establishment. Arranges display of goods in shop. Attends to customer visiting shop. Ascertains his requirements. Shows him different varieties of required goods or articles, explaining their use, merits, durability and other distinguishing features, quotes prices and helps customers in selecting goods. Measures and weights goods ordered and packs them in paper bag, carton etc. Hands over packet to customer and collects money from him. May prepare cash-memos, collect money and hand it over to cashier of Retail Dealers. Ensures that goods are kept in neat and tidy manner. May be designated according to type of goods sold.

Selling Agent; sells goods in allotted area on behalf of one or more producers, or manufactures according to their instructions on salary or commission basis. Introduces his products in allotted area by displaying samples, distributing catalogues, contacts by Commercial Traveler and other publicity media. Keeps stock of goods as necessary. Discusses and finalizes terms regarding sales, commission, credit facilities, etc. Books orders and supplies products either from stock in hand or arranges expeditious supply through his principals. Keeps record of transactions made and charges commission on sales effected. Attends to all correspondence, enquiries relating to sale and servicing of goods sold or supplied. Keeps producer or manufacturer informed of market conditions, competitive products, etc. and devises means to promote sales in consultation with him. May appoint sub agents, if necessary. May undertake servicing and repairing of goods supplied. May be known as Sole Selling Agent if producer or manufacturer has no other agent in area. May be designated according to products sold.

Inventory Management Team: Team will maintain records of in warding/out warding of stocks, rearrangements of stocks, fulfilling floor stock gapes,

Reference NCO – 2015:

- i) 5249.0301 - Salesman, Retail Trade
- ii) 5249.0600 - Selling Agent

4. NSQF LEVEL COMPLIANCE

NSQF level for Sales Person (Retail) trade under ATS: **Level 4**

As per notification issued by Govt. of India dated- 27.12.2013 on National Skill Qualification Framework total 10 (Ten) Levels are defined.

Each level of the NSQF is associated with a set of descriptors made up of five outcome statements, which describe in general terms, the minimum knowledge, skills and attributes that a learner needs to acquire in order to be certified for that level.

Each level of the NSQF is described by a statement of learning outcomes in five domains, known as level descriptors. These five domains are:

- a. Process
- b. Professional Knowledge,
- c. Professional Skill,
- d. Core Skill and
- e. Responsibility.



The Broad Learning outcome of Sales Person (Retail) trade under ATS mostly matches with the Level descriptor at Level- 4.

The NSQF level-4 descriptor is given below:

Level	Process Required	Professional Knowledge	Professional Skill	Core Skill	Responsibility
Level 4	Work in familiar, predictable, routine, situation of clear choice.	Factual Knowledge of field of knowledge or study.	Recall and demonstrate practical skill, routine and repetitive in narrow range of application, using appropriate rule and tool, using quality concepts	Language to communicate written or oral, with required clarity, skill to basic Arithmetic and algebraic principles, basic understanding of social political and natural environment.	Responsibility for own work and learning.

5. GENERAL INFORMATION

Name of the Trade	Sales Person (Retail)
NCO - 2015	5249.0301 5249.0600
NSQF Level	Level – 4
Duration of Apprenticeship Training (Basic Training + On-Job Training)	3 months + One year (02 Blocks of 15 month duration).
Duration of Basic Training	a) Block –I : 3 months Total duration of Basic Training: 3 months
Duration of On-Job Training	a) Block–I: 12 months Total duration of Practical Training: 12 months
Entry Qualification	Passed 10 th class examination under 10+2 system of Education or its equivalent
Selection of Apprenticeship	The apprentices will be selected as per Apprenticeship Act amended time to time.
Instructors Qualification for Basic Training	As per ITI instructors qualifications as amended time to time for the specific trade.
Infrastructure for Basic Training	As per related trade of ITI
Examination	The internal examination/ assessment will be held on completion of each block. Final examination for all subjects will be held at the end of course and same will be conducted by NCVT.
Rebate to Ex-ITI Trainees	Nil
CTS trades eligible for Sales Person (Retail) Apprenticeship	Sales Person (Retail)

Note:

- Industry may impart training as per above time schedule for different block, however this is not fixed. The industry may adjust the duration of training considering the fact that all the components under the syllabus must be covered. However the flexibility should be given keeping in view that no safety aspects is compromised.
- For imparting Basic Training the industry to tie-up with ITIs having such specific trade and affiliated to NCVT.

6. LEARNING OUTCOME

6.1 GENERIC LEARNING OUTCOME

The following are minimum broad Common Occupational Skills/ Generic Learning Outcome after completion of the Sales Person (Retail) course of 01 year and 03 months duration under ATS.

Block I:-

1. Recognize & comply safe working practices, environment regulation and housekeeping. Maintenance of stores in respect of storage requirements, information on quantity and type of goods, maintenance of storage space, updating of stock control, follow all relevant legislation and organization policies and procedures, prepare for receipt and storage of goods, labelling of items.
2. Plan how to transport products and equipment safely and securely, delivery schedule, time management, unload orders safely, update delivery and non-delivery, stock checking and updating, operation and function of the handling equipment, fault finding in procedures and reporting requirements.
3. Response to customers appropriately and assist them properly, communicate customers the required information about services or products offered by organisation.
4. Identify customer needs or expectations and behaviour, respond to customer problems and meet customer expectations within your organisation's service offer.
5. Explain energy conservation, global warming and pollution and contribute in day to day work by optimally using available resources.
6. Explain personnel finance, entrepreneurship and manage/organize related task in day to day work for personal & societal growth.
7. Plan and organize the work related to the occupation.

6.2 SPECIFIC LEARNING OUTCOME

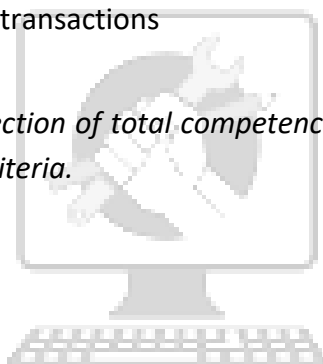
Block – I

1. Demonstrate the purpose of retailing, retail environment and the responsibility of retail operation function.
2. Understand the multi cultural ethics in retail environment.
3. Practice on interpersonal communication with the customers and team members.
4. Understand and to apply the feature of customer service.
5. Demonstrate the method used by retailers to encourage the customer for buying
6. Practice on the feature of merchandising and familiarization of merchandise product.

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7. Plan and Display stock to promote sales.
8. Understand the health safety & security risks related to merchandising and displays.
9. Provide and promote different schemes to the customers for creating a positive image of the organization.
10. Maintain the availability of goods for sale to customers
11. Demonstrate the business and productivity targets and measures to achieve the same
12. Practice on interchanging feedback between employer and employees regularly to enhance quality and performance.
13. Understand and apply the process of inventory management and perform stock control procedures.
14. Practice on the detailed overview of point of service/sale features and application
15. Perform the latest mode of transactions

NOTE: Learning outcomes are reflection of total competencies of a trainee and assessment will be carried out as per assessment criteria.



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7. LEARNING OUTCOME WITH ASSESSMENT CRITERIA

GENERIC LEARNING OUTCOME	
LEARNING OUTCOMES	ASSESSMENT CRITERIA
1. Recognize & comply safe working practices, environment regulation and housekeeping.	1. 1. Follow and maintain procedures to achieve a safe working environment in line with occupational health and safety regulations and requirements.
	1. 2. Recognize and report all unsafe situations according to site policy.
	1. 3. Identify and take necessary precautions on fire and safety hazards and report according to site policy and procedures.
	1. 4. Identify, handle and store / dispose of dangerous/unsalvageable goods and substances according to site policy and procedures following safety regulations and requirements.
	1. 5. Identify and observe site policies and procedures in regard to illness or accident.
	1. 6. Identify safety alarms accurately.
	1. 7. Report supervisor/ Competent of authority in the event of accident or sickness of any staff and record accident details correctly according to site accident/injury procedures.
	1. 8. Identify and observe site evacuation procedures according to site policy.
	1. 9. Identify Personal Productive Equipment (PPE) wherever required and use the same as per related working environment.
	1. 10. Identify basic first aid and use them under different circumstances.
	1. 11. Identify different fire extinguisher and use the same as per requirement.
	1. 12. Identify environmental pollution & contribute to avoidance of same.
	1. 13. Take opportunities to use energy and materials in an environmentally friendly manner
	1. 14. Avoid waste and dispose waste as per procedure
	1. 15. Recognize different components of 5S and apply the same in the working environment.

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2. Maintenance of stores in respect of storage requirements, information on quantity and type of goods, maintenance of storage space, updating of stock control, follow all relevant legislation and organization policies and procedures, prepare for receipt and storage of goods, labelling of items.	2.1 Explain concept of basic stores management related to requirements of store handling.
	2.2 Follow relevant legislation and policies as per ISO regulations.
	2.3 Manage space in store.
	2.4 Updating stock control.
3. Plan to transport products and equipment safely and securely, delivery schedule, time management, unload orders safely, update delivery and non-delivery, stock checking and updating, operation and function of the handling equipment, fault finding in procedures and reporting requirements.	3. 1. Plan to transport products and equipment safely and securely.
	3. 2. Time management for delivery schedule.
	3. 3. Update delivery and non-delivery, updating of stock regularly.
	3. 4. Fault finding in procedures, reporting to superiors/maintenance person.
	3. 5. Handling equipments, operate their functionality.
4. Response to customers appropriately and assist them properly, communicate customers the required information about services or products offered by organization.	4.1 Response to customer meets and communicates about products and services that are offered by organisation.
	4.2 Assist customer in getting information about available services and products in organization.
5. Identify customer needs or expectations and behaviour, respond to customer problems and meet customer expectations within your organisation's service offer.	5.1 Identify customer needs and expectations and behaviour.
	5.2 Respond customer problems and meet customer expectations within organization service offered.
6. Explain energy conservation, global warming and pollution and contribute in day to day work by optimally using available resources.	6.1 Explain the concept of energy conservation, global warming, pollution and utilize the available recourses optimally & remain sensitive to avoid environment pollution.
	6.2 Dispose waste following standard procedure.
7. Explain personnel finance,	7. 1. Explain personnel finance and entrepreneurship.

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entrepreneurship and manage/organize related task in day to day work for personal & societal growth.	7. 2. Explain role of Various Schemes and Institutes for self-employment i.e. DIC, SIDA, SISI, NSIC, SIDO, Idea for financing/ non financing support agencies to familiarizes with the Policies /Programmes & procedure & the available scheme.
	7. 3. Prepare Project report to become an entrepreneur for submission to financial institutions.
8. Plan and organize the work related to the occupation.	8. 1. Use documents, drawings and recognize hazards in the work site.
	8. 2. Plan workplace/ assembly location with due consideration to operational stipulation
	8. 3. Communicate effectively with others and plan project tasks
	8. 4. Assign roles and responsibilities of the co-trainees for execution of the task effectively and monitor the same.
SPECIFIC OUTCOME	
<u>Block-I (Section 10)</u>	
<i>Assessment Criteria i.e. the standard of performance, for each specific learning outcome mentioned under Block – I(section: 10) must ensure that the trainee works in familiar, predictable, routine, situation of clear choice. Assessment criteria should broadly cover the aspect of Planning (Identify, ascertain, etc.); Execution apply factual knowledge of field of knowledge, recall and demonstrate practical skill during performing the work in routine and repetitive in narrow range of application, using appropriate rule and tool, complying with basic arithmetic and algebraic principles and language to communicate in written or oral with required clarity; Checking/ Testing to ensure functionality during the assessment of each outcome. The assessments parameters must also ascertain that the candidate is responsible for his/her own work and learning.</i>	

BASIC TRAINING (Block – I)**Duration: (03) Three Months**

Week No.	Professional Skills (Trade Practical)	Professional Knowledge (Trade Theory)
1	Communication Skills/Reading	• Definition of retail. • Function of a retailer. • Evolution of retail industry. • Difference between organized and unorganized retail. • Types of organized retail formats. • Functions in modern retail.
2	• Need to thoroughly prepare for receipt and storage of goods. • Information required on quantity and type of goods. • Storage requirements for a range of products types including perishable goods. • The life cycle of perishable products in storage. • Reporting requirements for shortage of storage space. • Consequences of inaccurate recording and reporting of goods in receipt and storage. • The operations and function of the handling equipment. • Fault finding procedures and reporting requirements. • Work health and safety requirements in the delivery and storage areas. • Security systems in place for loss prevention	• Identification of quantity and nature of goods to be received. • Storage space availability. • Requirement of equipment for receipt and movement of goods. • Checking for accuracy and completeness. • Maintenance of storage space. • Controlling malfunction. • Updating stock control. • Requirement of storage. • Perishable and non-perishable goods is in place. • Follow all relevant legislation and organization policies and procedures.
3	• Transporting products and equipment safely and securely. • Planning delivery schedule. • How to unload goods safely and in ways to protect goods.	• Products delivery method. • Availability of equipment and paperwork for the delivery. • Time management. • Products and equipment safely and securely. • Deliver products at the times agreed with

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		the customer. • Company procedures for ensuring deliveries. • Unload orders safely and less damaged. • Customer courteous • Updating records of delivery and non-delivery.
4	Handle stock without risking your own or other people's safety. • Ways of handling stock so that stock, premises and equipment are not damaged. • The life cycle of perishable products in storage (if applicable). • Reporting requirements for shortage of storage space. • The operations and function of the handling equipment. • Fault finding procedures and reporting requirements. • Health, Safety & Environmental requirement. • Security systems in place for loss prevention	• Stock Checking. • Process of clearing unsalable stock. • Process of Checking the stock level. • Updation of stock. • Stock Positioning. • Cleanliness and tidiness.
5	Respond appropriately to customers • Promptness in customer assistance. • Communication with customer. • Customer expectations. • Customer time management. Communicate information to customers • Information collection that will help customer. • Customer information about the services or products offered by organisation. • Customers needs or expectations.	• Organization's behavior. • Customer greeting. • Communication with customer. • Customer's expectations. • Customer information. • Customer behavior.
6	Activating all the loss prevention and security devices. Securing all the security alarms. Deactivating the loss prevention & security devices.	• Identify security risks • Reporting security risks. • Prevention of security risks in work place.
7	Techniques for reducing as far as	• Cleanliness of equipment and material.

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	possible the risk of spillages. • Equipment usage and how to Checking it is safe to use.	• Position of the cleaning equipment. • Rubbish and waste management. • Cleaning procedure. • Checking that surfaces are thoroughly clean. • Suitable equipment to tidy work areas. • Use of Store equipment correctly.
8-9	• Evaluating the visual effect of displays. • Making adjustments and improvements to displays. • Using scale when creating visual effects. • Dressing techniques for different types of merchandise. • Different purposes of displays and their use in visual merchandising. • Choosing and combining dimension, shape, colour, texture and lighting to displays. • Create the visual effect you need from a display.	• The design brief to identify the focal points of the display. • Creation of displays that achieve the visual effect you need and are consistent with the company's visual design policy. • Position merchandise, graphics and signs in ways that promote sales. • Positioning merchandise, graphics & signs according to guidelines & in ways that attract attention & interest of customers & give customers information they need. • Group merchandising appropriately for the purpose & style of display, the selling features of merchandise & the visual effect needed under the design brief. • Checking that the finished display meets health and safety guidelines and legal requirements. • Checking that all the parts of the display are suitable for the purpose of the display and meet requirements.
10	Prepare the demonstration area and Checking that it can be used safely. • Checking you has the equipment and products you need to give the demonstration. • Explain the demonstration clearly and accurately to the customer. • Present the demonstration in a logical sequence of steps and stages. • Cover all the features and benefits you think are needed to gain the customer's interest. • Promptly clear away the equipment and products at the end of the demonstration and connect with the customer	Acknowledge promptly and politely customers' requests for information and advice. • Identify the customer's needs for information and advice. • Communicate information and advice to customers in ways they can understand. • Provide information and advice to a customer that is relevant, complete, accurate and up to date. • Checking politely that the information and advice provided meets the customer's needs. • Find other ways to help the customer when the information and advice given is not satisfactory. • Refer requests for information or advice to the right person when you cannot help the customer.

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11	• Respond positively to customer service problems following organisational guidelines. • Solve customer service problems when you have sufficient authority. • Work with others to solve customer service problems. • Keep customers informed of the actions being taken. • Checking with customers that they are comfortable with the actions being taken. • Solve problems with service systems and procedures that might affect customers before they become aware of them.	• Select and use the best method of communication to meet your customers' expectations. • Take the initiative to contact your customers to update them when things are not going to plan or when you require further information. • Adapt your communication to respond to individual customers' feelings • Meet your customers' expectations within your organisation's service offer.
12	• What accessories can and should be used for effective display. • Information about ingredients of products available for sale. • Importance of labelling. • Key features of legal and operational requirements for labelling. • How to Checking labelling information against product specification and sales details. • What are the contingencies for display equipment and accessory failure. • How to use assembly and dismantling equipment safely.	• Comply with health, safety and hygiene requirements and wear the correct personal protective clothing and equipment throughout the process. • Checking whether the display area, equipment and accessories are clean and take prompt action on finding any problems. • Assemble and Checking products and additional materials and prepare them for use. • Review the products available for display, estimate the quantities required and select those products which are most suitable with regard to shelf life, demand, appeal and promotional requirements. • Prepare the display to ensure maximum appeal and to comply with product safety requirements • Confirm requirements for labeling of products with the relevant people.
Assessment/Examination 03days		

Note: - More emphasis to be given on video/real-life pictures during theoretical classes. Some real-life pictures/videos of related industry operations may be shown to the trainees to give a feel of Industry and their future assignment.

9. SYLLABUS - CORE SKILLS

9.1 EMPLOYABILITY SKILLS

(DURATION: - 110 HRS.)

Block – I (Duration – 55 hrs.)	
1. English Literacy Duration : 20 Hrs. Marks : 09	
Pronunciation	Accentuation (mode of pronunciation) on simple words, Diction (use of word and speech)
Functional Grammar	Transformation of sentences, Voice change, Change of tense, Spellings.
Reading	Reading and understanding simple sentences about self, work and environment
Writing	Construction of simple sentences Writing simple English
Speaking / Spoken English	Speaking with preparation on self, on family, on friends/ classmates, on know, picture reading gain confidence through role-playing and discussions on current happening job description, asking about someone's job habitual actions. Cardinal (fundamental) numbers ordinal numbers. Taking messages, passing messages on and filling in message forms Greeting and introductions office hospitality, Resumes or curriculum vita essential parts, letters of application reference to previous communication.
2. I.T. Literacy Duration : 20 Hrs. Marks : 09	
Basics of Computer	Introduction, Computer and its applications, Hardware and peripherals, Switching on-Starting and shutting down of computer.
Computer Operating System	Basics of Operating System, WINDOWS, The user interface of Windows OS, Create, Copy, Move and delete Files and Folders, Use of External memory like pen drive, CD, DVD etc, Use of Common applications.
Word processing and Worksheet	Basic operating of Word Processing, Creating, opening and closing Documents, use of shortcuts, Creating and Editing of Text, Formatting the Text, Insertion & creation of Tables. Printing document. Basics of Excel worksheet, understanding basic commands, creating simple worksheets, understanding sample worksheets, use of simple formulas and functions, Printing of simple excel sheets.
Computer	Basic of computer Networks (using real life examples), Definitions of

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Networking and Internet	Local Area Network (LAN), Wide Area Network (WAN), Internet, Concept of Internet (Network of Networks), Meaning of World Wide Web (WWW), Web Browser, Web Site, Web page and Search Engines. Accessing the Internet using Web Browser, Downloading and Printing Web Pages, Opening an email account and use of email. Social media sites and its implication. Information Security and antivirus tools, Do's and Don'ts in Information Security, Awareness of IT - ACT, types of cyber crimes.
3. Communication Skills	
Duration : 15 Hrs. Marks : 07	
Introduction to Communication Skills	Communication and its importance Principles of Effective communication Types of communication - verbal, non verbal, written, email, talking on phone. Non verbal communication -characteristics, components-Para-language Body language Barriers to communication and dealing with barriers. Handling nervousness/ discomfort.
Listening Skills	Listening-hearing and listening, effective listening, barriers to effective listening guidelines for effective listening. Triple- A Listening - Attitude, Attention & Adjustment. Active Listening Skills.
Motivational Training	Characteristics Essential to Achieving Success. The Power of Positive Attitude. Self awareness Importance of Commitment Ethics and Values Ways to Motivate Oneself Personal Goal setting and Employability Planning.
Facing Interviews	Manners, Etiquettes, Dress code for an interview Do's & Don'ts for an interview.
Behavioral Skills	Problem Solving Confidence Building Attitude
4. Entrepreneurship Skills	
Duration : 15 Hrs. Marks : 06	
Concept of Entrepreneurship	Entrepreneur - Entrepreneurship - Enterprises:-Conceptual issue Entrepreneurship vs. management, Entrepreneurial motivation. Performance & Record, Role & Function of entrepreneurs in relation to

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	the enterprise & relation to the economy, Source of business ideas, Entrepreneurial opportunities, The process of setting up a business.
Project Preparation & Marketing analysis	Qualities of a good Entrepreneur, SWOT and Risk Analysis. Concept & application of PLC, Sales & distribution Management. Different Between Small Scale & Large Scale Business, Market Survey, Method of marketing, Publicity and advertisement, Marketing Mix.
Institutions Support	Preparation of Project. Role of Various Schemes and Institutes for self-employment i.e. DIC, SIDA, SISI, NSIC, SIDO, Idea for financing/ non financing support agencies to familiarizes with the Policies /Programmes & procedure & the available scheme.
Investment Procurement	Project formation, Feasibility, Legal formalities i.e., Shop Act, Estimation & Costing, Investment procedure - Loan procurement - Banking Processes.
5. Productivity Duration : 10 Hrs. Marks : 05	
Benefits	Personal / Workman - Incentive, Production linked Bonus, Improvement in living standard.
Affecting Factors	Skills, Working Aids, Automation, Environment, Motivation - How improves or slows down.
Comparison with developed countries	Comparative productivity in developed countries (viz. Germany, Japan and Australia) in selected industries e.g. Manufacturing, Steel, Mining, Construction etc. Living standards of those countries, wages.
Personal Finance Management	Banking processes, Handling ATM, KYC registration, safe cash handling, Personal risk and Insurance.
6. Occupational Safety, Health and Environment Education Duration : 15 Hrs. Marks : 06	
Safety & Health	Introduction to Occupational Safety and Health importance of safety and health at workplace.
Occupational Hazards	Basic Hazards, Chemical Hazards, Vibroacoustic Hazards, Mechanical Hazards, Electrical Hazards, Thermal Hazards. Occupational health, Occupational hygienic, Occupational Diseases/ Disorders & its prevention.
Accident & safety	Basic principles for protective equipment. Accident Prevention techniques - control of accidents and safety measures.
First Aid	Care of injured & Sick at the workplaces, First-Aid & Transportation of

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	sick person.
Basic Provisions	Idea of basic provision legislation of India. safety, health, welfare under legislative of India.
Ecosystem	Introduction to Environment. Relationship between Society and Environment, Ecosystem and Factors causing imbalance.
Pollution	Pollution and pollutants including liquid, gaseous, solid and hazardous waste.
Energy Conservation	Conservation of Energy, re-use and recycle.
Global warming	Global warming, climate change and Ozone layer depletion.
Ground Water	Hydrological cycle, ground and surface water, Conservation and Harvesting of water.
Environment	Right attitude towards environment, Maintenance of in -house environment.
7. Labour Welfare Legislation	
Duration : 05 Hrs. Marks : 03	
Welfare Acts	Benefits guaranteed under various acts- Factories Act, Apprenticeship Act, Employees State Insurance Act (ESI), Payment Wages Act, Employees Provident Fund Act, The Workmen's compensation Act.
8. Quality Tools	
Duration : 10 Hrs. Marks : 05	
Quality Consciousness	Meaning of quality, Quality characteristic.
Quality Circles	Definition, Advantage of small group activity, objectives of quality Circle, Roles and function of Quality Circles in Organization, Operation of Quality circle. Approaches to starting Quality Circles, Steps for continuation Quality Circles.
Quality Management System	Idea of ISO 9000 and BIS systems and its importance in maintaining qualities.
House Keeping	Purpose of House-keeping, Practice of good Housekeeping.
Quality Tools	Basic quality tools with a few examples.

10. DETAILS OF COMPETENCIES (ON-JOB TRAINING)

The **competencies/ specific outcomes** on completion of On-Job Training are detailed below: -

Block – I

1. Demonstrate the purpose of retailing, retail environment and the responsibility of retail operation function.
2. Understand the multi cultural ethics in retail environment.
3. Practice on interpersonal communication with the customers and team members.
4. Understand and to apply the feature of customer service.
5. Demonstrate the method used by retailers to encourage the customer for buying
6. Practice on the feature of merchandising and familiarization of merchandise product.
7. Plan and Display stock to promote sales.
8. Understand the health safety & security risks related to merchandising and displays
9. Provide and promote different schemes to the customers for creating a positive image of the organization.
10. Maintain the availability of goods for sale to customers
11. Demonstrate the business and productivity targets and measures to achieve the same
12. Practice on interchanging feedback between employer and employees regularly to enhance quality and performance.
13. Understand and apply the process of inventory management and perform stock control procedures.
14. Practice on the detailed overview of point of service/sale features and application
15. Perform the latest mode of transactions

Note:

1. Industry must ensure that above mentioned competencies are achieved by the trainees during their on job training.
2. In addition to above competencies/ outcomes industry may impart additional training relevant to the specific industry.

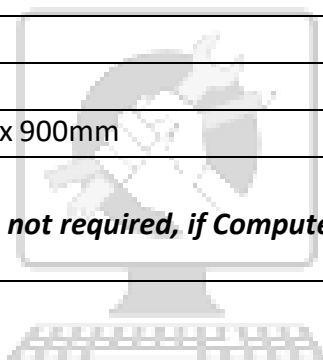
INFRASTRUCTURE FOR PROFESSIONAL SKILL & PROFESSIONAL KNOWLEDGE

SALES PERSON (RETAIL)			
LIST OF TOOLS AND EQUIPMENT FOR 20 Apprentices			
SHOP OUTFIT AND GENERAL EQUIPMENTS			
Sl. no.	Name of the Tool & Equipments	Specification	Quantity
1.	Apron		20 nos.
2.	Weighing Tools		1 no
3.	POS(point of sale) equipment		4 nos.
4.	Barcode Scanner		4 nos.
5.	Fire Extinguisher		1 no.
6.	Iron and ironing table		4 nos.
7.	Latest computer system		4 no.
8.	Billing printer		1 no.
9.	Label gun / printer		1 no.
10.	EDC machine		1 no.
11.	Network connection		1 no.
12.	Merchandising rack		1 no.
13.	Steel wardrobe		1 no.

Note: In case of basic training setup by the industry the tools, equipment and machinery available in the industry may also be used for imparting basic training.

SALES PERSON (RETAIL)

TOOLS & EQUIPMENTS FOR EMPLOYABILITY SKILLS		
Sl. No.	Name of the Equipment	Quantity
1.	Computer (PC) with latest configurations and Internet connection with standard operating system and standard word processor and worksheet software	10 Nos.
2.	UPS - 500VA	10 Nos.
3.	Scanner cum Printer	1 No.
4.	Computer Tables	10 Nos.
5.	Computer Chairs	20 Nos.
6.	LCD Projector	1 No.
7.	White Board 1200mm x 900mm	1 No.
Note: - Above Tools & Equipments not required, if Computer LAB is available in the institute.		



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FORMAT FOR INTERNAL ASSESSMENT

Name & Address of the Assessor :						Year of Enrollment :								
Name & Address of ITI (Govt./Pvt.) :						Date of Assessment :								
Name & Address of the Industry :						Assessment location: Industry / ITI								
Trade Name :			Semester:			Duration of the Trade/course:								
Learning Outcome:														
Sl. No	Maximum Marks (Total 100 Marks)		15	5	10	5	10	10	5	10	15	15	Total internal assessment Marks	Result (Y/N)
	Candidate Name	Father's/Mother's Name	Safety consciousness	Workplace hygiene	Attendance/ Punctuality	Ability to follow Manuals/ Written instructions	Application of Knowledge	Skills to handle tools & equipment	Economical use of materials	Speed in doing work	Quality in workmanship	VIVA		
1														
2														