

SENIOR SALES PERSON (RETAIL)

COMPETENCY BASED CURRICULUM

(Duration: 1 Year 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

SENIOR SALES PERSON (RETAIL)

(Revised in 2018)

APPRENTICESHIP TRAINING SCHEME (ATS)

NSQF LEVEL - 4

Developed By

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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.

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.

Senior Sales Person (Retail) trade under ATS is one of the most popular courses delivered nationwide through different industries. The course is of one year three months (01 Block of 15 months duration including basic training) duration. It mainly consists of Domain area and Core area. In the Domain area Trade Theory & Practical impart professional - skills and knowledge, 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.

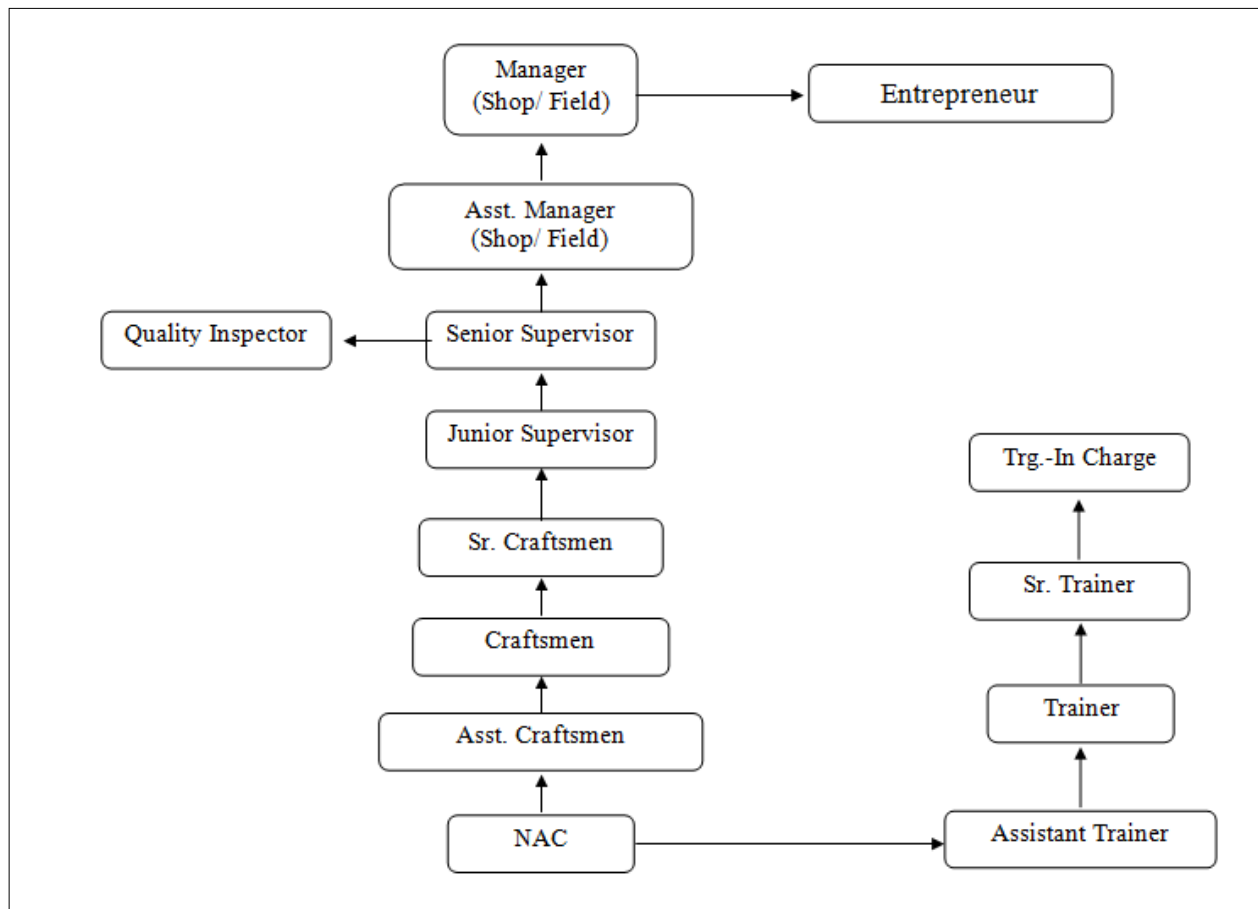
Broadly candidates need to demonstrate that they are able to:

- Read & interpret technical parameters/document, plan and organize work processes, identify necessary materials and tools;
- Perform task with due consideration to safety rules, accident prevention regulations and environmental protection stipulations;
- Apply professional skill, knowledge, & employability skills while performing jobs and solve problem during execution.
- Check the job/assembly as per drawing for functioning, identify and rectify errors in job/assembly.
- Document the technical parameters related to the task undertaken.

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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

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A. Basic Training

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

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

Sl. No.	Course Element	Total Notional Training Hours (For 01 yr. 03 months. 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. 03 months Course (Non-Engg.) :-(**Total: 12months**)

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. 03 months 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 India from time to time. **The learning outcome and assessment criteria will be basis for**

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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 OSH 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:

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

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	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:

Sales Supervisor, Retail Trade supervises performance of Sales girls and Salesmen in department stores, emporia, etc. to coordinate their functions and ensure smooth selling activities. Gets merchandise properly arranged by Shop Attendants according to quality, demand, price range, etc. and labels them for display to prospective Buyers. Ensures that Salesmen, Retail and Shop Assistants attend to customers promptly and politely and effects sales in regular manner by creating purchasing interest in customers. Watches measuring or weighing, collection of money, packing and other selling activities and ensures cordial and renewed interest of customers for future purchases. Maintains stock of goods in demand and replenishes them as necessary. May personally attend to customers during rush hours. May take special interest in attending, introducing new items and selling articles to patrons, foreigners and important persons. May handle cash and maintain stock and sales accounts. May work as Field Supervisor, co-ordinate function of Sales Representatives and publicize marketing activities.

Retail Dealer; Retailer; Merchant and Shopkeeper, Retail Trade purchases goods in small quantities and runs retail business, working on own account, by selling them to customers. Estimates requirements of goods. Contacts Wholesale Dealers, Selling Agent, Stockists etc. and purchases goods at competitive rates. Ensures neatness and cleanliness of premises and proper display and storage of goods. Checks stock and sales registers every morning. Prepares bills or cash memos for goods sold and collects money from customers. Extend credit facilities to regular and reliable customers. Studies market fluctuations intelligently to decide selling prices of goods in stock. Maintains day-to-day account of transactions made. Performs all tasks usually assigned to Salesmen or Shop Assistants in big establishments such as attending and showing goods to customers, weighing, measuring and packing goods etc. May attend to correspondence and perform clerical tasks.

Reference NCO 2015:

- i) 5222.0201 – Sales Supervisor, Retail Trade/CRM Manager
- ii) 5249.0500 – Retail Dealer

4. NSQF LEVEL COMPLIANCE

NSQF level for SENIOR 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 SENIOR 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	Senior Sales Person (Retail)
NCO - 2015	5222.0201 5249.0500
NSQF Level	Level – 4
Duration of Apprenticeship Training (Basic Training + On-Job Training)	3 months + One year (01 Blocks of 15 month duration including basic training).
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 10th 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	06 months
CTS trades eligible for Senior 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 SENIOR SALES PERSON (RETAIL) course of one year three months (01 Block of 15 months duration including basic training) duration under ATS.

Block I

1. Recognize & comply safe working practices, environment regulation and housekeeping.
2. Explain the concept in productivity, quality tools, and labour welfare legislation and apply such in day to day work to improve productivity & quality.
3. Explain energy conservation, global warming and pollution and contribute in day to day work by optimally using available resources.
4. Explain personnel finance, entrepreneurship and manage/organize related task in day to day work for personal & societal growth.
5. Plan and organize the work related to the occupation.

6.2 SPECIFIC LEARNING OUTCOME

Block – I

1. Identify security equipments & comply safe working practices.(first Aid, Fire safety & evacuation procedures) at workplace.
2. Maintain cleanliness at workplace, personal hygiene and sanitation.
3. Design, construct and maintain props, create display
4. Make visual merchandising support structures.
5. Identifying categories & products available in a retail store in a simulated environment.
6. Use soft skills, appropriate language, tone & gestures while interacting with customers & maintain customer's relationship.
7. Identify customers' needs & suggest product/service as per customer requirement.
8. Identify different equipments used in store/department & operate retail equipment according to design, specifications for inventory/stock control.
9. Identify Computer peripherals used in a Retail outlet. Scan and check products for billing, tallying stock, pricing etc.
10. Identify & operate POS & Non-POS retails equipments.
11. Monitor implementation of Stacking Norms, Food safety plan/program
12. Address customer's concern, & perform clerical/admin job.
13. Manage Store Performance by conducting monthly reviews, store audit.
14. Prepare & make business presentations, advanced & effective sales process.

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

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 off 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) 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.
2. Explain the concept in productivity, quality tools, and labour welfare legislation and apply such in day to day work to improve productivity &	2.1 Explain the concept of productivity and quality tools and apply during execution of job.
	2.2 Understand the basic concept of labour welfare legislation and adhere to responsibilities and remain sensitive towards such laws.

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quality.	2.3 Knows benefits guaranteed under various acts
3. Explain energy conservation, global warming and pollution and contribute in day to day work by optimally using available resources.	3.1 Explain the concept of energy conservation, global warming, pollution and utilize the available recourses optimally & remain sensitive to avoid environment pollution.
	3.2 Dispose waste following standard procedure.
4. Explain personnel finance, entrepreneurship and manage/organize related task in day to day work for personal & societal growth.	4.1 Explain personnel finance and entrepreneurship.
	4.2 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.
	4.3 Prepare Project report to become an entrepreneur for submission to financial institutions.
5. Plan and organize the work related to the occupation.	5.1 Use documents, drawings and recognize hazards in the work site.
	5.2 Plan workplace/ assembly location with due consideration to operational stipulation
	5.3 Communicate effectively with others and plan project tasks
	5.4 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 in the competency based curriculum)</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 surroundings where nature of job is routine type, situation of clear choice & predictable. 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 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	Identifying categories & products available in a retail store in a simulated environment Identify security equipments Demonstrate food safety practice in a simulated environment	Orientation to Retail Familiarization with the day to day activity of the store associate in the store Importance of Customer orientation while interacting with customer at the store Orientation to Products Familiarization with various Categories & Products available in a Retail Store Safe Working Environment Importance of store safety and security First Aid, Fire safety & Evacuation Procedures Familiarization of Scanning and other security systems and procedures used in the store Introduction to the retail food safety Practices Apply personal hygiene, sanitation & Housekeeping Identify food safety plan/program Handle product hygienically Clean work area and equipment Monitor food safety Contribute to continuous improvement
2	Demonstrate Smile, Wish, Greeting & Appreciating customers in a simulated environment Cleaning work area in a simulated work environment Demonstrate Customer Interaction in a simulated environment Identifying different types of VM Demonstrate VM in a simulated environment	Customer Relations Basics of Consumer Behaviour The 5As* Concept Profiling the Retail Market Customer Relations Dynamics of Customers Build relationships with customers Loss Prevention Personal hygiene and sanitation Handling product hygienically Cleaning work area and equipment Speak Well Importance of Personality Development in Career Growth Introduction to Communication & English Speaking

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		Merchandising & Visual Merchandising Introduction to Merchandising Introduction to Visual Merchandising
3	Produce retail visual illustrations Manufacture visual merchandising support structures Design, construct and maintain props Create a display Demonstrate merchandising and category presentation skills Demonstrate Customer Interaction in a simulated environment	Visual Merchandising Retail visual illustrations Visual merchandising support structures Props Display Merchandising and category presentation Inventory Stock control Receiving & Processing incoming goods Winning Attitude Attitude Awareness Speak Well Personality Development Communicate with Customers English Speaking
4	Demonstrate selling skills in a simulated environment Identifying different equipments used in store/department Operating retail equipment according to design specifications Demonstrate Customer Interaction in a simulated environment	Selling Skills Basics of Selling Basics of Sales Inventory Suggestive Selling Importance of Identifying customer needs Probing to identify customer needs Suggest product/service as per customer requirement Basics of Computer Evolution of computers Understanding the Hardware Operating & Maintaining Retail Equipment used in store Operating equipments according to design specifications Identifying & reporting Equipment faults Speak Well Personality Development Communicate to Customers English Speaking
5	Demonstrate High-end product selling skills in a simulated environment Demonstrate skills in handling complex sale situations in a simulated environment Identifying computer peripherals	Selling Skills Selling high-end Products Handling complex sale-situations Dynamics of Sales and Service Delivery Basics of Computer Introduction to computer peripherals

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	Identifying Computer peripherals used in a Retail outlet Checking the lock or seal and tallying stock Handling discrepancies found in the seals Tallying Transfer Out Demonstrate Customer Interaction in a simulated environment	Computer peripherals used in a Retail outlet Inventory Receiving and checking stock Discrepancy in / tampering of seal Transfer Out Unloading stock Speak Well Personality Development Communicate to Customers English Speaking
6	Identifying the equipments Identifying POS & Non-POS equipments Preparing reports Preparing a presentation Browsing the net Demonstrate Customer Interaction in a simulated environment	Retail Equipment Basics of equipments used in store/ department Types (POS & Non-POS) Labeling, Bar-code reader, Computer, Printers & Currency Counter equipments Basics of Computer Operating MS Office tools Introduction to Internet explorer Inventory Handling discrepancy found in stock Unloading stock Handling the unloaded stocks Speak Well Personality Development Communicate to Customers English Speaking
7	Demonstrate Point of Sale Handling Procedures in a simulated environment Operate Non-POS Retail Equipment Operate POS Equipment Demonstrate Customer Interaction in a simulated environment	Retail Equipment - Procedures & Operation Point of Sale Handling Procedures Non-POS Retail Equipment POS Equipment Stacking Norms Loss Prevention Personal hygiene and sanitation Food safety plan/program Monitoring food safety Safe working practices Food safety practices Speak Well Personality Development Communicate to Customers English Speaking
8	Demonstrate keyboard skills in a simulated environment	Retail Sales 'Key Performance Indicators' Retail Sales Financial Responsibilities

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	Demonstrate Customer Interaction in a simulated environment	Clerical / Admin Apply key board skills Operating data entry equipment Loss Prevention Apply routine store security Minimize theft Speak Well Personality Development Communicate to Customers English Speaking
9	Managing a simulated till Conducting team reviews in a simulated environment	Managing Till Billing Processing Modes of Payment Handling Cash Bagging Queue Management Managing Store Performance MIS System Communication System Contingency Planning Monthly Reviews Store Audit Inventory Documenting unloading Documenting & Loading stock returns in the van Dispatching empty tubs and cartons to the distribution center Completing documentation
10	Role Plays in simulated environment Demonstrating safe lifting & carrying techniques Handling Customer Call in a simulated environment Preparing & Making business presentations	Advanced Sales Process Preventing Objection Objection Handling Advanced Probing Skills Handling Low Reactors Managing Sales MIS Inventory Stock rotation procedures for merchandise Wrapping and packing materials Handling Excess stock Safe lifting and carrying techniques Interpersonal Communication Written Communication Handling Telephone Resume Writing Handling Interviews Presentation

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11	Coaching in a simulated environment Handling goods dispatch in a simulated environment	Coaching Orientation to Coaching Process of Habit formation Climate setting Objective observation Feedback Development Plan Reviewing Coachee Inventory Storing goods unfit for sale Avoiding return of damaged stock onto the shelves Ensuring returns are scheduled and categorized by Damaged, Excess and Expiry Packing safely and securely to avoid damage in transit. Ensuring food and non Food stocks are sent in separate crates Loading goods in the van as per schedule along with the necessary documents. Ensuring that the document is cleared by the security and signed by the supervisor
12	-do-	Interpersonal Communication Conflict Resolution Impact of self image on performance Handling Job pressure Inventory Reordering stock Loss Prevention Identifying & rectifying Hygiene and sanitation problems/situations, including potential sources of food contamination Identifying, reporting & rectifying Conditions which promote microbial growth Service Recovery Importance of Service Recovery Different Service Recovery Situations Taking Supervisors Help
13	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 – 110 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

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	simple worksheets, understanding sample worksheets, use of simple formulas and functions, Printing of simple excel sheets.
Computer Networking and Internet	Basic of computer Networks (using real life examples), Definitions of 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	Entrepreneur - Entrepreneurship - Enterprises:-Conceptual issue

Senior Sales Person (Retail)

Entrepreneurship	Entrepreneurship vs. management, Entrepreneurial motivation. Performance & Record, Role & Function of entrepreneurs in relation to 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 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

Senior Sales Person (Retail)

	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. Identify security equipments & comply safe working practices.(first Aid, Fire safety & evacuation procedures) at workplace.
2. Maintain cleanliness at workplace, personal hygiene and sanitation.
3. Design, construct and maintain props, create display
4. Make visual merchandising support structures.
5. Identifying categories & products available in a retail store in a simulated environment.
6. Use soft skills, appropriate language, tone & gestures while interacting with customers & maintain customer's relationship.
7. Identify customers' needs & suggest product/service as per customer requirement.
8. Identify different equipments used in store/department & operate retail equipment according to design, specifications for inventory/stock control.
9. Identify Computer peripherals used in a Retail outlet. Scan and check products for billing, tallying stock, pricing etc.
10. Identify & operate POS & Non-POS retails equipments.
11. Monitor implementation of Stacking Norms, Food safety plan/program
12. Address customer's concern, & perform clerical/admin job.
13. Manage Store Performance by conducting monthly reviews, store audit.
14. Prepare & make business presentations, advanced & effective sales process.

Note:

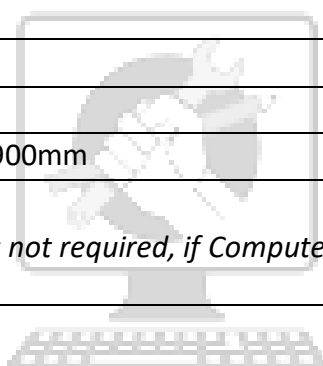
1. Industry must ensure that above mentioned competencies are achieved by the trainees during their on job training.
2. In addition to above competencies/ outcomes industry may impart additional training relevant to the specific industry.

INFRASTRUCTURE FOR PROFESSIONAL SKILL & PROFESSIONAL KNOWLEDGE

SENIOR SALES PERSON (RETAIL)			
LIST OF TOOLS AND EQUIPMENT for Basic Training (For 20 Apprentices)			
A : TRAINEES TOOL KIT:-			
Sl. no.	Name of the Tool & Equipments	Specification	Quantity
1.	Computer		1
2.	LCD Projector		1
3.	Projector Screen	Minimum dimension 8/6 ft.	1
4.	White/Black Boards	6/4 ft.	1
5.	Flip Chart Holder		1
6.	Shelves for Stacking Products		3
7.	Shopping Cart		3
8.	Signage Board		6
9.	Offer Signages		1
10.	End Cap		1
11.	Table (POS)		1
12.	Chair (POS)		1
13.	Poster (POS)		1
14.	Card Swiping Machine		1
15.	Computer (Till)		1
16.	Mannequins		2
17.	Gondolas		2
18.	Display Photographs Of Different Types Of Products Categories		10 Each
19.	10 different danglers		10 Each
20.	Display Photographs Of Focal Points		1 Each
21.	Photographs Of Different Financial Instruments		1 Each
22.	Types Of Cards, Coupons And Vouchers		1 Each
23.	Credit Notes		1 Each
24.	Notes Of Different Denominations		1 Each (Color Photo Copies)
25.	Carry bags		1 Each of different dimensions
26.	Neck-Locks For Carry Bags		1
27.	Physical Bill Copy		1
28.	Photographs Of Stacked Notes		1

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.

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.
<i>Note: - Above Tools & Equipments not required, if Computer LAB is available in the institute.</i>		



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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														