

Reliance Strategic Manpower Solutions Limited

CIN : U74999MH2007PLC167704

Date: 16 April 2018

To,

The Deputy Director General (AT),
Directorate General of Training
Ministry of Skill Development and Entrepreneurship
S.S. Bhawan, New Delhi

Subject: - Approval of Optional Trade under Apprentices Act, 1961-regarding

Dear Sir,

We are willing to engage apprentices for optional trade namely **Retail Assistant**. Curriculum of the specified job role has been developed according to our establishment requirement.

We are pleased to participate in the National Apprenticeship Promotion Scheme (NAPS) which will benefit youth and our organization. We will make all required arrangements for smooth conduct of apprenticeship training in the above trade.

We hereby seek your approval for the above optional trade curriculum to conduct basic training and OJT in our esteemed organization. Curriculum is enclosed for your approval.

With Warm Regards,



S.D. Talware

Sameer Talware.
Manager HR/IR
RCP, Thane Bealpur Road,
Ghansoli, Navi Mumbai.

CURRICULUM

FOR THE TRADE OF

RETAIL ASSISTANT

UNDER

APPRENTICESHIP TRAINING SCHEME



GOVERNMENT OF INDIA

MINISTRY OF SKILL DEVELOPMENT AND ENTREPRENEURSHIP

DIRECTORATE GENERAL OF TRAINING

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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 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. RATIONALE

Need for Apprenticeship in Retail trade

The retail sector has been at the helm of India's growth story. The sector has evolved dramatically from traditional village fairs, street hawkers, local Mom & Pop stores to magnificent malls, online retail - growing from strength to strength by providing an OMNI channel shopping experience.

Retail is one of the largest contributor in terms of revenue, GDP and employment. It is a "People Intensive" industry providing an unparalleled interactive experience, and the Retail Assistant is instrumental in offering this experience. Therefore, it is imperative that the Retail Assistant:

1. Acquires knowledge of products and services to be sold at the store
2. Acquires knowledge of processes, policies and regulations with respect to store operations
3. Is able to demonstrate products and help customers choose right products
4. Is able to provide specialist support to customers thereby facilitating purchases
5. Is able to monitor and solve customer concerns thereby improving customer relationship
6. Is able to provide personalized post-sales service support
7. Is able to create a positive image of self and organization in the customers mind
8. Has the ability to use latest tools & equipment and is aware of the latest advancements
9. Is able to communicate and behave in a professional manner when dealing with customers, team members and superiors
10. Is able to maximize sale of goods and services
11. Is able to process credit applications for purchases

3. JOB ROLE: REFERENCE NCO

A Retail Assistant is vital to delivering customer service that offers a distinctive shopping experience and drives sales results. He/she interacts with customers by giving specialized service and product demonstrations to maximize business in a retail environment whilst striving for continuous improvements in levels of services rendered.

He/she has to be knowledgeable about the products and services to be offered to customers, maximize sale of goods, process credit applications for purchases, maintain health safety and security. Demonstrate products to customers, help customers choose right products, resolve customer queries and concerns, provide specialist support to customers and also personalized sales and post-sales support. He/she has to create a positive image of self and organization in the customers mind, organize delivery of reliable service, promote continuous improvement in customer service and work effectively in the team as well as the organization.

4. GENERAL INFORMATION

- | | | |
|--|---|--|
| 1) Name of the Trade | : | Retail Assistant |
| 2) Apprenticeship Training | : | 15 months |
| (Basic Training & Practical Training) | | |
| 3) Duration of Basic Training | : | 3 months (110+384 hours) |
| 4) Practical Training | : | 12 months |
| (On-the- job Training) | | |
| 5) Entry Qualification | : | Passed 10th class |
| 6) Selection of Apprentices | : | The apprentices will be selected as per the
Guidelines specified in the Apprenticeship Act
amended time to time. |
| 7) Rebate for ITI passed trainees | : | N.A. |

Note: Industry may impart training as per above time schedule, 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 aspect is compromised and duration of industry training to be remain as 15 Months

5. COURSE STRUCTURE

Time (in months)	3 months	12 months
Basic Training (Block I)	Block- I	-----
Apprenticeship Training (On-the-job training) (Block II)	----	Block-II

Components of Training																	
↓	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15		
Basic Training (Block I)																	
Apprenticeship Training (Block II)																	

6. SYLLABUS

6.1 BASIC TRAINING – RETAIL ASSISTANT BLOCK I **DURATION: 3 MONTHS (384 HOURS)**

GENERAL INFORMATION

- | | |
|------------------------------------|--|
| 1) Name of Trade | : Retail Assistant |
| 2) Hours of Instruction | : 384. (48 Hours Per Block) |
| 3) Batch size | : 20 |
| 4) Space Norms | : 140 Sq. m. |
| 5) Examination | : The internal assessment will be held on completion of each Block. |
| 6) Instructor Qualification | : Trainer pre-requisites for Retail Assistant
(At list 12 th Pass with the 4 Years of Experience in the field of retail) |

6.2 MODERN CURRICULUM – RETAIL ASSISTANT BLOCK - I

This program is aimed at training candidates for the job of a “Retail Assistant”, in the “Retail” Sector/Industry and aims at building the following key competencies amongst the learner.

Basic Training	Retail Assistant
Pre-requisites to Training	10 th Pass
Training Outcomes	<p>After completing this programme, participants will be able to:</p> <ul style="list-style-type: none">• Display stock to promote sales• Plan and prepare visual merchandising displays• Dress visual merchandising displays• Dismantle and store visual merchandising displays• Prepare products for sale• Promote loyalty schemes to customers• Keep the store secure• Maintain health and safety• Keep the store clean and hygienic• Provide information and advice to customers <p>Create a positive image of self & organization in the customers mind</p> <ul style="list-style-type: none">• Work affectively in your team

Sr. No	Key Learning Outcomes
1.	To display stock to promote sales
	<ul style="list-style-type: none"> • Explain set up displays as per health, safety and environmental standards • Understand Store procedures for display requirements for stock, space, position of the display & dates • Understand Legal or Statutory requirements for displays. • Understand cleaning and storing materials and equipment used in displays and getting rid of waste safely • Understand labelling of materials and equipment efficiently
2.	To plan and prepare visual merchandising displays
	<ul style="list-style-type: none"> • Explain role of displays in marketing, promotional and sales campaigns and activities. • Explain importance and content of the design brief. • Understand about design brief to identify what is needed for the display. • Understand company policies for visual design. • Understand role of displays in marketing, promotional and sales campaigns and activities. • Understand use of design brief to identify what is needed for the display. • Explain factors considered for consulting merchandiser or buyer for merchandise and props. • Explain delivery of merchandise and monitor the progress of deliveries. • Understand stock record updation to account for merchandise on display. • Explain different approaches to designing displays for different types of merchandise, and why these are effective. • Evaluate the potential places to put the display as per the design brief. • Explain how Light, colour, texture, shape and dimension combine to achieve the effects. • Assess the potential of places for displays to meet the design brief.
3.	To dress visual merchandising displays
	<ul style="list-style-type: none"> • Describe creation and use of focal points within a display. • Understand how to put together merchandising displays for use inside the store. • Explain dressing of mannequins, busts and other props. • Understand display of different types of merchandise.

Sr. No	Key Learning Outcomes
	<ul style="list-style-type: none"> • Explain use of different types, directions and levels of light to create atmosphere. • Describe about add-on sales, how to achieve and why this is important • Explain importance of awareness of trends and how to install creative displays accordingly • Describe different approaches to displaying merchandise and choosing the best approach. • Describe props, prototypes, dressings and fixtures for creating visual effects. • Understand health and safety guidelines for displays. • Lighting window displays and who in your store is responsible for installing lighting. • Explain legal requirements which apply to pricing and ticketing and the company's visual design and merchandising policies. • Explain process of evaluating the visual effect of displays. • Describe dressing techniques for different types of merchandise. • Different purposes of displays and their use in visual merchandising. • Understand how to choose and combine dimension. shape. color.
4.	To dismantle and store visual merchandising displays
	<ul style="list-style-type: none"> • Explain dismantling of displays safely. • Identifying unwanted materials and how to get rid of them safely. • Identifying safe and approved cleaning materials and equipment to use. • Understand how much storage space is needed. • Explain requirements for protective packaging and security measures. • Explain accurate labelling of items. • Explain dangers and risks to health, safety and security in relation to storage facilities and stored items. • Understand reporting of dangers and risks to the concerned. • Define techniques for cleaning display sites and parts safely and thoroughly.

Sr. No	Key Learning Outcomes
5.	To prepare products for sale
	<ul style="list-style-type: none"> • Knowledge of products to be prepared for sale • Explain how to work safely when putting products together for sale. • Explain ways to check that products have been correctly put together and are safe to display. • Understand company quality standards for products on display. • Understand how to check the condition of products on display. • Explain ways of dealing with products that are damaged. • Understand tools to be used to put products together. • Explain ways if getting rid of unwanted packaging and waste
6.	To promote loyalty schemes to customers
	<ul style="list-style-type: none"> • Explain features and benefits of the company's loyalty scheme. • Explain importance of loyalty schemes in achieving the company's commercial aims. • Explain ways of gaining customer's attention and interest in loyalty schemes • Explain ways of dealing with frequently raised questions and objections in relation to the scheme. • Understand the documentation aspects of membership application form • Understand financial benefit accrued by a customer through loyalty schemes
7	To keep the store secure
	<ul style="list-style-type: none"> • Explain importance workplace security. • Explain types of security risk you need to be alert for, including: shoplifting, theft by staff, aggressive customers, vandalism, and terrorist activity. • Identifying security risks and ways tackling these risks. • Process of reporting security risks promptly and accurately. • Describe activation of all the loss prevention and security devices.

Sr. No	Key Learning Outcomes
8.	To maintain health and safety
	<ul style="list-style-type: none"> • Explain types of accident and emergency in stores and why they happen. • Understand how to get help in the event of an accident or emergency. • Describe actions that can be safely and usefully taken while waiting for help to arrive. • Explain health and safety risks that can arise in a store environment. • Explain company procedures and legal requirements for reducing health and safety risks as far as possible while you work. • Understand health and safety procedures. • Understand the need and importance of safety equipment • Describe company guidelines for not lifting more than safe loads. • Explain company guidelines and manufacturers' instructions for Using lifting and handling equipment. • Describe approved techniques for safe handling and lifting. • Describe approved procedures for using safety equipment.
9.	To keep the store clean and hygienic
	<ul style="list-style-type: none"> • Explain health and safety risks posed by spillages. • Explain ways of cleaning up spillages promptly. • Understanding procedures laid by Health Regulations when carrying out routine cleaning and when dealing with spillages. • Describe company standards for clean work surfaces. • Describe importance of keeping work areas free of waste and litter, including health and safety reasons. • Explain safe methods for getting rid of waste and litter. • Effective cleaning practices and techniques for keeping your hair, skin and nails clean enough for the work you do. • Describe techniques for reducing the risk of spillages. • Equipment usage and how to check it is safe to use

Sr. No	Key Learning Outcomes
10.	To provide information and advice to customers
	<ul style="list-style-type: none"> • Identifying the customer's needs for information and advice. • Explain importance of keeping customer loyalty and confidence. • Company policy on customer service and how this applies to giving information and advice to customers. • Explain techniques for managing angry customers. • Responsibility for sorting out complaints. • Escalation for problems you cannot resolve • Assessing complaints and deciding what action to take. • Rights of the customer and the trader, including legal rights and duties under relevant laws. • Company policy on customer service and how this applies to dealing with complaints. • Relevant information about the products and services you sell
11.	To create a positive image of self & organization in the customers mind
	<ul style="list-style-type: none"> • Organization's standards for appearance and behavior. • Organization's guidelines for how to recognize what your customerWants and respond appropriately. • Organization's rules and procedures regarding the methods of communication you use. • Recognizing when a customer is angry or confused.

Sr. No	Key Learning Outcomes
12	To work effectively in your team
	<ul style="list-style-type: none"> • The policies and procedures relating to the job role. • The value system of the organisation. • Employee rights and obligations. • The reporting hierarchy and escalation matrix. • Use of language and concepts appropriate to cultural differences. • Usage and interpretation of non-verbal communication. • The scope of information or materials required within the parameters of the job role. • Consequences of poor team participation on job outcomes.

6.3 EMPLOYABILITY AND ENTREPRENEURSHIP SKILLS MODEL CURRICULUM

GENERAL INFORMATION

- 1) **Name of the subject** : **EMPLOYABILITY SKILLS**
- 2) **Applicability** : ATS- Mandatory for fresher only
- 3) **Hours of Instruction** : 110 Hrs.
- 4) **Examination** : The internal assessment will be held on completion of each Block
- 5) **Instructor Qualification** : Trainer pre-requisites for Retail Assistant
(At list 12th Pass with the 4 Years of Experience in the field of retail)

6.3.1 SYLLABUS OF EMPLOYABILITY SKILLS

Block – I

Basic Training

Topic No.	Topic	Duration (in hours)
	English Literacy	20
1	Pronunciation : Accentuation (mode of pronunciation) on simple words, Diction (use of word and speech)	
2	Functional Grammar Transformation of sentences, Voice change, Change of tense, Spellings.	
3	Reading Reading and understanding simple sentences about self, work and environment	
4	Writing Construction of simple sentences Writing simple English	
5	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.	
	I.T. Literacy	
1	Basics of Computer Introduction, Computer and its applications, Hardware and	

	peripherals, Switching on-Starting and shutting down of computer.	20
2	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.	
3	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	
4	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.	
	Communication Skill	
1	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.	15
2	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.	
3	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.	
4	Facing Interviews Manners, Etiquettes, Dress code for an interview Do's & Don'ts for an interview	
5	Behavioral Skills Problem Solving Confidence Building Attitude	
Topic No.	Topic	Duration (in hours)
	Entrepreneurship skill	
1	Concept of Entrepreneurship Entrepreneurship - Entrepreneurship - Enterprises:-Conceptual issue 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.	15
2	Project Preparation & Marketing analysis Qualities of a good Entrepreneur, SWOT and Risk Analysis. Concept & application of Product Life Cycle (PLC), Sales & distribution Management. Different Between Small Scale & Large Scale Business, Market Survey, Method of marketing, Publicity and advertisement, Marketing Mix.	
3	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.	
4	Investment Procurement Project formation, Feasibility, Legal formalities i.e., Shop Act, Estimation & Costing, Investment procedure - Loan procurement - Banking Processes.	
	Productivity	10
1	Productivity Definition, Necessity, Meaning of GDP.	
2	Affecting Factors Skills, Working Aids, Automation, Environment, Motivation How improves or slows down.	
3	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.	
4	Personal Finance Management Banking processes, Handling ATM, KYC registration, safe cash handling, Personal risk and Insurance.	
	Occupational Safety, Health & Environment Education	

1	Safety & Health Introduction to Occupational Safety and Health importance of safety and health at workplace.	15
2	Occupational Hazards Basic Hazards, Chemical Hazards, Vibroacoustic Hazards, Mechanical Hazards, Electrical Hazards, Thermal Hazards. Occupational health, Occupational hygienic, Occupational Diseases/ Disorders & its prevention.	
3	Accident & safety Basic principles for protective equipment. Accident Prevention techniques - control of accidents and safety measures.	
4	First Aid Care of injured & Sick at the workplaces, First-Aid & Transportation of sick person	
5	Basic Provisions Idea of basic provision legislation of India. of safety, health, welfare under legislation of India.	
6	Ecosystem Introduction to Environment. Relationship between Society and Environment, Ecosystem and Factors causing imbalance.	
7	Pollution Pollution and pollutants including liquid, gaseous, solid and hazardous waste.	
8	Energy Conservation Conservation of Energy, re-use and recycle.	
9	Global warming Global warming, climate change and Ozone layer depletion.	
10	Ground Water Hydrological cycle, ground and surface water, Conservation and Harvesting of water	
11	Environment Right attitude towards environment, Maintenance of in -house environment	
	Labour Welfare Legislation	

1	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.	05
	Quality Tools	10
1	Quality Consciousness : Meaning of quality, Quality Characteristic	
2	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.	
3	Quality Management System : Idea of ISO 9000 and BIS systems and its importance in maintaining qualities.	
4	House Keeping : Purpose of Housekeeping, Practice of good Housekeeping.	
5	Quality Tools Basic quality tools with a few examples	

6.3.2 EMPLOYABILITY AND ENTREPRENEURSHIP **SKILLS MODEL CURRICULUM**

Program Name	Employability and Entrepreneurship Skills		
Qualification Pack Name &	ALL		
Version No.	1.0	Version Update Date	
Pre-requisites to Training	NA		
Training Outcomes	<p>After completing this programme, participants will be able to:</p> <ul style="list-style-type: none"> • Identify personal strengths and value systems: safe work habits, achievement motivation, time management, anger management, stress management. • Recall important tenets of digital literacy: Fundamentals of computer terminology, parts of a computer and a keyboard, main applications of MS Office. • Discuss the essentials of matters pertaining to money: saving money, bank accounts, types of costs, investment options, insurance products, taxes. • Prepare for employment and self-employment: preparing for an interview, effective resume writing, basic workplace terminology. • Illustrate the basics of entrepreneurship and identify new business opportunities: effective leadership, effective speaking, effective listening, problem solving, business opportunities, types of entrepreneurs, entrepreneurial process and ecosystem, resilient entrepreneurs 		

Syllabus for Basic Apprentice Training Program

Sr No	Class Room Training		Work Place Project	Learning Hours
	Knowledge	Apply/Demonstrate		
1	Retail Primer <ul style="list-style-type: none"> What is Retail and evolution of Retail Explain Buy, Move and Sell concept in Retail. Retail Terminologies and store layouts Future of Retail Orientation to Products <ul style="list-style-type: none"> Familiarization with various Categories & Product available in a Retail Store How to stack products in the store Product handling guidelines Safe Working Environment <ul style="list-style-type: none"> Importance of store safety and security Familiarization of security system and procedures used in the store Introduction to the retail food safety practices <ul style="list-style-type: none"> Apply personal hygiene, sanitation & House keeping Identify food safety plan/program Handle product hygienically Clean work area and equipment Monitor food safety Contribute to continuous improvement 	<ul style="list-style-type: none"> Identifying Categories & Product available in a Retail Store in a simulated environment Identify Security Equipment's Demonstrate food safety practice in a simulated environment 	<ul style="list-style-type: none"> Store Walk & Observation Presentation on Observation Store Walk & Observation Presentation on Observation 	48 Hours

2	<p>Customer Relations</p> <ul style="list-style-type: none"> Basics of Customer Service Profiling the Retail Market Customer Relations Type of Customers Build relationships with customers <p>Speak Well</p> <ul style="list-style-type: none"> Importance of Personality Development in Career Growth Introduction to Basic Communication & English Speaking <p>Merchandising & Visual Merchandising</p> <ul style="list-style-type: none"> Introduction to Merchandising Introduction to Visual Merchandising <p>Loss Prevention</p> <ul style="list-style-type: none"> <u>Known vs. Unknown Loss</u> <u>What is Markdown</u> <u>What is Shrink</u> <u>Managing Markdown and Shrink</u> <u>Dealing with Shoplifter</u> <u>Prevent Grazing at Store</u> 	<ul style="list-style-type: none"> Demonstrate Smile, Wish, Greeting & Appreciating customers in a simulated environment Demonstrate Customer Interaction in a simulated environment Identifying different types of VM Demonstrate VM in a simulated environment Demonstrate calculating Best Before Date Demonstrate how to carry out Markdown Demonstrate dumping process 	<ul style="list-style-type: none"> Observing Good Practices in the market Presentation on Observation Store Walk & Observation Presentation on Observation 	48 Hours
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3	Visual Merchandising <ul style="list-style-type: none"> • Retail visual illustrations • Visual merchandising support structures • Props • Display • Merchandising and category presentation SpeakWell <ul style="list-style-type: none"> • Personality Development • Communicate with Customers • English Speaking 	<ul style="list-style-type: none"> • Produce retail visual illustrations • Manufacture visual merchandising support structures • Design, construct and maintain props • Create a display • Demonstrate merchandising and category presentation skills <ul style="list-style-type: none"> • Demonstrate Customer Interaction in a simulated environment 	<ul style="list-style-type: none"> • Store Walk & Observation • Presentation on Observation 	48 Hours
4	Selling Skills <ul style="list-style-type: none"> • Basics of Selling Skills • RETAIL approach for Sales • Advise on Products & Services SpeakWell <ul style="list-style-type: none"> • Personality Development • Communicate with Customers • English Speaking Social Studies	<ul style="list-style-type: none"> • Demonstrate selling skills in a simulated environment <ul style="list-style-type: none"> • Demonstrate Customer Interaction in a simulated environment 	<ul style="list-style-type: none"> • Store Walk & Observation • Presentation on Observation 	48 Hours
5	Selling Skills <ul style="list-style-type: none"> • Assisted Selling - Selling high-end Products • Handling complex sale-situations 	<ul style="list-style-type: none"> • Demonstrate High-end product selling skills in a simulated environment 	<ul style="list-style-type: none"> • Store Walk & Observation 	

	<ul style="list-style-type: none"> Dynamics of Sales and Service Delivery <p>SpeakWell</p> <ul style="list-style-type: none"> Personality Development Communicate with Customers English Speaking <p>Social Studies</p>	<ul style="list-style-type: none"> Demonstrate skills in handling complex sale situation in a simulated environment Demonstrate Customer Interaction in a simulated environment 	<ul style="list-style-type: none"> Presentation on Observation 	48 Hours
6	<p>Retail Equipment</p> <ul style="list-style-type: none"> Basics Types (POS & Non-POS) <p>Speak Well</p> <ul style="list-style-type: none"> Personality Development Communicate with Customers English Speaking <p>Social Studies</p>	<ul style="list-style-type: none"> Identifying the equipments Identifying POS & Non-POS equipments Demonstrate Customer Interaction in a simulated environment 		48 Hours
7	<p>Retail Equipment - Procedures & Operation</p> <ul style="list-style-type: none"> Point of Sale Handling Procedures Non-POS Retail Equipment POS Equipment HHT <p>Speak Well</p> <ul style="list-style-type: none"> Personality Development Communicate with Customers English Speaking <p>Social Studies</p>	<ul style="list-style-type: none"> Demonstrate Point of Sale Handling Procedures in a simulated environment Operate Non-POS Retail Equipment Operate POS Equipment Operate HHT Demonstrate Customer Interaction in a simulated environment 	<ul style="list-style-type: none"> Store Walk & Observation Presentation on Observation 	48 Hours

8	<p>Retail Sales 'Key Performance Indicators'</p> <ul style="list-style-type: none"> • Understanding various Retail 'Key Performance Indicators' • Retail Sales Financial Reports analysis <p>Speak Well</p> <ul style="list-style-type: none"> • Personality Development • Communicate with Customers • English Speaking 	<ul style="list-style-type: none"> • Read and explain various Performance Indicator Reports • List action plan after analysing various Financial Reports • Demonstrate Customer Interaction in a simulated environment 		48 Hours
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6.4 APPRENTICESHIP TRAINING (ON-THE-JOB TRAINING)

(BLOCK II)

DURATION: 12 MONTHS

- 1) **Name of Trade** : Retail Assistant
- 2) **Duration of On-Job Training** : 12 Months
- 3) **Entry Qualification** : Passed 10th class
- 4) **Examination** : The internal assessment will be held on completion of each Block.
- 5) **Selection of Apprentices** : The apprentices will be selected as per the guidelines specified in the Apprenticeship Act amended time to time.

Apprentice On The Job Training Schedule

Month – 1		
Functional Area	Unit of Competency	Elements of Competency
Customer Service	Communicate in workplace	Establish contact with the customer <ul style="list-style-type: none"> Acknowledging & Wishing the customer Treating customer with respect Attending Customers immediately Work in a team <ul style="list-style-type: none"> Demonstrating Courteous and helpful manner at all times. Assisting or provide support to other team members when difficulties arise. Identifying lines of communication with supervisors and peers according to store policy. Follow routine instructions <ul style="list-style-type: none"> Receive Instructions and act upon. Follow Lifecycle of Retail process
	Interact with customers	Deliver service to customers <ul style="list-style-type: none"> Communicating with customers in a professional, courteous manner, according to store policy. Farewell/Thank Customer appropriately and courteously according to store policy. Seeking Supervisor's help Guiding Customer to locate product
Merchandising	Merchandise products	Place, arrange and display price tickets and labels <ul style="list-style-type: none"> Keeping display areas clean and tidy. Managing old & new shelf edge labels Prepare display labels/tickets <ul style="list-style-type: none"> Preparing Labels/tickets for window, wall or floor displays Clean work area Reporting Spills, food waste, or other potential hazards to appropriate personnel and taking corrective action
	Perform Store Routines	Organize work area <ul style="list-style-type: none"> Carrying out all routines safely, effectively and efficiently Placing items in designated areas on sales floor and BOH

Loss Prevention	Apply retail food safety practices	Apply personal hygiene and sanitation <ul style="list-style-type: none"> • Maintaining Personal Grooming standards • Moving within and outside workplace • Identifying & practicing hygiene • Follow laid down processes for employees at store
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Month – 2		
Functional Area	Unit of Competency	Elements of Competency
Customer Service	Communicate in workplace	Establish contact with the customer <ul style="list-style-type: none"> Taking permission from the customer to attend the customer Follow routine instructions <ul style="list-style-type: none"> Using Effective Questioning Technique to elicit information. Use RETAIL selling process
	Interact with customers	Deliver service to customers <ul style="list-style-type: none"> Demonstrating STUC principle (Show That You Care) Respond to customer complaints <ul style="list-style-type: none"> Demonstrating positive and helpful attitude while attending to customer complaints. Handling Irate Customer Identify customer's special requirements <ul style="list-style-type: none"> Handling situation when the customer accidentally breaks any product Satisfying customer with effective and corrective action Learn about various customer complaint handling scenarios
Merchandising	Merchandise products	Place, arrange and display price tickets and labels <ul style="list-style-type: none"> Constructing & dismantling special promotion areas Avoiding changes in Merchandising Planogram during the stacking process. Place and arrange merchandise <ul style="list-style-type: none"> Auditing stock carefully before stacking Stacking the stocks received on the shelves as per POG Guidelines Removing the empty crates off the shelves Removing the un-saleable products Handling excess stocks/extra crates Managing stacking timelines Stacking on the shop floor Maintaining face-ups

		Prepare display labels/tickets <ul style="list-style-type: none"> Preparing Tickets using electronic equipment/HHT or by hand Maintaining & using Electronic Ticketing Equipment
	Perform Store Routines	Organize work area <ul style="list-style-type: none"> Maintaining work area in a safe, uncluttered and organized manner. Clean Work Area <ul style="list-style-type: none"> Applying Store Policies and Procedures for cleaning of work area. Dispatch goods <ul style="list-style-type: none"> Storing goods unfit for sale in the designated area in BOH Remove damaged and expired products from the shelves
Loss Prevention	Apply retail food safety practices	Clean work area and equipment <ul style="list-style-type: none"> Identifying cleaning requirements for work areas Reporting maintenance requirements/problems Identify food safety plan/program <ul style="list-style-type: none"> Identifying & interpreting Store food safety plan/program
Inventory	Perform stock control procedures	Receive and process incoming goods <ul style="list-style-type: none"> Checking the lock or seal and tallying the number on the plastic seal with number in register Informing discrepancy/tampering found in the seals to supervisor Rotate stock <ul style="list-style-type: none"> Stock rotation procedures for merchandise, wrapping and packing materials Reorder stock <ul style="list-style-type: none"> Identify minimum stock levels and reordering quantity Identifying required quantity for the next day

Month – 3		
Functional Area	Unit of Competency	Elements of Competency
Customer Service	Communicate in workplace	Work in a team <ul style="list-style-type: none"> Actioning upon Constructive Feedback Probe to minimize misunderstandings. Participating in team problem solving Follow routine instructions <ul style="list-style-type: none"> Assess Store Information relevant to the particular task, comprehend and act upon. Plan and organize Daily Work Routine
	Interact with customers	Deliver service to customers <ul style="list-style-type: none"> Follow-up with customer to solve issues Respond to customer complaints <ul style="list-style-type: none"> Listening to the customer patiently Apologizing for inconvenience caused Handling returns as per the defined policy
Merchandising	Merchandise products	Place, arrange and display price tickets and labels <ul style="list-style-type: none"> Dispatching damaged or expired stock to the DC Dispatching food and non food stocks Place and arrange merchandise <ul style="list-style-type: none"> Unpacking Merchandise in accordance with store procedures. Moving arrived stocks to respective aisles Ensuring that the floor is not cluttered with cartons / crates / gunny bags Assessing the saleability of misplaced items Displaying SKUs on the shelf with shelf edge tickets Ensuring that tickets/labels are visible and correctly placed on merchandise. Displaying promotional items correctly with correct markdowns and POS materials
	Perform store routines	Clean Work Area <ul style="list-style-type: none"> Disposing Waste Displaying Signage in unsafe areas. Maintaining & stating Equipment and consumables
Inventory	Perform stock control procedures	Dispatch goods <ul style="list-style-type: none"> Ensuring returns are scheduled and categorized as Damaged, Excess and Expiry Packing safely and securely to avoid damage in transit. Receive and process incoming goods <ul style="list-style-type: none"> Tallying Transfer Out, Stock Transfer Documents numbers Unloading the stocks Handling discrepancy found in number of Cartons, Crates, Jute Bags and Oil Cans Ensures that stocks are unloaded carefully without any damage.

		<ul style="list-style-type: none"> • Handling the unloaded stocks • Maintaining cleanliness and orderliness in receiving bay • Unloading, auditing & stacking Dairy/Frozen stocks • Documenting unloading • Documenting & loading stock returns in the van • Dispatching empty tubs and cartons to the DC • Locking & sealing the van and completing documentation •
Loss Prevention	Apply retail food safety practices	Apply personal hygiene and sanitation <ul style="list-style-type: none"> • Maintaining and using protective clothing and equipment Handle product hygienically <ul style="list-style-type: none"> • Identifying & practicing product handling practices • Protecting products from contamination • Handling different food products
	Apply safe working practices	Identify food safety plan/program <ul style="list-style-type: none"> • Implementing food safety plan/program Monitor food safety <ul style="list-style-type: none"> • Monitoring and controlling food safety. • Recording Food safety information, including equipment breakdowns
	Minimize theft	Apply routine store security <ul style="list-style-type: none"> • Handling the suspected shoplifting situation • Handling women suspects • Handling old people, kids and mentally challenged people involved in the pilferage • Handling break-in situations
Clerical / Admin	Operate retail equipment	Maintain retail equipment <ul style="list-style-type: none"> • Purpose of equipment used in store/department identified accurately. • Equipment operated according to design specifications. • Identifying & reporting Equipment faults • Maintaining retail equipment
Selling	Assist the customers in buying	Query Resolution <ul style="list-style-type: none"> • Answering customer questions on merchandise • Seeking supervisor/senior's help to provide information to customer Approach customer <ul style="list-style-type: none"> • Determining and applying timing of customer approach.

Month - 4		
Functional Area	Unit of Competency	Elements of Competency
Customer Service	Communicate in workplace	Usage numbers in workplace <ul style="list-style-type: none"> Identifying range of possible numerical problems Calculating Numerical data
	Interact with customers	Identify customer's special requirements <ul style="list-style-type: none"> Thanking the customer for his patience and support Handling drunken/misbehaving customer
Merchandising	Perform routine housekeeping duties	Clean Work Area <ul style="list-style-type: none"> Using & maintaining equipment's
Inventory	Perform stock control procedures	Rotate stock <ul style="list-style-type: none"> Handling Excess Stock Safe lifting and carrying techniques Participate in stock taking <ul style="list-style-type: none"> Stocktaking and cyclical counting according to store policy/procedures. Dispatch goods <ul style="list-style-type: none"> Ensuring food and non-food stocks are sent in separate crates Ensuring all stock returns are loaded in the van as per schedule along with the necessary documents.
Loss Prevention	Apply retail food safety practices	Clean work area and equipment <ul style="list-style-type: none"> Identifying handling and storage requirements for cleaning chemicals Cleaning equipment's externally and internally Cleaning tools, consumables and equipment for a variety of applications
Clerical / Admin	Operate retail equipment	Apply keyboard skills <ul style="list-style-type: none"> Typing techniques for keyboard operations Entering and editing information accurately.
	MIS Management	Managing MIS for <ul style="list-style-type: none"> Customer service Merchandising Customer Service Merchandising
Managing Till	Operating Procedures	<ul style="list-style-type: none"> Demonstrate starting-the-day procedures Tallying the cash Charge the till Demonstrate day-end procedures Work on POS and generate bills

Administration	Managing MIS	Managing MIS for <ul style="list-style-type: none"> Sales performance
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Month - 5		
Functional Area	Unit of Competency	Elements of Competency
Customer Service	Communicate in workplace	Usage numbers in workplace <ul style="list-style-type: none"> Identifying range of possible numerical problems Calculating Numerical data
	Interact with customers	Identify customer's special requirements <ul style="list-style-type: none"> Thanking the customer for his patience and support Handling drunken/misbehaving customer
Merchandising	Perform routine housekeeping duties	Clean Work Area <ul style="list-style-type: none"> Using & maintaining equipment's
Inventory	Perform stock control procedures	Rotate stock <ul style="list-style-type: none"> Handling Excess Stock Safe lifting and carrying techniques Participate in stock taking <ul style="list-style-type: none"> Stocktaking and cyclical counting according to store policy/procedures. Dispatch goods <ul style="list-style-type: none"> Ensuring food and non-food stocks are sent in separate crates Ensuring all stock returns are loaded in the van as per schedule along with the necessary documents.
Loss Prevention	Apply retail food safety practices	Clean work area and equipment <ul style="list-style-type: none"> Identifying handling and storage requirements for cleaning chemicals Cleaning equipment's externally and internally Cleaning tools, consumables and equipment for a variety of applications
Clerical / Admin	Operate retail equipment	Apply keyboard skills <ul style="list-style-type: none"> Typing techniques for keyboard operations Entering and editing information accurately.
	MIS Management	Managing MIS for <ul style="list-style-type: none"> Customer service Merchandising Customer Service Merchandising
Managing Till	Operating Procedures	<ul style="list-style-type: none"> Demonstrate starting-the-day procedures

		<ul style="list-style-type: none"> Tallying the cash Charge the till Demonstrate day-end procedures Work on POS and generate bills
Administration	Managing MIS	Managing MIS for <ul style="list-style-type: none"> Sales performance

Month - 6		
Functional Area	Unit of Competency	Elements of Competency
Customer Service	Communicate in workplace	Establish contact with the customer <ul style="list-style-type: none"> Acknowledging & Wishing the customer Treating customer with respect Attending Customers immediately Work in a team <ul style="list-style-type: none"> Demonstrating Courteous and helpful manner at all times. Assisting or provide support to other team members when difficulties arise. Identifying lines of communication with supervisors and peers according to store policy. Follow routine instructions <ul style="list-style-type: none"> Receive Instructions and act upon. Follow Lifecycle of Retail process
	Interact with customers	Deliver service to customers <ul style="list-style-type: none"> Communicating with customers in a professional, courteous manner, according to store policy. Farewell/Thank Customer appropriately and courteously according to store policy. Seeking Supervisor's help Guiding Customer to locate product
Merchandising	Merchandise products	Place, arrange and display price tickets and labels <ul style="list-style-type: none"> Keeping display areas clean and tidy. Managing old & new shelf edge labels Learn about specialised fixtures available as per the format and how to use them Learn about adjacencies and colour blocking Prepare display labels/tickets <ul style="list-style-type: none"> Preparing Labels/tickets for window, wall or floor displays Clean work area

		Reporting Spills or other potential hazards to appropriate personnel and taking corrective action
	Perform Store Routines	Organize work area <ul style="list-style-type: none"> Carrying out all routines safely, effectively and efficiently Placing items in designated areas on sales floor and BOH

Month – 7		
Functional Area	Unit of Competency	Elements of Competency
Customer Service	Communicate in workplace	Establish contact with the customer <ul style="list-style-type: none"> Taking permission from the customer to attend the customer Follow routine instructions <ul style="list-style-type: none"> Using Effective Questioning Technique to elicit information. Use RETAIL selling process
	Interact with customers	Deliver service to customers <ul style="list-style-type: none"> Demonstrating STUC principle (Show That You Care) Respond to customer complaints <ul style="list-style-type: none"> Demonstrating positive and helpful attitude while attending to customer complaints. Handling Irate Customer Identify customer's special requirements <ul style="list-style-type: none"> Handling situation when the customer accidentally breaks any product Satisfying customer with effective and corrective action Learn about various customer complaint handling scenarios
Merchandising	Merchandise products	Place, arrange and display price tickets and labels <ul style="list-style-type: none"> Constructing & dismantling special promotion areas

		<ul style="list-style-type: none"> Avoiding changes in Merchandising Planogram during the stacking process. <p>Place and arrange merchandise</p> <ul style="list-style-type: none"> Auditing stock carefully before stacking Stacking the stocks received on the shelves as per POG Guidelines Handling excess stocks/extra crates Managing stacking timelines Stacking on the shop floor <p>Prepare display labels/tickets</p> <ul style="list-style-type: none"> Preparing Tickets using electronic equipment/HHT or by hand Maintaining & using Electronic Ticketing Equipment
	Perform Store Routines	<p>Organize work area</p> <ul style="list-style-type: none"> Maintaining work area in a safe, uncluttered and organized manner. <p>Clean Work Area</p> <ul style="list-style-type: none"> Applying Store Policies and Procedures for cleaning of work area. <p>Dispatch goods</p> <ul style="list-style-type: none"> Storing goods unfit for sale in the designated area in BOH Remove damaged products from the shelves
Loss Prevention	Apply retail safety practices	<p>Clean work area and equipment</p> <ul style="list-style-type: none"> Identifying cleaning requirements for work areas Reporting maintenance requirements/problems
Inventory	Perform stock control procedures	<p>Receive and process incoming goods</p> <ul style="list-style-type: none"> Checking the lock or seal and tallying the number Informing discrepancy/tampering found in the seals to supervisor <p>Rotate stock</p> <ul style="list-style-type: none"> Stock rotation procedures for merchandise, wrapping and packing materials Learn about seasonality in products as per the format

		Reorder stock <ul style="list-style-type: none"> • Identify minimum stock levels and reordering quantity • Identifying required quantity for the next day
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Month – 8		
Functional Area	Unit of Competency	Elements of Competency
Customer Service	Communicate in workplace	Work in a team <ul style="list-style-type: none"> Actioning upon Constructive Feedback Probe to minimize misunderstandings. Participating in team problem solving Follow routine instructions <ul style="list-style-type: none"> Assess Store Information relevant to the particular task, comprehend and act upon. Plan and organize Daily Work Routine
	Interact with customers	Deliver service to customers <ul style="list-style-type: none"> Follow-up with customer to solve issues Respond to customer complaints <ul style="list-style-type: none"> Listening to the customer patiently Apologizing for inconvenience caused Handling returns as per the defined policy
Merchandising	Merchandise products	Place, arrange and display price tickets and labels <ul style="list-style-type: none"> Dispatching damaged or expired stock to the DC Dispatching food and non food stocks Place and arrange merchandise <ul style="list-style-type: none"> Unpacking Merchandise in accordance with store procedures. Moving arrived stocks to respective aisles Ensuring that the floor is not cluttered with cartons / crates / gunny bags Assessing the saleability of misplaced items Displaying SKUs on the shelf with shelf edge tickets Ensuring that tickets/labels are visible and correctly placed on merchandise. Displaying promotional items correctly with correct markdowns and POS materials
	Perform store routines	Clean Work Area <ul style="list-style-type: none"> Disposing Waste Displaying Signage in unsafe areas. Maintaining & stating Equipment and consumables
Inventory	Perform stock control procedures	Dispatch goods <ul style="list-style-type: none"> Ensuring returns are scheduled and categorized as Damaged, Excess and Expiry Packing safely and securely to avoid damage in transit. Receive and process incoming goods <ul style="list-style-type: none"> Tallying Transfer Out, Stock Transfer Documents numbers Unloading the stocks Handling discrepancy found in number of Cartons, Crates, Jute Bags and Oil Cans Ensures that stocks are unloaded carefully without any damage.

		<ul style="list-style-type: none"> • Handling the unloaded stocks • Maintaining cleanliness and orderliness in receiving bay • Unloading, auditing & stacking Dairy/Frozen stocks • Documenting unloading • Documenting & loading stock returns in the van • Dispatching empty tubs and cartons to the DC • Locking & sealing the van and completing documentation •
Loss Prevention	Apply retail food safety practices	Apply personal hygiene and sanitation <ul style="list-style-type: none"> • Maintaining and using protective clothing and equipment Handle product hygienically <ul style="list-style-type: none"> • Identifying & practicing product handling practices • Protecting products from contamination • Handling different food products
	Apply safe working practices	Identify food safety plan/program <ul style="list-style-type: none"> • Implementing food safety plan/program Monitor food safety <ul style="list-style-type: none"> • Monitoring and controlling food safety. • Recording Food safety information, including equipment breakdowns
	Minimize theft	Apply routine store security <ul style="list-style-type: none"> • Handling the suspected shoplifting situation • Handling women suspects • Handling old people, kids and mentally challenged people involved in the pilferage • Handling break-in situations
Clerical / Admin	Operate retail equipment	Maintain retail equipment <ul style="list-style-type: none"> • Purpose of equipment used in store/department identified accurately. • Equipment operated according to design specifications. • Identifying & reporting Equipment faults • Maintaining retail equipment
Selling	Assist the customers in buying	Query Resolution <ul style="list-style-type: none"> • Answering customer questions on merchandise • Seeking supervisor/senior's help to provide information to customer Approach customer <ul style="list-style-type: none"> • Determining and applying timing of customer approach.

Month – 9		
Functional Area	Unit of Competency	Elements of Competency
Customer Service	Communicate in workplace	Usage numbers in workplace <ul style="list-style-type: none"> Identifying range of possible numerical problems Calculating Numerical data
	Interact with customers	Identify customer's special requirements <ul style="list-style-type: none"> Thanking the customer for his patience and support Handling knowledgeable/difficult customer
Merchandising	Perform routine housekeeping duties	Clean Work Area <ul style="list-style-type: none"> Using & maintaining equipment
Inventory	Perform stock control procedures	Rotate stock <ul style="list-style-type: none"> Handling Excess Stock Safe lifting and carrying techniques Participate in stock taking <ul style="list-style-type: none"> Stocktaking and cyclical counting according to store policy/procedures. Dispatch goods <ul style="list-style-type: none"> Ensuring all stock returns are loaded in the truck as per schedule along with the necessary documents.
Loss Prevention	Apply retail Safety practices	Clean work area and equipment <ul style="list-style-type: none"> Identifying handling and storage requirements for cleaning Cleaning tools, consumables and equipment for a variety of applications
Clerical / Admin	Operate retail equipment	Apply keyboard skills <ul style="list-style-type: none"> Typing techniques for keyboard operations Entering and editing information accurately Creating Sales/Service Orders Working on MPOS
	MIS Management	Managing MIS for <ul style="list-style-type: none"> Customer service Merchandising
Managing Till	Operating Procedures	<ul style="list-style-type: none"> Demonstrate starting-the-day procedures Tallying the cash Charge the till Demonstrate day-end procedures Work on MPOS and generate bills
Administration	Managing MIS	Managing MIS for <ul style="list-style-type: none"> Sales performance

Month – 10		
Functional Area	Unit of Competency	Elements of Competency
Customer Service	Communicate in workplace	Work in a team <ul style="list-style-type: none"> Actioning upon Constructive Feedback Probe to minimize misunderstandings Participating in team problem solving Follow routine instructions <ul style="list-style-type: none"> Assess Store Information relevant to the particular task, comprehend and act upon. Plan and organize Daily Work Routine
	Interact with customers	Deliver service to customers <ul style="list-style-type: none"> Follow-up with customer to solve issues Respond to customer complaints <ul style="list-style-type: none"> Listening to the customer patiently Apologizing for inconvenience caused Handling returns as per the defined policy Learn about warranty applicable on various products
Merchandising	Merchandise products	Place, arrange and display price tickets and labels <ul style="list-style-type: none"> Dispatching damaged to the DC Place and arrange merchandise <ul style="list-style-type: none"> Unpacking Merchandise in accordance with store procedures. Moving arrived stocks to respective aisles Ensuring that the floor is not cluttered with cartons Displaying SKUs on the shelf with shelf edge tickets Ensuring that tickets/labels are visible and correctly placed on merchandise. Displaying promotional items correctly
	Perform store routines	Clean Work Area <ul style="list-style-type: none"> Displaying Signage in unsafe areas. Maintaining & stating Equipment and consumables
Inventory	Perform stock control procedures	Dispatch goods <ul style="list-style-type: none"> Ensuring returns are scheduled and categorized as Damaged, or Excess Packing safely and securely to avoid damage in transit. Receive and process incoming goods <ul style="list-style-type: none"> Tallying Transfer Out, Stock Transfer Documents numbers Unloading the stocks Handling discrepancy found in number of Cartons Ensures that stocks are unloaded carefully without any damage. Handling the unloaded stocks Maintaining cleanliness and orderliness in receiving bay Documenting unloading Documenting & loading stock returns in the van

		<ul style="list-style-type: none"> • Locking & sealing the van and completing documentation
Loss Prevention	Apply retail Safety practices	Apply personal hygiene and sanitation <ul style="list-style-type: none"> • Maintaining and using protective clothing and equipment
	Apply safe working practices	<ul style="list-style-type: none"> • Recording Product safety information, including equipment breakdowns
	Minimize theft	Apply routine store security <ul style="list-style-type: none"> • Handling the suspected shoplifting situation • Handling women suspects • Handling old people, kids and mentally challenged people involved in the pilferage • Handling break-in situations
Clerical / Admin	Operate retail equipment	Maintain retail equipment <ul style="list-style-type: none"> • Purpose of equipment used in store/department identified accurately. • Equipment operated according to design specifications. • Identifying & reporting Equipment faults • Maintaining retail equipment
Selling	Assist the customers in buying	Query Resolution <ul style="list-style-type: none"> • Answering customer questions on merchandise • Seeking supervisor/senior's help to provide information to customer • Provide Product demonstration to Customer Approach customer <ul style="list-style-type: none"> • Determining and applying timing of customer approach.

Month – 11		
Functional Area	Unit of Competency	Elements of Competency
Customer Service	Communicate in workplace	Usage numbers in workplace <ul style="list-style-type: none"> Identifying range of possible numerical problems Calculating Numerical data
	Interact with customers	Identify customer's special requirements <ul style="list-style-type: none"> Thanking the customer for his patience and support Handling knowledgeable/difficult customer
Merchandising	Perform routine housekeeping duties	Clean Work Area <ul style="list-style-type: none"> Using & maintaining equipment
Inventory	Perform stock control procedures	Rotate stock <ul style="list-style-type: none"> Handling Excess Stock Safe lifting and carrying techniques Participate in stock taking <ul style="list-style-type: none"> Stocktaking and cyclical counting according to store policy/procedures. Dispatch goods <ul style="list-style-type: none"> Ensuring all stock returns are loaded in the truck as per schedule along with the necessary documents.
Loss Prevention	Apply retail Safety practices	Clean work area and equipment <ul style="list-style-type: none"> Identifying handling and storage requirements for cleaning Cleaning tools, consumables and equipment for a variety of applications
Clerical / Admin	Operate retail equipment	Apply keyboard skills <ul style="list-style-type: none"> Typing techniques for keyboard operations Entering and editing information accurately Creating Sales/Service Orders Working on MPOS
	MIS Management	Managing MIS for <ul style="list-style-type: none"> Customer service Merchandising
Managing Till	Operating Procedures	<ul style="list-style-type: none"> Demonstrate starting-the-day procedures Tallying the cash Charge the till Demonstrate day-end procedures Work on MPOS and generate bills
Administration	Managing MIS	Managing MIS for <ul style="list-style-type: none"> Sales performance

Month – 12		
Functional Area	Unit of Competency	Elements of Competency
	Interact with customers	Identify customer's special requirements <ul style="list-style-type: none"> • Thanking the customer for his patience and support • Handling dominating, VIP and high profile customer • Learn Up-Selling and Cross-Selling
Merchandising	Perform routine housekeeping duties	Clean Work Area <ul style="list-style-type: none"> • Using & maintaining equipment
Inventory	Perform stock control procedures	Rotate stock <ul style="list-style-type: none"> • Handling Excess Stock • Safe lifting and carrying techniques Participate in stock taking <ul style="list-style-type: none"> • Stocktaking and cyclical counting according to store policy/procedures. Dispatch goods <ul style="list-style-type: none"> • Ensuring all stock returns are loaded in the van as per schedule along with the necessary documents.
Loss Prevention	Apply retail safety practices	Clean work area and equipment <ul style="list-style-type: none"> • Identifying handling and storage requirements for cleaning • Cleaning tools, consumables and equipment for a variety of applications
Administration	Managing MIS	Managing MIS for <ul style="list-style-type: none"> • Sales performance

6.5 BROAD SKILL COMPONENT TO BE COVERED DURING ON-THE-JOB TRAINING

SL NO	LIST OF PRACTICAL SKILLS TO BE COVERED DURING ON JOB TRAINING
1	Create a positive image of self & organization in the customer's Mind <ul style="list-style-type: none"> • Grooming standards as per company policy. • Effective oral & written communication. • Display courteous behavior with internal team and customers.
2	Demonstrate processes involved in <ul style="list-style-type: none"> • Pre-Store Opening • Store Opening • Store Closing
3	Display stock to promote sales <ul style="list-style-type: none"> • Identify need for the display in relation to stock, space, position of the display and dates. • Check that the display area is the right size and report any concerns promptly. • Gather the materials, equipment and stock you need for the display and check that they are clean, safe and in good working order. • Follow company procedures for clearing, cleaning and preparing the display area before use. • Check that the display has the levels of stock you need. • Clean and store equipment and excess materials; get rid of waste safely, correctly and promptly. • Set up and dismantle the display safely, in line with plans and within the time allowed.
4	Prepare products for sale <ul style="list-style-type: none"> • Check that all expected items and parts of the product are in the package. • Gather the tools you need for putting products together. • Use safe work methods and follow manufacturers' instructions when putting products together.

	<ul style="list-style-type: none"> • Check that products have been assembled correctly and can be used safely. • Promptly remove damaged products from display and follow company procedures for dealing with them.
5	Plan and prepare visual merchandising displays <ul style="list-style-type: none"> • Identify the equipment, materials, merchandise and props needed to create and install the display and the dates for completing it. • Create new and effective ways of improving the visual effect, within limits of design brief, company's visual design policies and authority
6	Dress visual merchandising displays <ul style="list-style-type: none"> • Use the design brief to identify the focal points of the display. • Create 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. • Check that the finished display meets health and safety guidelines and legal requirements.
7	Dismantle and store visual merchandising displays <ul style="list-style-type: none"> • Dismantle displays safely. • Clean display sites and parts using safe and approved cleaning materials and equipment. • Keep accurate and up-to-date records of items in storage. • Check that storage facilities and items in storage are clean, safe, secure and accessible only to those with a right to them
8	Promote loyalty schemes to customers <ul style="list-style-type: none"> • Take suitable opportunities to ask customers if they are members of the loyalty scheme and whether they are interested in joining. • Explain clearly and accurately to customers how joining the scheme would benefit them, including any current special offers relating to the scheme. • Respond positively to any questions or objections that the customer raises. • Fill in the membership application accurately with the customer, using the information they provide. • Give the customer proof of their membership.
9	Process credit applications for purchases <ul style="list-style-type: none"> • Clearly explain to the customer the features and conditions of credit facilities. • Accurately fill in the documents needed to allow the customer to get credit. • Successfully carry out the necessary credit checks and authorisation procedures. • Successfully process credit applications

10	Demonstrate products to customers
	<ul style="list-style-type: none"> • Prepare the demonstration area and check that it can be used safely. • Identify the equipment and products needed to give the demonstration • Explain the demonstration clearly and accurately to the customer covering all features and benefits • Present the demonstration in a logical sequence of steps and stages. • Clear away the equipment and products at the end of the demonstration and connect with the customer
11	Help customers choose right products
	<ul style="list-style-type: none"> • Explain product features and benefits to customers • Compare products in ways that help customers choose the product that best meets their needs. • Check customers' responses to your explanations, and confirm their interest in the product. • Identify suitable opportunities to tell the customer about associated or additional products • Handle objections and questions in a way that promotes sales and keeps the customer's confidence. • Clearly explain to the customer where to pay for their purchases.
12	Provide specialist support to customers facilitating purchases
	<ul style="list-style-type: none"> • Explain clearly and accurately the features and benefits of products and relate these to the customer's needs and interest. • Promote the products that give the best match between the customer's needs and the store's need to make sales. • Demonstrate products using effective demonstration techniques if the customer seeks demonstration • Offer customers the opportunity to use the product themselves, where appropriate. • Give the customer enough chance to ask questions about the products or services you are demonstrating to them to spend
13	Maximize sales of goods & services
	<ul style="list-style-type: none"> • Tell customers about promotions clearly and in a persuasive way. • Identify and take the most effective actions for converting promotional sales into regular future sales. • Gather relevant and accurate information about the effectiveness of promotions, and communicate this information clearly to the right person. • Record clearly and accurately the results of promotions

14	Provide personalized sales & post-sales service support
	<ul style="list-style-type: none"> • Before starting a consultation, check that the work area is clean and tidy and that all the equipment you need is to hand • Explain clearly to the client the features and benefits of the products or services you are recommending and relate these to the client's individual needs. • Identify suitable opportunities to sell additional or related products or services that are suited to the client's needs. • Make recommendations to the client in a confident and polite way and without pressurising them. • Record client information accurately and store it in the right places in your company's system
15	Resolve customer concerns and improve customer relationship
	<ul style="list-style-type: none"> • Identify the options for resolving a customer service problem. • Work out the advantages and disadvantages of each option for your customer and your organisation. • Pick the best option for your customer and your organisation. • Discuss and agree the options for solving the problem with your customer. • Take action to implement the option agreed with your customer. • Keep your customer fully informed about what is happening to resolve problem. • Check with your customer to make sure the problem has been resolved to their satisfaction. • Give clear reasons to your customer when the problem has not been resolved to their satisfaction.
16	Organise the delivery of reliable service
	<ul style="list-style-type: none"> • Plan, prepare and organize everything needed to deliver services or products to different types of customers. • Respond appropriately to your customers when they make comments about the products or services you are offering. • Record and store customer service information accurately following organizational guidelines.
17	Promote continuous improvement in service
	<ul style="list-style-type: none"> • Gather feedback from customers that will help to identify opportunities for customer service improvement. • Analyse and interpret feedback to identify opportunities for customer service improvements and propose changes

18	Keep the store secure and maintain healthy and safety
	<ul style="list-style-type: none"> • Demonstrate approved procedures and techniques for protecting personal safety when security risks arise • Demonstrate necessary safety procedures while dealing with accidents and emergencies • Recognise when evacuation procedures have been started and following company procedures for evacuation. • Use equipment and materials in line with the manufacturer's instructions.

7. ASSESSMENT STANDARD

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 to be given while assessing for team work, avoidance/reduction of scrape/wastage and disposal of scarp/wastage as per procedure, behavioral attitude and regularity in training.

The following marking pattern to be adopted while assessing:

a) Weightage in the range of 60-75% to be allotted during assessment under following performance level:

For 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.

In this work there is evidence of:

- Good skill levels in the inventory count accuracy
- Many tolerances while undertaking different work are in line with those demanded by the component/job.
- A fairly good level of neatness and consistency in the accuracy
- Occasional support in completing the project/job.

b) Weightage in the range of above 75%- 90% to be allotted during assessment under following performance level:

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.

In this work there is evidence of

- Very Good skill levels in the inventory count accuracy
- Meeting exact tolerances while undertaking different work are in line with those demanded by the component/job.
- A fairly very good level of neatness and consistency in the inventory accuracy
- Rare support in completing the project/job.

c) Weightage in the range of above 90% to be allotted during assessment under following performance level:

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.

In this work there is evidence of:

Very Good skill levels in the inventory count accuracy

- Meeting and exceeding tolerances level expectations while undertaking different work are in line with those demanded by the component/job.
- A high level of neatness and consistency in the inventory accuracy
- Minimal or No Rare support in completing the project/job.

7.2 FINAL ASSESSMENT- All India trade test

(SUMMATIVE ASSESSMENT)

SUBJECTS	Marks	Internal assessment based on competency	Full Marks	Pass Marks	Duration of Exam.
Practical					
Trade Theory					
Employability Skill					
Grand Total					

Note: - The candidate pass in each subject conducted under all India trade test.

FURTHER LEARNING PATHWAYS

On successful completion of this course, the candidates shall be gainfully employed in the following industries:

- Retail Store Operations
- FMCG
- E-tail
- Self – employment (Retail Business)

ANNEXURE – 1

Tools & Equipment for Basic Training

Equipment Name	Minimum number of Equipment required (per batch of 30 trainees)	Unit Type	Is this a mandatory Equipment to be available at the Training Center (Yes/No)	Dimension/Specification/ Description of the Equipment
Display Racks (Gondola)	3	Piece	Yes	To display different type of product categories
Display/Boards/ Standees- Different Types	5	Piece	Yes	Signages
Calculator	1	Piece	Yes	12 digit display
Stock Almirah	1	Piece	Yes	To stock merchandise
Point of Sale (POS) Terminal	1	Piece	Yes	To transact with customers
Electronic Data Capture (EDC) Terminal	1	Piece	Yes	To accept debit/credit card transactions
Bar Code Scanner	1	Piece	Yes	To scan merchandise
Dummy Products With Barcode	30	Piece	Yes	Any merchandise ranging from daily utilities, consumables, grocery, apparels
VM elements	15	Piece	Yes	Different types of VM elements with quantity : like 1. Shelf Strips, 2.Danglers, 3.Price Tags, 4.Product specs, 5. Offer standee/ banner
Shopping Basket	1	Piece	Yes	To carry purchased merchandise
Dummy Fire Extinguishers	1	Piece	Yes	For orientation in emergencies

ANNEXURE – II

Tools & Equipment for On-the-Job Training

Equipment Name	Minimum number of Equipment required (per batch of 30 trainees)	Unit Type	Is this a mandatory Equipment to be available at the Training Center (Yes/No)	Dimension/Specification/ Description of the Equipment
Display Racks (Gondola)	3	Piece	Yes	To display different type of product categories
Display/Boards/ Standees- Different Types	5	Piece	Yes	Signages
Calculator	1	Piece	Yes	12 digit display
Stock Almirah	1	Piece	Yes	To stock merchandise
Point of Sale (POS) Terminal	1	Piece	Yes	To transact with customers
Electronic Data Capture (EDC) Terminal	1	Piece	Yes	To accept debit/credit card transactions
Bar Code Scanner	1	Piece	Yes	To scan merchandise
Dummy Products With Barcode	30	Piece	Yes	Any merchandise ranging from daily utilities, consumables, grocery, apparels
VM elements	15	Piece	Yes	Different types of VM elements with quantity : like 1. Shelf Strips, 2.Danglers, 3.Price Tags, 4.Product specs, 5. Offer standee/ banner
Shopping Basket	1	Piece	Yes	To carry purchased merchandise
Dummy Fire Extinguishers	1	Piece	Yes	For orientation in emergencies

ANNEXURE III
INFRASTRUCTURE FOR APPRENTICESHIP TRAINING

TRADE: RETAIL ASSISTANT

Actual training will depend on the existing facilities available in the establishments. However, the industry should ensure that the broad skills defined against Apprenticeship Training part (i.e. 15 months) are imparted.

ANNEXURE IV

GUIDELINES FOR INSTRUCTORS AND PAPER SETTERS

Due care to be taken for proper & inclusive training delivery in the batch.

1. Some of the following method of delivery may be adopted:

A) LECTURE

B) LESSON

B) DEMONSTRATION

C) PRACTICAL

D) DISCUSSION WITH PEER GROUP

E) PROJECT WORK

F) STORE VISIT

2. Maximum utilization of latest form of training viz., audio visual aids, integration of IT, etc. may be adopted.

3. The total hours to be devoted against each topic may be decided with due diligence to safety & with prioritizing transfer of required skills.