







ModelCurriculum

Retail Trainee Associate

SECTOR: RETAIL

SUB-SECTOR: RETAIL OPERATIONS OCCUPATION: STORE OPERATIONS

REF. ID: RAS/Q0103 VERSION 1.0

NSQF LEVEL: 3















Certificate

CURRICULUM COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

RETAILERS ASSOCIATION'S SKILL COUNCIL OF INDIA

for the

MODEL CURRICULUM

Complying to National Occupational Standards of Job Role/ Qualification Pack: 'RetailTrainee Associate' QP No. 'RAS/Qoso3 NSQF Level 3'

Date of issuance: July 19th, 2017
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* Valid up to the next review date of the Qualification Pack

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









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Curriculum / Syllabus

This program is aimed at training candidates for the job of a "Retail Trainee Associate", in the "Retail" Sector/Industry and aims at building the following key competencies amongst thelearner

Program Name	Retail Trainee Associate	•	
Qualification Pack Name &	Retail Trainee Associate		
Reference ID.	RAS/Q0103 VERSION 1.0		
Version No.	1.0	Version Update Date	27-07 - 2017
Pre-requisites to Training	10 th Pass		
Training Outcomes	After completing this p	programme, participants w	ill be able to:
	 After completing this programme, participants will be able to: Display stock to promote sales Plan and prepare visualmerchandising displays Dress visual merchandising displays Dismantle and store visualmerchandising displays Prepare products forsale 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 Create a positive image of self & organisation in thecustomer's mind 		ecustomer's mind









This course encompasses 12 out of 12 National Occupational Standards (NOS) of "Retail Trainee Associate" Qualification Pack issued by "Retailers Association's Skill Council of India".

Sr. No.	Module	Key Learning Outcomes	Equipment Required
1	To display stock	The learners should be able to:	Display Racks - Gondola /
	to promote sales	Identify the need for the display in relation to stock,	Shelves, Display/Boards/
	Theory Duration	space, position of thedisplay and dates.Check that the display area is the right size and report	Standees for product categories and offers
	(hh:mm)	Check that the display area is the right size and report any concernspromptly.	(Different Types),
	14:00	Gather the materials, equipment and stock he/she	Calculator, Stock Almirah,
		need for the display andcheck that they are clean, safe	Point of Sale (POS)
	Practical	and in good working order.	Terminal (Computer, Cash drawer, Receipt printer,
	Duration (hh:mm)	Follow company procedures for clearing, cleaning and	Barcode scanner, Card
	14:00	preparing the displayarea before use.	swiping machine),
		 Set up and dismantle the display safely, in line with plans and within thetime allowed. 	Dummy Products
	Corresponding	Check that the display is clean, tidy and safe for use.	(Products with ad -on
	NOS Code	Check that the display has the required levels of stock.	accessories such as mobile handsets with ear
	RAS/N0105	Clean and store equipment and excess materials; get rid	phones etc.) with
		of waste safely,correctly and promptly.	barcode, specifications,
		Check requirements for labelling stock.	price tags, VM elements
		Check whether the information on the label is clear,	(Mannequins - Full/Half
		 accurate and legal beforestarting to label stock. Report promptly any information on labels that may need 	Bust, Danglers, Wobblers, Hangers, Fixtures,
		change.	Banners, Posters, POS
		Attach the right labels to the right products.	Display (LED Lightbox);
		Position labels so that they are securely fastened and	Signage Board; Offer
		customers can seethem clearly.	/Policy Signage),
		Complete labelling within the time allowed.	Shopping Basket/Shopping Cart,
		The learners should be able to apply knowledge of:	Dummy Fire Extinguishers
		Setting up displays as per the health, safety and	
		environmental standards.	
		Following store procedures for display	
		requirements for stock, space, position of the	
		display & dates. • Meeting Legal or Statutory requirements.	
		Cleaning and storing materials and equipment used	
		in displays and gettingrid of waste safely.	
		Using labelling materials and equipment efficiently	
		and effectively	









2 To plan and prepare visual merchandising displays

Theory Duration (hh:mm) 14:00

Practical Duration (hh:mm) 14:00

Corresponding NOS Code RAS / N0106 The learners should be able to:

- Identify the purpose, content and style of the display.
- Identify the equipment, materials, merchandise and props neededto create and install the display and the dates for completing it.
- Evaluate whether the place to put the display is likely to fulfil thedesign brief.
- Create new and effective ways of improving the visual effect, within his/her limits of design brief, company's visual design policies and authority.
- Confirm that the features of merchandise and props shown in thedesign brief are those most likely to attract customers' attention.
- Identify other merchandise and props when those originally specified are not available or not suitable, and agree the selections with the right person.
- Verify arrangements for delivery of merchandise & props with the right people, allowing enough time for deliveries to arrive beforedisplay must be installed.
- Check the progress of deliveries and take suitable action if delaysseem likely.
- Update stock records to account for merchandise on display.

The learners should be able to apply knowledge of:

- Role of displays in marketing, promotional and sales campaigns andactivities.
- Importance and content of the design brief.
- The design brief to identify what you need for the display.
- The company policies for visual design.
- The role of displays in marketing, promotional and sales campaigns andactivities.
- Using the design brief to identify what you need for the display.
- Merchandiser or buyer who needs to be consulted about merchandiseand props.
- Arranging delivery of merchandise and monitor the progress ofdeliveries.
- Updating stock records to account for merchandise on display.
- Different approaches to designing displays for different types ofmerchandise, and why these are effective.
- Evaluating the potential places to put the display as per the design brief.
- Light, colour, texture, shape and dimension combined to achieve theeffects.
 Assessing the potential of places for displays to meet the design brief.

Display Racks - Gondola / Shelves, Display/Boards/ Standees for product categories and offers (Different Types), Calculator, Stock Almirah, Point of Sale (POS) Terminal (Computer, Cash drawer, Receipt printer, Barcode scanner, Card swiping machine), **Dummy Products** (Products with ad -on accessories such as mobile handsets with ear phones etc.) with barcode, specifications, price tags, VM elements (Mannequins - Full/Half Bust, Danglers, Wobblers, Hangers, Fixtures, Banners, Posters, POS Display (LED Lightbox); Signage Board; Offer /Policy Signage), Shopping Basket/Shopping Cart, Dummy Fire Extinguishers









3 To dress visual merchandising displays

Theory Duration (hh:mm) 14:00

Practical Duration (hh:mm) 14:00

Corresponding NOS Code RAS / N0107

The learners should be able to:

- Use the design brief to identify the focal points of the display.
- Choose shapes, colours and groupings that are suited to the purpose andstyle of the display.
- Create displays that achieve the required visual effect and are consistentwith the company's visual design policy.
- Position merchandise, graphics and signs in ways that promote sales.
- Check that lighting is installed in line with the design brief.
- Check that the finished display meets health and safety guidelines and legalrequirements.
- Position merchandise, graphics & signs according to guidelines & in ways that attract attention & interest of customers & give customers informationthey need.
- Group merchandise appropriately for the purpose & style of display, the selling features of merchandise & the visual effect needed under the designbrief.
- Make sure that lighting is installed in line with lighting requirements.
- Check that all the parts of the display are suitable for the purpose of the displayand meet requirements.
- Check that the display meets requirements for easy access, safety and security.
- Identify safety and security risks to the display and choose suitable ways ofreducing risks.
- Consider how the display looks from all the directions from which customerswill approach it.
- Encourage colleagues to provide constructive comments about the display.
- Promptly make any adjustments that he/she is authorised to make and thatare needed to achieve the visual effect and to make the display safe and secure.
- Regularly check the display's visual effect.
- Promptly report to the right person any problems and risks that he/she is notresponsible for sorting out himself/herself.

Display Racks - Gondola / Shelves, Display/Boards/ Standees for product categories and offers (Different Types), Calculator, Stock Almirah, Point of Sale (POS) Terminal (Computer, Cash drawer, Receipt printer, Barcode scanner, Card swiping machine), **Dummy Products** (Products with ad -on accessories such as mobile handsets with ear phones etc.) with barcode, specifications, price tags, VM elements (Mannequins - Full/Half Bust, Danglers, Wobblers, Hangers, Fixtures, Banners, Posters, POS Display (LED Lightbox); Signage Board; Offer /Policy Signage), Shopping Basket/Shopping Cart, **Dummy Fire Extinguishers**









	Module	Key Learning Outcomes	Equipment Required
T		The learners should be able to apply knowledge of:	•
		Creating and using focal points within a display.	
		Putting together merchandising displays for use	
		inside the store.	
		Dressing mannequins, busts and other props.	
		Displaying different types of merchandise.	
		Choosing a suitable type of grouping.	
		 Using different types, directions and levels of light to create atmosphere. 	
		Achieving add-on sales and why this is important.	
		Installing creative displays and awareness of trends.	
		Different approaches to displaying merchandise	
		and choosing the bestapproach.	
		Props, prototypes, dressings and fixtures creating visual effects.	
		Health and safety guidelines for displays.	
		Identifying the selling features of merchandise to	
		be used in displays.	
		Lighting window displays and who in your store is	
		responsible for installinglighting.	
		The legal requirements which apply to pricing and ticketing.	
		The company's visual design and merchandising policies.	
		Reporting arrangements for sorting out problems	
		and reducing risks.	
		Evaluating the visual effect of displays.	
		Making adjustments and improvements to displays.	
		Using scale when creating visual effects.	
		Dressing techniques for different types of merchandise. The state of the	
		Different purposes of displays and their use in visual	
		merchandising.	
		Choosing and combining dimension, shape, colour, texture and lighting tocreate the visual effect you	
		need from a display	
4	To dismantle and	The learners should be able to:	
	store visual		
	merchandising	Dismantle displays safely.	
	displays	Protect the parts of the display from being	
	- 1	damaged during dismantling.	
	Theory Duration	Return the parts of the display to the appropriate Compared to the display to the appropriate Compared to the display to the appropriate Compared to the display to the appropriate Compared to the display to the appropriate Compared to the appropriate Compare	
	(hh:mm)	places promptly and, ifneeded, in a saleable condition.	
	13:00	Get rid of unwanted materials safely and keep accurate records of this ifneeded.	
	Practical	Clean display sites and parts using safe and	
	Duration	approved cleaning materialsand equipment	
	(hh:mm)	Work out accurately the storage space required.	
	13:00	Identify the protective packaging he/she needs and	
		the security measuresthat need to be in place.	
	Corresponding	Store items in suitable places and with clear and	
	-	· '	
	NOS Code	accurate labels.	









Sr. No.	Module	Key Learning Outcomes	Equipment Required
		 Keep accurate and up-to-date records of items in storage. Identify damaged items, missing items and dangers and risks to health andsafety, and report these promptly to the right person. Check that storage facilities and items in storage are clean, safe, secureand accessible only to those with a right to them. The learners should be able to apply knowledge of: Dismantling displays safely. Protecting the parts of displays from being damaged during dismantling. Identifying unwanted materials and how to get rid of them safely. Where to return the parts of display to. Identifying safe and approved cleaning materials and equipment to use. Working out the storage space needed. Identifying requirements for protective packaging and security measures. Labelling items accurately. Keeping records of items and where to store them. Items that need to be stored. Dangers and risks to health, safety and security in relation to storagefacilities and stored items. Reporting dangers and risks to the concerned. Techniques for cleaning display sites and parts safely and thoroughly. Checking the condition of items. Dealing with items that need repair. Store items securely. 	Display Racks - Gondola / Shelves, Display/Boards/ Standees for product categories and offers (Different Types), Calculator, Stock Almirah, Point of Sale (POS) Terminal (Computer, Cash drawer, Receipt printer, Barcode scanner, Card swiping machine), Dummy Products (Products with ad -on accessories such as mobile handsets with ear phones etc.) with barcode, specifications, price tags, VM elements (Mannequins - Full/Half Bust, Danglers, Wobblers, Hangers, Fixtures, Banners, Posters, POS Display (LED Lightbox); Signage Board; Offer /Policy Signage), Shopping Basket/Shopping Cart, Dummy Fire Extinguishers
5	To prepare products for sale Theory Duration (hh:mm) 14:00 Practical Duration (hh:mm) 14:00	 The learners should be able to: Check that all expected items and parts of the product are in the package. Remove all unwanted packaging and safely get rid of waste. Gather the tools he/she needs for putting products together. Use safe work methods and follow manufacturers' instructions when puttingproducts together. Check that products have been assembled correctly and can be used safely. 	Display Racks - Gondola / Shelves, Display/Boards/ Standees for product categories and offers (Different Types), Calculator, Stock Almirah, Point of Sale (POS) Terminal (Computer, Cash drawer, Receipt printer, Barcode scanner, Card swiping machine),









Corresponding NOS Code RAS/N0109

- Ask the right person for help when products are proving difficult to puttogether.
- Check regularly that products on display are in a satisfactory condition.
- Promptly remove damaged products from display and follow companyprocedures for dealing with them.

The learners should be able to apply knowledge of:

- Products he/she is responsible for preparing for sale.
- Where to put products together and where to put them once they areassembled.
- Working safely when putting products together for sale.
- Checking that products have been correctly put together and are safe todisplay.
- Whom to approach for help when products are proving difficult to puttogether.
- Company quality standards for products on display.
- Checking the condition of products on display.
- Dealing with products that are damaged.
- Tools to be used to put products together.
- Getting rid of unwanted packaging and waste.

Display Racks - Gondola / Shelves, Display/Boards/ Standees for product categories and offers (Different Types), Calculator, Stock Almirah, Point of Sale (POS) Terminal (Computer, Cash drawer, Receipt printer, Barcode scanner, Card swiping machine), **Dummy Products** (Products with ad -on accessories such as mobile handsets with ear phones etc.) with barcode, specifications, price tags, VM elements (Mannequins - Full/Half Bust, Danglers, Wobblers, Hangers, Fixtures, Banners, Posters, POS Display (LED Lightbox); Signage Board; Offer /Policy Signage), Shopping Basket/Shopping Cart, Dummy Fire Extinguishers









6 To promote loyalty schemes to customers

Theory Duration (hh:mm) 11:00

Practical Duration (hh:mm) 11:00

Corresponding NOS Code RAS / N0118

The learners should be able to:

- Take suitable opportunities to ask customers if they are members of theloyalty scheme and whether they are interested in joining.
- Explain clearly and accurately to customers how joining the scheme wouldbenefit them, including any current special offers relating to the scheme.
- Respond positively to any questions or objections that the customer raises.
- Provide relevant information to the customer to help them decide whetherto join the scheme.
- Treat the customer politely at all times and in a way that promotes goodwill.
- Recognise accurately when customers are interested in joining the scheme.
- Take opportunities to ask customers who are showing signs of interest to signup for the scheme.
- Fill in the membership application accurately with the customer, using theinformation they provide.
- Give the customer proof of their membership.
- Check with the customer that their details, as shown on the membershipdocumentation, are correct.
- Give application forms to customers who show interest but are not willing tojoin the scheme then and there.

The learners should be able to apply knowledge of:

- Features and benefits of the company's loyalty scheme.
- Sources of information about the scheme that you can use or tell thecustomer about.
- Loyalty schemes that are important in achieving the company'scommercial aims.
- Specific offers currently available to scheme members.
- Gaining customer's attention and interest.
- Using suitable questions to gain information about the customer andtheir interest in joining the scheme.
- Dealing with frequently raised questions and objections in relation to the scheme.
- Recognising signals that customers are interested in joining the loyaltyscheme.
- Asking customers to sign up for scheme in a way that encourages themto co-operate willingly.
- The layout of the membership application form, the questions it asks, and how to fill in the form accurately.
- The proof of membership the company provides.
- Correcting or replacing incorrect proof of membership

Display Racks - Gondola / Shelves, Display/Boards/ Standees for product categories and offers (Different Types), Calculator, Stock Almirah, Point of Sale (POS) Terminal (Computer, Cash drawer, Receipt printer, Barcode scanner, Card swiping machine), **Dummy Products** (Products with ad -on accessories such as mobile handsets with ear phones etc.) with barcode, specifications, price tags, VM elements (Mannequins - Full/Half Bust, Danglers, Wobblers, Hangers, Fixtures, Banners, Posters, POS Display (LED Lightbox); Signage Board; Offer /Policy Signage), Shopping Basket/Shopping Cart, **Dummy Fire Extinguishers**









7 To keep the store secure

Theory Duration (hh:mm)

11:00

Practical Duration

(hh:mm) 11:00

Corresponding NOS Code

RAS / N0119

The learners should be able to:

- Notice and correctly identify security risks.
- Follow company procedures for reporting security risks.
- Report security risks to the right people promptly and accurately.
- Follow company procedures for preventing security risks while he/she works.
- Notice where stock may have been stolen and tell the right person about it.

The learners should be able to apply knowledge of:

- Workplace security matters.
- What can happen to him/her and to the company, if the store is not keptsecure.
- Helping to keep the workplace secure by noticing and reporting securityrisks.
- The types of security risk he/she needs to be alert for, including: shoplifting, theft by staff, aggressive customers, vandalism, terrorist activity.
- Identifying security risks.
- Situations that can make him/her less alert for security risks, and how to dealwith these situations.
- Reporting security risks promptly and accurately.
- Whom to report security risks to and how to communicate these risks.
- Reasons why he/she should not take on more responsibility than he/she isauthorised to when faced with security risks, including: personal safety, legalconsiderations & company policy.
- Activating all the loss prevention and security devices.
- Securing all the security alarms.
- Deactivating the loss prevention & security devices.

Display Racks - Gondola / Shelves, Display/Boards/ Standees for product categories and offers (Different Types), Calculator, Stock Almirah, Point of Sale (POS) Terminal (Computer, Cash drawer, Receipt printer, Barcode scanner, Card swiping machine), **Dummy Products** (Products with ad -on accessories such as mobile handsets with ear phones etc.) with barcode, specifications, price tags, VM elements (Mannequins - Full/Half Bust, Danglers, Wobblers, Hangers, Fixtures, Banners, Posters, POS Display (LED Lightbox); Signage Board; Offer /Policy Signage), Shopping Basket/Shopping Cart, Dummy Fire Extinguishers









Sr. No.	Module	Key Learning Outcomes	Equipment Required
8	To maintain health	The learners should be able to:	Display Racks - Gondola /
	and safety	Notice and correctly identify accidents and	Shelves, Display/Boards/
		emergencies.	Standees for product
	Theory Duration	Get help promptly and in the most suitable way.	categories and offers
	(hh:mm)	Follow company policy and procedures for	(Different Types),
	08:00	preventing further injury whilewaiting for help to	Calculator, Stock Almirah,
		arrive.	Point of Sale (POS)
	Practical	Act within the limits of his/her responsibility and	Terminal (Computer, Cash
	Duration	authority when accidentsand emergencies arise.	drawer, Receipt printer, Barcode scanner, Card
	(hh:mm)	Promptly follow instructions given by senior staff and	swiping machine),
	08:00	the emergency services.	Dummy Products
		Follow company procedures and legal requirements for year valueing health, and of the viole as for an assistance	(Products with ad -on
	Corresponding	for reducing health andsafety risks as far as possible	accessories such as
	NOS Code	while working.	mobile handsets with ear
	RAS/N0121	Use safety equipment correctly and in the right situations.	phones etc.) with
			barcode, specifications,
		Get advice and help from the right people when he/she is concerned abouthis/her ability to work	price tags, VM elements
		safely.	(Mannequins - Full/Half
		Follow company procedures and legal requirements	Bust, Danglers, Wobblers,
		for reducing health and	Hangers, Fixtures,
		Safety risks as far as possible while working.	Banners, Posters, POS
		Use safety equipment correctly and in the right	Display (LED Lightbox);
		situations.	Signage Board; Offer
		Get advice and help from the right people when	/Policy Signage),
		he/she is concerned abouthis/her ability to work	Shopping
		safely.	Basket/Shopping Cart,
		Take suitable safety measures before lifting to protect	Dummy Fire Extinguishers
		himself/herself and otherpeople.	
		 Use approved lifting and handling techniques. 	
		Check that any equipment he/she needs to use is fit	
		for use.	
		Use lifting and handling equipment in line with	
		company guidelines andmanufacturers' instructions.	
		Plan a safe and efficient route for moving goods.	
		Make sure that he/she understands his/her own	
		responsibilities when he/sheasks others to help in	
		lifting and handling operations.	
		The learners should be able to apply knowledge of:	
		The types of accident and emergency that tend to	
		happen in stores and why they happen.	
		Getting help in the event of an accident or emergency. Action he (the same after an decay follows).	
		Action he/she can safely and usefully take while waiting for help to arrive	
		waiting for help to arrive.Health and safety risk that can arise in a store	
		environment.	
		Company procedures and legal requirements for	
		reducing health andsafety risks as far as possible	
		while working.	
		Following health and safety procedures.	
		Safety equipment to be used and why it is required.	
		What he/she can lift safely.	İ









9	To keep the store	 Weight of the loads he/she has to lift. Company guidelines for not lifting more than safe loads. Planning his/her route when moving goods including the types of obstacles to look for and how to remove or avoid them. Company guidelines and manufacturers' instructions for using lifting andhandling equipment. Approved techniques for safe handling and lifting. Approved procedures for using safety equipment. The learners should be able to:	Display Racks - Gondola /
	clean and hygienic Theory Duration (hh:mm) 08:00 Practical Duration (hh:mm) 08:00 Corresponding NOS Code RAS / N0123	 Get the equipment and materials that are suitable for the surfaces thatneed cleaning. Safely position the cleaning equipment and materials and any items he/she must move. Keep the risk of spillages to a minimum and clean up any spillages promptly and thoroughly. Get rid of rubbish and waste promptly and safely. Disturb other people as little as possible while cleaning. Check that surfaces are thoroughly clean. Store cleaning equipment and materials correctly and promptly when he/she has finished cleaning. Use suitable equipment to tidy work areas. Check that equipment is safe to use before starting to use it. Get rid of waste and litter safely and in line with company procedures. Disturb other people as little as possible while getting rid of waste and litter. Store equipment correctly and promptly after use. Wear protective clothing that is clean and suitable for the work he/sheneeds to do. Correctly dispose of used clothing and products. Use effective practices and techniques for keeping his/her hair, skin andnails clean enough for the work he/she does. The learners should be able to apply knowledge of: Health and safety risks posed by spillages. Cleaning up spillages promptly. Following procedures laid by Health Regulations when carrying out routinecleaning and when dealing with spillages. Cleaning up spillages thoroughly. Getting rid of rubbish and waste promptly and safely. Not disturbing others as much as possible while cleaning. Company standards for clean work surfaces. Why work areas should be kept free of waste and litter, including healthand safety reasons. Safe methods for getting rid of waste and litter. Where equipment is stored. Putting equipment away promptly after use. 	Shelves, Display/Boards/ Standees for product categories and offers (Different Types), Calculator, Stock Almirah, Point of Sale (POS) Terminal (Computer, Cash drawer, Receipt printer, Barcode scanner, Card swiping machine), Dummy Products (Products with ad -on accessories such as mobile handsets with ear phones etc.) with barcode, specifications, price tags, VM elements (Mannequins - Full/Half Bust, Danglers, Wobblers, Hangers, Fixtures, Banners, Posters, POS Display (LED Lightbox); Signage Board; Offer /Policy Signage), Shopping Basket/Shopping Cart, Dummy Fire Extinguishers









Sr. No.	Module	Key Learning Outcomes	Equipment Required
10	To provide information and	 Effective cleaning practices and techniques for keeping one's own hair, skinand nails clean enough for the work he/she does. Techniques for reducing as far as possible the risk of spillages. Equipment usage and how to check it is safe to use. The learners should be able to:	Display Racks - Gondola / Shelves, Display/Boards/
	advice to customers Theory Duration (hh:mm) 14:00 Practical Duration (hh:mm) 14:00 Corresponding NOS Code RAS / N0124	 Acknowledge promptly and politely customers' requests for informationand advice. Identify the customer's needs for information and advice. Communicate information and advice to customers in ways they canunderstand. Provide relevant, complete, accurate and up-to-date information andadvice to customers. Check politely that the information and advice provided meets thecustomer's needs. Find other ways to help the customer when the information and advicegiven is not satisfactory. Refer requests for information or advice to the right person when he/shecannot help the customer. Identify the nature of the complaint from information obtained fromcustomers. Acknowledge the complaint clearly and accurately and apologise to thecustomer. Follow legal requirements and company policies and procedures fordealing with complaints. Promptly refer compliants to the right person & explain the referral procedureclearly to the customer, when it is beyond his/her responsibility to sort them. Discuss and agree the options for solving the problem with your customer. Take action to implement the option agreed with your customer. Work with others and your customer to make sure that any promises related to solving the problem are kept. Keep your customer fully informed about what is happening to resolveproblem. 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. 	Standees for product categories and offers (Different Types), Calculator, Stock Almirah, Point of Sale (POS) Terminal (Computer, Cash drawer, Receipt printer, Barcode scanner, Card swiping machine), Dummy Products (Products with ad -on accessories such as mobile handsets with ear phones etc.) with barcode, specifications, price tags, VM elements (Mannequins - Full/Half Bust, Danglers, Wobblers, Hangers, Fixtures, Banners, Posters, POS Display (LED Lightbox); Signage Board; Offer /Policy Signage), Shopping Basket/Shopping Cart, Dummy Fire Extinguishers









The learners should	be	able to	apply	knowledge of:

- Identifying the customer's needs for information and advice.
- Giving clear and accurate information and check the customer understandsyou.
- Whom to approach for help if you cannot provide information and adviceyourself.
- Why it is important to keep customer loyalty and confidence.
- Maintaining customer loyalty and confidence while dealing with requests forinformation and advice.
- Company policy on customer service and how this applies to givinginformation and advice to customers.
- Managing angry customers.
- Responsibility for sorting out complaints.
- Escalation for problems you cannot resolve
- Assessing complaints and deciding what action to take
- When he/she should refuse to accept returned goods.
- Keeping customer loyalty and confidence when dealing with complaints.
- Rights of the customer and the trader, including legal rights and duties underrelevant laws.
- Company policy on customer service and how this applies to dealing withcomplaints.
- Relevant information about the products and services he/she sells (ElectiveStandards would apply)









10 To create a positive image of self & organisation in the customers mind

Theory Duration (hh:mm) 11:00

Practical
Duration
(hh:mm)
11:00

Corresponding NOS Code RAS / N0130 The learners should be able to:

- Meet the organisation's standards of appearance and behaviour.
- · Greet customers respectfully and in a friendly manner.
- Communicate with customers in a way that makes them feel valued andrespected.
- Identify and confirm the customer's expectations.
- Treat customers courteously and helpfully at all times.
- Keep customers informed and reassured.
- Adapt his/her behaviour to respond effectively to different customer behavior.
- Respond promptly to a customer seeking assistance.
- Select the most appropriate way of communicating with customers.
- Check with customers that he/she has fully understood their expectations.
- Respond promptly and positively to customers' questions and comments.
- Allow customers time to consider his/her response and give further explanation when appropriate.
- Quickly locate information that will help customers.
- Give customers the information they need about the services orproducts offered by the organization.
- Recognise information that customers might find complicated andcheck whether they fully understand.
- Explain clearly to customers any reasons why their needs or expectations cannot be met.

The learners should be able to apply knowledge of:

- Organisation's standards for appearance and behaviour.
- Organisation's guidelines for how to recognise what customers want andrespond appropriately.
- Organisation's rules and procedures regarding the methods ofcommunication used.
- How to recognise when a customer is angry or confused.
- Organisation's standards for timeliness in responding to customer questions and requests for information.

Display Racks - Gondola / Shelves, Display/Boards/ Standees for product categories and offers (Different Types), Calculator, Stock Almirah, Point of Sale (POS) Terminal (Computer, Cash drawer, Receipt printer, Barcode scanner, Card swiping machine), **Dummy Products** (Products with ad -on accessories such as mobile handsets with ear phones etc.) with barcode, specifications, price tags, VM elements (Mannequins - Full/Half Bust, Danglers, Wobblers, Hangers, Fixtures, Banners, Posters, POS Display (LED Lightbox); Signage Board; Offer /Policy Signage), Shopping Basket/Shopping Cart, Dummy Fire Extinguishers









Sr. No. Module	Key Learning Outcomes	Equipment Required
To work effectively in a retail team Theory Duration (hh:mm) 08:00 Practical Duration (hh:mm) 08:00 Corresponding NOS Code RAS / N0137	The learners should be able to: Display courteous and helpful behaviour at all times. Take opportunities to enhance the level of assistance offered to colleagues. Meet all reasonable requests for assistance within acceptable workplacetimeframes. Complete allocated tasks as required. Seek assistance when difficulties arise. Use questioning techniques to clarify instructions or responsibilities. Identify and display a non discriminatory attitude in all contacts withcustomers and other staff members. Observe appropriate dress code and presentation as required by theworkplace, job role and level of customer contact. Follow personal hygiene procedures according to organisational policy andrelevant legislation. Interpret, confirm and act on workplace information, instructions andprocedures relevant to the particular task. Interpret, confirm and act on legal requirements in regard to antidiscrimination, sexual harassment and bullying. Ask questions to seek and clarify workplace information. Plan and organise daily work routine within the scope of the job role. Prioritise and complete tasks according to required timeframes. Identify work and personal priorities and achieve a balance betweencompeting priorities.	Equipment Required









Sr. No.	Module	Key Learning Outcomes	Equipment Required
		 The learners should be able to apply knowledge of: 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. How to ask questions to identify and confirm requirements. How to follow routine instructions through clear and direct communication. How to use language and concepts appropriate to cultural differences. How to use and interpret non-verbal communication. The scope of information or materials required within the parameters of thejob role. Consequences of poor team participation on job outcomes. Work health and safety requirements. 	
	Total Duration Theory Duration 140.00 Practical Duration 140.00	 Unique Equipment Required: Display Racks - Gondola / Shelves Display/Boards/ Standees for product categories and offers (Different Types) Calculator Stock Almirah Point of Sale (POS) Terminal (Computer, Cash drawer, Receipt printer, Barcode scanner, Card swiping machine) Dummy Products (Products with ad -on accessories such as mobile handsets with ear phones etc.) with barcode, specifications, price tags VM elements Display (LED Lightbox), (Mannequins - Full/Half Bust, Danglers, Wobblers, Hangers, Fixtures, Banners, Posters, POS Signage Board; Offer/Policy Signage) Shopping Basket/Shopping Cart Dummy Fire Extinguishers 	

Grand Total Course Duration: 280 Hours 00 Minutes

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









TrainerPrerequisitesforJobrole: "Retail Trainee Associate" mappedtoQualificationPack: "RAS/Q0103 VERSION1.0"

Sr. No.	Area	Details	
1	Job Description	Individual in this position should be able to train and skill candidates as per Qualification Pack by using effective methodology for the target audience/candidates whilst ensuing consistently high passpercentage.	
2	Personal Attributes	Individual in this position should exhibits below mentioned attributes: • Shouldbesubjectknowledge/matterexpert • Effective communication skills and proven integrity, as well assincerity • Abilitytoconductinteractivetrainingprogramandconcentrateon details • Highsenseofthoughtfulnessinahabituallyactiveenvironment • Multi-talented and resourceful ability when handling differenttasks • Highlyskilledinpromotingfriendlyatmosphereandefficientin managinglearners	
3	Minimum Educational Qualifications	12th pass or Retail Diploma/Graduate.	
4a	Domain Certification	Certified for Job Role: "Retail Trainee Associate" mapped to QP "RAS/Q0103 VERSION 1.0". Minimum accepted score of 80% as per RASCI guidelines.	
4b	Platform Certification	Recommended that the Trainer is certified for the Job Role: "Trainer", mapped to the Qualification Pack: "MEP/Q0102". Minimum accepted score of 80% as per SSCguidelines.	
5	Experience	 12th pass with 4 years experience in Retail StoreOperations or Sales including minimum 1 year of supervisory experience OR 12th pass with 4 years of experience in Retail Store Operations or Sales including minimum 1 year of training experience OR Retail Diploma/Graduate with 2 years of experience in Retail Store Operations or Sales including minimum 1 year of supervisory experience OR Retail Diploma/Graduate with 2 years of experience in Retail Store Operations or Sales including minimum 1 year of training experience 	









Annexure: Assessment Criteria

Assessment Criteria for Retail Trainee Associate	
Job Role	RetailTrainee Associate
Qualification Pack	RAS/Q0103 VERSION 1.0
Sector Skill Council	Retailers Association's Skill Council of India

Sr.	Guidelines for Assessment
No.	
1	Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each PC
2	The assessment for the theory part will be based on knowledge bank of questions created by the SSC
3	Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS
4	Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below).
5	Individual assessment agencies will create unique evaluations for skill practical for every student at each
6	To pass the Qualification Pack, every trainee should score a minimum of 70% of aggregate marks to
7	In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack.

Compulsory NOS Total Marks: 100					Allocation
Assessment outcomes	Assessment Criteria for outcomes	Total marks	Out of	Theory	Skills Practical
	PC1. Identify the need for the display in relation to stock, space, position of the display and dates.		10	5	5
RAS/N0105	PC2. Check that the display area is the right size and report any concerns promptly.		5	2.5	2.5
To display stock to promote sales	PC3. Gather the materials, equipment and stock needed for the display and check that they are clean, safe and in good working order.	100	10	5	5
	PC4. Follow company procedures for clearing, cleaning and preparing the display area before use.		5	2.5	2.5
	PC5. Set up and dismantle the display safely, in line with plans and within the time allowed.		10	5	5
	PC6. Check that the display is clean, tidy and safe for use.		5	2.5	2.5
	PC7. Check that the display has the levels of stock needed.		10	5	5
	PC8. Clean and store equipment and excess materials; get rid of waste safely, correctly and promptly.		5	2.5	2.5
	PC9. Check requirements for labelling stock.		10	5	5
	PC10. Check information on the label is clear, accurate and legal before starting to label stock.		5	2.5	2.5









Compulsory NOS					Marks Allocation		
Assessment outcomes	Total Marks: 100 Assessment Criteria for outcomes	Total marks	Out of	Theory	Skills Practical		
	PC11. Report promptly any information on labels that may need changing.		5	2.5	2.5		
	PC12. Attach the right labels to the right products.		5	2.5	2.5		
	PC13. Position labels so that they are securely fastened and customers can see them clearly.		10	5	5		
	PC14. Complete labelling within the time allowed.		5	2.5	2.5		
	Total		100	50	50		
RAS/N0106	PC1. Identify the purpose, content and style of the		10	5	5		
To plan and prepare visual merchandising	display. PC2. Identify the equipment, materials, merchandise and props needed to create and install the display and the dates for completing it.		10	5	5		
displays	PC3. Evaluate whether the place to put the display is likely to fulfil the design brief.	100	10	5	5		
	PC4. Create new and effective ways of improving the visual effect, within his/her limits of design brief, company's visual design policies and authority you have.		15	7.5	7.5		
	PC5. Confirm that the features of merchandise and props shown in the design brief are those most likely to attract customers' attention.		10	5	5		
	PC6. Identify other merchandise and props when those originally specified are not available or not suitable, and agree the selections with the right person.		10	5	5		
	PC7. Verify arrangements for delivery of merchandise & props with right people, allowing enough time for deliveries to arrive before display must be installed.		15	7.5	7.5		
	PC8. Check the progress of deliveries and take suitable action if delays seem likely.		10	5	5		
	PC9. Update stock records to account for merchandise on display.		10	5	5		
	Total		100	50	50		
RAS/N0107 To dress visual	PC1. Use the design brief to identify the focal points of the display.		10	5	5		
merchandising displays	PC2. Choose shapes, colours and groupings that are suited to the purpose and style of the display.		5	2.5	2.5		
	PC3. Create displays that achieve the required visual effect and are consistent with the company's visual design policy.	100	5	2.5	2.5		
	PC4. Position merchandise, graphics and signs in ways that promote sales.		5	2.5	2.5		
	PC5. Check that lighting is installed in line with the design brief.		5	2.5	2.5		









	Compulsory NOS				
	Total Marks: 100				Allocation
Assessment outcomes	Assessment Criteria for outcomes	Total marks	Out of	Theory	Skills Practical
	PC6. Check that the finished display meets health and safety guidelines and legal requirements.		10	5	5
	PC7. Position merchandise, graphics & signs according to guidelines & in ways that attract attention & interest of customers & give customers information they need.		5	2.5	2.5
	PC8. Group merchandise appropriately for the purpose & style of display, the selling features of merchandise & the visual effect needed under the design brief.		5	2.5	2.5
	PC9. Make sure that lighting is installed in line with lighting requirements.		5	2.5	2.5
	PC10. Check that all the parts of the display are suitable for the purpose of the display and meet the		5	2.5	2.5
	PC11. Check that the display meets requirements for easy access, safety and security.		5	2.5	2.5
	PC12. Identify safety and security risks to the display and choose suitable ways of reducing risks.		5	2.5	2.5
	PC13. Consider how the display looks from all the directions from which customers will approach it.		5	2.5	2.5
	PC14. Encourage colleagues to provide constructive comments about the display.		5	2.5	2.5
	PC15. Promptly make any adjustments that he/she is authorised to make and that are needed to achieve the visual effect and to make the display safe and secure.		5	2.5	2.5
	PC16. Regularly check the display's visual effect.		5	2.5	2.5
	PC17. Promptly report to the right person any problems and risks that he/she is not responsible for sorting out himself/herself.		10	5	5
	Total		100	50	50
RAS/N0108	PC1. Dismantle displays safely.		5	2.5	2.5
To dismantle and store visual merchandising displays	PC2. Protect the parts of the display from being damaged during dismantling.		10	5	5
uispiays	PC3. Return the parts of the display to the appropriate places promptly and, if needed, in a saleable condition.		10	5	5
	PC4. Get rid of unwanted materials safely and keep accurate records of this if needed.	100	10	5	5
	PC5. Clean display sites and parts using safe and approved cleaning materials and equipment.		10	5	5
	PC6. Work out accurately the storage space required.		10	5	5
	PC7. Identify the protective packaging he/she needs and the security measures that need to be in place.		10	5	5









	Compulsory NOS				
Assessment outcomes	Total Marks: 100 Assessment Criteria for outcomes	Total marks	Out of	Theory	Allocation
	PC8. Store items in suitable places and with clear and accurate labels.		5	2.5	Practical 2.5
	PC9. Keep accurate and up-to-date records of items in storage.		10	5	5
	PC10. Identify damaged items, missing items and dangers and risks to health and safety, and report these promptly to the right person.		10	5	5
	PC11. Check that storage facilities and items in storage are clean, safe, secure and accessible only to those with a right to them.		10	5	5
	Total		100	50	50
RAS/N0109 To prepare	PC1. Check that all expected items and parts of the product are in the package.	100	10	5	5
products for sale	PC2. Remove all unwanted packaging and safely get rid of waste.		10	5	5
	PC3. Gather the tools he/she needs for putting products together.		10	5	5
	PC4. Use safe work methods and follow manufacturers' instructions when putting products together.		10	5	5
	PC5. Check that products have been assembled correctly and can be used safely.		20	10	10
	PC6. Ask the right person for help when products are proving difficult to put together.		15	7.5	7.5
	PC7. Check regularly that products on display are in a satisfactory condition.		10	5	5
	PC8. Promptly remove damaged products from display and follow company procedures for dealing with them.		15	7.5	7.5
	Total		100	50	50
RAS/N0118 To promote loyalty schemes	PC1. Take suitable opportunities to ask customers if they are members of the loyalty scheme and whether they are interested in joining.		10	5	5
to customers	PC2. Explain clearly and accurately to customers how joining the scheme would benefit them, including any current special offers relating to the scheme.		10	5	5
	PC3. Respond positively to any questions or objections that the customer raises.	100	10	5	5
	PC4. Provide relevant information to the customer to help them decide whether to join the scheme.		5	2.5	2.5
	PC5. Treat the customer politely at all times and in a way that promotes goodwill.		5	2.5	2.5
	PC6. Recognise accurately when customers are interested in joining the scheme.		10	5	5









Compulsory NOS					Marks Allocation		
Assessment outcomes	Total Marks: 100 Assessment Criteria for outcomes	Total marks	Out of	Theory	Skills Practical		
	PC7. Take opportunities to ask customers who are showing signs of interest to sign up for the scheme.		10	5	5		
	PC8. Fill in the membership application accurately with the customer, using the information they provide.		10	5	5		
	PC9. Give the customer proof of their membership.		10	5	5		
	PC10. Check with the customer that their details, as shown on the membership documentation, are correct.		10	5	5		
	PC11. Give application forms to customers who show interest but are not willing to join the scheme there and then.		10	5	5		
	Total		100	50	50		
RAS/N0119 To keep the	PC1. Notice and correctly identify security risks.		20	10	10		
store secure	PC2. Follow company procedures for reporting security risks.	100	20	10	10		
	PC3. Report security risks to the right people promptly and accurately.		20	10	10		
	PC4. Follow company procedures for preventing security risks while working.		20	10	10		
	PC5. Notice where stock may have been stolen and tell the right person about it.		20	10	10		
	Total		100	50	50		
RAS/N0121 To maintain	PC1. Notice and correctly identify accidents and emergencies.		5	2.5	2.5		
health and safety	PC2. Get help promptly and in the most suitable way.		5	2.5	2.5		
	PC3. Follow company policy and procedures for preventing further injury while waiting for help to arrive.		5	2.5	2.5		
	PC4. Act within the limits of his/her responsibility and authority when accidents and emergencies arise.		5	2.5	2.5		
	PC5. Promptly follow instructions given by senior staff and the emergency services.		10	5	5		
	PC6. Follow company procedures and legal requirements for reducing health and safety risks as far as possible while working.	100	10	5	5		
	PC7. Use safety equipment correctly and in the right situations.		5	2.5	2.5		
	PC8. Get advice and help from the right people when he/she concerned about his ability to work safely.		10	5	5		
	PC9. Take suitable safety measures before lifting to protect himself/herself and other people.		10	5	5		
	PC10. Use approved lifting and handling techniques.		10	5	5		









Compulsory NOS					Allocation
Assessment outcomes	Total Marks: 100 Assessment Criteria for outcomes	Total marks	Out of	Theory	Skills Practical
	PC11. Check that any equipment he/she needs to use is fit for use.		5	2.5	2.5
	PC12. Use lifting and handling equipment in line with company guidelines and manufacturers' instructions.		5	2.5	2.5
	PC13. Plan a safe and efficient route for moving goods.		10	5	5
	PC14. Make sure that he/she understands his/her responsibilities when he/she asks others to help in lifting and handling operations.		5	2.5	2.5
	Total		100	50	50
RAS/N0123 To keep the	PC1. Get the equipment and materials that are suitable for the surfaces that need cleaning.		5	2.5	2.5
store clean and hygienic	PC2. Safely position the cleaning equipment and materials and any items he/she must move.		5	2.5	2.5
	PC3. Keep the risk of spillages to a minimum and clean up any spillages promptly and thoroughly.		10	5	5
	PC4. Get rid of rubbish and waste promptly and safely.		5	2.5	2.5
	PC5. Disturb other people as little as possible while cleaning.		5	2.5	2.5
	PC6. Check that surfaces are thoroughly clean.		10	5	5
	PC7. Store cleaning equipment and materials correctly and promptly when he/she has finished cleaning.		5	2.5	2.5
	PC8. Use suitable equipment to tidy work areas.		5	2.5	2.5
	PC9. Check that equipment is safe to use before starting to use it.	100	5	2.5	2.5
	PC10. Get rid of waste and litter safely and in line with company procedures.		5	2.5	2.5
	PC11. Disturb other people as little as possible while getting rid of waste and litter.		10	5	5
	PC12. Store equipment correctly and promptly after use.		5	2.5	2.5
	PC13. Wear protective clothing that is clean and suitable for the work he/she needs to do.		10	5	5
	PC14. Dispose correctly of used clothing and products.		5	2.5	2.5
	PC15. Use effective practices and techniques for keeping his/her hair, skin and nails clean enough for the work he/she does.		10	5	5
	Total		100	50	50
RAS/N0124 To provide	PC1. Acknowledge promptly and politely customers' requests for information and advice.	100	10	5	5









	Compulsory NOS Total Marks: 100			Marks	Allocation
Assessment outcomes	Assessment Criteria for outcomes	Total marks	Out of	Theory	Skills Practical
information and advice to	PC2. Identify the customer's needs for information and advice.		10	5	5
customers	PC3. Communicate information and advice to customers in ways they can understand.		10	5	5
	PC4. Provide information and advice to customers that is relevant, complete, accurate and up to date.		10	5	5
	PC5. Check politely that the information and advice provided meets the customer's needs.		10	5	5
	PC6. Find other ways to help the customer when the information and advice given is not satisfactory.		10	5	5
	PC7. Refer requests for information or advice to the right person when he/she cannot help the customer.		5	2.5	2.5
	PC8. Identify the nature of the complaint from information obtained from customers.		10	5	5
	PC9. Acknowledge the complaint clearly and accurately and apologise to the customer.		5	2.5	2.5
	PC10. Follow legal requirements and company policies and procedures for dealing with complaints.		10	5	5
	PC11. When it is not his/her responsibility to sort complaints, refer them promptly to the right person & explain the referral procedure clearly to the customer.		10	5	5
	Total		100	50	50
RAS/N0130 To create a	PC1. Meet the organisation's standards of appearance and behaviour.		5	2.5	2.5
positive image of self &	PC2. Greet customers respectfully and in a friendly manner.		5	2.5	2.5
organisation in the customers mind	PC3. Communicate with customers in a way that makes them feel valued and respected.		10	5	5
	PC4. Identify and confirm your customer's expectations.		5	2.5	2.5
	PC5. Treat customers courteously and helpfully at all times.		5	2.5	2.5
	PC6. Keep customers informed and reassured.	100	5	2.5	2.5
	PC7. Adapt his/her behaviour to respond effectively to different customer behaviour.		10	5	5
	PC8. Respond promptly to a customer seeking assistance.		5	2.5	2.5
	PC9. Select the most appropriate way of communicating with customers.		5	2.5	2.5
	PC10. Check with customers that he/she has fully understood their expectations.		5	2.5	2.5
	PC11. Respond promptly and positively to customers' questions and comments		5	2.5	2.5









Compulsory NOS				Marks	Marks Allocation	
Assessment outcomes	Total Marks: 100 Assessment Criteria for outcomes	Total marks	Out of	Theory	Skills	
	PC12. Allow customers time to consider his/her response and give further explanation when		5	2.5	Practical 2.5	
	appropriate. PC13. Quickly locate information that will help customers.		5	2.5	2.5	
	PC14. Give customers the information they need about the services or products offered by the organisation.		10	5	5	
	PC15. Recognise information that customers might find complicated and check whether they fully understand.		5	2.5	2.5	
	PC16. Explain clearly to customers any reasons why their needs or expectations cannot be met.		10	5	5	
	Total		100	50	50	
RAS/N0137 To work	PC1. Display courteous and helpful behaviour at all times.		5	2.5	2.5	
effectively in a retail team	PC2. Take opportunities to enhance the level of assistance offered to colleagues		5	2.5	2.5	
	PC3. Meet all reasonable requests for assistance within acceptable workplace timeframes.		10	5	5	
	PC4. Complete allocated tasks as required.		5	2.5	2.5	
	PC5. Seek assistance when difficulties arise.		5	2.5	2.5	
	PC6. Use questioning techniques to clarify instructions or responsibilities.		10	5	5	
	PC7. Identify and display a non discriminatory attitude in all contacts with customers and other staff members.		5	2.5	2.5	
	PC8. Observe appropriate dress code and presentation as required by the workplace, job role and level of customer contact.		5	2.5	2.5	
	PC9. Follow personal hygiene procedures according to organisational policy and relevant legislation.	100	5	2.5	2.5	
	PC10. Interpret, confirm and act on workplace information, instructions and procedures relevant to the particular task.		5	2.5	2.5	
	PC11. Interpret, confirm and act on legal requirements in regard to anti-discrimination, sexual harassment and bullying.		10	5	5	
	PC12. Ask questions to seek and clarify workplace information.		5	2.5	2.5	
	PC13. Plan and organise daily work routine within the scope of the job role.		10	5	5	
	PC14. Prioritise and complete tasks according to required timeframes.		10	5	5	
	PC15. Identify work and personal priorities and achieve a balance between competing priorities.		5	2.5	2.5	
	Total		100	50	50	