

CURRICULUM

FOR THE TRADE OF

SALES PERSON (RETAIL)

UNDER

APPRENTICESHIP TRAINING SCHEME



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

CONTENTS

Sl. No.	Topics	Page No.
1.	Acknowledgement	3
2.	Background 2.1 Apprenticeship Training under Apprentice Act 1961 2.2 Changes in Industrial Scenario 2.3 Reformation	4-5
3.	Rationale	6
4.	Job roles: reference NCO	7
5.	General Information	8
6.	Course structure	9
7.	Syllabus 7.1 Basic Training 7.1.1 Detail syllabus of Professional Skill & Professional Knowledge - Block – I 7.1.2 Employability Skill (General Information) 7.1.2.1 Syllabus of Employability skill - Block – I 7.2 Practical Training (On-Job Training) 7.2.1 Broad Skill Component to be covered during on-job training- Block – I	10-21
8.	Assessment Standard 8.1 Assessment Guideline 8.2 Final assessment-All India trade Test (Summative assessment)	22-24
9.	Further Learning Pathways	25
10.	Annexure-I – Tools & Equipment for Basic Training	26
11.	Annexure-II – Tools & Equipment for On-Job Training	27
12.	Annexure-III - Guidelines for Instructors & Paper setter	28

1. ACKNOWLEDGEMENT

The DGT sincerely express appreciation for the contribution of the Industry, State Directorate, Trade Experts and all others who contributed in revising the curriculum. Special acknowledgement to the following industries/organizations who have contributed valuable inputs in revising the curricula through their expert members:

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

Special acknowledgement is expended by DGT to the following expert members who had contributed immensely in this curriculum.

Co-ordinator for the course:Shri L K Mukherjee, Deputy Director, CSTARI, Kolkata and Shri S A Pandav, RDD, Vadodar&Surat, Gujarat

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

2. BACKGROUND

2.1 Apprenticeship Training Scheme under Apprentice Act 1961

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

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

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

2.2 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.

2.3 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.

3. RATIONALE

[Need for Apprenticeship in Sales Person (Person) trade]

1. It will enhance the ability to serve existing accounts, obtains orders, and establish new accounts by planning and organizing daily work schedule to call on existing or potential sales outlets.
2. It will enhance the ability to adjust content of sales presentations by studying the type of sales outlet or trade factor and focus sales efforts by studying existing and potential volume of dealers.
3. It will enhance the ability to submit orders by referring to price lists and product literature.
4. It will enhance the ability to submit activity and results reports, such as daily call reports, weekly work plans, and monthly and annual territory analysis to the management authority.
5. It will enhance the ability to monitor competition by gathering current marketplace information on pricing, products, new products, delivery schedules, merchandising techniques, etc.
6. It will enhance the ability to recommend changes in products, service, and policy by evaluating results and competitive developments.
7. It will enhance the ability to resolve customer complaints by investigating problems; developing solutions; preparing reports; making recommendations to the management.
8. It will enhance the ability to maintain professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; participating in professional societies.

It will enhance the ability to provide historical records by maintaining records on area and customer sales.

4. JOB ROLES: REFERENCE NCO

Brief description of Job roles:

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

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

Inventory Management Team: Team will maintain records of inwarding/outwarding of stocks, rearrangements of stocks, fulfilling floor stock gaps,

Reference NCO: 5220.35, 5220.60

5. GENERAL INFORMATION

1. **Name of the Trade** : Sales Person (Retail)
2. **N.C.O. Code No.** : 5220.35, 5220.60
3. **Duration of Apprenticeship Training (Basic Training + Practical Training):**15 Months

3.1 For Fresher's:- Duration of Basic Training: -

Block –I: 3 months

Total duration of Basic Training: 3 months

Duration of Practical Training (On -job Training): -

Block–I: 12 months

Total duration of Practical Training: 12 months

3.2 For ITI Passed: - Duration of Basic Training: - 3 months

Duration of Practical Training (On -job Training): 12 months

4. **Entry Qualification** : Passed 10th class examination under 10+2 system of education or its equivalent

5.**Selection of Apprentices:** The apprentices will be selected as per Apprentices Act amended time to time.

6.**Rebate for ITI passed trainees** : NIL

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 1 year.

6. COURSE STRUCTURE

Training duration details: -

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

Components of Training	Duration of Training in Months														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Basic Training Block– I															
Practical Training Block - I															

7. SYLLABUS
7.1 BASIC TRAINING
(BLOCK – I)
DURATION: 03MONTHS

GENERAL INFORMATION

- 1) **Name of the Trade** :Sales Person (Retail)
- 2) **Hours of Instruction** : 500Hrs.
- 3) **Batch size** : 20
- 4) **Power Norms** : 2 KW
- 5) **Space Norms** : 70 Sq.m.
- 6) **Examination** : The internal assessment will beheld on completion of the Block.
- 7) **Instructor Qualification** :

i) Degree/Diploma in bachelor of commerce/business administration /retail management from recognized university/Board with one/two year post qualification experience respectively in the relevant field.

- 8) **Tools, Equipments& Machinery required** : - As per Annexure – I

7.1 DETAILSYLLABUS OF BASIC TRAINING

7.1.1DETAIL SYLLABUS OF PROFESSIONAL SKILLS & PROFESSIONAL KNOWLEDGE

Block –I

Basic Training

Week No.	Professional Skills	Professional Knowledge
1	Communication Sills/Reading	Definition of retail. <ul style="list-style-type: none"> • Function of a retailer. • Evolution of retail industry. • Difference between organize and unorganized retail. • Types of organized retail formats. • Functions in modern retail.
2	Need to thoroughly prepare for receipt and storage of goods. Information required on quantity and type of goods. Storage requirements for a range of products types including perishable goods. The life cycle of perishable products in storage. Reporting requirements for shortage of storage space. Consequences of inaccurate recording and reporting of goods in receipt and storage. The operations and function of the handling equipment. Fault finding procedures and reporting requirements. Work health and safety requirements in the delivery and storage areas. Security systems in place for loss prevention	Identification of quantity and nature of goods to be received. <ul style="list-style-type: none"> • Storage space availability. • Requirement of equipment for receipt and movement of goods. • Checking for accuracy and completeness. • Maintenance of storage space. • Controlling malfunction. • Updating stock control. • Requirement of storage. • Perishable and non-perishable goods is in place. • Follow all relevant legislation and organization policies and procedures.
3	Transporting products and equipment safely and securely. Planning delivery schedule. How to unload goods safely and in ways to protect goods.	Products delivery method. Availability of equipment and paperwork for the delivery. Time management. Products and equipment safely and securely. Deliver products at the times agreed with the customer. Company procedures for ensuring deliveries. Unload orders safely and less damaged. Customer courteous Updating records of delivery and non-delivery.
4	Handle stock without risking your own or other people’s safety. <ul style="list-style-type: none"> • Ways of handling stock so that stock, premises and equipment are not damaged. • The life cycle of perishable products in storage (if applicable). 	StockCheckinging <ul style="list-style-type: none"> • Process of clearing unsalable stock. • Process ofCheckinging the stock level. • Updation of stock. • Stock Positioning. • Cleanliness and tidiness.

	<ul style="list-style-type: none"> • Reporting requirements for shortage of storage space. • The operations and function of the handling equipment. • Fault finding procedures and reporting requirements. • Health, Safety & Environmental requirement. • Security systems in place for loss prevention 	
5	<p>Respond appropriately to customers</p> <ul style="list-style-type: none"> • Promptness in customer assistance. • communication with customer. • Customer expectations. • Customer time management. <p>Communicate information to customers Information collection that will help customer. Customer information about the services or products offered by organisation. Customers needs or expectations.</p>	<p>Organization's behavior.</p> <ul style="list-style-type: none"> • Customer greeting. • Communication with customer. • Customer's expectations. • Customer information. • Customer behavior.
6	<p>Activating all the loss prevention and security devices.</p> <ul style="list-style-type: none"> • Securing all the security alarms. • Deactivating the loss prevention & security devices. 	<p>Identify security risks</p> <ul style="list-style-type: none"> • Reporting security risks. • Prevention of security risks in work place.
7	<p>Techniques for reducing as far as possible the risk of spillages.</p> <ul style="list-style-type: none"> • Equipment usage and how to Checking it is safe to use. 	<p>Cleanliness of equipment and material.</p> <ul style="list-style-type: none"> • Position of the cleaning equipment. • Rubbish and waste management. • Cleaning procedure. • Checking that surfaces are thoroughly clean. • Suitable equipment to tidy work areas. • Use of Store equipment correctly.
8-9	<p>Evaluating the visual effect of displays.</p> <ul style="list-style-type: none"> • Making adjustments and improvements to displays. • Using scale when creating visual effects. • Dressing techniques for different types of merchandise. • Different purposes of displays and their use in visual merchandising. • Choosing and combining dimension, shape, colour, texture and lighting to • create the visual effect you need from a display. 	<p>The design brief to identify the focal points of the display.</p> <ul style="list-style-type: none"> • Creation of displays that achieve the visual effect you need and are consistent with the company's visual design policy. • Position merchandise, graphics and signs in ways that promote sales. • Positioning merchandise, graphics & signs according to guidelines & in ways that attract attention & interest of customers & give customers information they need. • Group merchandising appropriately for the purpose & style of display, the selling features of merchandise & the visual effect needed under the design brief. • Checking that the finished display meets health and safety guidelines and legal requirements. • Checking that all the parts of the display are suitable

		for the purpose of the display and meet requirements.
10	<p>Prepare the demonstration area and checking that it can be used safely.</p> <ul style="list-style-type: none"> • Checking you have the equipment and products you need to give the demonstration. • Explain the demonstration clearly and accurately to the customer. • Present the demonstration in a logical sequence of steps and stages. • Cover all the features and benefits you think are needed to gain the customer's interest. • Promptly clear away the equipment and products at the end of the demonstration and connect with the customer 	<p>Acknowledge promptly and politely customers' requests for information and advice.</p> <ul style="list-style-type: none"> • Identify the customer's needs for information and advice. • Communicate information and advice to customers in ways they can understand. • Provide information and advice to a customer that is relevant, complete, accurate and up to date. • Checking politely that the information and advice provided meets the customer's needs. • Find other ways to help the customer when the information and advice given is not satisfactory. • Refer requests for information or advice to the right person when you cannot help the customer. •
11	<p>Respond positively to customer service problems following organisational guidelines.</p> <p>Solve customer service problems when you have sufficient authority.</p> <p>Work with others to solve customer service problems.</p> <p>Keep customers informed of the actions being taken.</p> <p>Checking with customers that they are comfortable with the actions being taken.</p> <p>Solve problems with service systems and procedures that might affect customers before they become aware of them.</p>	<p>Select and use the best method of communication to meet your customers' expectations.</p> <p>Take the initiative to contact your customers to update them when things are not going to plan or when you require further information.</p> <p>Adapt your communication to respond to individual customers' feelings</p> <p>Meet your customers' expectations within your organisation's service offer.</p>
12	<p>What accessories can and should be used for effective display.</p> <p>Information about ingredients of products available for sale.</p> <p>Importance of labelling.</p> <p>Key features of legal and operational requirements for labelling.</p> <p>How to check labelling information against product specification and sales details.</p> <p>What are the contingencies for display equipment and accessory failure.</p> <p>How to use assembly and dismantling equipment safely.</p>	<p>Comply with health, safety and hygiene requirements and wear the correct personal protective clothing and equipment throughout the process.</p> <p>Checking whether the display area, equipment and accessories are clean and take prompt action on finding any problems.</p> <p>Assemble and check products and additional materials and prepare them for use.</p> <p>Review the products available for display, estimate the quantities required and select those products which are most suitable with regard to shelf life, demand, appeal and promotional requirements.</p> <p>Prepare the display to ensure maximum appeal and to comply with product safety</p>

		requirements Confirm requirements for labelling of products with the relevant people.
13	<p>Sales objectives and targets for Bills cut, Lines cut, Average bill value and Unique Outlets Billed.</p> <ul style="list-style-type: none"> • Market planner and outlet wise plans • Category and outlet wise billing targets. • Update info on the type of outlet and its respective trade channel. • New launch products • Beat and outlet wise targets to achieve launch targets • Stock position of each SKU. • Creating action plan for out of stock SKUs 	<p>current product portfolio and product details.</p> <ul style="list-style-type: none"> • Knowledge on channel wise, category wise, outlet type wise schemes. • Relevant information to supervisors to plan relevant schemes. • Deployment of merchandising material • Branding materials • Stock products such as to maximize number of facings. • Natural visibility. • Product Placement. • Replace damaged display materials
Internal Assessment 03days		

7.1.2EMPLOYABILITY SKILLS

GENERAL INFORMATION

- 1) **Name of the subject** : **EMPLOYABILITY SKILLS**
- 2) **Applicability** : **ATS- Mandatory for fresher only**
- 3) **Hours of Instruction** : **110Hrs.**
- 4) **Examination** : **The examination will be held at the end of two years Training by NCVT.**
- 5) **Instructor Qualification** :

i)MBA/BBA with two years experience or graduate in sociology/social welfare/Economics with two years experience and trained in Employability skill from DGET Institute.

And

Must have studied in English/Communication Skill and Basic Computer at 12th /diploma level

OR

ii) Existing Social Study Instructor duly trained in Employability Skill from DGET Institute.

7.1.2.1 SYLLABUS OF EMPLOYABILITY SKILLS

A. Block – I Basic Training

Topic No.	Topic	Duration (in hours)
	English Literacy	15
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	15
1	Basics of Computer Introduction, Computer and its applications, Hardware and peripherals, Switching on-Starting and shutting down of computer.	
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),	

	<p>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.</p> <p>Information Security and antivirus tools, Do's and Don'ts in Information Security, Awareness of IT - ACT, types of cyber crimes.</p>	
	Communication Skill	25
1	<p>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. Case study/Exercise</p>	
2	<p>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.</p>	
3	<p>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. Case study/Exercise</p>	
4	<p>Facing Interviews Manners, Etiquettes, Dress code for an interview Do's & Don'ts for an interview</p>	
5	<p>Behavioral Skills Organizational Behavior Problem Solving Confidence Building Attitude Decision making Case study/Exercise</p>	
	Entrepreneurship skill	15
1	<p>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.</p>	

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	15
1	Safety & Health Introduction to Occupational Safety and Health importance of safety and health at workplace.	
2	Occupational Hazards Basic Hazards, Chemical Hazards, Vibro-acoustic 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 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	5
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.	
	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	

7.2 PRACTICAL TRAINING (ON-JOB TRAINING)

(BLOCK – I)

DURATION: 12MONTHS

GENERAL INFORMATION

- 1) **Name of the Trade** : **Sales Person (Retail)**
- 2) **Batch size** : a) Apprentice selection as per Apprenticeship Guidelines
b) Maximum 20 candidates
- 3) **Examination** : i) The internal assessment will be held on completion of the block
ii) NCVT exam will be conducted at the end of Apprenticeship Training
- 4) **Instructor Qualification** :

i) Degree/Diploma in bachelor of commerce/business administration /retail management from recognized university/Board with one/two year post qualification experience respectively in the relevant field.

- 5) **Infrastructure for On-Job Training** : - As per Annexure – II

7.2.1 BROAD SKILL COMPONENT TO BE COVERED DURING ON-JOB TRAINING

BLOCK – I

1. Safety and best practices (5S, KAIZEN etc.)
2. Record keeping and documentation

DURATION: 12MONTHS (52WEEKS)	
SL NO	LIST OF PRACTICAL SKILLS TO BE COVERED DURING ON JOB TRAINING
1	Demonstration of the purpose of retailing, retail environment and the responsibility of retail operation function.
2	Understand the multi cultural ethics in retail environment.
3	Practice on interpersonal communication with the customers and team members.
4	Understand and to apply the feature of customer service.
5	Demonstration of the method used by retailers to encourage the customer for buying
6	Practice on the feature of merchandising and familiarization of merchandise product.
7	Plan and Display stock to promote sales.
8	Understand the health safety & security risks related to merchandising and displays
9	To provide and promote different schemes to the customers for creating a positive image of the organization.
10	Maintain the availability of goods for sale to customers
11	Demonstration of business and productivity targets and measures to achieve the same
12	Practice on interchanging feedback between employer and employees regularly to enhance quality and performance.
13	Understand and apply the process of inventory management and perform stock control procedures.
14	Practice on the detailed overview of point of service/sale features and application
15	To Perform the latest mode of transactions

8. ASSESSMENT STANDARD

8.1 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 use of hand tools, machine tools and workshop equipment
- 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 finish
- occasional support in completing the project/job.

b)Weightage in the range of above75%- 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:

- good skill levels in the use of hand tools, machine tools and workshop equipment
- the majority of tolerances while undertaking different work are in line with those demanded by the component/job.
- a good level of neatness and consistency in the finish
- little support in completing the project/job

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

- high skill levels in the use of hand tools, machine tools and workshop equipment
- tolerances while undertaking different work being substantially in line with those demanded by the component/job.
- a high level of neatness and consistency in the finish.
- minimal or no support in completing the project

8.2 FINAL ASSESSMENT- ALL INDIA TRADE TEST(SUMMATIVE ASSESSMENT)

SUBJECTS	Marks	Sessional Marks	Full Marks	Pass Marks	Duration of Exam.
Practical	300	100	400	240	08 hrs.
Trade Theory	100	20	120	48	3 hrs.
Employability Skill	50		50	17	2 hrs.
Grand Total	450	120	570	-	

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

9. FURTHER LEARNING PATHWAYS

Employment opportunities:

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

1. Retail Industry
2. Service Industry
3. Entrepreneurship

TOOLS & EQUIPMENT FOR BASIC TRAINING

INFRASTRUCTURE FOR PROFESSIONAL SKILL & PROFESSIONAL KNOWLEDGE

TRADE: SALES PERSON (RETAIL)

LIST OF TOOLS & EQUIPMENTS FOR 20 APPRENTICES

A. Shop outfit and General equipments:-

Sl. No.	Name of the items	Quantity (indicative)
1.	Apron	20 nos
2.	Weighing Tools	1 no
3.	POS(point of sale) equipment	4 nos
4.	Scanner	4 nos
5.	Fire Extinguisher	1 no.
6.	Iron and ironing table	4 nos.
7.	Latest computer system	4 no.
8.	Billing printer	1 no.
9.	EDC machine	1 no.
10.	Network connection	1 no.
11.	Merchandising rack	1 no.
12.	Steel almirah	1 no.

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

INFRASTRUCTURE FOR ON-JOB TRAINING

TRADE: SALES PERSON (RETAIL)

For Batch of 20 APPRENTICES

Actual training will depend on the existing facilities available in the establishments. However, the industry should ensure that the broad skills defined against On-Job Training part (i.e. 12 months) are imparted. In case of any short fall the concern industry may impart the training in cluster mode/ any other industry/ at ITI.

GUIDELINES FOR INSTRUCTORS AND PAPER SETTERS

1. Due care to be taken for proper & inclusive delivery among the batch. Some of the following some method of delivery may be adopted:

- A) LECTURE
- B) LESSON
- C) DEMONSTRATION
- D) PRACTICE
- E) GROUP DISCUSSION
- F) DISCUSSION WITH PEER GROUP
- G) PROJECT WORK
- H) INDUSTRIAL 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.