

LEARNING OUTCOME BASED VOCATIONAL CURRICULUM

JOB ROLE: Store Operations Assistant

(QUALIFICATION PACK: Ref. Id. RAS/Q0101)

SECTOR: Retail

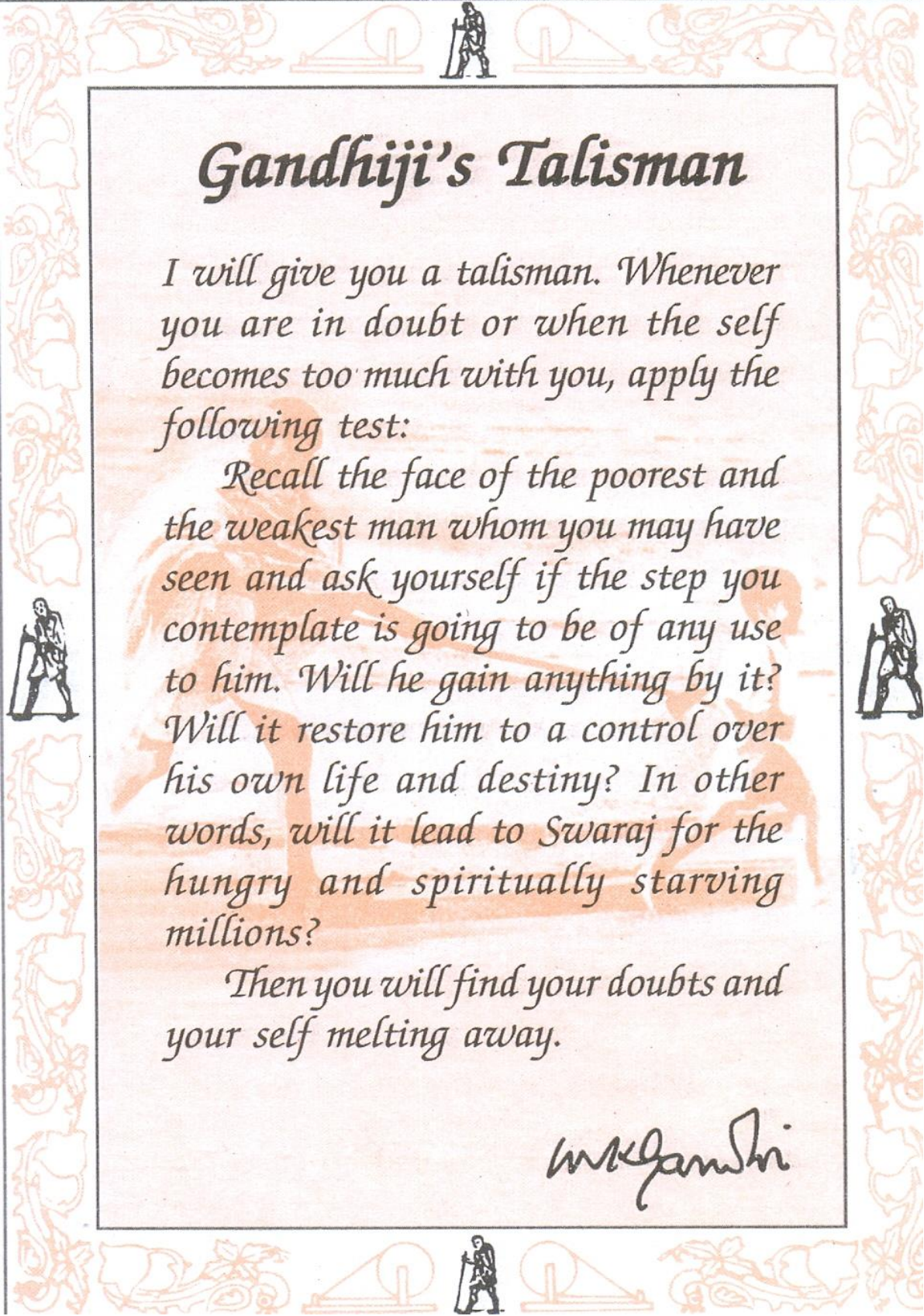
Classes 9 and 10



PSS CENTRAL INSTITUTE OF VOCATIONAL EDUCATION

Shyamla Hills, Bhopal- 462 013, M.P., India

<http://www.psscive.ac.in>



Gandhiji's Talisman

I will give you a talisman. Whenever you are in doubt or when the self becomes too much with you, apply the following test:

Recall the face of the poorest and the weakest man whom you may have seen and ask yourself if the step you contemplate is going to be of any use to him. Will he gain anything by it? Will it restore him to a control over his own life and destiny? In other words, will it lead to Swaraj for the hungry and spiritually starving millions?

Then you will find your doubts and your self melting away.

M. Gandhi

LEARNING OUTCOME BASED VOCATIONAL CURRICULUM

JOB ROLE: Store Operations Assistant

(QUALIFICATION PACK: Ref. Id. RAS/Q0101)

SECTOR: Retail

Classes 9 and 10



PSS CENTRAL INSTITUTE OF VOCATIONAL EDUCATION
Shyamla Hills, Bhopal- 462 013, M.P., India

**LEARNING OUTCOME BASED VOCATIONAL
CURRICULUM**

Retail – Store Operations Assistant

June, 2019

© PSSCIVE, 2019

<http://www.psscive.ac.in>

No part of this work may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, microfilming, recording or otherwise, without written permission from the Publisher, with the exception of any material supplied specifically for the purpose of being used by the purchaser of the work.

The views and opinions expressed in this publication are those of the contributors/authors and do not necessarily reflect the views and policies of PSS Central Institute of Vocational Education, Bhopal. The PSSCIVE does not guarantee the accuracy of the data included in this publication and accepts no responsibility for any consequence of their use.

Published by:

Joint Director

PSS Central Institute of Vocational
Education, NCERT, Shyamla Hills, Bhopal



PATRONS

Prof. *Hrushikesh Senapaty*, Ph.D.,
Director, National Council of Educational
Research and Training (NCERT),
New Delhi

Prof. *Rajesh Khambayat*, Ph.D.,
Joint Director
PSS Central Institute of Vocational Education,
Bhopal

COURSE COORDINATOR

Dr. P. Veeraiiah
Professor and Head
Department of Business and Commerce,
PSSCIVE, Bhopal

FOREWORD

The Pandit Sunderlal Sharma Central Institute of Vocational Education (PSSCIVE) a constituent of the National Council of Educational Research and Training (NCERT) is spearheading the efforts of developing learning outcome based curricula and courseware aimed at integrating both vocational and general qualifications to open pathways of career progression for students. It is a part of Centrally Sponsored Scheme of Vocationalisation of Secondary and Higher Secondary Education (CSSVSHSE) launched by the Ministry of Human Resource Development, Government of India in 2012. The PSS Central Institute of Vocational Education (PSSCIVE) is developing curricula under the project approved by the Project Approval Board (PAB) of *Rashtriya Madhyamik Shiksha Abhiyan* (RMSA). The main purpose of the learning outcome based curricula is to bring about the improvement in teaching-learning process and working competences through learning outcomes embedded in the vocational subject.

It is a matter of great pleasure to introduce this learning outcome based curriculum as part of the vocational training packages for the job role of Store Operations Assistant. The curriculum has been developed for the secondary students of vocational education and is aligned to the National Occupation Standards (NOSs) of a job role identified and approved under the National Skill Qualification Framework (NSQF).

The curriculum aims to provide children with employability and vocational skills to support occupational mobility and lifelong learning. It will help them to acquire specific occupational skills that meet employers' immediate needs. The teaching process is to be performed through the interactive sessions in classrooms, practical activities in laboratories and workshops, projects, field visits, and professional experiences.

The curriculum has been developed and reviewed by a group of experts and their contributions are greatly acknowledged. The utility of the curriculum will be adjudged by the qualitative improvement that it brings about in teaching-learning. The feedback and suggestions on the content by the teachers and other stakeholders will be of immense value to us in bringing about further improvement in this document.

Hrushikesh Senapaty
Director
National Council of Education Research and Training

PREFACE

India today stands poised at a very exciting juncture in its saga. The potential for achieving inclusive growth are immense and the possibilities are equally exciting. The world is looking at us to deliver sustainable growth and progress. To meet the growing expectations, India will largely depend upon its young workforce. The much-discussed demographic dividend will bring sustaining benefits only if this young workforce is skilled and its potential is channelized in the right direction.

In order to fulfil the growing aspirations of our youth and the demand of skilled human resource, the Ministry of Human Resource Development (MHRD), Government of India introduced the revised Centrally Sponsored Scheme of Vocationalisation of Secondary and Higher Secondary Education that aims to provide for the diversification of educational opportunities so as to enhance individual employability, reduce the mismatch between demand and supply of skilled manpower and provide an alternative for those pursuing higher education. For spearheading the scheme, the PSS Central Institute of Vocational Education (PSSCIVE) was entrusted the responsibility to develop learning outcome based curricula, student workbooks, teacher handbooks and e-learning materials for the job roles in various sectors, with growth potential for employment.

The PSSCIVE firmly believes that the vocationalisation of education in the nation need to be established on a strong footing of philosophical, cultural and sociological traditions and it should aptly address the needs and aspirations of the students besides meeting the skill demands of the industry. The curriculum, therefore, aims at developing the desired professional, managerial and communication skills to fulfil the needs of the society and the world of work. In order to honour its commitment to the nation, the PSSCIVE has initiated the work on developing learning outcome based curricula with the involvement of faculty members and leading experts in respective fields. It is being done through the concerted efforts of leading academicians, professionals, policy makers, partner institutions, Vocational Education and Training experts, industry representatives, and teachers. The expert group through a series of consultations, working group meetings and use of reference materials develops a National Curriculum. Currently, the Institute is working on developing curricula and courseware for over 100 job roles in various sectors.

We extend our gratitude to all the contributors for selflessly sharing their precious knowledge, acclaimed expertise, and valuable time and positively responding to our request for development of curriculum. We are grateful to MHRD and NCERT for the financial support and cooperation in realising the objective of providing learning outcome based modular curricula and courseware to the States and other stakeholders under the PAB (Project Approval Board) approved project of *Rashtriya Madhyamik Shiksha Abhiyan (RMSA)* of MHRD.

Finally, for transforming the proposed curriculum design into a vibrant reality of implementation, all the institutions involved in the delivery system shall have to come together with a firm commitment and they should secure optimal community support. The success of this curriculum depends upon its effective implementation and it is expected that the managers of vocational education and training system, including subject teachers will make efforts to create better facilities, develop linkages with the world of work and foster a conducive environment as per the content of the curriculum document.

The PSSCIVE, Bhopal remains committed in bringing about reforms in the vocational education and training system through the learner-centric curricula and courseware. We hope that this document will prove useful in turning out more competent Indian workforce for the 21st century.

RAJESH P. KHAMBAYAT
Joint Director
PSS Central Institute of Vocational Education

ACKNOWLEDGEMENTS

On behalf of the team at the PSS Central Institute of Vocational Education (PSSCIVE) we are grateful to the members of the Project Approval Board (PAB) of *Rashtriya Madhyamik Shiksha Abhiyan* (RMSA) and the officials of the Ministry of Human Resource Development (MHRD), Government of India for the financial support to the project for development of curricula.

We are grateful to the Director, NCERT for his support and guidance. We also acknowledge the contributions of our colleagues at the Technical Support Group of RMSA, MHRD, RMSA Cell at the National Council of Educational Research and Training (NCERT), National Skill Development Agency (NSDA) and National Skill Development Corporation (NSDC) and Retailers association skill council of India (RASCI) for their academic support and cooperation.

We are thankful to the course coordinator P. Veeraiah and experts for their untiring efforts and contributions in the development of this learning outcome based curriculum. Their names are acknowledged in the list of contributors. We are also thankful to L. N. Verma, Retired Professor, National Institute of Technical Teachers Training Institute, Shyamla Hills, Bhopal and B. L. Gupta Professor, Department of Management, National Institute of Technical Teachers Training Institute, Shyamla Hills, Bhopal, reviewed the curriculum.

The contributions made by Vinay Swarup Mehrotra, Professor and Head, Curriculum Development and Evaluation Centre (CDEC), Vipin Kumar Jain, Associate Professor and Head, Programme Planning and Monitoring Cell (PPMC) and Dipak Shudhalwar, Associate Professor, Department of Engineering & Technology, PSSCIVE in development of the curriculum for the employability skills and Geeta Tomar, Consultant, Department of Business and Commerce, PSSCIVE, Bhopal, in development of the curriculum for the vocational skills are duly acknowledged.

We acknowledge the assistance provided by Sunita Koli, Computer Operator Grade III in typing and composing of the material.

PSSCIVE Team

CONTENTS

Sl. No.	Title	Page No.
	Foreword	(i)
	Preface	(ii)
	Acknowledgements	(iv)
1.	Course Overview	1
2.	Scheme of Units	2
3.	Teaching/Training Activities	4
4.	Assessment and Certification	4
5.	Unit Content	
	CLASS 9	
	Part A Employability Skills	
	Unit 1: Communication Skills –I	8
	Unit 2: Self-management Skills –I	9
	Unit 3: Information and Communication Technology Skills – I	9
	Unit 4: Entrepreneurial Skills – I	10
	Unit 5: Green Skills – I	11
	Part B Vocational Skills	
	Unit 1: Introduction to Retailing	12
	Unit 2: Receiving and Storage of Goods	12
	Unit 3: Stock Levels in Storage	13
	Unit 4: Customer Service	14
	CLASS 10	
	Part A Employability Skills	
	Unit 1: Communication Skills – II	16
	Unit 2: Self-management Skills - II	17
	Unit 3: Information and Communication Technology Skills – II	17
	Unit 4: Entrepreneurial Skills – II	18
	Unit 5: Green Skills – II	18
	Part B Vocational Skills	
	Unit 1: Retail Store Operations	20
	Unit 2: Delivery of Goods	21
	Unit 3: Health and Safety Practices	22
	Unit 4: Work in Team & Organization	23
6.	Organisation of Field Visits	24
7.	List of Equipment and Materials	24
8.	Vocational Teacher's/ Trainer's Qualification and Guidelines	25
9.	List of Contributors	29

1. COURSE OVERVIEW

COURSE TITLE: Retail - Store Operations Assistant

A retailer is one who stocks the manufactured goods and is involved in the act of selling to the final customer or consumer, at a margin of profit. Retailing is the last link that connecting the individual consumer with the manufacturing and distribution chain. It adds value in terms of bulk breaking and providing a wide variety of goods and services to customers as per their needs.

The retail industry is divided into organised and unorganized sectors. Organised retailing refers to trading activities undertaken by licensed retailers, that is, those who are registered for sales tax, income tax, etc. These include the corporate-backed hypermarkets and retail chains, and also the privately owned large retail businesses. Unorganized retailing, on the other hand, refers to the traditional formats of low-cost retailing, like, the local kirana shops, owner manned general stores, paan/beedi shops, convenience stores, hand cart and pavement vendors, etc.

Organised retail can be categorized by the type of products retailed as well as the by the different kind of retail formats. The major retail formats include Department store, Supermarkets, Hypermarket, Specialist Stores, Convenience Stores, and Kiosks. The various operations involved in store operation and management include Store Operations, Back end operations, Merchandising, Logistics and Distribution, Marketing, Procurement/Purchase, and Corporate Services.

After completion of this course the learner would be able to work as store operations assistant in organised retailing and may look after overall store operations. He/she can also motivate other co-workers and who assist customers in finding merchandise, introduce customers to new merchandise, and move the goods from racks to billing counters. He also serves internal and external customers in a retail environment with respect to product receiving, movement, storage and delivery. He needs to be physically fit to withstand working in a retail environment whilst being customer responsive towards service delivery.

COURSE OUTCOMES: On completion of the course, students should be able to:
Apply effective oral and written communication skills to interact with people and customers;

- Identify the principal components of a computer system;
- Demonstrate the basic skills of using computer;
- Demonstrate self-management skills;
- Demonstrate the ability to provide a self-analysis in context of entrepreneurial skills and abilities;
- Demonstrate the knowledge of the importance of green skills in meeting the challenges of sustainable development and environment protection;
- Receive the goods into storage in store operations.
- Delivery the products in store operations.
- Maintain the required levels of stock in store operations.
- Maintain the adequate stocks levels for sale in store operations.
- Maintain health and safety in store operations.

- Identify and control hazards in the workplace that pose a danger or threat to their safety or health, or that of other
- Recognize the benefits of great customer service;
- Provide customers necessary information appropriately and systematically;
- Use techniques to provide services based on customer's needs and wants;
- Work effectively in formal team in store operations.
- Work effectively in store operations in business establishments.
- Create a positive image of store operations assistant and organization in the customer's mind.

COURSE REQUIREMENTS: The learner should have the basic knowledge of commerce, management specially retailing aspects.

COURSE LEVEL: This is a beginner level course. On completion of this course, a student can take up an Intermediate level course for job roles in Retail – Sales Associate, Distributor Salesman in class 11 and 12.

COURSE DURATION: 400 hrs
 Class 9 : 200 hrs
 Class 10 : 200 hrs

Total : 400 hrs

2. SCHEME OF UNITS

This course is a planned sequence of instructions consisting of Units meant for developing employability and vocational competencies of students of Class 9 and 10 opting for vocational subject along with general education subjects. The unit-wise distribution of hours and marks for Class 9 is as follows:

CLASS 9			
Units		No. of Hours for Theory and Practical 200	Max. Marks for Theory and Practical 100
Part A	Employability Skills		
	Unit 1: Communication Skills -I	20	10
	Unit 2: Self-management Skills -I	10	
	Unit 3: Information and Communication Technology Skills - I	20	
	Unit 4: Entrepreneurial Skills - I	15	
	Unit 5: Green Skills - I	10	
		75	10
Part B	Vocational Skills		
	Unit 1: Introduction to Retailing	25	30
	Unit 2: Receiving and Storage of Goods	25	
	Unit 3: Stock Levels in Storage	25	

	Unit 4: Customer Service	20	
		95	30
Part C	Practical Work		
	Practical Examination	06	15
	Written Test	01	10
	Viva Voce	03	10
		10	35
Part D	Project Work/Field Visit		
	Practical File/Student Portfolio	10	10
	Viva Voce	05	05
		15	15
Part E	Continuous and Comprehensive Evaluation (CCE)		
		05	10
	Total	200	100

The unit-wise distribution of hours and marks for Class 10 is as follows:

CLASS 10			
Units		No. of Hours for Theory and Practical 200	Max. Marks for Theory and Practical 100
Part A	Employability Skills		
	Unit 1: Communication Skills - II	20	10
	Unit 2: Self-management Skills - II	10	
	Unit 3: Information and Communication Technology Skills – II	20	
	Unit 4: Entrepreneurial Skills – II	15	
	Unit 5: Green Skills – II	10	
		75	10
Part B	Vocational Skills		
	Unit 1: Retail Store Operations	25	30
	Unit 2: Delivery of Goods	25	
	Unit 3: Health and Safety Practices	25	
	Unit 4: Work in Team & Organization	20	
		95	30
Part C	Practical Work		
	Practical Examination	06	15
	Written Test	01	10
	Viva Voce	03	10
		10	35
Part D	Project Work/Field Visit		
	Practical File/Student Portfolio	10	10
	Viva Voce	05	05
		15	15
Part E	Continuous and Comprehensive Evaluation (CCE)		
		05	10
	Total	200	100

3. TEACHING/TRAINING ACTIVITIES

The teaching and training activities have to be conducted in classroom, laboratory/workshops and field visits. Students should be taken to field visits for interaction with experts and to expose them to the various tools, equipment, materials, procedures and operations in the workplace. Special emphasis should be laid on the occupational safety, health and hygiene during the training and field visits.

CLASSROOM ACTIVITIES

Classroom activities are an integral part of this course and interactive lecture sessions, followed by discussions should be conducted by trained vocational teachers. Vocational teachers should make effective use of a variety of instructional or teaching aids, such as audio-video materials, colour slides, charts, diagrams, models, exhibits, hand-outs, online teaching materials, etc. to transmit knowledge and impart training to the students.

PRACTICAL WORK IN LABORATORY/WORKSHOP

Practical work may include but not limited to hands-on-training, simulated training, role play, case based studies, exercises, etc. Equipment and supplies should be provided to enhance hands-on learning experience of students. Only trained personnel should teach specialized techniques. A training plan that reflects tools, equipment, materials, skills and activities to be performed by the students should be submitted by the vocational teacher to the Head of the Institution.

FIELD VISITS/ EDUCATIONAL TOUR

In field visits, children will go outside the classroom to obtain specific information from experts or to make observations of the activities. A checklist of observations to be made by the students during the field visits should be developed by the Vocational Teachers for systematic collection of information by the students on the various aspects. Principals and Teachers should identify the different opportunities for field visits within a short distance from the school and make necessary arrangements for the visits. At least three field visits should be conducted in a year.

4. ASSESSMENT AND CERTIFICATION

Upon successful completion of the course by the candidate, the Central/ State Examination Board for Secondary Education and the respective Sector Skill Council will certify the competencies.

The National Skills Qualifications Framework (NSQF) is based on outcomes referenced to the National Occupation Standards (NOSs), rather than inputs. The NSQF level descriptors, which are the learning outcomes for each level, include the process, professional knowledge, professional skills, core skills and responsibility. The assessment is to be undertaken to verify that individuals have the knowledge and skills needed to perform a particular job and that the learning programme undertaken has delivered education at a given standard. It should be closely linked to certification so that the individual and the employer could come to know

the competencies acquired through the vocational subject or course. The assessment should be reliable, valid, flexible, convenient, cost effective and above all it should be fair and transparent. Standardized assessment tools should be used for assessment of knowledge of students. Necessary arrangements should be made for using technology in assessment of students.

KNOWLEDGE ASSESSMENT (THEORY)

Knowledge Assessment should include two components: one comprising of internal assessment and second an external examination, including theory examination to be conducted by the Board. The assessment tools shall contain components for testing the knowledge and application of knowledge. The knowledge test can be objective paper based test or short structured questions based on the content of the curriculum.

WRITTEN TEST

It allows candidates to demonstrate that they have the knowledge and understanding of a given topic. Theory question paper for the vocational subject should be prepared by the subject experts comprising group of experts of academicians, experts from existing vocational subject experts/teachers, subject experts from university/colleges or industry. The respective Sector Skill Council should be consulted by the Central/State Board for preparing the panel of experts for question paper setting and conducting the examinations.

The blue print for the question paper may be as follows:

Duration: 3 hrs

Max. Mark: 30

S. No.	Typology of Question	No. of Questions			Marks
		Very Short Answer (1 mark)	Short Answer (2 Marks)	Long Answer (3 Marks)	
1.	Remembering – (Knowledge based simple recall questions, to know specific facts, terms, concepts, principles, or theories; identify, define or recite, information)	2	1	2	10
2.	Understanding – (Comprehension – to be familiar with meaning and to understand conceptually, interpret, compare, contrast, explain, paraphrase, or interpret information)	1	2	2	11
3.	Application – (Use abstract information in concrete situation, to apply knowledge to new situations: Use given content to interpret a situation, provide an example, or solve a problem)	0	1	1	05

4.	High Order Thinking Skills – (Analysis & Synthesis – Classify, compare, contrast, or differentiate between different pieces of information; Organize and/ or integrate unique pieces of information from a variety of sources)	0	1	0	02
5.	Evaluation – (Appraise, judge, and/or justify the value or worth of a decision or outcome, or to predict outcomes based on values)	0	1	0	02
	Total	3x1=3	6x2=12	5x3=15	30 (14 questions)

SKILL ASSESSMENT (PRACTICAL)

Assessment of skills by the students should be done by the assessors/examiners on the basis of practical demonstration of skills by the candidate, using a competency checklist. The competency checklist should be developed as per the National Occupation Standards (NOSs) given in the Qualification Pack for the Job Role to bring about necessary consistency in the quality of assessment across different sectors and Institutions. The student has to demonstrate competency against the performance criteria defined in the National Occupation Standards and the assessment will indicate that they are 'competent', or are 'not yet competent'. The assessors assessing the skills of the students should possess a current experience in the industry and should have undergone an effective training in assessment principles and practices. The Sector Skill Councils should ensure that the assessors are provided with the training on the assessment of competencies.

Practical examination allows candidates to demonstrate that they have the knowledge and understanding of performing a task. This will include hands-on practical exam and viva voce. For practical, there should be a team of two evaluators – the subject teacher and the expert from the relevant industry certified by the Board or concerned Sector Skill Council. The same team of examiners will conduct the viva voce.

Project Work (individual or group project) is a great way to assess the practical skills on a certain time period or timeline. Project work should be given on the basis of the capability of the individual to perform the tasks or activities involved in the project. Projects should be discussed in the class and the teacher should periodically monitor the progress of the project and provide feedback for improvement and innovation. Field visits should be organised as part of the project work. Field visits can be followed by a small-group work/project work. When the class returns from the field visit, each group might be asked to use the information that they have gathered to prepare presentations or reports of their observations. Project work should be assessed on the basis of practical file or student portfolio.

Student Portfolio is a compilation of documents that supports the candidate's claim of competence. Documents may include reports, articles, photos of products prepared by students in relation to the unit of competency.

Viva voce allows candidates to demonstrate communication skills and content knowledge. Audio or video recording can be done at the time of viva voce. The number of external examiners would be decided as per the existing norms of the Board and these norms should be suitably adopted/adapted as per the specific requirements of the vocational subject. Viva voce should also be conducted to obtain feedback on the student's experiences and learning during the project work/field visits.

CONTINUOUS AND COMPREHENSIVE EVALUATION

Continuous and Comprehensive Evaluation (CCE) refers to a system of school-based evaluation of students that covers all aspects of student's development. In this scheme, the term 'continuous' is meant to emphasize that evaluation of identified aspects of students 'growth and development' is a continuous process rather than an event, built into the total teaching-learning process and spread over the entire span of academic session. The second term 'comprehensive' means that the scheme attempts to cover both the scholastic and the co-scholastic aspects of students' growth and development. For details, the CCE manual of Central Board of Secondary Education (CBSE) or the guidelines issued by the State Boards on the procedure for CCE should be followed by the Institutions.

5. UNIT CONTENTS

CLASS 9

Part A: Employability Skills

Sl. No.	Units	Duration (Hrs)
1.	Communication Skills – I	20
2.	Self-management Skills – I	10
3.	Information and Communication Technology Skills-I	20
4.	Entrepreneurial Skills – I	15
5.	Green Skills – I	10

Unit 1: Communication Skills-I			
Learning Outcome	Theory (08 hrs)	Practical (12 hrs)	Total Duration (20 Hrs)
1. Demonstrate knowledge of various methods of communication	1. Methods of communication - Verbal - Non-verbal - Visual	1. Writing pros and cons of written, verbal and non-verbal communication 2. Listing do's and don'ts for avoiding common body language mistakes	05
2. Identify elements of communication cycle	1. Meaning of communication 2. Importance of communication skills 3. Elements of communication cycle– (i) sender, (ii) ideas, (iii) encoding, (iv) communication channel, (v) receiver, (vi) decoding, and (vii) feedback	1. Draw a diagram of communication cycle 2. Role plays on communication process related to the sector/job role	05
3. Identify the factors affecting our perspectives in communication	1. Perspectives in communication 2. Factors affecting perspectives in communication - Visual perception - Language - Past experience - Prejudices - Feelings - Environment	1. Group discussion on factors affecting perspectives in communication 2. Sharing of experiences on factors affecting perspectives 3. Sharing experiences on factors affecting communication at workplace	05
4. Demonstrate the	1. Writing skills related to	1. Demonstration and	

knowledge of basic writing skills	the following: <ul style="list-style-type: none"> • Phrases • Kinds of sentences • Parts of sentence • Parts of speech • Use of articles • Construction of a paragraph 	practice of writing sentences and paragraphs on topics related to the subject	05
Total			20

Unit 2: Self-management Skills – I			
Learning Outcome	Theory (07 hrs)	Practical (03 hrs)	Total Duration (10 Hrs)
1. Describe the meaning and importance of self-management	1. Meaning of self-management 2. Positive results of self-management 3. Self-management skills	1. Identification of self-management skills 2. Strength and weakness analysis	05
2. Identify the factors that helps in building self-confidence	1. Factors that help in building self-confidence – social, cultural, and physical factors 2. Self-confidence building tips - getting rid of the negative thoughts, thinking positively, staying happy with small things, staying clean, hygienic and smart, chatting with positive people, etc.	1. Role play exercises on building self-confidence 2. Use of positive metaphors/ words 3. Positive stroking on wakeup and before going bed 4. Helping others and working for community	05
Total			10

Unit 3: Information and Communication Technology Skills – I			
Learning Outcome	Theory (06 hrs)	Practical (14 hrs)	Total Duration (20 Hrs)
1. Describe the role of Information and Communication Technology (ICT) in day-to-day life and workplace	1. Introduction to ICT 2. Role and importance of ICT in personal life and at workplace 3. ICT in our daily life (examples) 4. ICT tools - Mobile, tab, radio, TV, email, etc.	1. Discussion on the role and importance of ICT in personal life and at workplace. 2. Preparing posters / collages for showing the role of ICT at workplace	04
2. Identify components of basic computer system and their functions	1. Computer system - Central Processing Unit (CPU), memory, motherboard, storage devices 2. Hardware and software of a computer system	1. Connecting the cables and peripherals to the Central Processing Unit 2. Starting and shutting down a	

	<ol style="list-style-type: none"> 3. Role and functions of Random Access Memory(RAM) and Read Only Memory(ROM) 4. Role and functions of Central Processing Unit 5. Procedure for starting and shutting down a computer 	<ol style="list-style-type: none"> 3. Group discussion on the various aspects of hardware and software 	07
3. Demonstrate use of various components and peripherals of computer system	1. Peripherals devices and their uses – mouse, keyboard, scanner, webcam, etc. of a computer system	<ol style="list-style-type: none"> 1. Identification of various parts and peripherals of a computer 2. Demonstration and practice on the use of mouse 3. Demonstration and practice on the use of keyboard 4. Demonstration of the uses of printers, webcams, scanner and other peripheral devices 5. Drawing diagram of computer system and labelling it 	05
4. Demonstrate basic computer skills	1. Primary operations on a computer system – input, process, storage, output, communication networking, etc.	1. Identification of the various input and output units and explanation of their purposes	04
Total			20

Unit 4: Entrepreneurial Skills - I			
Learning Outcome	Theory (06 hrs)	Practical (09 hrs)	Total Duration (15 Hrs)
1. Identify various types of business activities	<ol style="list-style-type: none"> 1. Types of businesses – service, manufacturing, hybrid 2. Types of businesses found in our community Business activities around us 	<ol style="list-style-type: none"> 1. Prepare posters of business activities found in cities/villages, using pictures 2. Discuss the various types of activities, generally adopted by small businesses in a local community 3. Best out of waste 4. Costing of the product made out of waste 5. Selling of items made from waster materials 6. Prepare list of businesses 	09

Unit 4: Entrepreneurial Skills - I			
Learning Outcome	Theory (06 hrs)	Practical (09 hrs)	Total Duration (15 Hrs)
		that provides goods and services in exchange for money	
2. Demonstrate the knowledge of distinguishing characteristics of entrepreneurship	1. Meaning of entrepreneurship development 2. Distinguishing characteristics of entrepreneurship 3. Role and rewards of entrepreneurship	1. Prepare charts showing advantages of entrepreneurship over wages 2. Group discussions on role and features of entrepreneurship 3. Lectures/presentations by entrepreneurs on their experiences and success stories 4. Identify core skills of successful entrepreneur	06
Total			15

Unit 5: Green Skills – I			
Learning Outcome	Theory (07 hrs)	Practical (03 hrs)	Total Duration (10 Hrs)
1. Demonstrated the knowledge of the factors influencing natural resource conservation	1. Introduction to environment, 2. Relationship between society and environment, ecosystem and factors causing imbalance 3. Natural resource conservation 4. Environment protection and conservation	1. Group discussion on hazards of deteriorating environment 2. Prepare posters showing environment conservation 3. Discussion on various factors that influence our environment	05
2. Describe the importance of green economy and green skills	1. Definition of green economy 2. Importance of green economy	1. Discussion on the benefits of green skills and importance of green economy 2. Prepare a Poster showing the importance of green economy with the help of newspaper/magazine cuttings	05
Total			10

Part B: Vocational Skills

Sl. No.	Units	Duration (Hrs)
1.	Introduction to Retailing	25
2.	Receiving and Storage of Goods	25
3.	Stock Levels in Storage	25
4.	Customer Service	20
Total		95

Unit 1: Introduction to Retailing			
Learning Outcome	Theory (10 Hrs)	Practical (15 Hrs)	Total Duration (25 Hrs)
1. State basics of retailing	1. Concepts of retail 2. Function and essential requirements of retailers 3. Retailer's services to the customers	1. Visit to a retail store for studying and identify the various sections and basic functions of the retail	06
2. Distinguish between organised and unorganised retailing	1. Meaning of organised and unorganised retailing 2. Differences between organised and unorganised retailing	1. Visit retail shops for understanding the un-organized retail formats 2. Prepare a chart to distinguish between organized and unorganized retail business	06
3. Differentiate between store and non-store retailing	1. Meaning of store and non-store retailing 2. Classification of store and non-store retailing 3. Differences between store and non-store retailing	1. Prepare a Model/ Chart on store and non-store retailing.	07
4. Identify Indian and global retailers	1. Meaning of Indian and global retailers 2. Leading Indian and global retailers	1. Visit Indian and Global retailers in a mall write observations and prepare report.	06
Total			25

Unit 2: Receiving and Storage of Goods			
Learning Outcome	Theory (10 Hrs)	Practical (15 Hrs)	Total Duration (25 Hrs)
1. Classify retail goods	1. Meaning of goods. 2. Types of goods a. Consumer goods b. Industrial goods	1. Chart out consumer goods from given goods.	06

2. Select suitable procedure of receiving and dispatching stock of goods	<ol style="list-style-type: none"> 1. Procedure required for receiving goods 2. Procedure required for dispatching goods 3. Refusal procedure in relation to types of goods delivered 4. Reporting to supervisor about product shortage or oversupply 	<ol style="list-style-type: none"> 1. Visit a nearby retail store and observe the procedure followed for receiving goods by purchase department of the store 2. Visit a nearby grocery shop and observe the goods receiving procedure. 3. Visit a nearby retail store and observe how goods are dispatched from the store floor 	08
3. Store the received goods in suitable places	<ol style="list-style-type: none"> 1. Meaning and need of storage 2. Techniques of storage of goods 3. Innovative storage methods 	<ol style="list-style-type: none"> 1. Visit a nearby retail store and identify the different storage techniques for consumer goods 	06
4. Demonstrate the process of goods handling	<ol style="list-style-type: none"> 1. Material handling activities 2. Moving, handling and storing of material 	<ol style="list-style-type: none"> 1. Visit a nearby retail store and identify the various in-store handling techniques for movement of goods in the store. 	05
Total			25

Unit 3: Stock Levels in Storage			
Learning Outcome	Theory (10 Hrs)	Practical (15 Hrs)	Total Duration (25Hrs)
1. Identify stock level and maintain proper levels in retail store	<ol style="list-style-type: none"> 1. Meaning of stock level 2. stock level in retail store 3. Types of stock levels 4. How to check stock levels? 5. Need for managing stock level in retail 	<ol style="list-style-type: none"> 1. Visit a nearby retail store to know the stock level, the minimum stock level and how to maintain stock levels and prepare stock records. 	06
2. List the documents required for stock handling	<ol style="list-style-type: none"> 1. Documents for stock receiving <ol style="list-style-type: none"> a. Delivery note b. Invoice c. Consignment Note d. Internal packing note e. Electronic data system 2. Procedure for checking stock levels 3. Reporting deviations 	<ol style="list-style-type: none"> 1. Visit a nearby retail store and observe how documents required for stock handling are prepared. 	06

Unit 3: Stock Levels in Storage			
Learning Outcome	Theory (10 Hrs)	Practical (15 Hrs)	Total Duration (25Hrs)
3. Select appropriate storage space	<ol style="list-style-type: none"> 1. Concept of floor plan 2. Allocation of space 3. Types of space 4. How can retailers use the available space? 5. Reporting requirements for shortage of storage space 	<ol style="list-style-type: none"> 1. Visit a retail store and prepare a chart on floor plan, allocate space, handle problems in shortage of space. 	07
4. State various types of material handling equipment.	<ol style="list-style-type: none"> 1. Meaning of handling equipment 2. Types and its functions of handling equipment in retail store 3. Need of equipment while handling goods 	<ol style="list-style-type: none"> 1. Visit a retail store and identify the material handling equipment and their functions. 	06
Total			25

Unit 4: Customer Service			
Learning Outcome	Theory (08 Hrs)	Practical (12 Hrs)	Total Duration (20 Hrs)
1. Explain customer needs and customer service	<ol style="list-style-type: none"> 1. Distinguish between consumer and customer 2. Identifying customer's needs and behaviour 3. Basic needs of customer 4. Role of customer service in retail 5. Elements of customer services 6. Advantages of customer service 	<ol style="list-style-type: none"> 1. Visit a retail store to understand the customer needs and customer expectations in a retail store 	4
2. Describe effective customer service	<ol style="list-style-type: none"> 1. Deal effectively with customer at retail outlet 2. Effective ways to build customers rapport 	<ol style="list-style-type: none"> 1. Observation of effective ways to build customers rapport 	5
3. Demonstrate the organization standards by appearance and behaviour	<ol style="list-style-type: none"> 1. Standard set for staff appearance in retail 2. Precautions taken by male and female staff 3. Staff behaviour in 	<ol style="list-style-type: none"> 1. Visit a retail mall /outlet to observe the appearance and behavior of the male staff and female staff 	6

Unit 4: Customer Service			
Learning Outcome	Theory (08 Hrs)	Practical (12 Hrs)	Total Duration (20 Hrs)
	organization a. Dealing with the customer b. Dealing with the superior c. Dealing with the colleague	and their way of dealing with customers.	
4. Identify and confirm customer expectations	1. Meaning of customer expectation 2. Identify customer expectation 3. Customer expectation from retailer 4. Confirm customer expectation 5. Responding to customers appropriately	1. Visit a retail mall /outlet to recognize customer expectation and the way of responding to their queries.	5
Total			20

CLASS 10

Part A: Employability Skills

Sl. No.	Units	Duration (Hrs)
1.	Communication Skills – II	20
2.	Self-management Skills - II	10
3.	Information and Communication Technology Skills – II	20
4.	Entrepreneurial Skills – II	15
5.	Green Skills - II	10
Total		75

Unit 1: Communication Skills - II			
Learning Outcome	Theory (12 hrs)	Practical (08 hrs)	Total Duration (20 Hrs)
1. Demonstrate knowledge of various methods of communication	1. Methods of communication - Verbal - Non-verbal - Visual	1. Writing pros and cons of written, verbal and non-verbal communication 2. Listing do's and don'ts for avoiding common body language mistakes	05
2. Provide descriptive and specific feedback	5. Communication cycle and importance of feedback 6. Meaning and importance of feedback 7. Descriptive feedback - written comments or conversations 8. Specific and non-specific feedback	4. Constructing sentences for providing descriptive and specific feedback	03
3. Apply measures to overcome barriers in communication	1. Barriers to effective communication – types and factors 2. Measures to overcome barriers in effective communication	1. Enlisting barriers to effective communication 2. Applying measures to overcome barriers in communication	04
4. Apply principles of communication	1. Principles of effective communication 2. 7 Cs of effective communication	1. Constructing sentences that convey all facts required by the receiver 2. Expressing in a manner that shows respect to the receiver of the message 3. Exercises and games on applying 7Cs of effective communication	03
5. Demonstrate	3. Writing skills to the	1. Demonstration and	

basic writing skills	following: <ul style="list-style-type: none"> • Sentence • Phrase • Kinds of Sentences • Parts of Sentence • Parts of Speech • Articles • Construction of a Paragraph 	practice of writing sentences and paragraphs on topics related to the subject	05
Total			20

Unit 2: Self-management Skills – II			
Learning Outcome	Theory (05 hrs)	Practical (05 hrs)	Total Duration (10 Hrs)
1. Apply stress management techniques	1. Meaning and importance of stress management 2. Stress management techniques – physical exercise, yoga, meditation 3. Enjoying, going to vacations and holidays with family and friends 4. Taking nature walks	4. Exercises on stress management techniques – yoga, meditation, physical exercises 5. Preparing a write-up on an essay on experiences during a holiday trip	06
2. Demonstrate the ability to work independently	1. Importance of the ability to work independently 2. Describe the types of self-awareness 3. Describe the meaning of self-motivation and self-regulation	1. Demonstration on working independently 2. goals 3. Planning of an activity 4. Executing tasks in a specific period, with no help or directives 5. Demonstration on the qualities required for working independently	04
Total			10

Unit 3: Information and Communication Technology Skills– II			
Learning Outcome	Theory (08 hrs)	Practical (12 hrs)	Total Duration (20 Hrs)
1. Distinguish between different operating systems	1. Classes of operating systems 2. Menu, icons and task bar on the desktop 3. File concept, file operations, file organization, directory structures, and file-system structures 4. Creating and managing	1. Identification of task bar, icons, menu, etc. 2. Demonstration and practicing of creating, renaming and deleting files and folders, saving files in folders and sub-	17

	files and folders	folders, restoring files and folders from recycle bin	
2. Apply basic skills for care and maintenance of computer	1. Importance and need of care and maintenance of computer - Cleaning computer components - Preparing maintenance schedule - Protecting computer against viruses - Scanning and cleaning viruses and removing SPAM files, temporary files and folders	1. Demonstration of the procedures to be followed for cleaning, care and maintenance of hardware and software	03
Total			20

Unit 4: Entrepreneurial Skills – II

Learning Outcome	Theory (06 hrs)	Practical (09 hrs)	Total Duration (15 Hrs)
1. List the characteristics of successful entrepreneur	1. Entrepreneurship and society 2. Qualities and functions of an entrepreneur 3. Role and importance of an entrepreneur 4. Myth about entrepreneurship 5. Entrepreneurship as a career option	1. Writing a note on entrepreneurship as career option 2. Collecting success stories of first generation and local entrepreneurs 3. Listing the entrepreneurial qualities – analysis of strength and weaknesses 4. Group discussion of self-qualities that students feel are needed to become successful entrepreneur 5. Collect information and related data for a business 6. Make a plan in team for setting up a business	15
Total			15

Unit 5: Green Skills – II

Learning Outcome	Theory (07 hrs)	Practical (03 hrs)	Total Duration (10 Hrs)
1. Demonstrate the knowledge of importance, problems and solutions related to sustainable development	1. Definition of sustainable development 2. Importance of sustainable development 3. Problems related to	1. Identify the problem related to sustainable development in the community 2. Group discussion on the importance of	10

	<p>sustainable development</p> <p>4.</p>	<p>respecting and conserving indigenous knowledge and cultural heritage</p> <p>3. Discussion on the responsibilities and benefits of environmental citizenship, including the conservation and protection of environmental values</p> <p>4. Preparing models on rain water harvesting, drip / sprinkler irrigation, vermin-compost, solar energy, solar cooker, etc.</p>	
Total			10

Part B–Vocational Skills

Sl. No.	Units	Duration (Hrs)
1.	Retail Store Operations	25
2.	Delivery of Goods	25
3.	Health and Safety Practices	25
4.	Work in Team & Organization	20
Total		95

Unit 1: Retail Store Operations			
Learning Outcome	Theory (10 Hrs)	Practical (15 Hrs)	Total Duration (25 Hrs)
1. Describe the retail store operations – fill shelves	1. Fundamentals of retail operations. 2. Importance of retail operations 3. Instructions for position stock 4. Safe handling of products while keeping in shelves 5. Ways to protect from damages while keeping in shelves 6. Cleaning of work area after fill shelves	1. Chart out retail operations. 2. Practice the retail operations proper way 3. Demonstrate how to clean the area after fill shelves	06
2. Check the level of stock on sale	1. Method of Stock control 2. Replacing stock before finish the stock 3. Update the stock control system	1. Visit a retail store and identify the various stock control systems used	04
3. Respond and Communicate appropriately to customers	1. Appropriate ways to communicating with customer 2. Respond customer questions and comments 3. Communicate information to customers regarding a. Information regarding products and services b. Recognize information c. Reason why needs or expectations not meet	1. Visit a retail store and identify the how to communicate the information to customer 2. Demonstrate the ways to communicating with customer and respond customer questions comments	06
4. Choose the ways to categorized retail	1. Retailers based on six factors a. Target market served b. Product offerings c. Pricing structure d. Promotional emphasis e. Distribution methods f. Service level 2. Retail category of ownership structure	1. Classify the six factors based on marketing decision 2. Practice six factors related with operational situation	06

Unit 1: Retail Store Operations			
Learning Outcome	Theory (10 Hrs)	Practical (15 Hrs)	Total Duration (25 Hrs)
5. Identify the duties and responsibilities of store operations assistant	1. Duties and responsibilities of store operation assistant 2. Core competencies required for the store operation assistant	1. Carry out various duties and responsibilities of store operations assistant 2. Follow the core competencies while doing the work	03
Total			25

Unit 2: Delivery of Goods			
Learning Outcome	Theory (10 Hrs)	Practical (15 Hrs)	Total Duration (25 Hrs)
1. Describe various delivery procedures for delivery of items	1. Various delivery procedures for delivery of items a. In case of store shopping b. In case of online shopping 2. Retail delivery services through different agencies 3. Direct store delivery 4. Update the records of delivery and non-delivery of items 5. Process of bagging in retail	1. Visit to a retail outlet/mall to learn about the delivery of goods. 2. Role play on delivery of goods	07
2. List various modes of transportation	1. Common modes of retail transportation 2. Objectives of retail transport 3. Problems associated with retail transport 4. Solutions to overcome problems in retail transportation 5. Factors affecting modes of transportation	1. Visit to a mall/retail store to observe the modes of transport	06
3. Identify objectives of loading and unloading	1. Objectives of loading & unloading 2. Factors affecting loading and unloading of merchandise 3. Significance of loading & unloading 4. Problems associated with transportation	1. Visit to a retail outlet and learn about loading and unloading process. 2. Visit to a transport agency to assess the problems and their solutions.	05
4. Follow the delivery procedures to customer addresses	1. Factors keep in mind while delivering of products a. Agreed time b. If come late or early delivery c. Customer is not available d. If other person received products 2. Process of home delivery. 3. Rules regarding delivery of	1. Visit to a retail store to observe the process and formalities of home delivery. 2. Perform a role play on delivery and rejection of products	07

Unit 2: Delivery of Goods			
Learning Outcome	Theory (10 Hrs)	Practical (15 Hrs)	Total Duration (25 Hrs)
	goods 4. Customer rejection of products. 5. Documents required while delivery the products.		
Total			25

Unit 3: Health and Safety Practices			
Learning Outcome	Theory (10 Hrs)	Practical (15 Hrs)	Total Duration (25 Hrs)
1. Identify and rapport the accidents and emergencies	1. Meaning of accidents and emergencies 2. Identify accidents and emergencies 3. Retail policy and procedure for preventing further injury 4. Follow instructions in emergency 5. Maintaining hygiene in retail store 6. Materials used for maintaining hygiene in retail store 7. Differentiate between health and hygiene	1. Demonstrate good practices for maintaining good health and hygienic conditions at retail store 2.	08
2. Protect health and safety in working place	1. Reducing health and safety risks 2. Safety equipment's 3. Common safety concerns in retail store 4. Potential hazards in store 5. Occupational health & safety 6. Violence, shoplifting and robbery at workplace and measures to prevent them	1. Visit a retail store to know the equipment use for safety and preventive measures in retail store. 2. Visit a retail store to find out preventive measures to avoid harassment, violence, shoplifting and robbery	06
3. Lift and handle goods safely	1. Techniques of lifting and handling goods 2. Checking of equipment's before use 3. Guidelines and instruction for lifting and handling equipment's 4. Safe and efficient route for moving goods 5. Responsibilities in lifting and handling operations 6. Maintenance and inspection	1. Visit a retail store and demonstrate the safety measures follow before lifting to protect staff 2. Select suitable equipment and accessories to extinguish fire	07
4. Describe safety precaution for employees	1. Precautions to be taken while travelling to and from work 2. Precautions to be taken while tool or equipment is operating 3. Significance of safety 4. Manage and deal with irate customers	1. Visit a retail store and learn precautions while travelling to and from workplace 2. Visit a retail store and learn how to handle power tools and irate customers.	04
Total			25

Unit 4: Work in Team & Organisation			
Learning Outcome	Theory (08 Hrs)	Practical (12 Hrs)	Total Duration (20 Hrs)
1. Support the team work	<ol style="list-style-type: none"> 1. Meaning of team work 2. Importance of teams to achieve targets in retailing 3. How to work effectively in team? <ol style="list-style-type: none"> a. Share work b. Make realistic commitments c. Suggest alternatives d. Encourage in difficult working conditions e. Behave fairly, politely and respectfully 4. Value system of the organization 	<ol style="list-style-type: none"> 1. Visit a retail store and learn how they work effectively in team 2. Demonstrate the teamwork in classroom with video clips 	06
2. Choose team aims and targets	<ol style="list-style-type: none"> 1. Concept and features of goals 2. Skills needs to achieve goals 3. Team targets 4. Sources of setting goals 5. Maintain team morale 6. Team feedback and its importance 	<ol style="list-style-type: none"> 1. Visit a retail store to get the sources of setting goals 	05
3. Describe the employees' rights and responsibilities	<ol style="list-style-type: none"> 1. Rights of employees 2. Responsibilities of employees. 3. Help other colleague's in <ol style="list-style-type: none"> a. Giving work related information b. Offer advice in difficulties c. Give clear, accurate and relevant information d. Demonstrate the procedure e. Encourage colleague to ask questions f. Practice new skills and constructive feedback 	<ol style="list-style-type: none"> 1. Demonstrate the employee rights through role play in a given situation 2. Make a chart of responsibilities of employees 	05
4. Develop effective work habits	<ol style="list-style-type: none"> 1. Skills required for achieving goals <ol style="list-style-type: none"> a. Conceptual skills b. Communication skills c. Effectiveness skill d. Interpersonal skills 2. Monitoring attainment of goals 3. Handle risks in the job of store operations assistant 4. Legal requirements regarding <ol style="list-style-type: none"> a. Anti-discrimination b. Sexual harassment c. Bullying 5. Work routine <ol style="list-style-type: none"> a. Priorities b. Complete task 	<ol style="list-style-type: none"> 1. Prepare a chart on skills required for achieving goals 2. Prepare a poster on steps taken to deal with discrimination, sexual harassment and bullying 	04
Total			20

6. ORGANISATION OF FIELD VISITS

In a year, at least 3 field visits/educational tours should be organised for the students to expose them to the activities in the workplace.

Visit a retail store and observe the following: Location, Site, Mother block, Office building, Store Layout, Arranging products in Racks, Store Design, Signage, Display of Products, Arranging Products into Gondolas, Billing Counter, Baggage of Products, Information Counters, etc. During the visit, students should obtain the following information from the owner or the supervisor or manager of the retail store:

1. Area under retail store and its layout
2. Types of retail stores
3. Type of racks used
4. Store layout and design
5. Goods receiving procedure
6. Storage of goods
7. Maintain stock levels
8. Communication between sales persons and customers
9. Communication between sales person and other stakeholders of the retail store
10. Segmentation of products
11. Arranging products in racks, Gondolas etc.
12. Types of signage's its usefulness
13. Duties and responsibilities of store operations assistant
14. Traditional billing system
15. Computerised billing system
16. Manpower engaged
17. Display of products
18. Total expenditure of retail store
19. Total annual income
20. Profit/Loss (Annual)
21. Any other information
22. Prepare report of field visits individual or group

7. LIST OF EQUIPMENT AND MATERIALS

The list given below is suggestive and an exhaustive list should be prepared by the vocational teacher. Only basic tools, equipment and accessories should be procured by the Institution so that the routine tasks can be performed by the students regularly for practice and acquiring adequate practical experience.

Material Required for Store Operations Assistant

1. Shelves for Stacking Products
2. Shopping Cart
3. Signage Board Retail
4. Offer / Policy Signage
5. Big Poster (at POS) for offer related advertisement

6. Gondola
7. Products for display (Dummy Cameras and Mobiles)
8. Dangers
9. Coupons and Vouchers
10. Carry Bags
11. Physical Bill Copy
12. Bar Code Machine
13. Customer Feedback Form
14. Safety and security equipments on site
 - Fire extinguisher
 - Security cameras
 - LCD screens
 - Safety sign boards
 - Personal protective equipments (PPE) like gloves, helmets, jackets, harness etc.
 - Locking systems
15. Housekeeping equipments on site
 - Vacuum cleaner
 - Mops
 - Cleaning chemicals
 - Cleaning Robots
 - Air purifiers
 - Filtering machines
 - Spill Absorbents
 - Termite treatment

Teaching/Training Aids

1. Computer
2. LCD Projector
3. Projection Screen
4. White/Black Boards
5. Flip Charts
6. Video and audio recorders

8. VOCATIONAL TEACHER'S/ TRAINER'S QUALIFICATION AND GUIDELINES

Qualification and other requirements for appointment of vocational teachers/trainers on contractual basis should be decided by the State/UT. The suggestive qualifications and minimum competencies for the vocational teacher should be as follows:

Sl. No.	Qualification	Minimum Competencies	Age Limit
1.	Graduate or Diploma in Retail Management, P.G. Diploma in Marketing with at least 50% marks and 1 year teaching / work experience. Preference given to higher education with MBA (Retail)	<ul style="list-style-type: none"> • Effective communication skills (oral and written) • Basic computing skills. • Technical competencies (e.g. in areas such as marketing, sales promotion, store maintenance, marketing and merchandising etc.) 	18-37 years Age relaxation to be provided as per Govt. rules.

	Marketing) and/ or PG Diploma in Retail Management.		
--	---	--	--

Vocational Teachers/Trainers form the backbone of Vocational Education being imparted as an integral part of Rashtriya Madhyamik Shiksha Abhiyan (RMSA). They are directly involved in teaching of vocational subjects and also serve as a link between the industry and the schools for arranging industry visits, On-the-Job Training (OJT) and placement.

These guidelines have been prepared with an aim to help and guide the States in engaging quality Vocational Teachers/Trainers in the schools. Various parameters that need to be looked into while engaging the Vocational Teachers/Trainers are mode and procedure of selection of Vocational Teachers/Trainers, Educational Qualifications, Industry Experience, and Certification/Accreditation.

The State may engage Vocational Teachers/Trainers in schools approved under the component of Vocationalisation of Secondary and Higher Secondary Education under RMSA in the following ways:

- (i) directly as per the prescribed qualifications and industry experience suggested by the PSS Central Institute of Vocational Education(PSSCIVE), NCERT or the respective Sector Skill Council(SSC)

OR

- (ii) through accredited Vocational Training Providers accredited under the National Quality Assurance Framework (NQAF*) approved by the National Skill Qualification Committee on 21.07.2016. If the State is engaging Vocational Teachers/Trainers through the Vocational Training Provider (VTP), it should ensure that VTP should have been accredited at NQAF Level 2 or higher.

* *The National Quality Assurance Framework (NQAF) provides the benchmarks or quality criteria which the different organisations involved in education and training must meet in order to be accredited by competent bodies to provide government-funded education and training/skills activities. This is applicable to all organizations offering NSQF-compliant qualifications.*

The educational qualifications required for being a Vocational Teacher/Trainer for a particular job role are clearly mentioned in the curriculum for the particular NSQF compliant job role. The State should ensure that teachers / trainers deployed in the schools have relevant technical competencies for the NSQF qualification being delivered. The Vocational Teachers/Trainers preferably should be certified by the concerned Sector Skill Council for the particular Qualification Pack/Job role which he will be teaching. Copies of relevant certificates and/or record of experience of the teacher/trainer in the industry should be kept as record.

To ensure the quality of the Vocational Teachers/Trainers, the State should ensure that a standardized procedure for selection of Vocational Teachers/Trainers is followed. The selection procedure should consist of the following:

- (i) Written test for the technical/domain specific knowledge related to the sector;
- (ii) Interview for assessing the knowledge, interests and aptitude of trainer through a panel of experts from the field and state representatives; and
- (iii) Practical test/mock test in classroom/workshop/laboratory.

In case of appointment through VTPs, the selection may be done based on the above procedure by a committee having representatives of both the State Government and the VTP.

The State should ensure that the Vocational Teachers/Trainers who are recruited should undergo induction training of 20 days for understanding the scheme, NSQF framework and Vocational Pedagogy before being deployed in the schools.

The State should ensure that the existing trainers undergo in-service training of 5 days every year to make them aware of the relevant and new techniques/approaches in their sector and understand the latest trends and policy reforms in vocational education.

The Head Master/Principal of the school where the scheme is being implemented should facilitate and ensure that the Vocational Teachers/Trainers:

- (i) Prepare session plans and deliver sessions which have a clear and relevant purpose and which engage the students;
- (ii) Deliver education and training activities to students, based on the curriculum to achieve the learning outcomes;
- (iii) Make effective use of learning aids and ICT tools during the classroom sessions;
- (iv) Engage students in learning activities, which include a mix of different methodologies, such as project based work, team work, practical and simulation based learning experiences;
- (v) Work with the institution's management to organise skill demonstrations, site visits, on-job trainings, and presentations for students in cooperation with industry, enterprises and other workplaces;
- (vi) Identify the weaknesses of students and assist them in up gradation of competency;
- (vii) Cater to different learning styles and level of ability of students;
- (viii) Assess the learning needs and abilities, when working with students with different abilities
- (ix) Identify any additional support the student may need and help to make special arrangements for that support;
- (x) Provide placement assistance

Assessment and evaluation of Vocational Teachers/Trainers is very critical for making them aware of their performance and for suggesting corrective actions. The States/UTs should ensure that the performance of the Vocational Teachers/Trainers is appraised annually. Performance based appraisal in relation to certain pre-established criteria and objectives should be done periodically to ensure the quality of the Vocational Teachers/Trainers. Following parameters may be considered during the appraisal process:

1. Participation in guidance and counselling activities conducted at Institutional, District and State level;
2. Adoption of innovative teaching and training methods;
3. Improvement in result of vocational students of Class X or Class XII;
4. Continuous up gradation of knowledge and skills related to the vocational pedagogy, communication skills and vocational subject;
5. Membership of professional society at District, State, Regional, National and International level;
6. Development of teaching-learning materials in the subject area;

7. Efforts made in developing linkages with the Industry/Establishments;
8. Efforts made towards involving the local community in Vocational Education
9. Publication of papers in National and International Journals;
10. Organisation of activities for promotion of vocational subjects;
11. Involvement in placement of students/student support services.

9. LIST OF CONTRIBUTORS

1. P. Veeraiah

Associate Professor

Department of Business & Commerce,

PSSCIVE, Bhopal

Email: vp672000@gmail.com Mob: 08989014432, 09893332807

विद्यया ऽ मृतमश्नुते



एन सी ई आर टी
NCERT

PSS CENTRAL INSTITUTE OF VOCATIONAL EDUCATION
Shyamla Hills, Bhopal- 462 013, M.P., India