

QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR GEM AND JEWELLERY INDUSTRY

What are Occupational Standards (OS)?

- OS describe what individuals need to do, know and understand in order to carry out a particular job role or function
- OS are performance standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding

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Introduction

Qualifications Pack-Jewellery Retail Sales Associate (Advanced)

SECTOR: GEM AND JEWELLERY

SUB-SECTOR: Jewellery Retailing

OCCUPATION: Selling

REFERENCE ID: G&J/Q8303

ALIGNED TO: NCO-2004/5220.35

Jewellery Retail Sales Associate (Advanced): Also called 'Customer Sales Executive', 'Retail Sales Officer', or 'Sales Advisor', the Jewellery Retail Sales Associate is the person in-charge of a sales counter in the retail store.

Brief Job Description: The individual in the jewellery retailing store engages with the customers, understands the buying requirement of the customers, explains the offerings of the store, assists them in choosing jewellery and completes the sales transaction. The individual manages multiple sales counters of diverse product category and also take customized jewellery orders from the customers.

Personal Attributes: The job requires the person to have: customer-centric approach; ability to multitask, interact with customers of diverse lifestyles and convince them; and integrity. The individual should also be presentable and target oriented.

Qualifications Pack Code	G&J/Q8303		
Job Role	Jewellery Retail Sales Associate - Advanced		
Credits (NSQF) [OPTIONAL]	TBD	Version number	1.1
Sector	Gem and Jewellery	Drafted on	29/05/13
Sub-sector	Jewellery Retailing	Last reviewed on	15/08/15
Occupation	Sales	Next review date	15/08/16
NSQC Clearance on*	05/08/2015		

Job Role	Jewellery Retail Sales Associate - Advanced (Retail Sales Officer/ Sales Advisor/ Customer Sales Associate)
Role Description	Engaging with the customers, understanding the needs of the customer, explaining the offerings of the store and assisting them in choosing jewellery according to their requirement. Also, managing multiple sales counters of diverse product category and take customized jewellery orders
NSQF level	5
Minimum Educational Qualifications*	Minimum 12 th Standard Passed
Maximum Educational Qualifications*	Not Applicable
Training	Not Applicable
Minimum Job Entry Age	18 Years
Experience	1 to 2 years in jewellery sales
Applicable National Occupational Standards (NOS)	Compulsory: <ol style="list-style-type: none"> G&J/N8302 Welcome, manage and engage customer at retail counter G&J/N8303 Explain to customers about jewellery product offerings G&J/N8306 Facilitate customer buying decision at multiple counters G&J/N8307 Manage stock of products at multiple counters G&J/N9940 Respect and maintain company's IPR G&J/N9941 Coordinate with other departments G&J/N9943 Maintain safe and clean environment Optional: N.A
Performance Criteria	As described in the relevant OS units

G&J/N8302 Welcome, manage and engage the customers at the retail counter

National Occupational Standard

Overview

This unit is about dealing with customers of jewellery and assisting them in the purchase process in stores, malls and online shopping. This includes greeting the customers, understanding their requirements and engaging with them during the sale process.

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Welcome, manage and engage the customers at the retail counter

National Occupational Standard

Unit Code	G&J/N8302
Unit Title (Task)	Welcome, manage and engage the customer at the retail counter
Description	This OS unit is about dealing with and assisting the customer of the jewellery store so that the interaction results in a sale
Scope	<p>This unit/task covers the following:</p> <p>Engage with the customer</p> <ul style="list-style-type: none"> • receive with smile, the customer who walk into the jewellery store • ensure that the customer is not left unattended • make customers feel comfortable through pleasing behaviour, being polite and listening to their requirement • offer customers refreshments as per store policy • ensure that customer is engaged during the entire buying process • be accessible to the customer for any queries <p>Introduce jewellery product offerings to customer</p> <ul style="list-style-type: none"> • explain the store layout • list products available at different sections and counters of the store • explain the broad variety of jewellery products available in the store, for example, Gold, Diamond, other <p>Understand the customer's requirement</p> <ul style="list-style-type: none"> • ask both open and leading questions to assess the customer's requirements • initiate queries to understand the customer's broad jewellery preference • understand the relevance of buying jewellery such as occasion <p>Interact with the customer through telephone or online, post sale</p> <ul style="list-style-type: none"> • post sale, check if customer is willing to interact via telephone or internet • inform customers about product promotions or new product arrivals • inform about delivery status if the jewellery is to be delivered at a later time than the walk-in • send mailers on discounts or promotional events <p>Handle problems pertaining to a customer</p> <ul style="list-style-type: none"> • understand complaints from the customer and summarise them to the customer to ensure that the understanding is correct • address with right solution to customer's queries • assist the customer when there is a sales return or repair work • offer assistance for customers such as offering chair to sit for senior citizens

G&J/N8302 Welcome, manage and engage the customers at the retail counter

Performance Criteria(PC) w.r.t. the Scope	
Element	Performance Criteria
Engaging the customer	To be competent, the user/individual on the job must be able to: PC1. promptly attend to the customers who walk into the retail area PC2. greet the customers as per company's training PC3. assess the customer's broad and specific requirements accurately PC4. provide acceptable suggestions or solutions to customer queries PC5. address customer complaints PC6. follow telephone etiquette while interacting with customer on telephone
Understanding customer's requirements	To be competent, the user/individual on the job must be able to: PC7. understand the exact requirement and suggest alternatives in a short time PC8. introduce the customer to various types of products
Customer satisfaction	To be competent, the user/individual on the job must be able to: PC9. satisfy customer with the shopping experience PC10. receive positive customer feedback PC11. ensure that customer does not feel unattended
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: KA1. organisation's lineage, history and culture KA2. company's policies on: Personnel management, relevant legislation, standards, policies, and procedures followed in the company KA3. retail store layout and different departments in the store KA4. return and exchange policies followed by the retail store KA5. pricing and discount policy of the retail store KA6. company's various savings scheme offerings KA7. company's policies related to dress code and etiquette KA8. documentation and reporting practices followed in the organisation
B. Technical Knowledge	The user/individual on the job needs to know and understand: KB1. basic knowledge of the jewellery value chain from mining to consumption KB2. precious metals jewellery such as Gold, Platinum, Silver along with their characteristics and differences KB3. basics of Indian jewellery industry, history and culture KB4. jewellery buying preferences in India and overseas KB5. different types of jewellery retail formats KB6. jewellery related terminologies used in the industry KB7. how to operate computer and use software for stocking, pricing and billing
Skills (S) [Optional]	
A. Core Skills/ Generic Skills	Writing Skills
	The user/ individual on the job needs to know and understand how to: SA1. record a call discussion made with customers through telephone SA2. write e-mails to customers with mailing etiquette

G&J/N8302

Welcome, manage and engage the customers at the retail counter

	Reading Skills
	The user/individual on the job needs to know and understand how to: SA3. read English and other languages SA4. read about new design or type of jewellery introduced in the store through catalogues, brochures and pamphlets
	Communication Skills
	The user/individual on the job needs to know and understand how to: SA5. listen to and understand the requirements of the customer SA6. talk about the store's product offerings and those that may suit customer's requirement SA7. interact in a language which the customer is comfortable with SA8. avoid personal biases to creep into interactions with customers
A. Professional skills	Customer Centricity
	The user/individual on the job needs to know and understand how to: SB1. develop a rapport with customer to understand their requirement, taste, lifestyle preferences, etc.
	Using Computer System
	The user/individual on the job needs to know and understand how to: SB2. use computer and internal software to understand the stock availability, pricing and other relevant details SB3. use internet for online catalogue display to customers
	Behavioural Skills
	The user/individual on the job needs to know and understand: SB4. behavioural etiquette such as maintaining the appropriate physical distance with customer during conversation SB5. being courteous at all times and with all types of customers

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Welcome, manage and engage the customers at the retail counter

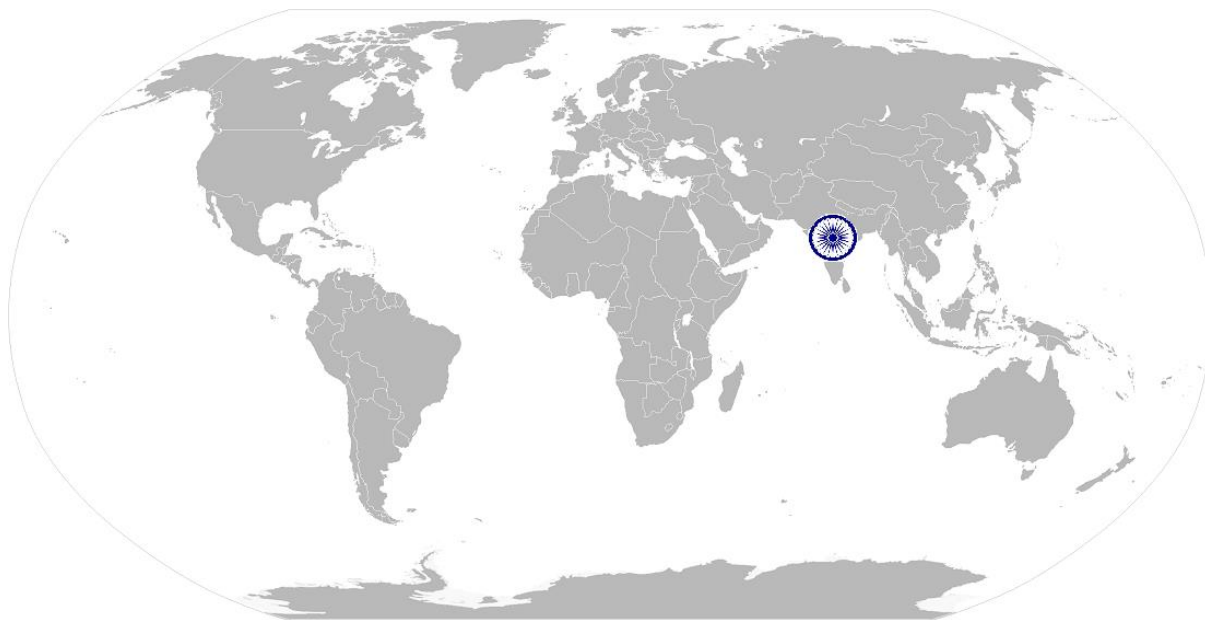
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NOS Code	G&J/N8302		
Credits (NSQF) [OPTIONAL]	TBD	Version number	1.1
Industry	Gem & Jewellery	Drafted on	22/07/13
Industry Sub-sector	Jewellery Retailing	Last reviewed on	15/08/15
		Next review date	15/08/16

G&J/N8303

Explain to customers about jewellery product offerings

National Occupational Standard



Overview

This unit is about explaining the various product offerings of the jewellery store to the customers. This is very important because of the spread of the product in terms of origin, making technique, product category, metals and stones used, etc. is very large and therefore it is essential to explain the customers about the product.

G&J/N8303 Explain to customers about jewellery product offerings

National Occupational Standard

Unit Code	G&J/N8303
Unit Title (Task)	Explain to customers about jewellery product offerings
Description	This OS unit is about explaining the various product offerings of the jewellery store to the customers
Scope	<p>This unit/task covers the following:</p> <p>Make the customer aware of the retail store's gold and other precious metal jewellery offerings</p> <ul style="list-style-type: none"> list out the different precious metal offerings to client with confidence introduce the customer to various types of jewellery available in the store such as Gold, Platinum and Silver explain to customers the spread of product available as per their characteristics such as karatage, colour, fineness and relevant standards list out the different types of gold jewellery available in the store with reference to karatage such as 18 karat gold jewellery, 22 karat jewellery, etc., and outline the difference between them introduce customers to different colours of gold jewellery such as white gold, rose gold and their characteristics explain to customers different types of finishing in jewellery such as enamel, geru finish, and sand blasting make customers aware of the quality of the jewellery products available explain hallmarking, standards and certifications <p>Make the customer aware of the retail store's diamond and other precious stone jewellery offerings</p> <ul style="list-style-type: none"> Introduce the customer to various types of precious stone jewellery available in the store such as diamond, ruby, 9sapphire, emerald, etc. introduce customers to semi-precious gemstone-jewellery offerings in the store introduce customers with different types of beads and briolette jewellery available explain the characteristics of different gemstones introduce customers to different types of pearl jewellery available on the retail area and explain the different types, for example, natural, cultured and characteristics of these jewellery explain the characteristics of diamond such as cut, clarity, carat weight and colour and the grading standards of the diamond to the customers explain to customers different types of settings such as prongs, bezel, channel, pave, tension explain customers about different type of diamonds available in the market such as synthetic, simulants <p>Understand the customer's requirement</p> <ul style="list-style-type: none"> obtain adequate information from the customer to understand the nature of buying, for example, occasion based or casual), any buying criteria, for example,

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	<p>budget, type of jewellery, for example, plain gold</p> <ul style="list-style-type: none"> understand from customers whether they are looking for a common jewellery products such as bangles and rings or special jewellery product such as kundan, jadau, stamping, Kolhapur, mangal sutra understand from customers looking for a particular type product which may be based on origin such as Rajkot, West Bengal; region specific jewellery such as kundan, stamping; relevance or occasion such as mangal sutra, engagement ring; making style such as handmade, machine made, casting
Performance Criteria(PC) w.r.t. the Scope	
Element	Performance Criteria
Making customer aware of gold jewellery	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. impress or convince customer with knowledge of characteristics of gold jewellery</p> <p>PC2. Assist customer to understand the product in terms of relevance, making, etc.</p> <p>PC3. able to answer all customer's queries with reference to product characteristics</p> <p>PC4. provide acceptable suggestions or solutions to customer queries</p> <p>PC5. ensure that customer is fully aware of all the aspects of the jewellery bought</p>
Making customer aware of diamonds and other precious stones	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC6. demonstrate accurately the characteristics of diamond and its authenticity</p> <p>PC7. Assist customer to understand the product in terms of relevance, making, etc.</p> <p>PC8. able to answer all customer's queries with reference to product characteristics</p> <p>PC9. provide acceptable suggestions or solutions to customer queries</p> <p>PC10. ensure that customer is fully aware of all the aspects of the jewellery bought</p>
Understanding customer's requirements	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC11. understand the requirement and suggest alternatives in a short time</p> <p>PC12. introduce the customer to various types of products</p> <p>PC13. suggest and offer jewellery that meets customer expectation</p>
Customer satisfaction	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC14. satisfy customer with the shopping experience</p> <p>PC15. receive positive customer feedback</p> <p>PC16. address customers queries confidently and without misleading</p>
Knowledge and Understanding (K)	
C. Organizational Context (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. organisation's history and culture</p> <p>KA2. company's policies on: Personnel management, relevant legislation, standards, policies, and procedures followed in the company</p> <p>KA3. retail store layout and different departments in the store</p> <p>KA4. company's various saving scheme offerings</p> <p>KA5. company's various jewellery product offerings</p>

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D. Technical Knowledge	<p>The user/individual on the job needs to know and understand:</p> <ul style="list-style-type: none"> KB1. basics of jewellery value chain from mining to consumption KB2. precious metals jewellery such as gold, platinum, silver along with their characteristics and differences KB3. characteristics of precious metal jewellery such as karatage, colour, fineness, hallmarking KB4. different types of jewellery within a specified category, for example, white gold jewellery and their characteristics such as alloy used, coating used, etc. for example, rhodium coated, alloy containing nickel, palladium KB5. different types of jewellery, their style and origin, making technique and value of components KB6. significant characteristics of a jewellery, for example, making technique or style and ability to educate the un-initiated customer KB7. specialised Indian jewellery such as Kundan, Jadau, Kolhapuri, stamping, etc., and their uniqueness KB8. various types of jewellery making process such as handmade, casting, machine made, electroforming, etc. KB9. soldering techniques such as cadmium based, non cadmium based, etc. and their benefits KB10. various types of finishing possible in jewellery such as enamel, geru finish, sand blasting, etc. KB11. methods of assaying such as touchstone, using XRF machine, fire assaying, etc., to test the purity of Gold KB12. BIS standards for hallmarking KB13. different types of jewellery and characteristics such as origin, region specific, relevance to occasion, community specific, etc. KB14. different types of diamond, precious stones, semi precious stones including pearl and their characteristics KB15. 4Cs of Diamond such as cut, clarity, carat and colour KB16. diamond grading process KB17. different types of settings in diamond jewellery KB18. jewellery preferences of customers from different geographies or a community KB19. different types and combinations of jewellery required for special occasions KB20. product mix and match, i.e., what type of jewellery goes well with another jewellery or dress
Skills (S) [Optional]	
B. Core Skills/ Generic Skills	Writing Skills
	<p>The user/ individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> SA1. record a call discussion made with customers through telephone SA2. write e-mails to customers with mailing etiquette
	Reading Skills
	<p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> SA3. read English and other languages

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	SA4. read about new design or type of jewellery introduced in the store through catalogues, brochures and pamphlets
	Communication Skills
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA5. listen to and understand the requirements of the customer</p> <p>SA6. talk about the store's product offerings and those that may suit customer's requirement</p> <p>SA7. interact in a language which the customer is comfortable with</p> <p>SA8. avoid personal biases to creep into interactions with customers</p>
B. Professional skills	Customer Centricity
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. develop a rapport with customer to understand their requirement, taste, lifestyle preferences, etc.</p>
	Jewellery Handling
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB2. handle different type of jewellery such as the necklace should be held from both ends with two hands</p> <p>SB3. handle jewellery in a way that no scratches or marks appear</p> <p>SB4. ensure that customer also handles the jewellery appropriately</p>
	Attention to detail
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB5. listen to and understand the customer's requirement for products on various aspects such as type of jewellery, purpose of buying, budget, lifestyle of customers, wearing pattern, community requirement, etc., in order to offer best available alternative</p>

G&J/N8303 Explain to customers about jewellery product offerings

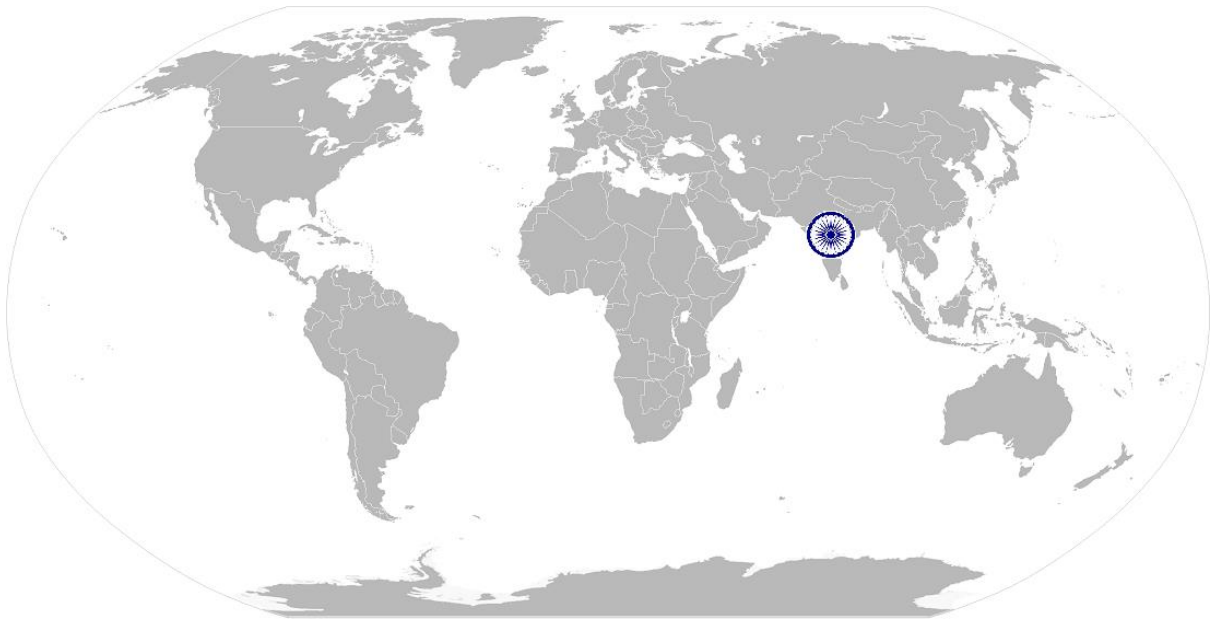
NOS Version Control

NOS Code	G&J/N8303		
Credits (NSQF) [OPTIONAL]	TBD	Version number	1.1
Industry	Gem & Jewellery	Drafted on	22/07/13
Industry Sub-sector	Jewellery Retailing	Last reviewed on	15/08/15
		Next review date	15/08/16

G&J/N8306

Facilitate customer buying decision at multiple counters

National Occupational Standard



Overview

This unit is about selling of retail store's various offerings such as jewellery or store's saving schemes. This includes sales of jewellery at multiple sales counters in the store and taking customer specified jewellery order. Selling is the most important function in jewellery retail.

G&J/N8306

Facilitate customer buying decision at multiple counters

National Occupational Standard

Unit Code	G&J/N8306
Unit Title (Task)	Facilitate the customer buying decision at multiple counters
Description	This OS unit is about the selling the different offerings of a retail jewellery store
Scope	<p>This unit/task covers the following:</p> <p>Review of sales target:</p> <ul style="list-style-type: none"> understand the sales target from manager in terms of product sales, jewellery type, number of counters, opening of new saving scheme accounts, number of customer order jewellerys, etc. plan and execute selling strategy to meet the target <p>Outline counter and store offerings to customer</p> <ul style="list-style-type: none"> facilitate sales of high value stocks (example: diamond jewellery) facilitate sales of various jewellery offered by the store at multiple counters of different product types as per customer requirements facilitate sales of saving schemes offered by the store through conducting camps in corporate, calling customers, etc. outline the customers about the pricing of the jewellery taking into account the characteristics such as basic cost of certain karat of gold, labour cost, wastage, etc. outline the customers about the company's policy on old gold jewellery exchange for purchase of new jewellery inform customers about the value of the old gold jewellery (for which it can be taken) after interacting with assessor and manager <p>Facilitate sales of customer order (customized) jewellerys</p> <ul style="list-style-type: none"> understand the requirement of customised jewellery and decide on whether it can be made by the company provide a timeline for the customer on making and delivery of customer order product as per the agreed design deliver the customised jewellery to customer on the agreed time with design specifications <p>Help the customer choose a jewellery piece</p> <ul style="list-style-type: none"> provide various choices of jewellery types that meet the customer's buying criteria understand the size and measurement required from customers for products such as rings, bracelets, necklace, chains, etc. and offer jewellery accordingly assist in selecting by suggesting the jewellery that could suit the customer's taste, looks, budget criteria, occasional wear, etc. <p>Close sales</p> <ul style="list-style-type: none"> coordinate with cashier for billing and completing the transaction explain the customers about repairing and refurbishment process for the

G&J/N8306 Facilitate customer buying decision at multiple counters

	<p>jewellery purchased</p> <ul style="list-style-type: none"> display the jewellery purchased and pack the jewellery appropriately ensure that billing is done appropriately for a old gold jewellery exchange based sales
Performance Criteria(PC) w.r.t. the Scope	
Element	Performance Criteria
Productivity	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. sell different types of jewellery at diverse sale counters</p> <p>PC2. sell high value product</p> <p>PC3. achieve the average ticket size</p> <p>PC4. sell customized jewellery</p> <p>PC5. achieve the sales target</p> <p>PC6. handle old gold jewellery exchange based transactions</p> <p>PC7. open new account for saving schemes</p> <p>PC8. increase the sales conversion rate</p> <p>PC9. upsell products</p>
Closing sale	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC10. ensure that there is minimum delay in the sale closing process</p> <p>PC11. ensure that the customer is sent off happily and satisfied</p> <p>PC12. able to close the sales with “minimum discounts”</p>
Product delivery	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC13. deliver customized jewellery as per customer’s specification</p> <p>PC14. deliver customized jewellery order on time agreed with customer</p>
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. company’s policies on: Personnel management, performance measurement and incentive policies, relevant legislation, standards, policies, and procedures followed in the company</p> <p>KA2. organisational structure</p> <p>KA3. retail store’s hierarchy and reporting structure</p> <p>KA4. sales target of the department and organisation</p> <p>KA5. retail store’s product offerings</p> <p>KA6. company’s various saving scheme offerings</p> <p>KA7. company’s sales transaction process</p> <p>KA8. company’s repair and refurbishment policies</p> <p>KA9. documentation and reporting practices in organization</p>
B. Technical Knowledge	<p>The user/individual on the job needs to have the knowledge of:</p> <p>KB1. characteristics of the product such as making technique, type of jewellery, utility of the product, value of the product, etc.</p> <p>KB2. diverse jewellery products to operate in multiple sales counters</p> <p>KB3. types of jewels available in the store to promote upselling</p> <p>KB4. terminologies used for jewellery in various languages such as waist band (Ottiyanam in Tamil)</p> <p>KB5. jewellery product mix and match</p>

G&J/N8306

Facilitate customer buying decision at multiple counters

	<p>KB6. customer order jewellery</p> <p>KB7. making time required for various type of jewellery</p> <p>KB8. different types of making technique for jewellery</p> <p>KB9. cost involved in making jewellery</p> <p>KB10. understand the competition, the overall industry trends, new categories of products that customers are looking for, understanding the impact of fashion, consumer understanding on say credit purchases, gold and diamond rate fluctuations, impact on the future of the value of the purchases, etc</p> <p>KB11. strategies of selling to achieve the targets defined</p> <p>KB12. saving schemes offered by the store</p> <p>KB13. knowledge on jewellery pricing such as labour cost, wastage, basic cost of 22 karat gold as on date, etc.</p> <p>KB14. weighing jewellery (gross and net weight)</p>
Skills (S) [Optional]	
A. Core Skills/ Generic Skills	Writing Skills
	The user/ individual on the job needs to know and understand how to:
	SA1. prepare bills for the purchase made with relevant details
	SA2. prepare the account opening form for opening new saving schemes
	Reading Skills
	The user/individual on the job needs to know and understand how to:
C. Professional skills	SA3. read English and local language
	SA4. read about and understand new design or type of jewellery introduced in the store through catalogues, brochures and pamphlets
	SA5. read the jewellery bought by the customers in printed form for customized jewellery order
	SA6. read the bill prepared
	Communication Skills
	The user/individual on the job needs to know and understand how to:
C. Professional skills	SA7. listen to the needs of the customer
	SA8. use English language to interact with high net worth customers
	SA9. speak about the store's different product offerings that may suit customer's requirement
	SA10. be multi lingual in order to interact with diverse customers
	Systems Knowledge
	The user/individual on the job needs to know and understand how to:
C. Professional skills	SB1. operate system and internal software to check for stock, price and prepare bill
	SB2. extract data on sales, stock, etc. from the system
	Convincing Skills
	The user/individual on the job needs to know and understand how to:
	SB3. convince customers on the product offerings that could suit customer's requirements
	SB4. close the transaction efficiently

G&J/N8306

Facilitate customer buying decision at multiple counters

	Decision making
	<p>The user/individual on the job needs to:</p> <p>SB5. decide on the display strategy of the products during the day</p> <p>SB6. decide on the customized jewellery whether it can be made or not as per customer's requirement</p>

G&J/N8306

Facilitate customer buying decision at multiple counters

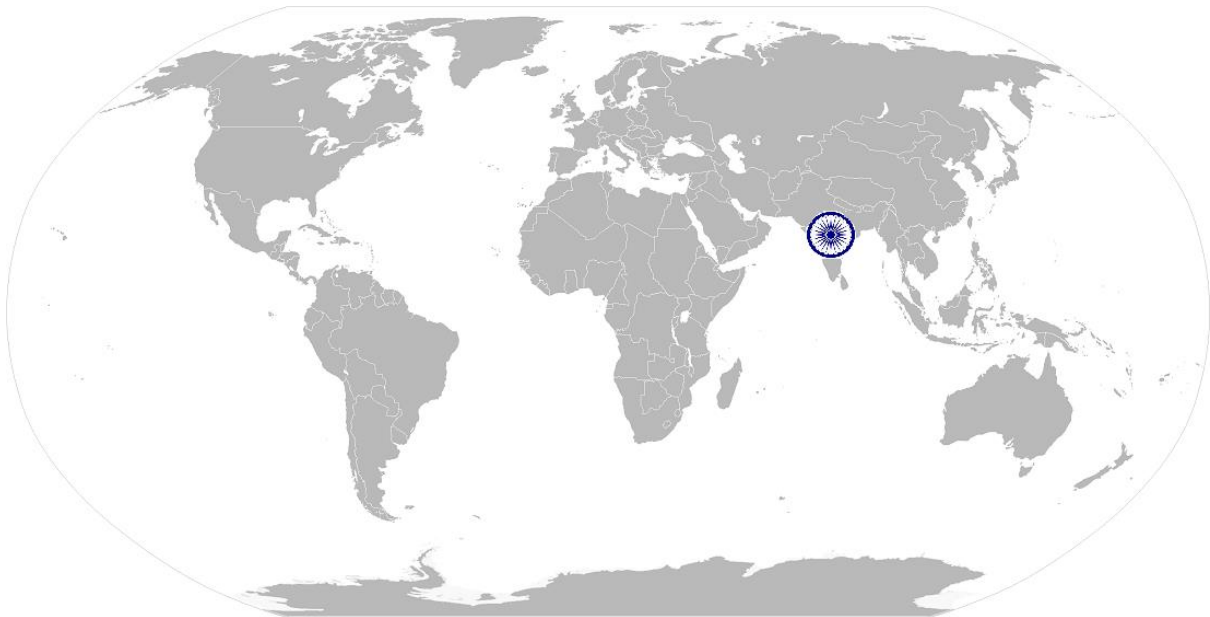
NOS Version Control

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Credits (NSQF) [OPTIONAL]	TBD	Version number	1.1
Industry	Gem and Jewellery	Drafted on	25/07/13
Industry Sub-sector	Jewellery Retailing	Last reviewed on	15/08/15
		Next review date	15/08/16

G&J/N8307

Manage stock of products at multiple counters

National Occupational Standard



Overview

This unit is about managing the stock of goods at multiple sale counters, and having a good stock-control and replenishment system.

G&J/N8307

Manage stock of products at multiple counters

National Occupational Standard

Unit Code	G&J/N8307
Unit Title (Task)	Manage the stock of products
Description	This OS unit is about managing the stock of goods at sale counters and having a good stock control system
Scope	<p>This unit/task covers the following:</p> <p>Count and maintain account of stocks daily</p> <ul style="list-style-type: none"> count the stock in multiple counters allotted to the individual maintain the record for opening stock, sales and closing stock in all counters <p>Maintain adequate stock for sale at any point of time</p> <ul style="list-style-type: none"> judge the demand by analysing sales data and also considering the seasonality ensure adequate stock is available to meet the sales demand ensure that excess stocks are not kept at the counter but taken out and returned to the stores, because these are high value. ensure that defective stocks are repaired / replaced <p>Follow up the customized jewellery order</p> <ul style="list-style-type: none"> interact with the factory and track the status of the customized jewellery order inform the customer about the status of the order through telephone ensure timely delivery of the customized jewellery order to customers <p>Order new supply of stocks</p> <ul style="list-style-type: none"> count the stock and identify the stocks that needs to be ordered periodically identify fast and slow moving products and determine appropriate sales and stock strategies ensure that fast moving stocks are always available by ordering them adequately ensure that entry price, mid price and high end products appropriate to the customer needs are available in adequate quantities and in all counters decide the number of stock to be ordered based on demand and sales place order for new stocks with the appropriate inventory person giving full details decide on the stock to be ordered during peak demand season such as festival time calculate the time required for dispatch of new orders and place the orders promptly
Performance Criteria(PC) w.r.t. the Scope	
Element	Performance Criteria
Maintaining account of stocks	<p>To be competent, the user/individual on the job role must be able to:</p> <p>PC1. tally opening stock, sales for the day and closing stock</p> <p>PC2. maintain record of daily account of stock as per store rules</p>

G&J/N8307

Manage stock of products at multiple counters

Stock management	To be competent, the user/individual on the job role must be able to: PC3. ensure that there is no stock shortages at sale counter at any point of time PC4. ensure that there is no over stocking of any jewellery at the counter
Ordering new stocks	To be competent, the user/individual on the job role must be able to: PC5. promptly place order to receive the stock on time PC6. order placement with mindful of occasions such as festivals and seasonality
Order follow up	To be competent, the user/individual on the job role must be able to: PC7. deliver customized jewellery order on time
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: KA1. company's policies on: Personnel management, relevant legislation, standards, policies, and procedures followed in the company KA2. organisation structure KA3. retail store's hierarchy and reporting structure KA4. return and exchange policies followed by the company KA5. company's stock management policies KA6. company's order procurement process KA7. documentation and reporting practices in organization
B. Technical Knowledge	The user/individual on the job needs to have knowledge of: KB1. arithmetic for maintenance of stock accounts KB2. general industry trends such as seasonality effects, gold price and festivals to estimate demand KB3. recording accounts for reporting KB4. computers software for stock management and tracking movement KB5. exchange of old gold jewellery based transactions
Skills (S) [Optional]	
A. Core Skills/ Generic Skills	Reading and Writing Skills
	The user/ individual on the job needs to: SA1. read the stock account for opening and closing stock status SA2. read the sales data to record for stock management SA3. maintain and record the stock accounts on a daily basis SA4. prepare report on stocks periodically
	Communication Skills
	The user/individual on the job needs to know and understand how to: SA5. coordinate with other departments for stock replacement SA6. order for replenishment of stock
C. Professional skills	Computer Skills
	The user/individual on the job needs to know and understand how to: SB1. operate the computer SB2. use computer system and software for recording account of stock SB3. identify any pricing errors due to wrong data entry

G&J/N8307

Manage stock of products at multiple counters

	Calculation Skills
	The user/individual on the job needs to know and understand how to: SB4. calculate to prepare the stock maintenance account
	Decision making
	The user/individual on the job needs to: SB5. decide on when to order for replenishment of stocks
	Problem Solving
	The user/individual on the job needs to: SB6. report problems to manager if there is a mismatch in the stock maintenance account in time to take corrective action

G&J/N8307

Manage stock of products at multiple counters

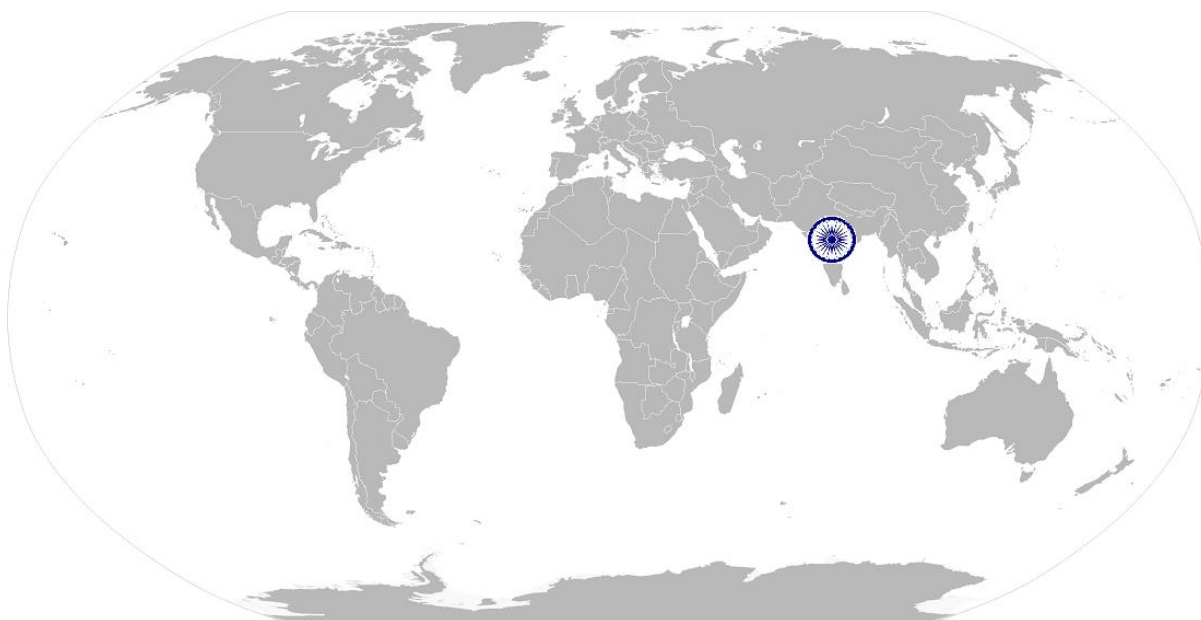
NOS Version Control

NOS Code	G&J/N8307		
Credits (NSQF) [OPTIONAL]	TBD	Version number	1.1
Industry	Gem and Jewellery	Drafted on	25/07/13
Industry Sub-sector	Jewellery Retailing	Last reviewed on	15/08/15
		Next review date	15/08/16

G&J/N9940

Respect and maintain company's IPR

National Occupational Standard



Overview

This unit is about respecting intellectual property rights of the company's products and designs. Intellectual property and Unique Selling Proposition is what makes a particular product or brand or company attract the customers to its products. This is an important "secret" of any organization and hence is a closely guarded.

G&J/N9940

Respect and maintain company's IPR

National Occupational Standard

Unit Code	G&J/N9940
Unit Title (Task)	Respect and maintain IPR of the company
Description	This OS unit is about protecting company's IPR and unique selling proposition from being disclosed to competitors
Scope	<p>This unit/task covers the following:</p> <p>Protect company's Intellectual Property Rights (IPR)</p> <ul style="list-style-type: none"> to prevent leak of new designs/ plans to competitors by reporting on time to be aware of any of company's product, process and design patents to prevent leak of company's pricing policy and promotional strategies to report IPR violations observed in the market, to senior management or company heads
Performance Criteria(PC) w.r.t. the Scope	
Element	Performance Criteria
Maintaining IPR	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. be aware of company's code of conduct, patents and IPR</p> <p>PC2. not involve in IPR violations</p>
Knowledge and Understanding (K)	
A. Organizational Context	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. company's policies on: incentives, delivery standards, safety and hazards, code of conduct, integrity and IPR, and personnel management</p> <p>KA2. work flow involved in entire sales process followed in the company</p> <p>KA3. importance of the individual's role in the organisation</p> <p>KA4. reporting structure</p> <p>KA5. market trends</p>
B. Technical Knowledge	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. patents and IPR laws</p> <p>KB2. how IPR protection is important for competitiveness of a company</p>
Skills (S) [Optional]	
A. Core Skills/ Generic Skills	<p>Communication Skills</p> <p>The user/ individual on the job needs to know and understand how to:</p> <p>SA1. effectively communicate any observed IPR violations or order leaks</p>
B. Professional Skills	<p>Decision making</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. report potential sources of violations</p> <p>Reflective Thinking</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB2. learn from past mistakes and report IPR violations on time</p>

G&J/N9940

Respect and maintain company's IPR

	Critical Thinking
	The user/individual on the job needs to know and understand how to: SB3. spot signs of violations and alert authorities in time

G&J/N9940

Respect and maintain company's IPR

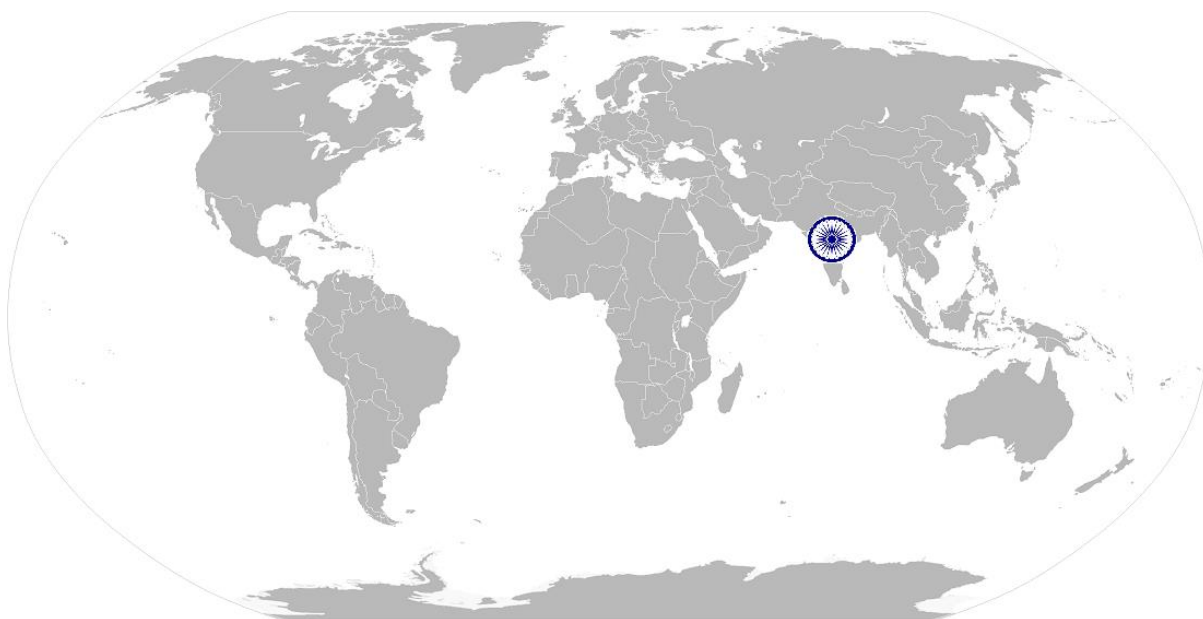
NOS Version Control

NOS Code	G&J/N9940		
Credits (NSQF)	TBD	Version number	1.1
Industry	Gem & Jewellery	Drafted on	22/07/13
Industry Sub-sector	Jewellery Retailing	Last reviewed on	15/08/15
		Next review date	15/08/16

G&J/N9941

Coordinate with other departments

National Occupational Standard



Overview

This unit is about interacting and coordinating with the personnel of the other departments in the retail store, clients, etc.

G&J/N9941

Coordinate with other departments

National Occupational Standard

Unit Code	G&J/N9941
Unit Title (Task)	Coordinate with personnel from other departments
Description	This OS unit is about interacting and coordinating with the personnel of the other departments in the retail organisation
Scope	<p>This unit/task covers the following:</p> <p>Coordinate with inventory controller to:</p> <ul style="list-style-type: none"> replenish stock value old-gold jewellery for exchange as received from customers inform about any loss of goods <p>Coordinate with factory:</p> <ul style="list-style-type: none"> to track the status of the customized jewellery order <p>Coordinate with cashier:</p> <ul style="list-style-type: none"> to provide details on billing and cash collection to tally cash with billing in case of discrepancies to enable customer to complete the sales process in short time <p>Coordinate with Goldsmith(repairs):</p> <ul style="list-style-type: none"> to provide details of repair to be done on the jewellery to provide return schedule to customer to communicate the value and anticipated charges to customer <p>Coordinate with housekeeping personnel:</p> <ul style="list-style-type: none"> to arrange refreshments for customer to maintain clean work environment
Performance Criteria(PC) w.r.t. the Scope	
Element	Performance Criteria
Coordination with manager	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. carry out role requirements and responsibilities as per company training</p> <p>PC2. promptly escalate concerns and problems encountered</p>
Coordinating with other departments	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC3. ensure that there is no delay in the sales process</p> <p>PC4. ensure that the customer is satisfied with the shopping experience</p>
Knowledge and Understanding (K)	

G&J/N9941

Coordinate with other departments

A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: KA1. company's policies on: Personnel management, relevant legislation, standards, policies, and procedures followed in the company KA2. organisational structure KA3. retail store's hierarchical and reporting structure KA4. documentation and reporting practices in organization
B. Technical Knowledge	The user/individual on the job needs to know and understand: KB1. how to contact appropriate persons for various functions, for example, loss of stock needs to be reported to manager and inventory controller KB2. basic functional and process knowledge of other departments to understand the terminologies used during the interaction
Skills (S) [Optional]	
A. Core Skills/ Generic Skills	Writing Skills
	The user/ individual on the job needs to know and understand how to: SA1. raise request to coordinate with other departments in the system such as order placement
	Communication Skills
	The user/individual on the job needs to know and understand how to: SA2. communicate effectively with other department personnel in order to achieve smooth sales
C. Professional skills	Problem Solving
	The user/individual on the job needs to: SB1. report any concerns to manager SB2. reports any stock related issues to inventory controller
	Teamwork
	The user/individual on the job needs to: SB3. understand how to resolve conflict at work SB4. know when to escalate interpersonal concerns to seniors SB5. understand that interpersonal concerns must not affect customer service

G&J/N9941

Coordinate with other departments

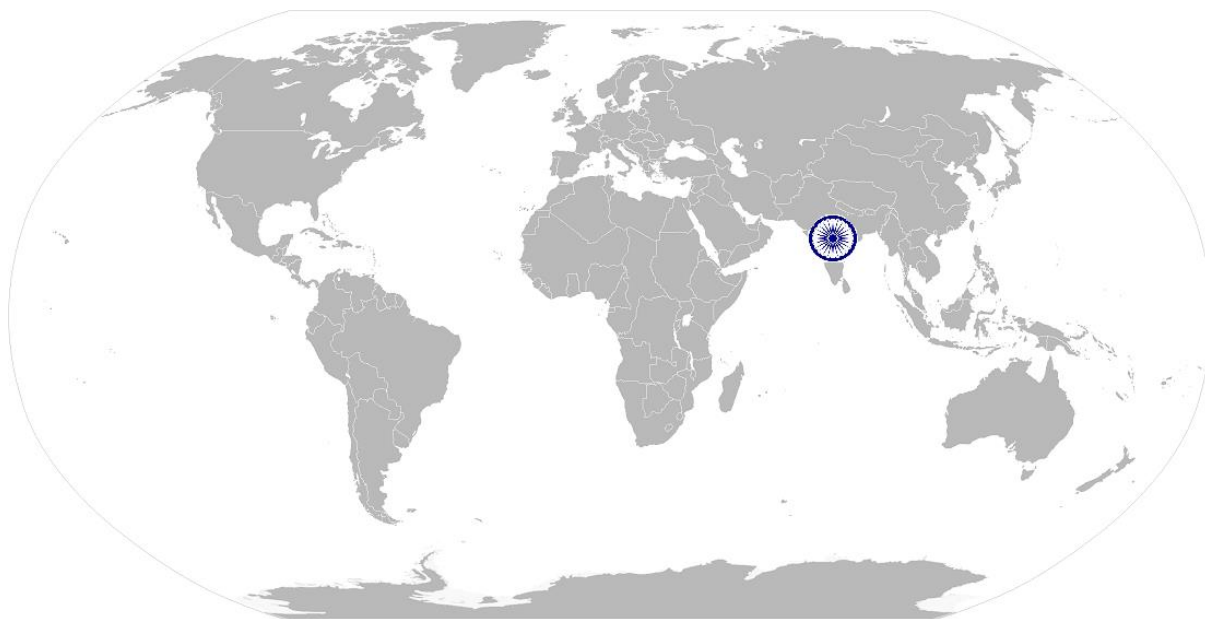
NOS Version Control

NOS Code	G&J/N9941		
Credits (NSQF) [OPTIONAL]	TBD	Version number	1.1
Industry	Gem and Jewellery	Drafted on	22/07/13
Industry Sub-sector	Jewellery Retailing	Last reviewed on	15/08/15
		Next review date	15/08/16

G&J/N9943

Maintain safe and clean work environment

National Occupational Standard



Overview

This unit is about maintaining a safe and clean retail counter in order to enable error-free sales and provide a better shopping experience for the customer. Safety of jewellery and customers at stores is an important aspect of jewellery retailing.

Unit Code	G&J/N9943
Unit Title (Task)	Maintain safe and clean environment in the retail area
Description	This OS unit is about maintaining safe and clean retail environment to enable smooth sales experience to customers while taking care that no jewellery is lost to theft or burglary
Scope	<p>This unit/task covers the following:</p> <p>Display products at the counter</p> <ul style="list-style-type: none"> • clean the counter • display trays one by one instead of all together • clean the jewellery off any stains or dust • display products attractively <p>Maintain safety of jewellery displayed to customers</p> <ul style="list-style-type: none"> • be vigilant on the stocks under display during sales • communicate promptly about any potential theft in the store <p>Maintain personal hygiene</p> <ul style="list-style-type: none"> • to be presentable as per store requirement • to follow prescribed dress code • to be easily approachable to customers <p>Maintain cleanliness in the retail area</p> <ul style="list-style-type: none"> • coordinate with housekeeping department to maintain cleanliness in the retail environment
Performance Criteria(PC) w.r.t. the Scope	
Element	Performance Criteria
Maintaining clean environment	To be competent, the user/individual on the job must be able to: PC1. maintain cleanliness at the retail counter PC2. personal hygiene and presentable at all times
Safety of products	To be competent, the user/individual on the job must be able to: PC3. ensure that there is no loss of product or shoplifting PC4. report for potential theft or raise alarm in time
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. company's policies on: Personnel management, safety practices and procedures, standards, policies, and procedures followed in the company</p> <p>KA2. organisation structure and its policy related to theft</p> <p>KA3. different departments in the retail store</p> <p>KA4. company's dress code policy and other etiquette</p> <p>KA5. documentation and reporting practices followed by the company</p>

B. Technical Knowledge	<p>The user/individual on the job needs to have:</p> <p>KB1. knowledge of cleaning the jewellery using equipments such as ultrasonic cleaner</p> <p>KB2. knowledge of cleaning agents that can be used for cleaning the display</p> <p>KB3. knowledge of hazardous material in the store</p> <p>KB4. basic knowledge on visual merchandising and display of products</p>
Skills (S) [Optional]	
A. Core Skills/ Generic Skills	Communication Skills
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA1. coordinate with housekeeping department in order to maintain a clean environment in the store</p> <p>SA2. escalate concerns on hazardous material to the store or floor manager</p> <p>SA3. effectively inform about any potential theft</p>
	Organising Skills
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA4. keep the stocks, system and other equipment used such as weigh scale, calculators in an organized manner</p> <p>SA5. keep the sale counter clean</p>
B. Professional skills	Decision making
	<p>The user/ individual on the job needs to know and understand how to:</p> <p>SB1. report potential sources of danger</p> <p>SB2. follow prescribed procedure in the event of an accident</p>

NOS Version Control

NOS Code	G&J/N9943		
Credits (NSQF) [OPTIONAL]	TBD	Version number	1.1
Industry	Gem & Jewellery	Drafted on	22/07/13
Industry Sub-sector	Jewellery Retailing	Last reviewed on	15/08/15
		Next review date	15/08/16

Definitions

Keywords /Terms	Description
Sector	Sector is a conglomeration of different business operations having similar business and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests.
Sub-sector	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
Occupation	Occupation is a set of job roles, which perform similar/ related set of functions in an industry.
Function	Function is an activity necessary for achieving the key purpose of the sector, occupation, or an area of work, which can be carried out by a person or a group of persons. Functions are identified through functional analysis and form the basis of OS.
Sub-function	Sub-functions are sub-activities essential to fulfil the achieving the objectives of the function.
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.
Occupational Standards (OS)	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the knowledge and understanding they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts.
Performance Criteria	Performance criteria are statements that together specify the standard of performance required when carrying out a task.
National Occupational Standards (OS)	NOS are occupational standards which apply uniquely in the Indian context.
Qualifications Pack (QP)	QP comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A QP is assigned a unique qualifications pack code.
Unit Code	Unit code is a unique identifier for an Occupational Standard, which is denoted by an 'N'
Unit Title	Unit title gives a clear overall statement about what the incumbent should be able to do.
Description	Description gives a short summary of the unit content. This would be helpful to anyone searching on a database to verify that this is the appropriate OS they are looking for.
Scope	Scope is a set of statements specifying the range of variables that an individual may have to deal with in carrying out the function which have a critical impact on quality of performance required.
Knowledge and Understanding	Knowledge and understanding are statements which together specify the technical, generic, professional and organisational specific knowledge that an individual needs in order to perform to the required standard.
Organisational Context	Organisational context includes the way the organisation is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility.
Technical Knowledge	Technical knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
Core Skills/ Generic	Core skills or generic skills are a group of skills that are the key to learning

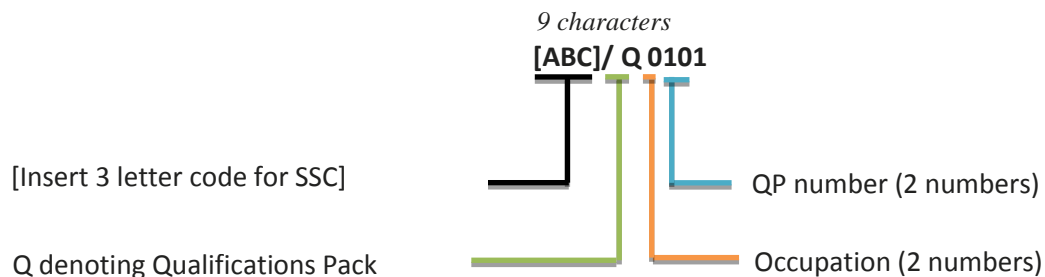
Acronyms

Skills	and working in today's world. These skills are typically needed in any work environment in today's world. These skills are typically needed in any work environment. In the context of the OS, these include communication related skills that are applicable to most job roles.
Keywords /Terms	Description
NOS	National Occupational Standard(s)
NVQF	National Vocational Qualifications Framework
NSQF	National Qualifications Framework
NVEQF	National Vocational Education Qualifications Framework
QP	Qualifications Pack

Annexure

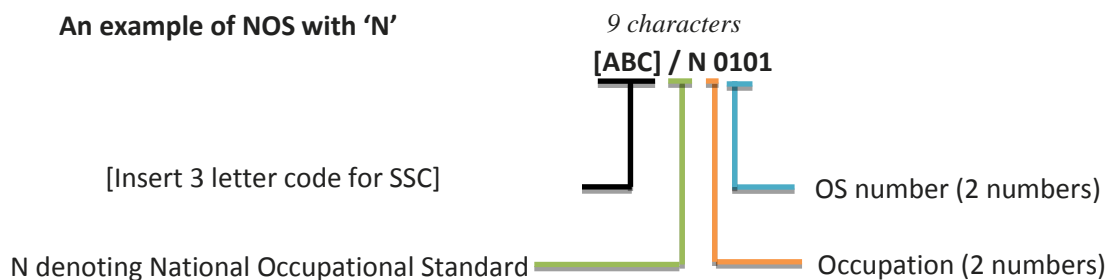
Nomenclature for QP and NOS

Qualifications Pack



Occupational Standard

An example of NOS with 'N'



The following acronyms/codes have been used in the nomenclature above:

Sub-sector	Range of Occupation numbers
Handmade gold and gems-set jewellery	01-20
Cast and diamond-set jewellery	21-40
Diamond processing	41-60
Gemstone processing	61-80
Jewellery retailing	81-98

Sequence	Description	Example
Three letters	Industry name	G&J
Slash	/	/
Next letter	Whether QP or NOS	N
Next two numbers	Occupation code	01
Next two numbers	OS number	01

CRITERIA FOR ASSESSMENT OF TRAINEES

Job Role Jewellery Retail Sales Associate (Advanced)

Qualification Pack G&J/Q8303

Sector Skill Council Gem & Jewellery

Guidelines for Assessment

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each PC.
2. The assessment for the theory part will be based on knowledge bank of questions created by the SSC.
3. Individual assessment agencies will create theory question papers for candidates at every examination/training centre. (As per assessment criteria below)
4. Individual assessment agencies will create practical tests for skill evaluation for candidates at every examination/training centre. (As per assessment criteria below)
5. To pass the Qualification Pack, every candidate should score a minimum of 50% in theory and 70% in practical to successfully clear the assessment.
6. In case of successfully passing only certain number of NOS's, the candidate is eligible to take subsequent assessment on the balance NOS's to pass the Qualification Pack.

				Marks Allocation	
		Total Marks (60+40)	Out Of	Theory	Skills Practical
1. G&J/N8302 Welcome, manage and engage the customers at the retail counter	PC1. promptly attend to the customers who walk into the retail area	19	2	1	1
	PC2. greet the customers as per company's training		2	1	1
	PC3. assess the customer's broad and specific requirements accurately		2	1	1

	PC4. provide acceptable suggestions or solutions to customer queries		2	1	1
	PC5. address customer complaints		2	1	1
	PC6. follow telephone etiquette while interacting with customer on telephone		2	1	1
	PC7. understand the exact requirement and suggest alternatives in a short time		1	0	1
	PC8. introduce the customer to various types of products		2	1	1
	PC9. satisfy customer with the shopping experience		1	0	1
	PC10. receive positive customer feedback		1	0	1
	PC11. ensure that customer does not feel unattended		2	1	1
		Total	19	8	11
2. G&J/N8303 Explain to customers about jewellery product offerings	PC1. impress or convince customer with knowledge of characteristics of gold jewellery	38	7	5	2
	PC2. assist customer to understand the product in terms of relevance, making, etc.		3	1	2
	PC3. able to answer all customer's queries with reference to product characteristics		3	1	2

	PC4. provide acceptable suggestions or solutions to customer queries		3	1	2
	PC5. ensure that customer is fully aware of all the aspects of the jewellery bought		2	1	1
	PC6. demonstrate accurately the characteristics of diamond and its authenticity		6	5	1
	PC7. assist customer to understand the product in terms of relevance, making, etc.		2	1	1
	PC8. able to answer all customer's queries with reference to product characteristics		1	0	1
	PC9. provide acceptable suggestions or solutions to customer queries		1	0	1
	PC10. ensure that customer is fully aware of all the aspects of the jewellery bought		2	1	1
	PC11. understand the requirement and suggest alternatives in a short time		2	1	1
	PC12. introduce the customer to various types of products		1	0	1
	PC13. suggest and offer jewellery that meets customer expectation		1	0	1

	PC14. satisfy customer with the shopping experience		1	0	1
	PC15. receive positive customer feedback		1	0	1
	PC16. address customers queries confidently and without misleading		2	1	1
		Total	38	18	20
3. G&J/N8306 Facilitate customer buying decision at multiple counters	PC1. sell different types of jewellery at diverse sale counters	15	1	0	1
	PC2. sell high value product		1	0	1
	PC3. achieve the average ticket size		1	0	1
	PC4. sell customized jewellery		1	0	1
	PC5. achieve the sales target		1	0	1
	PC6. handle old gold jewellery exchange based transactions		1	0	1
	PC7. open new account for saving schemes		1	0	1
	PC8. increase the sales conversion rate		1	0	1
	PC9. upsell products		2	1	1
	PC10. ensure that there is minimum delay in the sale closing process		1	0	1
	PC11. ensure that the customer is sent off happily and satisfied		1	0	1
	PC12. able to close the sales with "minimum discounts"		1	0	1
	PC13. deliver customized jewellery as per customer's specification		1	0	1

	PC14. deliver customized jewellery order on time agreed with customer		1	0	1
		Total	15	1	14
4. G&J/N8307 Manage stock of products at multiple counters	PC1. tally opening stock, sales for the day and closing stock	11	2	1	1
	PC2. maintain record of daily account of stock as per store rules		2	1	1
	PC3. ensure that there is no stock shortages at sale counter at any point of time		2	1	1
	PC4. ensure that there is no over stocking of any jewellery at the counter		1	0	1
	PC5. promptly place order to receive the stock on time		1	0	1
	PC6. order placement with mindful of occasions such as festivals and seasonality		2	1	1
	PC7. deliver customized jewellery order on time		1	0	1
		Total	11	4	7
5. G&J/N9940 Maintain IPR at work	PC1. be aware of company's code of conduct, patents and IPR	6	3	2	1
	PC2. not involve in IPR violations		3	2	1
		Total	6	4	2
6.G&J/N9941 Coordinate with other departments	PC1. carry out role requirements and responsibilities as per company training	5	1	0	1

	PC2. promptly escalate concerns and problems encountered		3	2	1
	PC3. ensure that there is no delay in the sales process		1	0	1
	PC4. ensure that the customer is satisfied with the shopping experience		0	0	
		Total	5	2	3
7. G&J/N9943 Maintain safe and clean work environment	PC1. maintain cleanliness at the retail counter	6	4	1	3
	PC2. personal hygiene and presentable at all times		1	1	
	PC3. ensure that there is no loss of product or shoplifting		1	1	
	PC4. report for potential theft or raise alarm in time		0	0	
		Total	6	3	3