







MODEL CURRICULUM

JEWELLERY RETAIL SALES ASSOCIATE

SECTOR: GEMS & JEWELLERY

SUB-SECTOR: JEWELLERY RETAILING

OCCUPATION: SELLING

REF ID: G&J/Q6802, V1.0

NSQF LEVEL: 4















Certificate

CURRICULUM COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

GEM & JEWELLERY SECTOR SKILL COUNCIL OF INDIA

for the

MODEL CURRICULUM

Complying to National Occupational Standards of Job Role/ Qualification Pack: 'Jewellery Retail Sales Associate' QP No. 'G&J/Q6802 NSQF Level 4'

Date of Issuance: October 15th, 2016

Valid up to: October 14th, 2018

* Valid up to the next review date of the Qualification Pack

Pylinkman Kothani

Mr. Premkumar Kothari Chairman (Gem & Jewellery Skill Council of India)









Jewellery Retail Sales Associate

CURRICULUM / SYLLABUS

This program is aimed at training candidates for the job of a "<u>Jewellery Retail Sales Associate</u>", in the "<u>Gems & Jewellery</u>" Sector/Industry and aims at building the following key competencies amongst the learner

Program Name	Jewellery Retail Sales	Jewellery Retail Sales Associate				
Qualification Pack Name & Reference ID.	G&J/Q6802, v1.0					
Version No.	1.0	Version Update Date	Not Applicable			
Pre-requisites to Training	Minimum 12th Standa	rd Passed				
Training Outcomes	 Engage the contrained to jew assisting custorengaging custorengaging custorengaging custorengaging custorengaging custorengaging custorengaging custorengaging available technique(s), used and their controducing custorengaging propossible and hold close a sale. Manage stock product safer and having go replenishmen Coordinate woordinating the retail store clean and safer customers. Maintain heam healthy and safer custorengaging cust	version Update Date Tompleting this programme, participants will be able to: Engage the customers at the retail counter: Introducing trainee to jewellery industry retail formats, welcoming and assisting customers stepping into the store, handling and engaging customer queries during sale process. Explain to customers about jewellery product offerings: Introducing customers to the wide variety of jewellery product offerings available at the store in terms of origin, making technique(s), product categories, different metals, gemstones used and their characteristics. Facilitate customer buying decision at multiple counters: Introducing customers to saving schemes available at the store, addressing product related queries, up-selling wherever possible and helping customers take a decision which helps to close a sale. Manage stock of products at multiple counters and ensure product safety: Managing stock of goods at the sales counter and having good knowledge of stock control and replenishment system. Coordinate with other departments: Interacting and coordinating with the personnel of the other departments in the retail store. Create professional image of self and organisation: Creating clean and safe retail environment for good sales experience to				









This course encompasses \underline{Z} out of \underline{Z} National Occupational Standards (NOS) of "<u>Jewellery Retail Sales Associate</u>" Qualification Pack issued by "<u>Gem & Jewellery Skill Council of India</u>".

Sr. No.	Module	Key Learning Outcomes	Equipment Required
1	Engage the customers at retail counter Theory Duration (hh:mm) 02:00 Practical Duration (hh:mm) 07:00 Corresponding NOS Code G&J/N6801	 To get a general introduction of the Indian Gem & Jewellery industry. To have knowledge of various retail formats in India for jewellery sales. To welcome and guide customers. To showcase product offerings and interact with customers. To understand customer requirements. To learn communication and presentation skills. To know Customer Relationship Management. 	Mandatory – Metal-Karat Chart, Jewellery, Display Bust, Ring Display Tray, Earring Stand, Bangle Stand, Jewellery Display Counter, Viewing Table Top Mirrors, Stone-Carat/Size Chart. Optional – LCD Projector
2	Explain to customers about jewellery product offerings Theory Duration (hh:mm) 35:00 Practical Duration (hh:mm) 30:00 Corresponding NOS Code G&J/N6802	 To have in depth knowledge about metals viz. gold, platinum and silver, metal mining, different characteristics of different metals, various karatages of gold, assaying and refining of gold and hallmarking of gold. To convert gold price from USD to INR To have in depth knowledge about precious and semi-precious gemstones viz. different types of gemstones, their sources, synthesis of gemstones, imitations and different cutting techniques of gemstones. To have in depth knowledge about diamonds viz. the 4Cs, diamond certification, diamond imitations and cubic zirconia. To have in depth knowledge of handmade jewellery manufacturing techniques. To have in depth knowledge of machine made jewellery manufacturing techniques such as casting, processes such as electroplating and electroforming. To have in depth knowledge of jewellery categories and regional specialities and variants in all categories. To have in depth knowledge of gemstone settings and jewellery finishes. To know nomenclature and terms used in jewellery sales and descriptions. 	Mandatory – Metal-Karat Chart, Jewellery, Display Bust, Ring Display Tray, Earring Stand, Bangle Stand, Jewellery Display Counter, Viewing Table Top Mirrors, Stone-Carat/Size Chart. Optional – LCD Projector .









Sr. No.	Module	Key Learning Outcomes	Equipment Required
3	Facilitate customer buying decision at multiple counters Theory Duration (hh:mm) 20:00 Practical Duration (hh:mm) 35:00 Corresponding NOS Code G&J/N6803	 To learn product pricing viz. labour costs, costing of different parts of a piece of jewellery as per gross weight and net weight. To have a firm understanding of what kind of products work during what kind of seasons and hence aid customers make purchases. To offer customers products as per their budget. To learn the process and technique of up-selling. To learn the process of invoicing i.e. coordination with cashier. To introduce customer to the savings scheme of the store and giving discounts as per store policy. To address product related queries raised by customers. 	Mandatory – Metal-Karat Chart, Jewellery, Display Bust, Ring Display Tray, Earring Stand, Bangle Stand, Jewellery Display Counter, Viewing Table Top Mirrors, Stone-Carat/Size Chart. Optional – LCD Projector
4	Manage stock of products at multiple counters and ensure product safety Theory Duration (hh:mm) 02:00 Practical Duration (hh:mm) 07:00 Corresponding NOS Code G&J/N6804	 To know Dos and Don'ts of stock management viz. not overstocking or understocking. To know stock tallying rules. To order new products based on sales performance and movement of goods. To coordinate with inventory department for timely stock receiving before anticipated seasons. To have know-how of repair and replacement of defective goods. To ensure product safety 	Mandatory - Jewellery, Display Bust, Ring Display Tray, Earring Stand, Bangle Stand, Jewellery Display Counter, Viewing Table Top Mirrors.
5	Coordinate with other departments Theory Duration (hh:mm) 02:00 Practical Duration (hh:mm) 02:00 Corresponding NOS Code G&J/N6805	 To know the reporting structure. To learn coordinating with various departments as required for e.g. Housekeeping for refreshments, inventory control for order replenishments, cashier for invoicing, and goldsmith for repairs. 	
6	Create professional image of self and organization Theory Duration (hh:mm)	 To maintain personal hygiene. To maintain cleanliness of counter and products. To understand safety of stocks viz. being vigilant of stocks on display. 	Mandatory – Metal-Karat Chart, Jewellery, Display Bust, Ring Display Tray, Earring Stand, Bangle Stand,









Sr. No.	Module	Key Learning Outcomes	Equipment Required
	02:00 Practical Duration (hh:mm) 02:00 Corresponding NOS Code G&J/N6806	To know company policies on dress code and other etiquette.	Jewellery Display Counter, Viewing Table Top Mirrors, Stone-Carat/Size Chart. Optional – LCD Projector
7	Maintain health and safety at workplace Theory Duration (hh:mm) 02:00 Practical Duration (hh:mm) 02:00 Corresponding NOS Code G&J/N9902	 To report about potential sources of danger To use precautionary methods in case of fire To use first aid procedure in case of emergencies 	Hand gloves
	Total Duration Theory Duration 65:00 Practical Duration	Unique Equipment Required: Metal-Karat Chart, Jewellery, Display Bust, Ring Display Tray, Earring Stand, Bangle Stand, Jewellery Display Counter, Viewing Table Top Mirrors, Stone-Carat/Size Chart, LCD Projector, Hand gloves.	

Grand Total Course Duration: 150 Hours, 0 Minutes

(This syllabus/ curriculum has been approved by **Gem & Jewellery Skill Council of India**









Trainer Prerequisites for Job role: "Jewellery Retail Sales Associate" mapped to Qualification Pack: "G&J/Q6802, v1.0"

Sr. No.	Area	Details
1	Job Description	To deliver accredited training service, mapping to the curriculum detailed above, in accordance with the Qualification Pack "G&J/Q6802", Version 1.0.
2	Personal Attributes	Aptitude for conducting training, and pre/post work to ensure competent, employable candidates at the end of the training. Strong communication skills, interpersonal skills, ability to work as part of a team; a passion for quality and for developing others; well-organised and focused, eager to learn and keep oneself updated with the latest in the mentioned field.
3	Minimum Educational Qualifications	Graduate
4a	Domain Certification	Certified for Job Role: <u>Jewellery Retail Sales Associate</u> mapped to QP: " <u>G&J/Q6802</u> , v1.0". Minimum accepted score as per SSC guidelines is 80% on the SSC prescribed online theory assessment test based on an industry validated question bank.
4b	Platform Certification	Recommended that the Trainer is certified for the Job Role: "Trainer", mapped to the Qualification Pack: "SSC/1402". Minimum accepted score for the trainers is 80% as per respective SSC guidelines.
5	Experience	The minimum experience required is 3 years in Jewellery / FMCG / Cosmetics retail.









Annexure: Assessment Criteria

Assessment Criteria	
Job Role	Jewellery Retail Sales Associate
Qualification Pack	G&J/Q6802, v1.0
Sector Skill Council	Gem & Jewellery Skill Council of India

Sr. No.	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 70% of aggregate marks to successfully clear the assessment
6	In case of successfully passing only certain number of NOSs, the candidate is eligible to take subsequent assessment on the balance NOSs to pass the Qualification Pack.









		Marks Alloc	ation	Marks Allocation			
Assessment outcomes	Assessment Criteria for outcomes	Total Mark (80+170)	Out of	Theory	Skills Practical		
	PC1. Promptly attend to the customers walking into the retail area		1	0	1		
	PC2. Greet the customers as per company's culture.		1	0	1		
	PC3. Assess the customer's broad and specific requirements accurately		4	1	3		
	PC4. Explain the store layout	-	3	1	2		
	PC5. Explain the broad variety of jewellery products available at different sections and counters of the store, for example: Gold, Diamond etc.		3	1	2		
	PC6. Provide acceptable suggestions or solutions to customer queries		1	0	1		
	PC7. Address customer complaints		2	1	1		
	PC8. Follow telephone etiquette while interacting with customer on telephone		1	0	1		
1.G&J/N6801 Engage the customers at the retail	PC9. Obtain adequate information from the customer to understand the nature of buying.	40	3	1	2		
counter	PC10. Assess customer requirement whether they are looking for a common jewellery product such as bangles and rings or special jewellery product.		2	1	1		
	PC11. Assess customer requirement for a particular type of product which may be region specific jewellery like kundan, temple jewellery; relevance or occasion specific jewellery		2	0	2		
	PC12. Suggest and offer jewellery that meets customer expectation		3	1	2		
	PC13. Satisfy customer with the shopping experience		2	1	1		
	PC14. Receive positive customer feedback		2	1	1		
	PC15. Ensure that customer does not feel unattended		2	1	1		
	PC16. Address customers queries confidently and without misleading	_	1	1	0		









	PC17. Check if customer is willing to interact via telephone or internet post sales.		1	1	0
	PC18. Inform customers about product promotions or new product arrivals		1	1	0
	PC19. Inform about delivery status if the jewellery is to be delivered at a later time than the committed delivery date.		1	1	0
	PC20. Send mailers on discounts or promotional events		1	1	0
	PC21. Listen to customer complaints patiently from the customer and summarise them to the customer to ensure that the understanding is correct		1	0	1
	PC22. Address with right solution to customer's queries		1	0	1
	PC23. Assist the customer when there is a sales return or repair work		1	0	1
	Sub Total		40	15	25
	PC1. Explain the customer about the characteristics of precious metals i.e. gold, silver and platinum		3	2	1
	PC2. Assist customer to understand the product in terms of relevance, making, etc.		3	1	2
2. G&J/N6802 Explain to	PC3. Answer all customer's queries with reference to product characteristics		3	1	2
customers about jewellery	PC4. Provide acceptable suggestions or solutions to customer queries	50	2	1	1
product offerings	PC5. Ensure that customer is fully aware of all the aspects of the jewellery bought		2	1	1
	PC6. Explain to the customer about standards, hallmarking and certifications for jewellery sold in store		4	1	3
	PC7. Demonstrate accurately the characteristics of diamond and its authenticity		3	1	2









	PC8. Explain to customer's different types of settings such as prongs, bezel, channel, pave, tension	3	1	2
	PC9. Explain customers about different type of diamonds available in the market such as synthetic, simulants	3	1	2
	PC10. Introduce customers to semi-precious gemstone-jewellery offerings in the store	3	1	2
	PC11. Introduce customers with different types of beads and briolette jewellery available	3	1	2
	PC12. Explain the characteristics of different gemstones	3	1	2
	PC13. Introduce customers to different types of pearl jewellery available in the retail area and explain the different types	3	1	2
	PC14. Explain customers about different type of artificial diamonds available in the market such as synthetic and simulants	3	1	2
	PC15. Assist customer to understand the product in terms of relevance, making, etc.	2	1	1
	PC16. Answer all customer's queries with reference to product characteristics	2	1	1
	PC17. Provide acceptable suggestions or solutions to customer queries	2	1	1
	PC18. Ensure that customer is fully aware of all the aspects of the jewellery bought	3	1	2
	Sub Total	50	19	31
3. G&J/N6803 Facilitate customer buying decision at	PC1. Receive sales target from manager in terms of product sales, jewellery type, number of counters, opening of new saving scheme accounts, number of customer order jewelleries, etc.	1	0	1
multiple counters	PC2. Plan and execute selling strategy to meet the target	2	1	1









PC3. Probe customer to share information about their need, preferences by asking appropriate questions.		1	0	1
PC4. Assist in selecting by recommending the jewellery that could suit the customer's taste, looks, budget criteria, occasional wear, etc. Facilitate sales of high value stocks (example: diamond jewellery) that meet the customer's buying criteria		2	1	1
PC5. Facilitate sales of various jewellery offered by the store at multiple counters of different product types as per customer requirements		1	0	1
PC6. Facilitate sales of saving schemes/promotion schemes offered by highlighting benefits of such schemes.		1	0	1
PC7. Explain 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.		1	0	1
PC8. Clarify the customers about the company's policy on exchanging old gold jewellery for purchase of new jewellery		2	1	1
PC9. Assist customers in knowing the value of the old gold jewellery (for which it can be taken) by interacting with assessor and manager	60	1	0	1
PC10. Provide various choices of jewellery types that meet the customer's buying criteria		1	0	1
PC11. Enquire about the size and measurement required from customers for products such as rings, bracelets, necklace, chains, etc. and offer jewellery accordingly		1	0	1
PC12. Decide, based on the requirement of customised jewellery whether it can be made by the company		1	0	1
PC13. Explain the customers about the company's policy on old gold jewellery exchange for purchase of new jewellery		3	1	2









PC14. Interact with the assessor and the manager and then inform the customers about the value of the old gold jewellery (for which it can be taken and deliver the customised jewellery on the agreed time with design specifications	2	1	1
PC15. Prepare the order form by mentioning customer's specifications clearly and get confirmation from the customer on the order form to avoid any confusion.	1	0	1
PC16. Provide a timeline to the customer for making and delivery of customised/ordered jewellery product.	1	0	1
PC17. Deliver the customised jewellery to customer on the agreed time with design specifications	2	1	1
PC18. Plan and execute selling strategy to meet the prescribed target	3	1	2
PC19. Sell different types of jewellery at diverse sale counters	2	1	1
PC20. Sell high value product	1	0	1
PC21. Sell customized jewellery	1	0	1
PC22. Achieve the sales target	3	1	2
PC23. Handle old gold jewellery exchange based transactions	2	1	1
PC24. Open new account for saving schemes	2	1	1
PC25. Increase the sales conversion rate	3	1	2
PC26. Identify opportunity to up sell products	2	1	1
PC27. Explain the customers about repairing and refurbishment process for the jewellery purchased	1	0	1
PC28. Display the jewellery purchased and pack the jewellery appropriately	2	1	1









	PC29. Ensure that there is minimum delay in the sale closing process		3	1	2
	PC30. Make sure that the customer is sent off happily and satisfied		2	1	1
	PC31. Close the sales with "minimum discounts"		3	1	2
	PC32. Check that the billing is done appropriately for old gold jewellery exchange based sales		2	1	1
	PC33. Follow up with factory/manufacturing unit to receive ordered product one prior to delivery date.		2	1	1
	PC34. Check whether the customised product is matching as per customer's specifications and deliver customized jewellery as per customer's specification on time		2	1	1
	Sub Total		60	20	40
	PC1. Tally opening stock, sales for the day and closing stock		4	1	3
	PC2. Maintain record of daily account of stock as per store rules		1	0	1
	PC3. Ensure that there are no stock shortages at sale counter at any point of time		1	0	1
4. G&J/N6804 Manage stock of products at multiple counters and ensure product safety	PC4. Ensure that there is no over stocking of any jewellery at the counter		2	1	1
	PC5. Judge the demand by analysing sales data and also considering the seasonality		2	1	1
	PC6. Ensure adequate stock is available to meet the sales demand		1	0	1
	PC7. Ensure that excess stocks are not kept at the counter but taken out and returned to the stores, because these are high value.		2	1	1
	PC8. Ensure that defective stocks are repaired / replaced	40	1	1	0
	PC9. Promptly place order to receive the stock on time		2	1	1









	PC10. Ensure that fast moving stocks are always available by ordering them adequately		2	1	1
	PC11. Ensure that entry price, mid-price and high end products appropriate to the customer needs are available in adequate quantities and in all counters		3	1	2
	PC12. Decide the number of stock to be ordered based on demand and sales		3	2	1
	PC13. Place order for new stocks with the appropriate inventory person giving full details		2	1	1
	PC14. Decide on the stock to be ordered during peak demand season such as festival time		3	1	2
	PC15. Calculate the time required for dispatch of new orders and place the orders promptly		3	2	1
	PC16. Order placement with mindful of occasions such as festivals and seasonality		1	0	1
	PC17. Deliver customized jewellery order on time		1	0	1
	PC18. Be vigilant on the stocks under display during sales		2	1	1
	PC19. Communicate promptly about any potential theft in the store		2	0	2
	PC20. Ensure that there is no loss of product or shoplifting		1	1	0
	PC21. Report for potential theft or raise alarm in time		1	0	1
	Sub Total		40	16	24
	PC1. Carry out role requirements and responsibilities as per company training		2	1	1
5. G&J/N6805 Coordinate with other	PC2. Promptly escalate concerns and problems encountered		1	0	1
departments	PC3. Replenish stock		2	0	2
	PC4. Value old-gold jewellery for exchange as received from customers	20	2	0	2









	PC5. Inform about any loss of goods		2	0	2
	PC6. Track the status of the customized jewellery order		2	0	2
	PC7. Follow the process details		1	1	0
	PC8. Provide details of repair to be done on the jewellery		1	0	1
	PC9. Provide return schedule to customer		1	0	1
	PC10. Communicate the value and anticipated charges to customer		1	1	0
	PC11. Provide details on billing and cash collection		1	1	0
	PC12. Tally cash with billing in case of discrepancies		1	0	1
	PC13. Enable customer to complete the sales process in short time		1	0	1
	PC14. Ensure that there is no delay in the sales process		1	0	1
	PC15. Ensure that the customer is satisfied with the shopping experience		1	0	1
	Sub Total		20	4	16
	PC1. Keep the retail counter neat and clean		2	0	2
6. G&J/N6806 Create professional image of self and organisation	PC2. Display trays one by one instead of all together		2	0	2
	PC3. Clean the jewellery off any stains or dust ensure there are no missing diamonds or gemstones.		2	0	2
	PC4. Check whether all jewellery pieces are with tags and tag displays the relevant information about piece.		2	1	1
	PC5. Display products attractively	 	2	0	2
	PC6. Maintain personal hygiene.		2	1	1
	PC7. Keep self always presentable at all times and to follow prescribed dress code as per company policy.		2	1	1









	PC8. Keep store/retail counter area neat and clean	20	2	0	2
	PC9. Coordinate with housekeeping department to maintain cleanliness in the retail environment		1	0	1
	PC10. Treat customer courteously and pleasingly.		1	0	1
	PC11. Recognize customer type/behaviour and select the most appropriate way to communicate customer.		1	0	1
	PC12. Respond promptly and give relevant & true information about jewellery product.		1	0	1
	Sub Total		20	3	17
	PC1. Identify and use appropriate protective clothing/equipment for specific tasks and work		2	0	2
	PC2. Identify hazardous job activities in his/her job and communicate the possible causes of risks or accidents in the workplace	1 2 2	1	0	1
	PC3. Carry out safe working practices while dealing with hazards to ensure safety of self and others		1	0	1
	PC4. Identify and avoid doing any tasks or activities in a bad working position		2	0	2
7. G&J/N9902 Maintain health and safety at workplace	PC5. Practice appropriate working postures to minimise occupational health related issues		2	1	1
	PC6. Use the appropriate fire extinguishers on different types of fire.	20	1	0	1
	PC7. Demonstrate rescue techniques applied during fire hazard		2	0	2
	PC8. Demonstrate good housekeeping in order to prevent fire hazards		1	0	1
	PC9. Demonstrate the correct use of any fire extinguisher		2	0	2
	PC10. Administer appropriate first aid procedure to victims wherever required eg.in case of bleeding, burns, choking, electric shock etc.		1	0	1









	Percentage Weightage: Minimum Pass% to qualify (aggregate):		Minimum Pass% to qualify (aggregate):			7	0%
				32%	68%		
	Grand Total	250	250	80	170		
	Sub Total		20	3	17		
	PC12. Participate in emergency procedures such as raising alarm, safe evacuation, correct means of escape, correct assembly point etc.		2	1	1		
	PC11. Respond promptly and appropriately to an accident situation or medical emergency		3	1	2		