

## QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR GEMS 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- Floor Manager

**SECTOR:** GEMS AND JEWELLERY

**SUB-SECTOR:** Jewellery Retailing

**OCCUPATION:** Selling

**REFERENCE ID:** G&J/Q8304

**ALIGNED TO:** NCO-2004/5220.15

**Floor manager:** Also called 'Section manager', the Floor Manager is the person in-charge of a section or group of sales counters in a retail store.

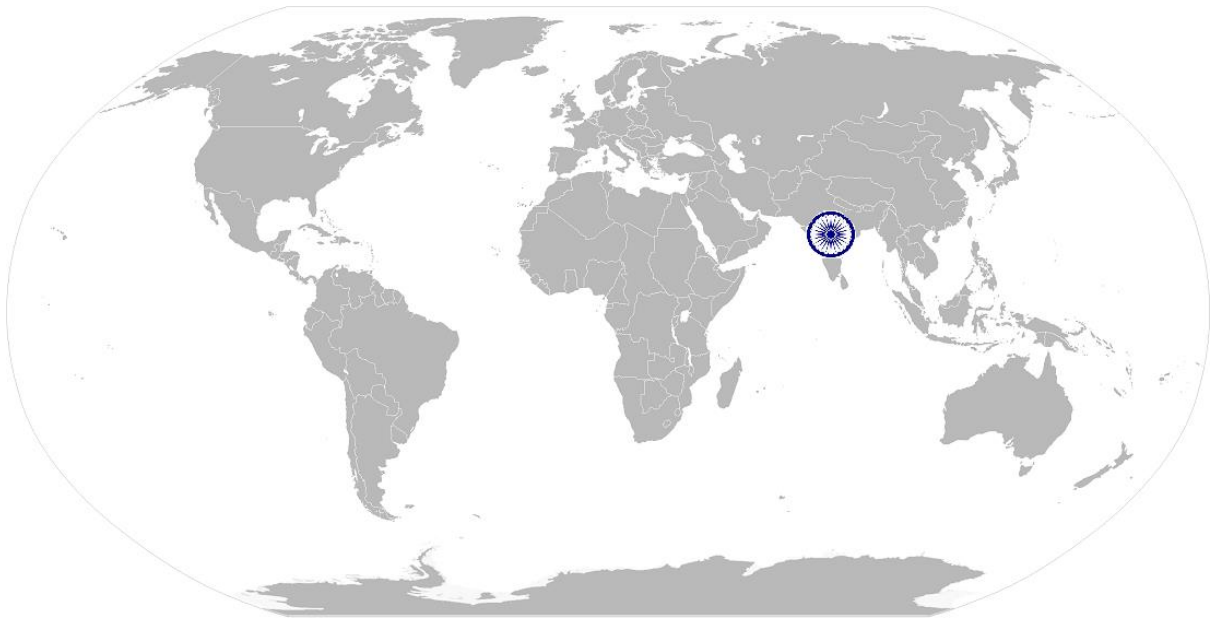
**Brief Job Description:** The individual in the jewellery retail store manages a section of sales counters, mostly, of similar product categories, e.g., gold section, or diamond section. The individual is responsible for the sales at the sections and also the performance of human resource working there. Sometimes, the individual and may also manage the store alongside the Store Manager.

**Personal Attributes:** The job requires the person to be customer-centric, have a flair for communicating and people management skills, and be able to interact with customers of diverse lifestyles. The individual should also be presentable, and target oriented. Integrity is important in dealing with jewellery.

<b>Qualifications Pack Code</b>	<b>G&amp;J/Q8304</b>		
<b>Job Role</b>	<b>Floor Manager</b>		
<b>Credits(NVEQF/NVQF/NSQF) [OPTIONAL]</b>	<b>TBD</b>	<b>Version number</b>	<b>1.0</b>
<b>Sector</b>	<b>Gems and Jewellery</b>	<b>Drafted on</b>	<b>13/06/13</b>
<b>Sub-sector</b>	<b>Jewellery Retailing</b>	<b>Last reviewed on</b>	<b>30/07/13</b>
<b>Occupation</b>	<b>Selling</b>	<b>Next review date</b>	<b>15/08/15</b>

<b>Job Role</b>	<b>Floor Manager</b> Also called Section Manager
<b>Role Description</b>	Managing several sales counters of similar product categories and having the responsibility for: generating sales, managing performance of human resources working at the counters and managing the store alongside the Store Manager
<b>NVEQF/NVQF level</b>	5
<b>Minimum Educational Qualifications</b>	Minimum Educational Qualification: Graduate
<b>Maximum Educational Qualifications</b>	
<b>Training</b>	Not applicable
<b>Experience</b>	5 - 6 years of experience in jewellery sales
<b>Applicable National Occupational Standards (NOS)</b>	<p><b>Compulsory:</b></p> <ol style="list-style-type: none"> <li><a href="#">G&amp;J/N8308 Manage sales counters and human resource</a></li> <li><a href="#">G&amp;J/N8302 Welcome, manage and engage the customer</a></li> <li><a href="#">G&amp;J/N8309 Assist in store management</a></li> <li><a href="#">G&amp;J/N9940 Respect and maintain company's IPR</a></li> <li><a href="#">G&amp;J/N9942 Interact with colleagues, customers and others</a></li> <li><a href="#">G&amp;J/N9943 Maintain safe and clean environment</a></li> </ol> <p><b>Optional:</b> Not Applicable</p>
<b>Performance Criteria</b>	As described in the relevant OS units

# National Occupational Standard



## Overview

This unit is about managing sales, human resources and jewellery stock at multiple sales counters of the allocated jewellery section on the floor.

**G&J/N8308**

**Manage sales counters and human resource**

National Occupational Standard	<b>Unit Code</b>	<b>G&amp;J/N8308</b>
	<b>Unit Title (Task)</b>	<b>Manage sales counters and human resource</b>
	<b>Description</b>	This OS unit is about managing sales, the stock and human resource in the allocated section of the floor, with responsibility of its performance
	<b>Scope</b>	<p>This unit/task covers the following:</p> <p><b>Manage the sales in the section</b></p> <ul style="list-style-type: none"> <li>• lead sales process in the section or floor</li> <li>• decide on the product type to be sold and stock considering the seasonality</li> <li>• decide on the number of new saving scheme accounts to target</li> <li>• assist store manager to organize camps for opening saving scheme account</li> </ul> <p><b>Manage the human resource</b></p> <ul style="list-style-type: none"> <li>• train human resource 'on the job' on need basis</li> <li>• set sales target for individual customer sales executive, taking into consideration their competence level and seasonality of business</li> <li>• review the performance of sales force periodically</li> <li>• recommend for recognition or training of personnel based on performance</li> <li>• decide on the sales force to be deployed for conducting camps for saving scheme</li> <li>• resolve human resource issues such as absenteeism</li> <li>• decide on weekly off for individual customer service executive</li> </ul> <p><b>Manage the stock in the allocated section</b></p> <ul style="list-style-type: none"> <li>• check periodically, for proper stock maintenance by the individual customer sales executive in their respective sales counter</li> <li>• review the stock management record</li> <li>• maintain adequate stock of various product categories at the section or floor</li> </ul> <p><b>Review the sales performance</b></p> <ul style="list-style-type: none"> <li>• analyse the sales data generated every day</li> <li>• analyse executive's performance, based on sales</li> <li>• analyse product-category wise sales value</li> </ul>
<b>Performance Criteria(PC) w.r.t. the Scope</b>		
<b>Element</b>	<b>Performance Criteria</b>	
<b>Managing sales in the section or floor</b>	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. achieve sales versus the target set for the section or floor</p> <p>PC2. sell from each of the product category at the section</p> <p>PC3. open or sell targeted number of new saving schemes account</p> <p>PC4. achieve ticket size (sales value per customer) targeted for the section</p> <p>PC5. achieve high sales conversion rate in the section</p>	
<b>Managing the human resource</b>	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC6. motivate sales force to achieve the sales target</p> <p>PC7. restrict the number of human resource issues escalated to Store Manager by</p>	

**G&J/N8308**

**Manage sales counters and human resource**

	<p>careful handling</p> <p>PC8. give employee feedback in order to enhance productivity</p> <p>PC9. address customer feedback on sales executives</p>
<b>Managing the stock</b>	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC10. maintain record of daily account of stock as per store rules</p> <p>PC11. avoid over stocking or stock shortage of any product category at the counters</p>
<b>Knowledge and Understanding (K)</b>	
<b>A. Organizational Context</b> (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, relevant industry practices legislation and standards, policies, IPR and procedures followed in the company</p> <p>KA2. company's sales policy</p> <p>KA3. company's saving scheme offerings</p> <p>KA4. company's human resource policy</p> <p>KA5. company's policies related to dress code and etiquette</p> <p>KA6. company's stock management policy</p> <p>KA7. company's performance appraisal policy</p> <p>KA8. documentation and reporting practices followed in the organization</p>
<b>B. Technical Knowledge</b>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. jewellery value chain</p> <p>KB2. precious metals their characteristics and differences</p> <p>KB3. different types of diamonds, precious stones, semi precious gemstones and their characteristics</p> <p>KB4. jewellery characteristics such as karatage, colour, fineness, hallmarking, gemstone-cut, clarity, carat and colour and grading process</p> <p>KB5. different types of jewellery styles, origin, making technique and value of components</p> <p>KB6. jewellery making process such as handmade, casting, machine made, electroforming</p> <p>KB7. jewellery preferences of customers from different geographies or a community or occasions</p> <p>KB8. jewellery industry trends and fashion</p> <p>KB9. seasonality of jewellery sales</p> <p>KB10. competition, their products, practices and pricing</p> <p>KB11. human resource management and organizational behavior</p>
<b>Skills (S) [Optional]</b>	
<b>A. Core Skills/ Generic Skills</b>	<b>Reading and Writing Skills</b>
	<p>The user/ individual on the job needs to know and understand how to:</p> <p>SA1. record the sales data on a periodical basis</p> <p>SA2. read the sales data of sales executives to take appropriate decision for their career progression</p>
	<b>Communication Skills</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA3. listen to the requirements of the customer</p> <p>SA4. interact with sales executives to improve sales</p>

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**Manage sales counters and human resource**

	SA5. interact with Store Manager and corporate office to raise any issues or concerns
<b>A. Professional skills</b>	<b>Management skills</b>
	The user/individual on the job needs to know and understand how to: SB1. manage the human resource on the floor or section, which includes setting sales target, review of performance, scheduling of work SB2. address grievance of human resource employed at the section SB3. monitor the sales of the counters on the floor or section and respond quickly to any concerns
	<b>Analytical Skills</b>
	The user/individual on the job needs to know and understand how to: SB4. analyse the sales data and appropriate information to decide on stock and sales management SB5. analyse sales data of sales executive to review their performance
	<b>Using Computer System</b>
	The user/individual on the job needs to know and understand how to: SB6. use computer and internal software to understand the stock availability, pricing, counter wise sales data and other relevant details SB7. use internet for online catalogue display and e-mailing
	<b>Problem Solving</b>
	The user/individual on the job needs to know and understand how to: SB8. resolve human resource issues arising in the work SB9. resolve any problems faced by the customer

**G&J/N8308**

**Manage sales counters and human resource**

## **NOS Version Control**

<b>NOS Code</b>	<b>G&amp;J/N8308</b>		
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<b>Industry</b>	<b>Gems &amp; Jewellery</b>	<b>Drafted on</b>	<b>13/06/13</b>
<b>Industry Sub-sector</b>	<b>Jewellery Retailing</b>	<b>Last reviewed on</b>	<b>30/07/13</b>
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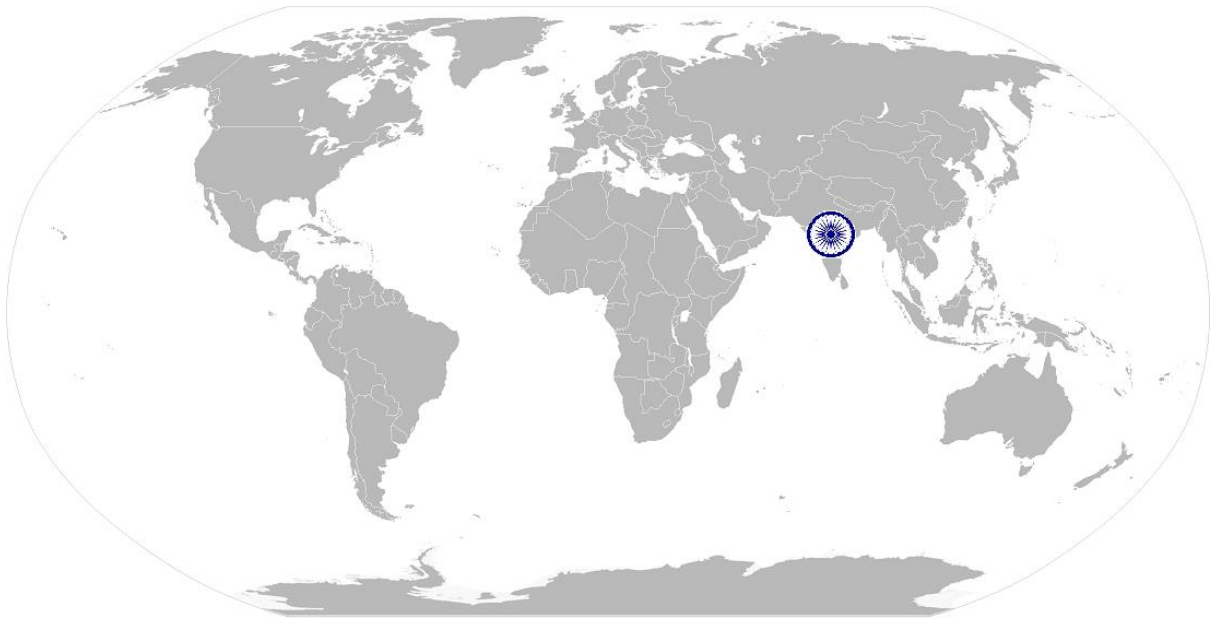


G&J/N8302

Welcome, manage and engage the customer

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# National Occupational Standard



## Overview

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



**G&J/N8302**

**Welcome, manage and engage the customer**

National Occupational Standard	<b>Unit Code</b>	<b>G&amp;J/N8302</b>
	<b>Unit Title (Task)</b>	<b>Welcome, manage and engage the customer at the retail counter</b>
	<b>Description</b>	This OS unit is about dealing with and assisting the customer of the jewellery store so that the interaction results in a sale
	<b>Scope</b>	<p>This unit/task covers the following:</p> <p>Engage with the customer to:</p> <ul style="list-style-type: none"> <li>• receive with smile, the customer who walk into the jewellery store</li> <li>• ensure that the customer is not left unattended upon entering the store</li> <li>• make customers feel comfortable through pleasing behaviour, being polite and listening to their requirement</li> <li>• offer them refreshments as per store policy</li> <li>• ensure that the customer is not made to wait for a long time for the post purchase procedures, for example, billing or packing</li> </ul> <p>Understand the customer's requirement</p> <ul style="list-style-type: none"> <li>• initiate queries to understand the customer's broad jewellery preference, for example, designer or light weight jewellery or traditional jewellery)</li> <li>• obtain adequate information from the customer to understand the nature of buying, for example, occasion based or casual; any buying criteria, for example, budget; type of jewellery, for example, plain gold; type of products, for example, bangle.</li> </ul> <p>Make the customer aware of the retail store's various jewellery offerings</p> <ul style="list-style-type: none"> <li>• list out the different product offerings to client with confidence</li> <li>• familiarise the customer with the layout of the store</li> </ul> <p>Help the customer choose a jewellery piece</p> <ul style="list-style-type: none"> <li>• provide various selections of jewellery types that meet the customer's buying criteria</li> <li>• assist in selecting by suggesting the jewellery that could suit the customer's taste, looks, budget criteria, occasional wear, etc.</li> </ul> <p>Interact with the customer through telephone or online, post sale</p> <ul style="list-style-type: none"> <li>• inform customers about product promotions or new product arrival through telephone, if the customer agrees</li> <li>• inform about delivery status if the jewellery is to be delivered at a later time than the walk-in</li> <li>• send mailers on discounts or promotional events</li> </ul> <p>Handle problems pertaining to a customer</p> <ul style="list-style-type: none"> <li>• address with right solution to customer's query regarding product</li> </ul>

**G&J/N8302**

**Welcome, manage and engage the customer**

	<ul style="list-style-type: none"> <li>assist the customer when there is a sales return or repairing work needs to be done</li> <li>offer assistance for customers such as offering chair to sit for senior citizen customers</li> </ul>
<b>Performance Criteria(PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
<b>Engaging the walk-in customer</b>	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. attend promptly to all customers who walk in</p> <p>PC2. greet all customers as per company's training</p> <p>PC3. Assess correctly, the customer's broad and specific requirements</p> <p>PC4. provide acceptable suggestions or solutions in response to customer queries</p> <p>PC5. minimise the number of customer complaints received by the store</p> <p>PC6. follow appropriate telephone etiquette while interacting with customer on telephone and as per company's training</p>
<b>Understanding customer's requirements</b>	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC7. understand customer's requirements quickly and then suggest alternatives</p> <p>PC8. introduce maximum number of types of products to the customer in a short conversation</p>
<b>Customer satisfaction</b>	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC9. minimise number of negative customer satisfaction and feedback</p> <p>PC10. minimize the number of customers who leave the store because of poor attention given</p>
<b>Knowledge and Understanding (K)</b>	
<b>C. Organizational Context</b> (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 customer handling</p> <p>KA2. retail store layout and different departments in the store</p> <p>KA3. return and exchange policies followed by the retail store</p> <p>KA4. pricing and discount policy of the retail store</p> <p>KA5. company's various saving scheme offerings</p> <p>KA6. company's policies related to dress code and etiquette</p> <p>KA7. documentation and reporting practices followed in the organization</p>
<b>D. Technical Knowledge</b>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. different types of jewellery, their style and origin, making technique and value of components</p> <p>KB2. significant characteristics of the jewellery (for example: in terms of making technique, style, etc.)</p> <p>KB3. different types and combinations of jewellery required for special occasions, for example, wedding or Valentine's Day)</p> <p>KB4. product configuration and product mix and match, i.e., what type of jewellery goes well with another jewellery or dress</p> <p>KB5. operating computer and using software to check for stock, price of jewel and to prepare bill</p>

**G&J/N8302**

**Welcome, manage and engage the customer**

<b>Skills (S) [Optional]</b>	
<b>B. Core Skills/ Generic Skills</b>	<b>Writing Skills</b>
	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
	<b>Reading Skills</b>
	The user/individual on the job needs to know and understand how to: SA3. read English and local language SA4. read and understand about new design or type of jewellery introduced in the store through catalogues, brochures and pamphlets SA5. read the design of the jewellery bought by the customer
	<b>Communication Skills</b>
	The user/individual on the job needs to know and understand how to: SA6. listen to and understand the requirements of the customer SA7. talk about the store's product offerings and those that may suit customer's requirement SA8. interact in a language which the customer is comfortable with SA9. avoid personal biases to creep into interactions with customers
<b>B. Professional skills</b>	<b>Customer Centricity</b>
	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.
	<b>Using Computer System</b>
	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
	<b>Attention to Detail</b>
	The user/individual on the job needs to know and understand how to: SB4. 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
	<b>Behavioural Skills</b>
	The user/individual on the job needs to know and understand: SB5. behavioural etiquette such as maintaining the appropriate physical distance with customer during conversation SB6. being courteous at all times and with all types of customers

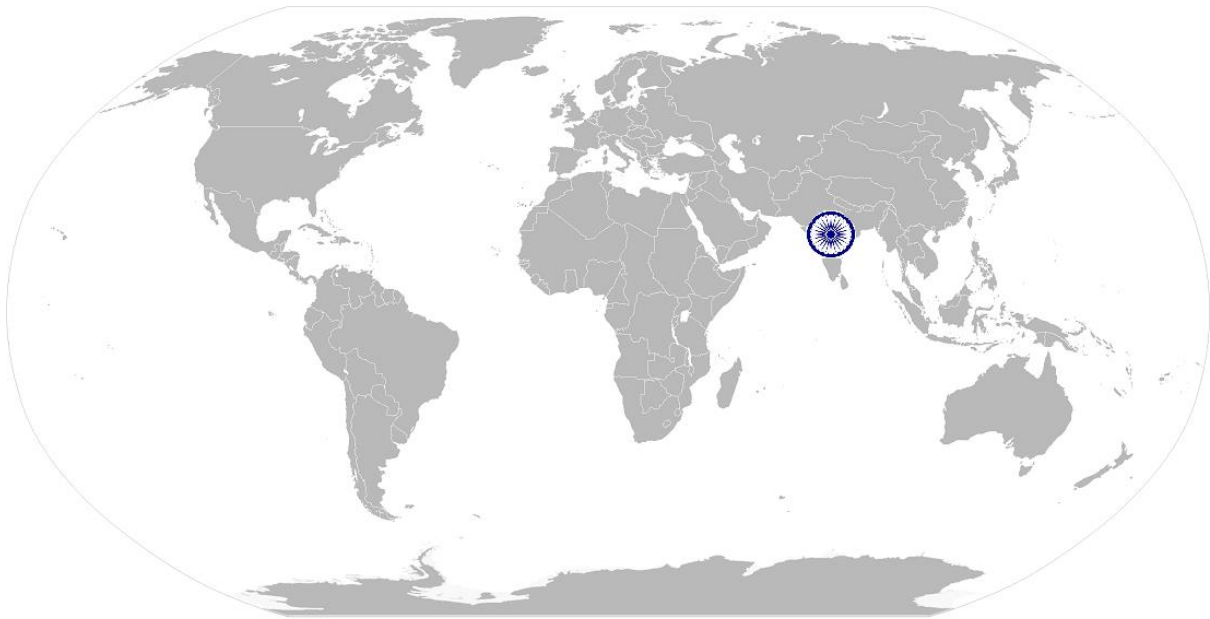
**G&J/N8302**

**Welcome, manage and engage the customer**

## **NOS Version Control**

<b>NOS Code</b>	<b>G&amp;J/N8302</b>		
<b>Credits(NVEQF/NVQF/NSQF) [OPTIONAL]</b>	<b>TBD</b>	<b>Version number</b>	<b>1.0</b>
<b>Industry</b>	<b>Gems and Jewellery</b>	<b>Drafted on</b>	<b>13/06/13</b>
<b>Industry Sub-sector</b>	<b>Jewellery Retailing</b>	<b>Last reviewed on</b>	<b>30/07/13</b>
		<b>Next review date</b>	<b>15/08/15</b>

# National Occupational Standard



## Overview

This unit is about assisting in management of the retail store and includes activities such as visual merchandising, store upkeep, store-level product management, promotions and organising carnivals, etc.

**G&J/N8309**

**Assist in store management**

National Occupational Standard

<b>Unit Code</b>	<b>G&amp;J/N8309</b>
<b>Unit Title (Task)</b>	<b>Assist in store management</b>
<b>Description</b>	This OS unit is about assisting in store management activities such as store upkeep, visual merchandising and promotions.
<b>Scope</b>	<p>This unit/task covers the following:</p> <p><b>Assist Store Manager in visual merchandising</b></p> <ul style="list-style-type: none"> <li>decide on the display style of different types of jewellery in the floor or section</li> <li>decide on the theme of product's display as per the season, festival, carnival for the floor or section</li> <li>assist in decision making at store level visual merchandising such as window display, signage, and posters.</li> <li>ensure consistency in the display of products and in line with organisational standards</li> </ul> <p><b>Assist Store manager in store level product management</b></p> <ul style="list-style-type: none"> <li>analyse the sales data of the floor or section and its contribution to the store</li> <li>assist in store level product management including what kind of jewellery to stock (example: gold / diamond), type of jewellery (example: bangle / necklace), etc.</li> <li>assist in deciding on any new saving schemes to be opened or product promotion to be conducted</li> </ul> <p><b>Assist Store Manager in store upkeep</b></p> <ul style="list-style-type: none"> <li>ensure appropriate display and safety of jewels in the counters as per company policy</li> <li>check that the floor or section is clean and is well maintained</li> <li>ensure that there are no hazardous or other materials that could disturb customer's shopping experience at the store</li> <li>coordinate with housekeeping team for maintenance of floor or store</li> </ul> <p><b>Organise the promotions and seasonal carnivals</b></p> <ul style="list-style-type: none"> <li>coordinate with sales executives for store-level carnivals such as Diwali offer sales, Akshaya Trithiya sales.</li> <li>make the sales executives aware of the retail store's policy with reference to product, discount, offers, etc., during the carnival sales season</li> <li>inform the customer about the products, offers, etc., available as a part of the carnival</li> </ul>

**G&J/N8309**

**Assist in store management**

<b>Performance Criteria(PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
<b>Visual merchandising</b>	To be competent, the user/individual on the job must be able to: PC1. avoid any deviation in the visual merchandising as per retail store standards PC2. act upon customer feedback on visual merchandising and display of products
<b>Store level product management</b>	To be competent, the user/individual on the job must be able to: PC3. manage the store and resolve any adverse issues during store manager's absence
<b>Maintaining store upkeep</b>	To be competent, the user/individual on the job must be able to: PC4. maintain a clean retail area PC5. act upon any customer complaints and feedbacks on retail environment
<b>Organising carnivals</b>	To be competent, the user/individual on the job must be able to: PC6. increase sales of the floor during the carnival or offer season PC7. act upon customer complaints and feedbacks from the floor or section during the carnival sales
<b>Knowledge and Understanding (K)</b>	
<b>A. Organizational Context</b> (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: KA1. company's policies on: organizing carnivals, visual merchandising, store maintenance and customer feedback KA2. organisation's structure KA3. return and exchange policies followed by the company KA4. company policy on visual merchandising and the signage to be used KA5. retail store's carnival sales policy on price, discounts, offers, return, and product category wise offers, etc.
<b>B. Technical Knowledge</b>	The user/individual on the job needs to have knowledge of: KB1. visual merchandising: type and style of display to be adopted and use of display equipment which would not cause damage to the product, etc. KB2. retail store management which includes human resource management, coordinating with external agencies and administration. KB3. security procedures, material movement, etc., to be followed in a jewellery retail store KB4. industry trends and deciding on jewellery to be stocked accordingly KB5. general industry movements such as seasonality effects, gold price and festivals to estimate demand KB6. competition and strategy to overcome the competition
<b>Skills (S) [Optional]</b>	
<b>A. Core Skills/ Generic Skills</b>	<b>Reading and Writing Skills</b>
	The user/ individual on the job needs to: SA1. read the sales data and analyse SA2. maintain and record the sales data in the floor or section SA3. prepare report on stocks on the floor periodically



**G&J/N8309**

**Assist in store management**

	<p><b>Communication Skills</b></p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA4. coordinate with sales executive and other departments in the retail store for various purposes</p> <p>SA5. inform sales executives about the promotion, offers and pricing policy to be followed during seasonal sales</p>
<p><b>C. Professional skills</b></p>	<p><b>Computer Skills</b></p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. operate the computer</p> <p>SB2. use computer system and software for recording sales and account of stock</p>
	<p><b>Analytical Skills</b></p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB3. analyse the data available and take decision such as demand estimation</p> <p>SB4. analyse the sales pattern and take measures to increase the contribution of floor sales</p> <p>SB5. analyse the sales data of the store and assist in decision making at store level</p>
	<p><b>Decision making</b></p>
	<p>The user/individual on the job needs to:</p> <p>SB6. decide on what type of product to be stocked, displayed considering seasonality and other parameters</p> <p>SB7. decide on what type of display, style to be chosen for visual merchandising</p>
	<p><b>Problem Solving</b></p>
	<p>The user/individual on the job needs to:</p> <p>SB8. resolve any issues arising in the store in the absence of the store manager</p> <p>SB9. resolve human resource issues in the floor or section</p>

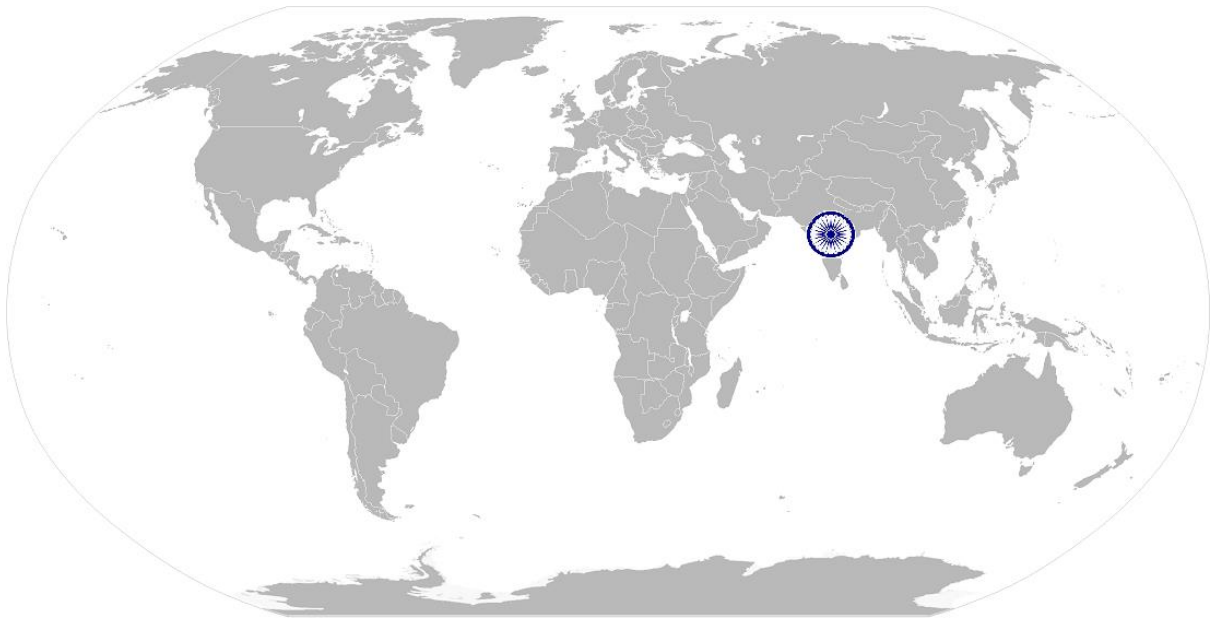
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# National Occupational Standard



## 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

<b>Unit Code</b>	<b>G&amp;J/N9940</b>
<b>Unit Title (Task)</b>	<b>Respect and maintain IPR of the company</b>
<b>Description</b>	This OS unit is about protecting company's IPR and unique selling proposition from being disclosed to competitors
<b>Scope</b>	<p>This unit/task covers the following:</p> <p>Protect company's Intellectual Property Rights (IPR)</p> <ul style="list-style-type: none"> <li>to prevent leak of new designs/ plans to competitors by reporting on time</li> <li>to be aware of any of company's product, process and design patents</li> <li>to prevent leak of company's pricing policy and promotional strategies</li> <li>to report IPR violations observed in the market, to manager or company head</li> </ul>
<b>Performance Criteria(PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
<b>Maintaining IPR</b>	<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>
<b>Knowledge and Understanding (K)</b>	
<b>A. Organizational Context</b>	<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>B. Technical Knowledge</b>	<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>
<b>Skills (S) [Optional]</b>	
<b>A. Core Skills/ Generic Skills</b>	<b>Communication Skills</b>
	<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>B. Professional Skills</b>	<b>Decision making</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. report potential sources of violations</p>
	<b>Reflective Thinking</b>
	<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**

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

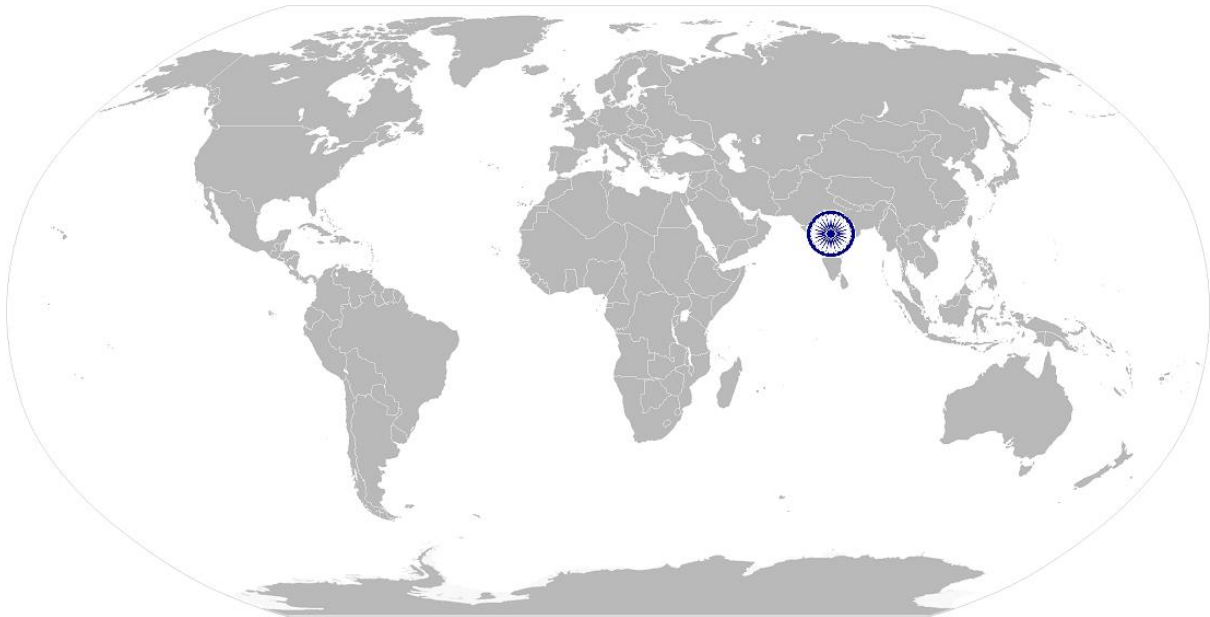
**G&J/N9940**

**Respect and maintain company's IPR**

## **NOS Version Control**

<b>NOS Code</b>	<b>G&amp;J/N9940</b>		
<b>Credits(NVEQF/NVQF/NSQF)</b>	<b>TBD</b>	<b>Version number</b>	<b>1.0</b>
<b>Industry</b>	<b>Gems &amp; Jewellery</b>	<b>Drafted on</b>	<b>24/07/13</b>
<b>Industry Sub-sector</b>	<b>Jewellery Retailing</b>	<b>Last reviewed on</b>	<b>30/07/13</b>
		<b>Next review date</b>	<b>15/08/15</b>

# 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/N9942**

**Interact with colleagues, customers and others**

National Occupational Standard	<b>Unit Code</b>	<b>G&amp;J/N9942</b>
	<b>Unit Title (Task)</b>	<b>Interact with colleagues, customers and others</b>
	<b>Description</b>	This OS unit is about interacting and coordinating with the personnel of the other departments in the retail organisation
	<b>Scope</b>	<p>This unit/task covers the following:</p> <p>Coordinate with sales executives</p> <ul style="list-style-type: none"> <li>to train them on product and retail knowledge</li> <li>to understand the sales information periodically</li> <li>for any issues faced by the human resource</li> </ul> <p>Interact with customers</p> <ul style="list-style-type: none"> <li>to understand their requirements</li> <li>to address any issues</li> </ul> <p>Coordinate with corporate headquarters</p> <ul style="list-style-type: none"> <li>to understand the sales target for the store periodically including long term vision for the store</li> <li>to understand promotion seasonal sales period and details of the sale</li> <li>to know about organisational pricing and product management policy for the period</li> <li>to understand the budget for working capital of the store</li> </ul> <p>Coordinate with inventory controller to</p> <ul style="list-style-type: none"> <li>replenish stock</li> <li>value old-gold jewellery for exchange as received from customers</li> <li>inform about any loss of goods</li> </ul> <p>Coordinate with factory</p> <ul style="list-style-type: none"> <li>to track the status of the customized jewellery order</li> <li>to track the status of replenishment or new jewellery arrival</li> </ul> <p>Coordinate with cashier</p> <ul style="list-style-type: none"> <li>to understand the sales value, ticket size, etc.</li> <li>to ensure regulatory requirements are maintained and followed</li> </ul> <p>Coordinate with housekeeping personnel to</p> <ul style="list-style-type: none"> <li>arrange refreshments for customers and guests</li> <li>maintain clean work environment</li> </ul>

**G&J/N9942**

**Interact with colleagues, customers and others**

Performance Criteria(PC) w.r.t. the Scope	
Element	Performance Criteria
<b>Coordinating with others</b>	To be able to competent, the user/individual on the job must be able to: PC1. carry out role requirements and responsibilities as per company training PC2. promptly escalate concerns and problems encountered PC3. Address any issues raised to them
Knowledge and Understanding (K)	
<b>A. Organizational Context</b> (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. company's personnel policy KA5. documentation and reporting practices in organization KA6. organisation history and culture
<b>B. Technical Knowledge</b>	The user/individual on the job needs to know and understand: KB1. understand the roles played by the other departments in serving the customer KB2. to contact appropriate persons for various functions, for example loss of stock needs to be reported to inventory controller KB3. basic functional and process knowledge of other departments to understand the terminologies used during the interaction
Skills (S) [Optional]	
<b>A. Core Skills/ Generic Skills</b>	<b>Writing Skills</b>
	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
	<b>Communication Skills</b>
	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
<b>C. Professional skills</b>	<b>Problem Solving</b>
	The user/individual on the job needs to: SB1. report any concerns to senior management SB2. reports any stock related issues to inventory controller
	<b>Teamwork</b>
	The user/individual on the job needs to: SB3. understand how to resolve conflict at work SB4. understand that interpersonal concerns must not affect organisational objective

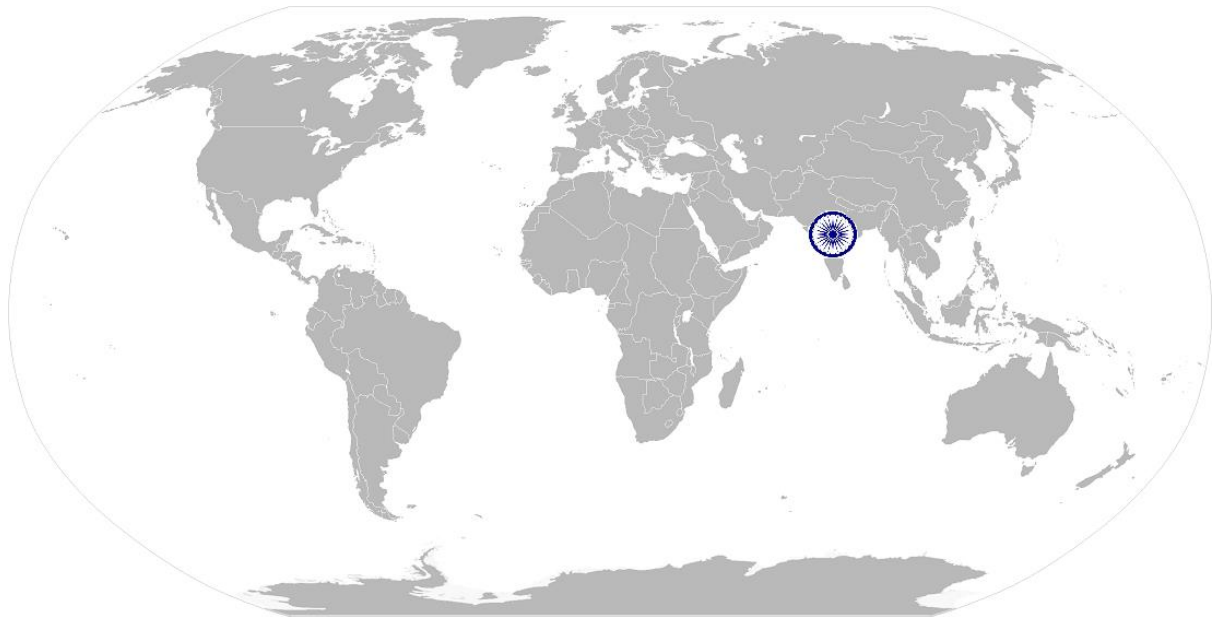
**G&J/N9942**

**Interact with colleagues, customers and others**

**NOS Version Control**

<b>NOS Code</b>	<b>G&amp;J/N9942</b>		
<b>Credits(NVEQF/NVQF/NSQF) [OPTIONAL]</b>	<b>TBD</b>	<b>Version number</b>	<b>1.0</b>
<b>Industry</b>	<b>Gems and Jewellery</b>	<b>Drafted on</b>	<b>24/07/13</b>
<b>Industry Sub-sector</b>	<b>Jewellery Retailing</b>	<b>Last reviewed on</b>	<b>30/07/13</b>
		<b>Next review date</b>	<b>15/08/15</b>

# 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 jewels and customers at stores is an important aspect of jewellery retailing.

<b>Unit Code</b>	<b>G&amp;J/N9943</b>
<b>Unit Title (Task)</b>	<b>Maintain safe and clean environment</b>
<b>Description</b>	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
<b>Scope</b>	<p>This unit/task covers the following:</p> <p>Display products at the counter</p> <ul style="list-style-type: none"> <li>• clean the counter</li> <li>• display trays one by one instead of all together</li> <li>• clean the jewellery off any stains or dust</li> <li>• display products attractively</li> </ul> <p>Maintain safety of jewellery displayed to customers</p> <ul style="list-style-type: none"> <li>• be vigilant on the stocks under display during sales</li> <li>• communicate promptly about any potential theft in the store</li> </ul> <p>Maintain personal hygiene</p> <ul style="list-style-type: none"> <li>• to be presentable as per store requirement</li> <li>• to follow prescribed dress code</li> <li>• to be easily approachable to customers</li> </ul> <p>Maintain cleanliness in the retail area</p> <ul style="list-style-type: none"> <li>• coordinate with housekeeping department to maintain cleanliness in the retail environment</li> </ul>
<b>Performance Criteria(PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
<b>Maintaining clean environment</b>	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
<b>Safety of products</b>	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
<b>Knowledge and Understanding (K)</b>	
<b>A. Organizational Context</b> (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, safety practices and procedures, standards, policies, and procedures followed in the company KA2. organisation structure and its policy related to theft KA3. different departments in the retail store KA4. company's dress code policy and other etiquette KA5. documentation and reporting practices followed by the company

<b>B. Technical Knowledge</b>	<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>
<b>Skills (S) [Optional]</b>	
<b>A. Core Skills/ Generic Skills</b>	<p><b>Communication Skills</b></p> <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> <p><b>Organising Skills</b></p> <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>B. Professional skills</b>	<p><b>Decision making</b></p> <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

<b>NOS Code</b>	<b>G&amp;J/N9943</b>		
<b>Credits(NVEQF/NVQF/NSQF) [OPTIONAL]</b>	<b>TBD</b>	<b>Version number</b>	<b>1.0</b>
<b>Industry</b>	<b>Gems &amp; Jewellery</b>	<b>Drafted on</b>	<b>24/07/13</b>
<b>Industry Sub-sector</b>	<b>Jewellery Retailing</b>	<b>Last reviewed on</b>	<b>30/07/13</b>
		<b>Next review date</b>	<b>15/08/15</b>



**SSC/ N 0511**

**Deal with the customers of the jewellery store**

**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.

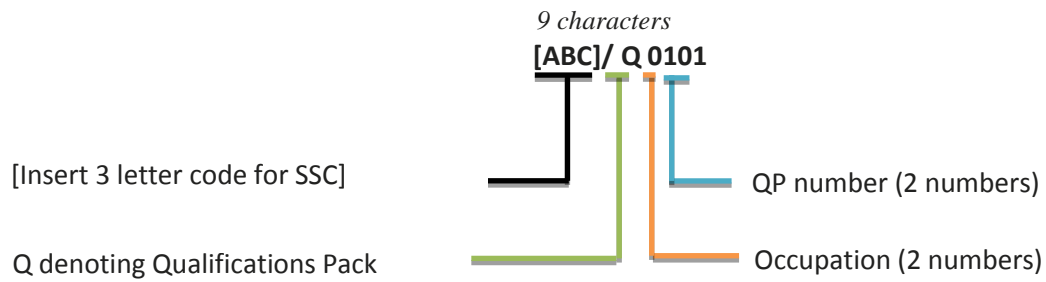
**Acronyms**

Core Skills/ Generic Skills	Core skills or generic skills are a group of skills that are the key to learning 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

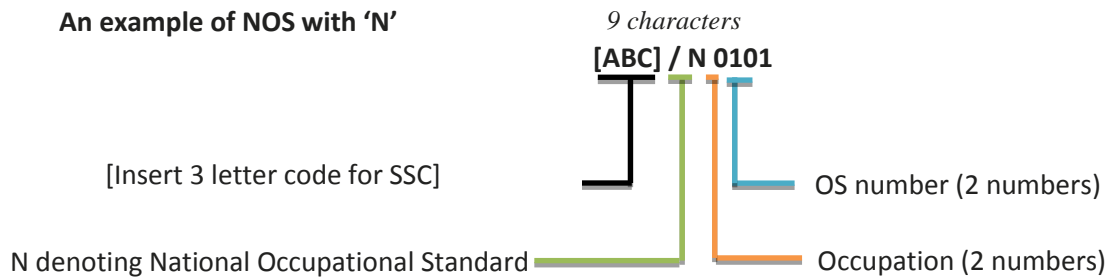
### Nomenclature for QP and NOS

#### Qualifications Pack



#### Occupational Standard

##### An example of NOS with 'N'



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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** Floor Manager

**Qualification Pack** G&J/Q8304

**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.

		<b>Marks Allocation</b>			
		<b>Total Marks (60+40)</b>	<b>Out Of</b>	<b>Theory</b>	<b>Skills Practical</b>
1. G&J/N8308 Manage sales counters and human resource	PC1. achieve sales versus the target set for the section or floor	<b>24</b>	1	0	1
	PC2. sell from each of the product category at the section		4	2	2
	PC3. open or sell targeted number of new saving schemes account		1	0	1
	PC4. achieve ticket size (sales value per customer) targeted for the section		1	0	1

	PC5. achieve high sales conversion rate in the section		2	1	1
	PC6. motivate sales force to achieve the sales target		3	1	2
	PC7. restrict the number of human resource issues escalated to Store Manager by careful handling		1	0	1
	PC8. give employee feedback in order to enhance productivity		1	0	1
	PC9. address customer feedback on sales executives		2	1	1
	PC10. maintain record of daily account of stock as per store rules		4	2	2
	PC11. avoid over stocking or stock shortage of any product category at the counters		4	2	2
		<b>Total</b>	<b>24</b>	<b>9</b>	<b>15</b>
2. G&J/N8302 Welcome, manage and engage the customer	PC1. attend promptly to all customers who walk in	<b>28</b>	4	2	2
	PC2. greet all customers as per company's training		3	1	2
	PC3. Assess correctly, the customer's broad and specific requirements		4	2	2
	PC4. provide acceptable suggestions or solutions in response to customer queries		3	2	1
	PC5. minimise the number of customer complaints received by the store		1	0	1

	PC6. follow appropriate telephone etiquette while interacting with customer on telephone and as per company's training		4	2	2
	PC7. understand customer's requirements quickly and then suggest alternatives		4	2	2
	PC8. introduce maximum number of types of products to the customer in a short conversation		3	2	1
	PC9. minimise number of negative customer satisfaction and feedback		1	0	1
	PC10. minimize the number of customers who leave the store because of poor attention given		1	0	1
		<b>Total</b>	<b>28</b>	<b>13</b>	<b>15</b>
3. G&J/N8309 Assist in store management	PC1. avoid any deviation in the visual merchandising as per retail store standards	<b>16</b>	3	2	1
	PC2. act upon customer feedback on visual merchandising and display of products		3	2	1
	PC3. manage the store and resolve any adverse issues during store manager's absence		4	2	2
	PC4. maintain a clean retail area		1	0	1
	PC5. act upon any customer complaints and feedbacks on retail environment		2	1	1

	PC6. increase sales of the floor during the carnival or offer season		2	1	1
	PC7. act upon customer complaints and feedbacks from the floor or section during the carnival sales		1	0	1
		<b>Total</b>	<b>16</b>	<b>8</b>	<b>8</b>
4. G&J/N9940 Maintain IPR at work	PC1. be aware of company's code of conduct, patents and IPR	<b>8</b>	4	2	2
	PC2. not involve in IPR violations		4	2	2
		<b>Total</b>	<b>8</b>	<b>4</b>	<b>4</b>
5. G&J/N9942 Interact with colleagues, customers and others	PC1. carry out role requirements and responsibilities as per company training	<b>11</b>	5	1	4
	PC2. promptly escalate concerns and problems encountered		3	1	2
	PC3. Address any issues raised to them		3	1	2
		<b>Total</b>	<b>11</b>	<b>3</b>	<b>8</b>
6. G&J/N9943 Maintain safe and clean work environment	PC1. maintain cleanliness at the retail counter	<b>13</b>	3	1	2
	PC2. personal hygiene and presentable at all times		4	1	3
	PC3. ensure that there is no loss of product or shoplifting		3	1	2
	PC4. report for potential theft or raise alarm in time		3	0	3
		<b>Total</b>	<b>13</b>	<b>3</b>	<b>10</b>