

## 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- Store Manager

**SECTOR:** GEMS AND JEWELLERY

**SUB-SECTOR:** Jewellery Retailing

**OCCUPATION:** Managing

**REFERENCE ID:** G&J/Q8202

**ALIGNED TO:** NCO-2004/1224.20

**Store manager** is the person in-charge of the sales and operation of a jewellery retail store.

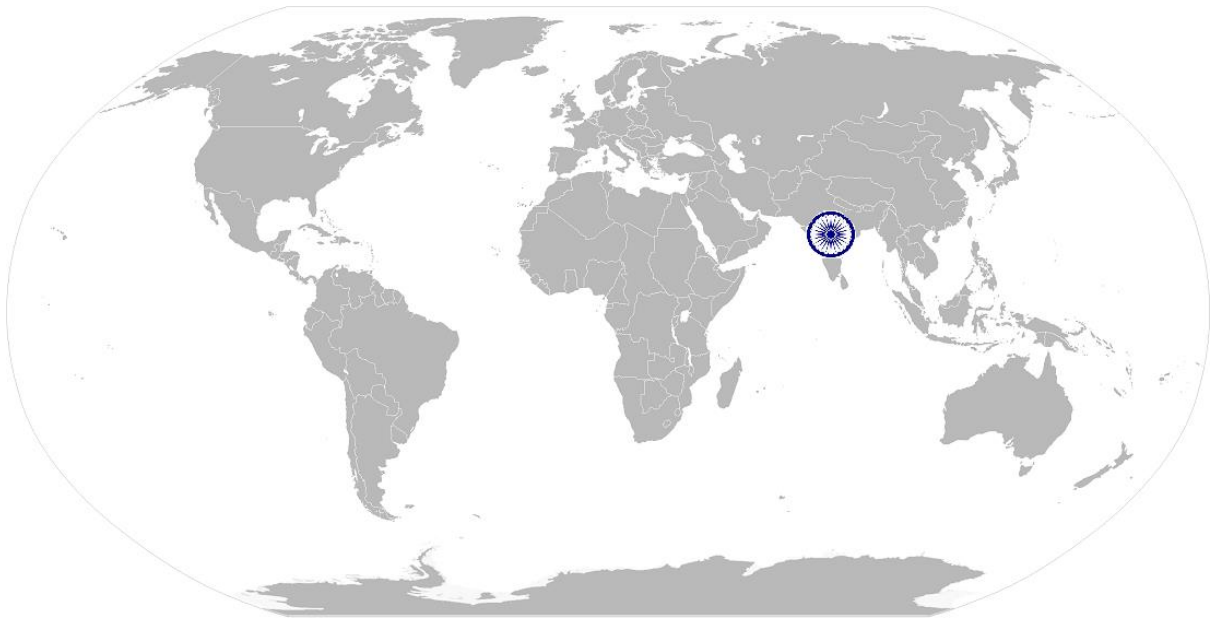
**Brief Job Description:** The individual at work in the jewellery retail store manages the sales and operations of the jewellery retail store. The individual is responsible for the performance of human resource and decides on product management, sales and promotion strategy to be followed at a store level.

**Personal Attributes:** The job requires the person to be customer-centric approach, have flair for communicating with different types of customers and managing people. The individual should also be presentable and target oriented with integrity in dealing with precious metal jewellery.

<b>Qualifications Pack Code</b>	<b>G&amp;J/Q8202</b>		
<b>Job Role</b>	<b>Store 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>24/07/13</b>
<b>Sub-sector</b>	<b>Jewellery Retailing</b>	<b>Last reviewed on</b>	<b>30/07/13</b>
<b>Occupation</b>	<b>Managing the retail store</b>	<b>Next review date</b>	<b>15/08/15</b>

<b>Job Role</b>	<b>Store Manager</b>
<b>Role Description</b>	Managing the sales and operations of the jewellery retail store, being responsible for the performance of human resource in the store, and deciding on product management, sales and promotion strategy to be followed for the store
<b>NVEQF/NVQF level</b>	6
<b>Minimum Educational Qualifications</b>	Graduate
<b>Maximum Educational Qualifications</b>	
<b>Training</b>	Not applicable
<b>Experience</b>	7 to 8 years in jewellery sales
<b>Applicable National Occupational Standards ( )</b>	<p><b>Compulsory:</b></p> <ol style="list-style-type: none"> <li><a href="#">G&amp;J/N8201 Manage store operations</a></li> <li><a href="#">G&amp;J/N8202 Manage sales and human resource of the store</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 the retail store, shop-in-shop, or mall while being responsible for: sales, visual merchandising, store up-keep, managing store-level products, driving promotion schemes, and organising carnivals at the store.

**G&J/N8201**

**Manage store operations**

<b>Unit Code</b>	<b>G&amp;J/N8201</b>
<b>Unit Title (Task)</b>	<b>Manage the store operations</b>
<b>Description</b>	This OS unit is about managing the store including activities such as store upkeep, visual merchandising, promotions, maintaining compliance
<b>Scope</b>	<p>This unit/task covers the following:</p> <p>Manage different operations in the store to ensure:</p> <ul style="list-style-type: none"> <li>adequate resources are available in various section such as sales, housekeeping, security and billing</li> <li>quality and standard is followed by all human resource in their respective work</li> <li>that the cost of operation of the store is within the working capital limits</li> </ul> <p>Visual merchandising of the store to decide on:</p> <ul style="list-style-type: none"> <li>the display style of different types of jewellery in the store</li> <li>the theme of product's display as per the season or festival or carnival</li> <li>the store-level visual merchandising aspects such as window display, signage, posters and lighting to be used in different section</li> <li>and ensure the standard theme to be maintained during promotional sales, carnivals, etc.</li> <li>and ensure consistency in the display of products and in line with organisational standards</li> </ul> <p>Store level product management:</p> <ul style="list-style-type: none"> <li>to analyse the sales data of the store</li> <li>to analyse contribution of sales by: counters, floors or section, type of product, etc.</li> <li>to decide on store-level product management including what kind of jewellery to stock, for example, Gold or Diamond, bangle or necklace</li> <li>to decide on any new saving schemes to be opened or product promotion needs to be conducted</li> </ul> <p>Store upkeep to ensure:</p> <ul style="list-style-type: none"> <li>appropriate display and safety of jewellery in the counters and sections</li> <li>that the floor or section or store is clean and is well maintained</li> <li>that there are no hazardous or other materials that would disturb customer's shopping experience</li> <li>that the floor area is cleaned periodically</li> <li>housekeeping team for maintains the floor or store</li> </ul> <p>Execute the promotions or carnivals conducted during a season or festival:</p> <ul style="list-style-type: none"> <li>coordinate with sales executives and floor managers in organising the company's seasonal or festival sales such as Diwali or Akshaya Tritiya</li> <li>ensure the sales executives and floor managers are aware of the retail store's policy with reference to product, discount, offers, etc., during the carnival sales</li> </ul>

**G&J/N8201**

**Manage store operations**

	<p>season</p> <ul style="list-style-type: none"> <li>ensure that customers are made aware about the products, offers, etc., available as a part of the carnival</li> <li>plan for additional human resource and facilities required during the season sale and make arrangement for the same</li> </ul> <p>Ensure compliance in the store</p> <ul style="list-style-type: none"> <li>organisational compliance is maintained by all such as wearing uniforms</li> <li>all relevant documents of the store such as tax papers, invoice, agreements, contracts, etc., are updated and maintained for ready reference</li> <li>regulatory and statutory requirements such safety equipments installation, etc., are maintained and followed</li> </ul>
<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 deviation in the visual merchandising from company's standards PC2. receive good customer review on display of products
<b>Store level product management</b>	To be competent, the user/individual on the job must be able to: PC3. maintain adequate stock of jewellery at any point of time PC4. avoid stock shortage when a customer asks for a jewellery
<b>Store upkeep</b>	To be competent, the user/individual on the job must be able to: PC5. have a well-maintained and clean retail area PC6. address customer complaints and negative feedback on retail environment
<b>Organising carnivals for promotional sales</b>	To be competent, the user/individual on the job must be able to: PC7. achieve the sales value of the store during the carnival or offer season PC8. address customer complaints and negative feedback during carnival sales PC9. maintain the standards decided for the particular season sale
<b>Ensure compliance</b>	To be competent, the user/individual on the job must be able to: PC10. comply with regulatory and organisation rules PC11. avoid any deviation from general standards and requirements
<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, relevant legislation, standards, policies, and procedures followed in the company KA2. organisation's history and culture KA3. organisation structure KA4. company's various saving scheme offerings KA5. company's policies related to dress code and etiquette KA6. documentation and reporting practices followed in the organization KA7. return and exchange policies followed by the company KA8. company's stock management policies KA9. company's order procurement process KA10. company policy on visual merchandising and the signage to be used KA11. company's carnival sales policy on price, discounts, offers, product category wise offers, etc.

**G&J/N8201**

**Manage store operations**

<p><b>B. Technical Knowledge</b></p>	<p>The user/individual on the job needs to have knowledge of:</p> <p>KB1. jewellery retailing and major difference from other forms of retailing</p> <p>KB2. visual merchandising: type and style of display to be adopted, display equipments which would not affect the product, etc.</p> <p>KB3. retail store management which includes human resource management, coordinating with external agencies, admin activities, etc.</p> <p>KB4. security procedures, material movement, etc., to be followed</p> <p>KB5. regulatory and government requirements on jewellery retailing</p> <p>KB6. company's compliance requirements applicable to retailing</p> <p>KB7. industry trends and deciding on jewellery to be stocked accordingly</p> <p>KB8. general industry trends such as seasonality effects, Gold price and festivals to estimate demand</p> <p>KB9. forecasting and estimation of product requirement considering various parameters for jewellery product sales</p> <p>KB10. basic finance, budgeting and accounting</p>
<p><b>Skills (S) [Optional]</b></p>	
<p><b>A. Core Skills/ Generic Skills</b></p>	<p><b>Reading and Writing Skills</b></p> <p>The user/ individual on the job needs to:</p> <p>SA1. read the sales data and do analysis</p> <p>SA2. maintain and record the sales data for store or section or counter</p> <p>SA3. prepare consolidated report on stocks in the store periodically</p> <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, floor managers and other departments in the retail store for various purposes</p> <p>SA5. inform sales executives and floor managers 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 , account of stock and for various purposes</p> <p><b>Analytical Skills</b></p> <p>The user/individual on the job needs to know and understand how to analyse the:</p> <p>SB3. data available and take decision such as demand estimation</p> <p>SB4. sales pattern and take measures to increase the contribution of floor sales</p> <p><b>Leadership Skills</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB5. motivate human resources to comply with company's rules and standards</p> <p>SB6. help human resources achieve sales targets</p> <p>SB7. communicate different processes, procedures, standards, targets, etc. to be followed</p> <p>SB8. teach by examples</p> <p>SB9. give feedback in order to increase performance of human resources</p>

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**Manage store operations**

	SB10. provide a work environment conducive to achieving excellence SB11. provide a pleasant shopping experience to customer
	<b>Decision making</b>
	The user/individual on the job needs to: SB12. decide on what type of product to be stocked or displayed considering seasonality and other parameters SB13. decide on what type of display, style to be chosen for visual merchandising
	<b>Problem Solving</b>
	The user/individual on the job needs to: SB14. resolve any human resource related disputes or conflicts SB15. resolve amicably, disputes with dissatisfied customers

**G&J/N8201**

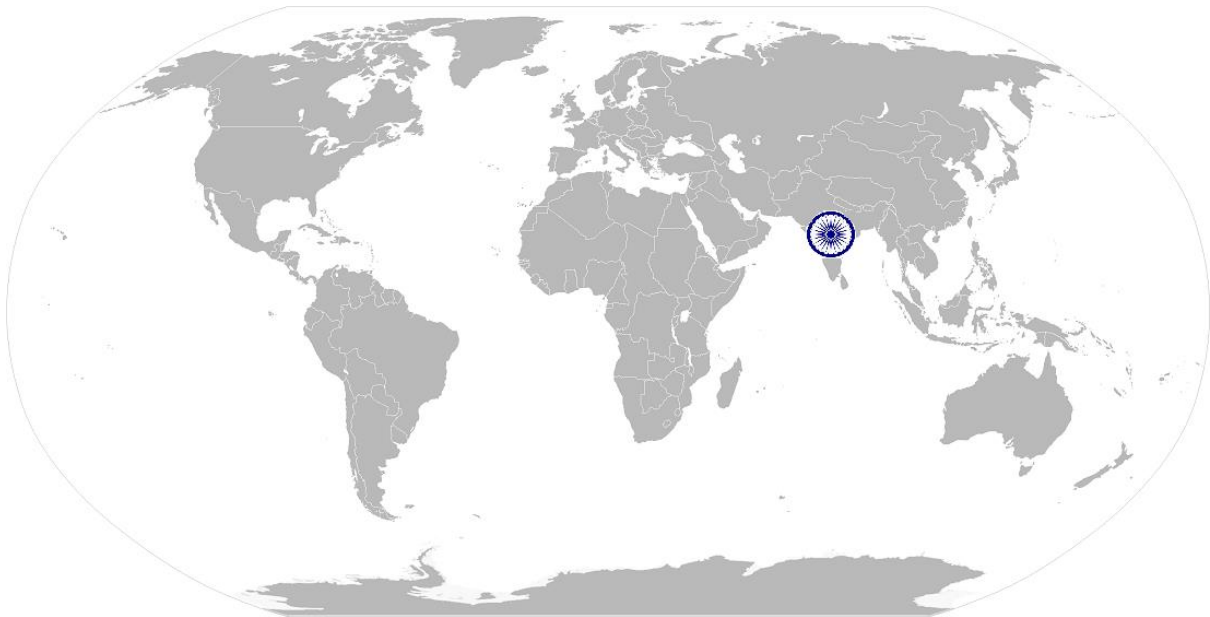
**Manage store operations**

**NOS Version Control**

<b>NOS Code</b>	<b>G&amp;J/N8201</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 being responsible for managing sales, human resources and jewellery stock at the jewellery retail store, shop-in-shop or mall.

**G&J/N8202**

**Manage sales and human resources**

National Occupational Standard	<b>Unit Code</b>	<b>G&amp;J/N8202</b>
	<b>Unit Title (Task)</b>	<b>Manage sales and human resources</b>
	<b>Description</b>	This OS unit is about dealing with managing sales, the stock and human resource in the store and is responsible for its performance
	<b>Scope</b>	<p>This unit/task covers the following:</p> <p><b>Manage sales</b></p> <ul style="list-style-type: none"> <li>assist sales process in the floor whenever required</li> <li>conduct camps for opening saving scheme account</li> <li>assess the sales data everyday</li> <li>analyse and take corrective action whenever there is a fluctuation in the sales pattern</li> </ul> <p><b>Plan strategy for increase in sales</b></p> <ul style="list-style-type: none"> <li>decide on the strategy to increase the sales volume in the store</li> <li>decide on the strategy to increase the footfalls in the store</li> <li>decide on the strategy to widen the catchment area of the store</li> <li>decide on the promotional strategy to be adopted for the store</li> </ul> <p><b>Manage the human resource in the store</b></p> <ul style="list-style-type: none"> <li>recruit appropriate human resource for the job</li> <li>train human resource 'on the job' on need basis</li> <li>set sales target for floor managers, taking into consideration their competency and seasonality of business</li> <li>review the sales target set for sales executives by the floor manager</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>solve human resource issues such as absenteeism</li> <li>decide on weekly off for individual customer service executive and floor manager</li> </ul> <p><b>Manage the stock in the store</b></p> <ul style="list-style-type: none"> <li>ensure proper stock maintenance in all the retail counters and sections</li> <li>review the stock management record</li> <li>maintain adequate stock of various product categories at the section or counter</li> </ul> <p><b>Review the sales performance to analyse:</b></p> <ul style="list-style-type: none"> <li>sales data generated every day</li> <li>executives' and floor manager's performance based on sales</li> <li>section or floor wise sales value (example: gold, diamond, etc)</li> <li>product category wise sales value</li> </ul>

**G&J/N8202**

**Manage sales and human resources**

<b>Performance Criteria(PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
<b>Manage sales</b>	To be competent, the user/individual on the must be able to: PC1. achieve sales versus the target set for the store PC2. ensure that sales target is met for each product category in the store PC3. open or sell targeted number of saving schemes account PC4. achieve the average ticket size (sales value per customer) for the store PC5. achieve high sales conversion rate in the store
<b>Plan strategy</b>	To be competent, the user/individual on the must be able to: PC6. achieve increase in sales value by the sales strategy adopted PC7. achieve increase in footfall of customers in the store
<b>Manage the human resource</b>	To be competent, the user/individual on the must be able to: PC8. motivate sales force to achieve the sales target PC9. restrict the number of human resource issues raised in the store or avoid them PC10. address customer feedback on sales executives and floor managers
<b>Manage the stock</b>	To be competent, the user/individual on the must be able to: PC11. maintain record of daily account of stock as per store rules PC12. avoid over stocking or stock shortage of any product category in the counters
<b>Review sales performance</b>	To be competent, the user/individual on the must be able to: PC13. interpret sales data and understand the sales pattern and performance of the store PC14. decide on actions to be taken based on analysis of sales and other relevant data PC15. plan and strategise for short term and long term based on available information
<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, relevant legislation, standards, policies, and procedures followed in the company KA2. company's sales policy KA3. company's various saving scheme offerings KA4. company's human resource policy KA5. company's policies related to dress code and etiquette KA6. company's stock management policy KA7. company's personnel policy KA8. company's performance appraisal policy KA9. organisation's history and culture KA10. documentation and reporting practices followed in the organization

**G&J/N8202**

**Manage sales and human resources**

<p><b>B. Technical Knowledge</b></p>	<p>The user/individual on the job needs to know and understand:</p> <ul style="list-style-type: none"> <li>KB1. jewellery value chain</li> <li>KB2. precious metals their characteristics and differences</li> <li>KB3. different types of diamonds, precious stones, semi precious gemstones and their characteristics</li> <li>KB4. Jewellery characteristics such as karatage, colour, fineness, hallmarking, gemstone-cut, clarity, carat and colour and grading process</li> <li>KB5. different types of jewellery styles, origin, making technique and value of components</li> <li>KB6. jewellery making process such as handmade, casting, machine made, electroforming</li> <li>KB7. jewellery preferences of customers from different geographies or a community or occasions</li> <li>KB8. jewellery industry trends and fashion</li> <li>KB9. seasonality of jewellery sales</li> <li>KB10. competition, their products, practices and pricing</li> <li>KB11. demographics of the location</li> <li>KB12. marketing and various promotional methods</li> <li>KB13. regulations and standards of jewellery industry</li> <li>KB14. regulatory requirements of retailing</li> <li>KB15. human resource management</li> <li>KB16. marketing and promotions management</li> </ul>
<p><b>Skills (S) [Optional]</b></p>	
<p><b>A. Core Skills/ Generic Skills</b></p>	<p><b>Reading and Writing Skills</b></p> <p>The user/ individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> <li>SA1. record the sales data on a periodical basis</li> <li>SA2. read the sales data of sales executives and floor managers to take appropriate decision for their career progression</li> </ul> <p><b>Communication Skills</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> <li>SA3. interact and resolve customer concerns</li> <li>SA4. interact with sales executives and floor managers to improve sales</li> <li>SA5. Interact with corporate office as per requirement</li> </ul>
<p><b>A. Professional skills</b></p>	<p><b>Managerial skills</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> <li>SB1. manage the human resource in the store which includes setting sales target, review of performance, scheduling of work</li> <li>SB2. address the grievance of human resource employed at the store</li> <li>SB3. monitor the sales of the counters on the floor or section and respond to any concerns</li> <li>SB4. motivate human resource in the work</li> </ul> <p><b>Analytical Skills</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> <li>SB5. analyse the sales data and appropriate information to decide on stock and sales management</li> </ul>

**G&J/N8202**

**Manage sales and human resources**

	<p>SB6. analyse sales data of sales executive and floor manager to review their performance</p> <p>SB7. analyse demography of the location to decide on type of jewellery to stock, marketing activity to undertake, etc.</p> <p>SB8. analyse competition performance and strategise on improving the store's performance</p>
	<p><b>Using Computer System</b></p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB9. use computer and internal software to understand the stock availability, pricing, counter and section wise sales data and other relevant details</p> <p>SB10. use internet for online catalogue display, seeking industry information and e mailing</p>
	<p><b>Problem Solving</b></p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB11. resolve human resource issues arising in the work</p> <p>SB12. resolve any issues or problems faced by the customer</p>

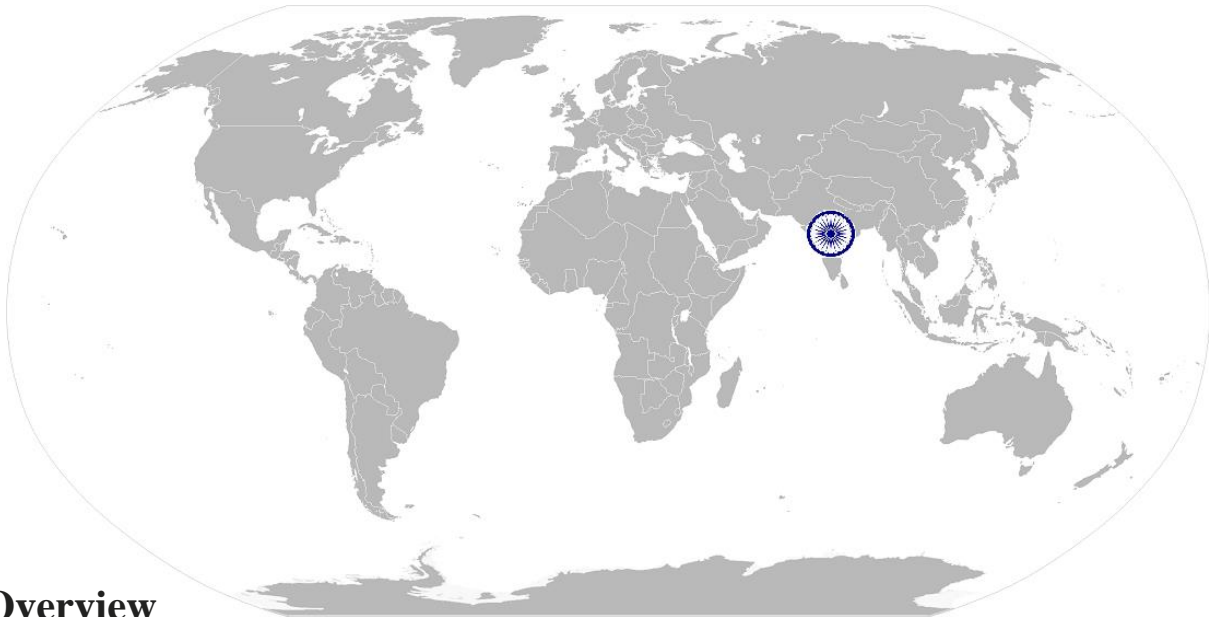
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<b>Industry</b>	<b>Gems &amp; Jewellery</b>	<b>Drafted on</b>	<b>24/07/13</b>
<b>Industry Sub-sector</b>	<b>Jewellery Retailing</b>	<b>Last reviewed on</b>	<b>30/07/13</b>
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# National Occupational 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>	To be competent, the user/individual on the job must be able to: PC1. be aware of company's code of conduct, patents and IPR PC2. not involve in IPR violations
<b>Knowledge and Understanding (K)</b>	
<b>A. Organizational Context</b>	The user/individual on the job needs to know and understand: KA1. company's policies on: incentives, delivery standards, safety and hazards, code of conduct, integrity and IPR, and personnel management KA2. work flow involved in entire sales process followed in the company KA3. importance of the individual's role in the organisation KA4. reporting structure KA5. market trends
<b>B. Technical Knowledge</b>	The user/individual on the job needs to know and understand: KB1. patents and IPR laws KB2. how IPR protection is important for competitiveness of a company
<b>Skills (S) [Optional]</b>	
<b>A. Core Skills/ Generic Skills</b>	<b>Communication Skills</b>
	The user/ individual on the job needs to know and understand how to: SA1. effectively communicate any observed IPR violations or order leaks
<b>B. Professional Skills</b>	<b>Decision making</b>
	The user/individual on the job needs to know and understand how to: SB1. report potential sources of violations
	<b>Reflective Thinking</b>
	The user/individual on the job needs to know and understand how to: SB2. learn from past mistakes and report IPR violations on time



**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**

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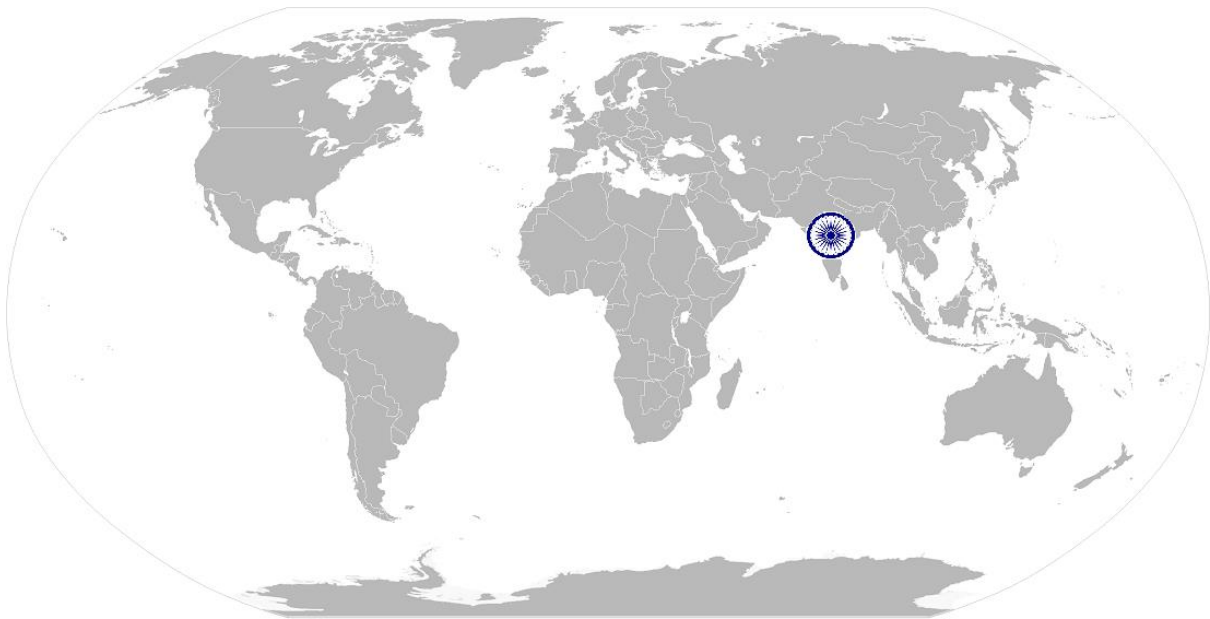
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Industry Sub-sector	Jewellery Retailing	Last reviewed on	30/07/13
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**G&J/N9942**

**Interact with colleagues, customers and others**

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# National Occupational Standard



## Overview

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

**G&J/N9942**

**Interact with colleagues, customers and others**

National Occupational Standard

Unit Code	G&J/N9942
Unit Title (Task)	Interact with colleagues, customers and others
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 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 concerns raised
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. roles played by the other departments in serving the customer KB2. appropriate persons to contact for various functions, for example loss of stock needs to be reported to inventory controller KB3. 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

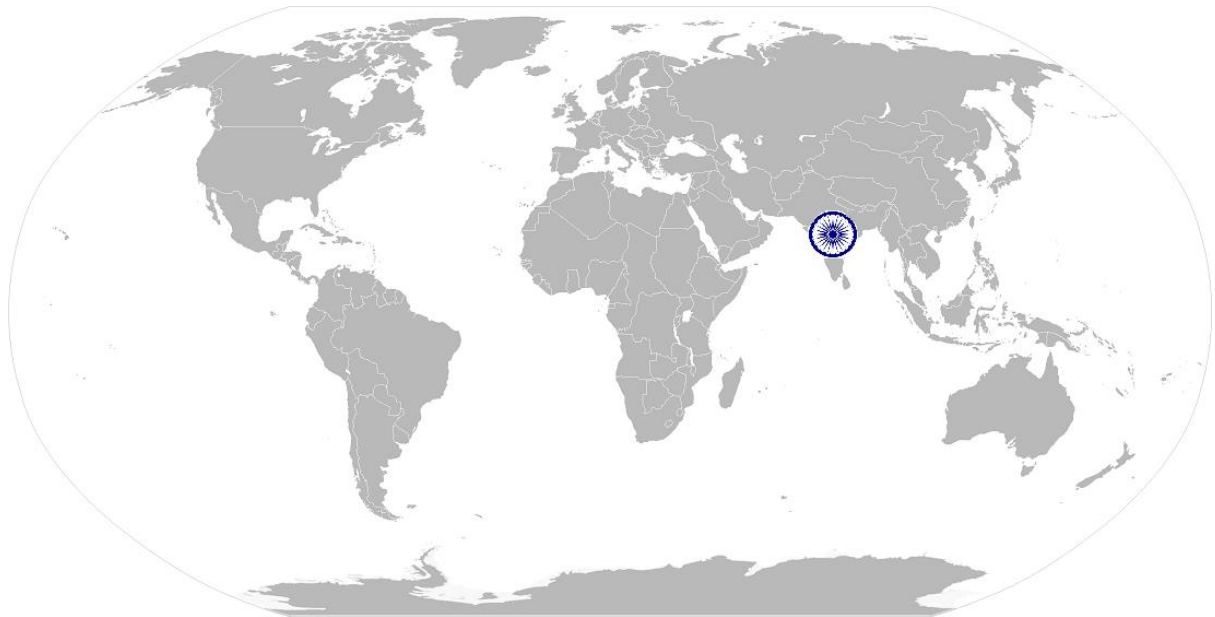
**G&J/N9942**

**Interact with colleagues, customers and others**

## NOS Version Control

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

# 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.

<b>Unit Code</b>	<b>G&amp;J/N9943</b>
<b>Unit Title (Task)</b>	<b>Maintain safe and clean environment in the retail area</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.

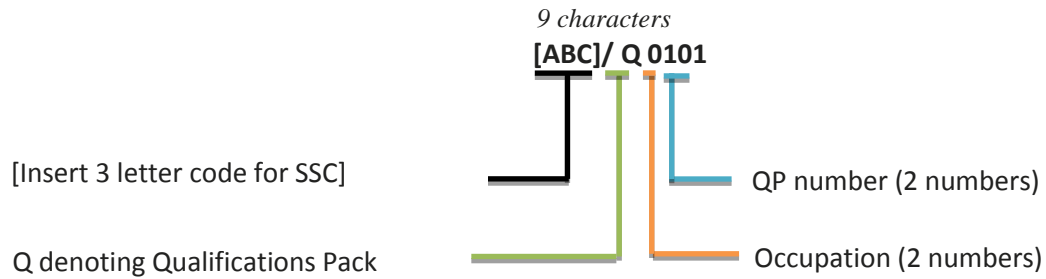
**Acronyms**

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

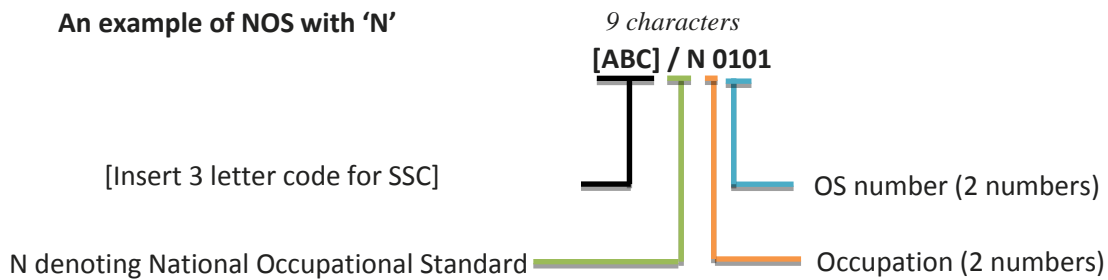
### Nomenclature for QP and NOS

#### Qualifications Pack



#### Occupational Standard

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



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** Store Manager

**Qualification Pack** G&J/Q8202

**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/N8201 Manage store operations	PC1. avoid deviation in the visual merchandising from company's standards	<b>26</b>	3	2	1
	PC2. receive good customer review on display of products		3	2	1
	PC3. maintain adequate stock of jewellery at any point of time		3	2	1
	PC4. avoid stock shortage when a customer asks for a jewellery		3	2	1
	PC5. have a well-maintained and clean retail area		1	0	1

	PC6. address customer complaints and negative feedback on retail environment		3	2	1
	PC7. achieve the sales value of the store during the carnival or offer season		3	2	1
	PC8. address customer complaints and negative feedback during carnival sales		3	2	1
	PC9. maintain the standards decided for the particular season sale		1	0	1
	PC10. comply with regulatory and organisation rules		2	1	1
	PC11. avoid any deviation from general standards and requirements		1	0	1
		<b>Total</b>	<b>26</b>	<b>15</b>	<b>11</b>
2. G&J/N8202 Manage sales and human resources	PC1. achieve sales versus the target set for the store	<b>42</b>	1	0	1
	PC2. ensure that sales target is met for each product category in the store		1	0	1
	PC3. open or sell targeted number of saving schemes account		1	0	1
	PC4. achieve the average ticket size (sales value per customer) for the store		2	0	2
	PC5. achieve high sales conversion rate in the store		2	1	1
	PC6. achieve increase in sales value by the sales strategy adopted		2	1	1



	PC7. achieve increase in footfall of customers in the store		2	1	1
	PC8. motivate sales force to achieve the sales target		3	1	2
	PC9. restrict the number of human resource issues raised in the store or avoid them		3	1	2
	PC10. address customer feedback on sales executives and floor managers		2	1	1
	PC11. maintain record of daily account of stock as per store rules		2	1	1
	PC12. avoid over stocking or stock shortage of any product category in the counters		3	1	2
	PC13. interpret sales data and understand the sales pattern and performance of the store		2	1	1
	PC14. decide on actions to be taken based on analysis of sales and other relevant data		8	3	5
	PC15. plan and strategise for short term and long term based on available information		8	3	5
		<b>Total</b>	<b>42</b>	<b>15</b>	<b>27</b>
3. 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>

4.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 concerns raised		3	1	2
		<b>Total</b>	<b>11</b>	<b>3</b>	<b>8</b>
5. 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>