

## Qualification Pack



# Jewellery Retail Sales Associate

QP Code: G&J/Q6802

Version: 4.0

NSQF Level: 3

GJSCI || Gem Jewellery Skill Council of India, 4th Floor, Business Facilitation Centre, SEEPZ SEZ,  
Andheri (E)  
Mumbai 400096 || email:standards.qa.content@gjsi.org

## Qualification Pack

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### G&J/Q6802: Jewellery Retail Sales Associate

#### Brief Job Description

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

#### Personal Attributes

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

#### Applicable National Occupational Standards (NOS)

##### Compulsory NOS:

1. [G&J/N6801: Engage the customers at the retail counter](#)
2. [G&J/N6802: Explain to customers about jewellery product offerings](#)
3. [G&J/N6803: Facilitate customer buying decisions at multiple counters](#)
4. [G&J/N6804: Manage stock of products at multiple counters and ensure product safety](#)
5. [G&J/N6806: Create professional image of self and organization](#)
6. [G&J/N6805: Interaction for planning and reporting](#)
7. [G&J/N9902: Maintain health and safety at workplace](#)
8. [DGT/VSQ/N0102: Employability Skills \(60 Hours\)](#)

#### Qualification Pack (QP) Parameters

<b>Sector</b>	Gem & Jewellery
<b>Sub-Sector</b>	Jewellery Retail
<b>Occupation</b>	Selling
<b>Country</b>	India

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<b>NSQF Level</b>	3
<b>Credits</b>	12
<b>Aligned to NCO/ISCO/ISIC Code</b>	NCO-2015/5220.35
<b>Minimum Educational Qualification &amp; Experience</b>	<p>10th grade pass with NA of experience No Experience required OR 8th grade pass with 2 Years of experience relevant experience OR 5th grade pass with 5 Years of experience relevant experience OR Previous relevant Qualification of NSQF Level (2) with 1 Year of experience relevant experience OR Previous relevant Qualification of NSQF Level (2.5) with 6 Months of experience relevant experience</p>
<b>Minimum Level of Education for Training in School</b>	
<b>Pre-Requisite License or Training</b>	NA
<b>Minimum Job Entry Age</b>	18 Years
<b>Last Reviewed On</b>	NA
<b>Next Review Date</b>	28/02/2026
<b>NSQF Approval Date</b>	28/02/2023
<b>Version</b>	4.0
<b>Reference code on NQR</b>	QG-03-GJ-00246-2023-V1-GJSCI
<b>NQR Version</b>	3

## Qualification Pack

### G&J/N6801: Engage the customers at the retail counter

#### Description

This OS unit is about dealing with and assisting the customer of the jewellery store so that the interaction results in a sale

#### Scope

The scope covers the following :

- The scope covers the following :
- The scope covers the following :
- Engaging the customer
- Understanding customer requirements
- Ensuring customer satisfaction
- Handling problems pertaining to a customer

#### Elements and Performance Criteria

##### *Engaging the customer*

To be competent, the user/individual on the job must be able to:

- PC1.** promptly attend to the customers walking into the retail area
- PC2.** greet the customers as per companys culture.
- PC3.** assess the customers broad and specific requirements accurately
- PC4.** explain the store layout
- PC5.** explain the broad variety of jewellery products available at different sections and counters of the store, for example: gold, diamond etc.
- PC6.** provide acceptable suggestions or solutions to customer queries
- PC7.** address customer complaints
- PC8.** follow telephone etiquette while interacting with customer on telephone

##### *Understanding customer requirements*

To be competent, the user/individual on the job must be able to:

- PC9.** obtain adequate information from the customer to understand the nature of buying; for example: occasion based or casual, any buying criteria; forexample: budget, type of jewellery; for example: plain gold
- PC10.** assess customer requirement whether they are looking for a common jewellery product such as bangles and rings or special jewellery product such as bangles and rings or special jewellery product.e.g. kundan, jadau, stamping, kolhapuri, mangal sutra etc.
- PC11.** assess customer requirement for a particular type of product which may be region specific jewellery like kundan, temple jewellery; relevance or occasion specific jewellery
- PC12.** suggest and offer jewellery that meets customer expectation

##### *Ensuring customer satisfaction*

To be competent, the user/individual on the job must be able to:

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- PC13.** satisfy customer with the shopping experience
- PC14.** receive positive customer feedback
- PC15.** ensure that customer does not feel unattended
- PC16.** address customers queries confidently and without misleading
- PC17.** check if customer is willing to interact via telephone or internet post sales.
- PC18.** inform customers about product promotions or new product arrivals
- PC19.** inform about delivery status if the jewellery is to be delivered at a later time than the committed delivery date.
- PC20.** send mailers on discounts or promotional events

### *Handling problems pertaining to a customer*

To be competent, the user/individual on the job must be able to:

- PC21.** listen to customer complaints patiently from the customer and summarise them to the customer to ensure that the understanding is correct
- PC22.** address with right solution to customers queries
- PC23.** assist the customer when there is a sales return or repair work

## Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** organisations lineage, history and culture
- KU2.** companys policies on: personnel management, relevant legislation, standards, policies and procedures followed in the company
- KU3.** retail store layout and different departments in the store
- KU4.** return and exchange policies followed by the retail store
- KU5.** pricing and discount policy of the retail store
- KU6.** companys various savings scheme offerings
- KU7.** companys policies related to dress code and etiquette
- KU8.** stock management/stock replenishment/customised orders procedures followed in organisation
- KU9.** documentation and reporting practices followed in the organisation
- KU10.** basic knowledge of the jewellery value chain from mining to consumption
- KU11.** precious metals jewellery such as gold, platinum, silver along with their characteristics and differences
- KU12.** basics of indian jewellery industry, history and culture
- KU13.** jewellery buying preferences in india and overseas
- KU14.** different types of jewellery retail formats
- KU15.** jewellery related terminologies used in the industry
- KU16.** how to operate computer and use software for stocking, pricing and billing

## Generic Skills (GS)

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User/individual on the job needs to know how to:

- GS1.** record a call discussion made with customers through telephone
- GS2.** write e-mails to customers with mailing etiquette
- GS3.** prepare documentation to be done on counter as per company policy
- GS4.** read english and other languages
- GS5.** read about new design or type of jewellery introduced in the store through catalogues, brochures and pamphlets
- GS6.** listen to and understand the requirements of the customer
- GS7.** talk about the stores product offerings and those that may suit customers requirement
- GS8.** interact in a language which the customer is comfortable with
- GS9.** avoid personal biases to creep into interactions with customers
- GS10.** make decision pertaining to exact requirement of customer and offer product accordingly
- GS11.** develop a rapport with customer to understand their requirement, taste, lifestyle preferences, etc.
- GS12.** solve customer complaints effectively and ensure customer satisfaction
- GS13.** analyse customers requirement correctly and suggest product matching to their requirement
- GS14.** analyse sales trend in market based on customers choice and sales from other counters
- GS15.** analyse & evaluate customer enquiries, customer complaints, current trends, customer friendly policies from other brands/stores and communicate the same to supervisor to get inputs to improve customers shopping experience at counter

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### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Engaging the customer</i>	<b>4</b>	<b>12</b>	-	-
<b>PC1.</b> promptly attend to the customers walking into the retail area	-	1	-	-
<b>PC2.</b> greet the customers as per company's culture.	-	1	-	-
<b>PC3.</b> assess the customers broad and specific requirements accurately	1	3	-	-
<b>PC4.</b> explain the store layout	1	2	-	-
<b>PC5.</b> explain the broad variety of jewellery products available at different sections and counters of the store, for example: gold, diamond etc.	1	2	-	-
<b>PC6.</b> provide acceptable suggestions or solutions to customer queries	-	1	-	-
<b>PC7.</b> address customer complaints	1	1	-	-
<b>PC8.</b> follow telephone etiquette while interacting with customer on telephone	-	1	-	-
<i>Understanding customer requirements</i>	<b>3</b>	<b>7</b>	-	-
<b>PC9.</b> 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	1	2	-	-
<b>PC10.</b> assess customer requirement whether they are looking for a common jewellery product such as bangles and rings or special jewellery product such as bangles and rings or special jewellery product.e.g. kundan, jadau, stamping, kolhapuri, mangal sutra etc.	1	1	-	-
<b>PC11.</b> assess customer requirement for a particular type of product which may be region specific jewellery like kundan, temple jewellery; relevance or occasion specific jewellery	-	2	-	-



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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC12.</b> suggest and offer jewellery that meets customer expectation	1	2	-	-
<i>Ensuring customer satisfaction</i>	<b>8</b>	<b>3</b>	-	-
<b>PC13.</b> satisfy customer with the shopping experience	1	1	-	-
<b>PC14.</b> receive positive customer feedback	1	1	-	-
<b>PC15.</b> ensure that customer does not feel unattended	1	1	-	-
<b>PC16.</b> address customers queries confidently and without misleading	1	-	-	-
<b>PC17.</b> check if customer is willing to interact via telephone or internet post sales.	1	-	-	-
<b>PC18.</b> inform customers about product promotions or new product arrivals	1	-	-	-
<b>PC19.</b> inform about delivery status if the jewellery is to be delivered at a later time than the committed delivery date.	1	-	-	-
<b>PC20.</b> send mailers on discounts or promotional events	1	-	-	-
<i>Handling problems pertaining to a customer</i>	-	<b>3</b>	-	-
<b>PC21.</b> listen to customer complaints patiently from the customer and summarise them to the customer to ensure that the understanding is correct	-	1	-	-
<b>PC22.</b> address with right solution to customers queries	-	1	-	-
<b>PC23.</b> assist the customer when there is a sales return or repair work	-	1	-	-
<b>NOS Total</b>	<b>15</b>	<b>25</b>	-	-

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### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	G&J/N6801
<b>NOS Name</b>	Engage the customers at the retail counter
<b>Sector</b>	Gem & Jewellery
<b>Sub-Sector</b>	Jewellery Retail
<b>Occupation</b>	Selling
<b>NSQF Level</b>	3
<b>Credits</b>	1
<b>Version</b>	4.0
<b>Last Reviewed Date</b>	NA
<b>Next Review Date</b>	28/02/2026
<b>NSQC Clearance Date</b>	28/02/2023

## Qualification Pack

### G&J/N6802: Explain to customers about jewellery product offerings

#### Description

This OS unit is about explaining the various product offerings of the jewellery store to the customers

#### Scope

The scope covers the following :

- This unit/task covers the following:
- Making customer aware of precious metal i.e. Gold, Silver, Platinum jewellery
- Making customer aware of studded jewellery

#### Elements and Performance Criteria

##### *Making customer aware of precious metal jewellery*

To be competent, the user/individual on the job must be able to:

- PC1.** explain the customer about the characteristics of precious metals i.e. gold, silver and platinum
- PC2.** assist customer to understand the product in terms of relevance, making, etc.
- PC3.** answer all customers queries with reference to product characteristics
- PC4.** provide acceptable suggestions or solutions to customer queries
- PC5.** ensure that customer is fully aware of all the aspects of the jewellery bought
- PC6.** explain to the customer about standards, hallmarking and certifications for jewellery sold in store

##### *Making customer aware of studded jewellery*

To be competent, the user/individual on the job must be able to:

- PC7.** demonstrate accurately the characteristics of diamond and its authenticity
- PC8.** explain to customers different types of settings such as prongs, bezel, channel, pave, tension
- PC9.** explain customers about different type of diamonds available in the market such as synthetic, simulants
- PC10.** introduce customers to semi-precious gemstone-jewellery offerings in the store
- PC11.** introduce customers with different types of beads and briolette jewellery available
- PC12.** explain the characteristics of different gemstones
- PC13.** introduce customers to different types of pearl jewellery available in the retail area and explain the different types of pearls, for example - natural, cultured etc. and explain the characteristics of these jewellery
- PC14.** explain customers about different type of artificial diamonds available in the market such as synthetic and simulants
- PC15.** assist customer to understand the product in terms of relevance, making, etc.
- PC16.** answer all customers queries with reference to product characteristics
- PC17.** provide acceptable suggestions or solutions to customer queries
- PC18.** ensure that customer is fully aware of all the aspects of the jewellery bought

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### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** organisations history and culture
- KU2.** companys policies on: personnel management, relevant legislation, standards, policies, and procedures followed in the company
- KU3.** non-disclosure of confidential information provided by the company either orally or in writing marked as confidential
- KU4.** liability arising out of loss, theft, or inadvertent disclosure of confidential information
- KU5.** retail store layout and different departments in the store
- KU6.** companys various saving scheme offerings
- KU7.** companys various jewellery product offerings
- KU8.** basics of jewellery value chain from mining to consumption
- KU9.** precious metals jewellery such as gold, platinum, silver along with their characteristics and differences
- KU10.** characteristics of precious metal jewellery such as karatage, colour, fineness, hallmarking
- KU11.** different types of jewellery within a specified category, for example, white gold jewellery and their characteristics such as alloy used, coating used, etc. for example, rhodium coated, alloy containing nickel, palladium
- KU12.** different types of jewellery, their style and origin, making technique and value of components
- KU13.** significant characteristics of a jewellery, for example, making technique or style and ability to educate the uninitiated customer
- KU14.** specialised indian jewellery such as kundan, jadau, kolhapuri, stamping, etc., and their uniqueness
- KU15.** various types of jewellery making process such as handmade, casting, machine made, electroforming, etc.
- KU16.** soldering techniques such as cadmium based, non-cadmium based, etc. and their benefits
- KU17.** various types of finishing possible in jewellery such as enamel, geru finish, sand blasting, etc.
- KU18.** methods of assaying such as touchstone, using xrf machine, fire assaying, etc., to test the purity of gold
- KU19.** bureau of indian standards (bis) for hallmarking
- KU20.** different types of jewellery and characteristics such as origin, region specific, relevance to occasion, community specific, etc.
- KU21.** different types of diamond, precious stones, semi-precious stones including pearl and their characteristics
- KU22.** 4cs of diamond such as cut, clarity, carat and colour
- KU23.** diamond grading process
- KU24.** different types of settings in diamond jewellery
- KU25.** jewellery preferences of customers from different geographies or communities
- KU26.** different types and combinations of jewellery required for special occasions

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**KU27.** product mix and match, i.e., what type of jewellery goes well with another jewellery or dress

### Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** record a call discussion made with customers through telephone
- GS2.** write e-mails to customers with mailing etiquette
- GS3.** read english and other languages
- GS4.** read about new design or type of jewellery introduced in the store through catalogues, brochures and pamphlets
- GS5.** listen to and understand the requirements of the customer
- GS6.** talk about the stores product offerings and those that may suit customers requirement
- GS7.** interact in a language which the customer is comfortable with
- GS8.** avoid personal biases to creep into interactions with customers
- GS9.** develop a rapport with customer to understand their requirement, taste, lifestyle preferences, etc. to offer product
- GS10.** analyse the customers 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

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### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Making customer aware of precious metal jewellery</i>	<b>7</b>	<b>10</b>	-	-
<b>PC1.</b> explain the customer about the characteristics of precious metals i.e. gold, silver and platinum	2	1	-	-
<b>PC2.</b> assist customer to understand the product in terms of relevance, making, etc.	1	2	-	-
<b>PC3.</b> answer all customers queries with reference to product characteristics	1	2	-	-
<b>PC4.</b> provide acceptable suggestions or solutions to customer queries	1	1	-	-
<b>PC5.</b> ensure that customer is fully aware of all the aspects of the jewellery bought	1	1	-	-
<b>PC6.</b> explain to the customer about standards, hallmarking and certifications for jewellery sold in store	1	3	-	-
<i>Making customer aware of studded jewellery</i>	<b>12</b>	<b>21</b>	-	-
<b>PC7.</b> demonstrate accurately the characteristics of diamond and its authenticity	1	2	-	-
<b>PC8.</b> explain to customers different types of settings such as prongs, bezel, channel, pave, tension	1	2	-	-
<b>PC9.</b> explain customers about different type of diamonds available in the market such as synthetic, simulants	1	2	-	-
<b>PC10.</b> introduce customers to semi-precious gemstone-jewellery offerings in the store	1	2	-	-
<b>PC11.</b> introduce customers with different types of beads and briolette jewellery available	1	2	-	-
<b>PC12.</b> explain the characteristics of different gemstones	1	2	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC13.</b> introduce customers to different types of pearl jewellery available in the retail area and explain the different types of pearls, for example - natural, cultured etc. and explain the characteristics of these jewellery	1	2	-	-
<b>PC14.</b> explain customers about different type of artificial diamonds available in the market such as synthetic and simulants	1	2	-	-
<b>PC15.</b> assist customer to understand the product in terms of relevance, making, etc.	1	1	-	-
<b>PC16.</b> answer all customers queries with reference to product characteristics	1	1	-	-
<b>PC17.</b> provide acceptable suggestions or solutions to customer queries	1	1	-	-
<b>PC18.</b> ensure that customer is fully aware of all the aspects of the jewellery bought	1	2	-	-
<b>NOS Total</b>	<b>19</b>	<b>31</b>	<b>-</b>	<b>-</b>

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### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	G&J/N6802
<b>NOS Name</b>	Explain to customers about jewellery product offerings
<b>Sector</b>	Gem & Jewellery
<b>Sub-Sector</b>	Jewellery Retail
<b>Occupation</b>	Retail Store Management
<b>NSQF Level</b>	3
<b>Credits</b>	2
<b>Version</b>	3.0
<b>Last Reviewed Date</b>	NA
<b>Next Review Date</b>	28/02/2026
<b>NSQC Clearance Date</b>	28/02/2023



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### G&J/N6803: Facilitate customer buying decisions at multiple counters

#### Description

This OS unit is about the selling the different offerings of a retail jewellery store

#### Scope

The scope covers the following :

- This unit/task covers the following:
- Reviewing sales target
- Helping customers choose jewellery
- Facilitating sales of customer order (customized) jewellery
- Ensuring productivity
- Closing sales
- Delivering product

#### Elements and Performance Criteria

##### *Reviewing sales target*

To be competent, the user/individual on the job must be able to:

- PC1.** receive sales target from manager in terms of product sales, jewellery type, number of counters, opening of new saving scheme accounts, number of customer order jewellerys, etc.
- PC2.** plan and execute selling strategy to meet the target

##### *Helping customers choose jewellery*

To be competent, the user/individual on the job must be able to:

- PC3.** probe customer to share information about their need, preferences by asking appropriate questions.
- PC4.** assist in selecting by recommending the jewellery that could suit the customers taste, looks, budget criteria, occasional wear, etc. facilitate sales of high value stocks (example: diamond jewellery) that meet the customers buying criteria
- PC5.** facilitate sales of various jewellery offered by the store at multiple counters of different product types as per customer requirements
- PC6.** facilitate sales of saving schemes/promotion schemes offered by highlighting benefits of such schemes.
- PC7.** explain the customers about the pricing of the jewellery taking into account the characteristics such as basic cost of certain karat of gold, labour cost, wastage, etc.
- PC8.** clarify the customers about the companys policy on exchanging old gold jewellery for purchase of new jewellery
- PC9.** assist customers in knowing the value of the old gold jewellery (for which it can be taken) by interacting with assessor and manager
- PC10.** provide various choices of jewellery types that meet the customers buying criteria

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**PC11.** enquire about the size and measurement required from customers for products such as rings, bracelets, necklace, chains, etc. and offer jewellery accordingly

### *Facilitating sales of customer order (customized) jewellery*

To be competent, the user/individual on the job must be able to:

**PC12.** decide, based on the requirement of customised jewellery whether it can be made by the company

**PC13.** explain the customers about the companys policy on old gold jewellery exchange for purchase of new jewellery

**PC14.** interact with the assessor and the manager and then inform the customers about the value of the old gold jewellery (for which it can be taken and deliver the customised jewellery on the agreed time with design specifications

**PC15.** prepare the order form by mentioning customers specifications clearly and get confirmation from the customer on the order form to avoid any confusion.

**PC16.** provide a timeline to the customer for making and delivery of customised/ordered jewellery product.

**PC17.** deliver the customised jewellery to customer on the agreed time with design specifications

### *Ensuring productivity*

To be competent, the user/individual on the job must be able to:

**PC18.** plan and execute selling strategy to meet the prescribed target

**PC19.** sell different types of jewellery at diverse sale counters

**PC20.** sell high value product

**PC21.** sell customized jewellery

**PC22.** achieve the sales target

**PC23.** handle old gold jewellery exchange based transactions

**PC24.** open new account for saving schemes

**PC25.** increase the sales conversion rate

**PC26.** identify opportunity to up sell products

### *Closing sales*

To be competent, the user/individual on the job must be able to:

**PC27.** explain the customers about repairing and refurbishment process for the jewellery purchased

**PC28.** display the jewellery purchased and pack the jewellery appropriately

**PC29.** ensure that there is minimum delay in the sale closing process

**PC30.** make sure that the customer is sent off happily and satisfied

**PC31.** close the sales with minimum discounts

**PC32.** check that the billing is done appropriately for old gold jewellery exchange based sales

### *Product delivery*

To be competent, the user/individual on the job must be able to:

**PC33.** follow up with factory/manufacturing unit to receive ordered product one day prior to the delivery date.

**PC34.** check whether the customised product is matching as per customers specifications and deliver customized jewellery as per customers specification on time

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### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** company's policies on: personnel management, performance measurement and incentive policies, relevant legislation, standards, policies, and procedures followed in the company
- KU2.** non-disclosure of confidential information provided by the company either orally or in writing marked as confidential
- KU3.** liability arising out of loss, theft, or inadvertent disclosure of confidential information
- KU4.** organisational structure
- KU5.** retail stores hierarchy and reporting structure
- KU6.** sales target of the department and organisation
- KU7.** retail stores product offerings
- KU8.** company's various saving scheme offerings
- KU9.** company's sales transaction process
- KU10.** company's repair and refurbishment policies
- KU11.** documentation and reporting practices in organization
- KU12.** characteristics of the product such as making technique, type of jewellery, utility of the product, value of the product, etc.
- KU13.** diverse jewellery products to operate in multiple sales counters
- KU14.** types of jewels available in the store to promote upselling
- KU15.** terminologies used for jewellery in various languages such as waist band (ottiyanam in tamil)
- KU16.** jewellery product mix and match
- KU17.** customer order jewellery
- KU18.** making time required for various type of jewellery
- KU19.** different types of making technique for jewellery
- KU20.** cost involved in making jewellery
- KU21.** understand the competition, the overall industry trends, new categories of products that customers are looking for, understanding the impact of fashion, consumer understanding on say credit purchases, gold and diamond rate fluctuations, impact on the future of the value of the purchases, etc.
- KU22.** strategies of selling to achieve the targets defined
- KU23.** saving schemes offered by the store
- KU24.** knowledge on jewellery pricing such as labour cost, wastage, basic cost of 22 karat gold as on date, etc.
- KU25.** weighing jewellery (gross and net weight)

### Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** prepare bills for the purchase made with relevant details
- GS2.** prepare the account opening form for opening new saving schemes

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- GS3.** read english and local language
- GS4.** read about and understand new design or type of jewellery introduced in the store through catalogues, brochures and pamphlets
- GS5.** read the jewellery bought by the customers in printed form for customized jewellery order
- GS6.** read the bill prepared
- GS7.** listen to the needs of the customer
- GS8.** use english language to interact with high net worth customers
- GS9.** speak about the stores different product offerings that may suit customers requirement
- GS10.** be multi lingual in order to interact with diverse customers
- GS11.** decide on the product display strategy during the day
- GS12.** decide on the customized jewellery whether it can be made or not as per customers requirement
- GS13.** check the ordered jewellery piece against the specifications mentioned in customer order
- GS14.** decide on the display strategy of the products during the day
- GS15.** decide on the customized jewellery whether it can be made or not as per customers requirement
- GS16.** analyse customers test, preferences and display products accordingly
- GS17.** evaluate and analyse what went wrong with unclosed sales and think of a strategy not to repeat the same in future
- GS18.** evaluate saving schemes/promotions schemes on other counter/stores and send feedback/report to supervisor/manager

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Reviewing sales target</i>	1	2	-	-
<b>PC1.</b> receive sales target from manager in terms of product sales, jewellery type, number of counters, opening of new saving scheme accounts, number of customer order jewellerys, etc.	-	1	-	-
<b>PC2.</b> plan and execute selling strategy to meet the target	1	1	-	-
<i>Helping customers choose jewellery</i>	2	9	-	-
<b>PC3.</b> probe customer to share information about their need, preferences by asking appropriate questions.	-	1	-	-
<b>PC4.</b> assist in selecting by recommending the jewellery that could suit the customers taste, looks, budget criteria, occasional wear, etc. facilitate sales of high value stocks (example: diamond jewellery) that meet the customers buying criteria	1	1	-	-
<b>PC5.</b> facilitate sales of various jewellery offered by the store at multiple counters of different product types as per customer requirements	-	1	-	-
<b>PC6.</b> facilitate sales of saving schemes/promotion schemes offered by highlighting benefits of such schemes.	-	1	-	-
<b>PC7.</b> explain the customers about the pricing of the jewellery taking into account the characteristics such as basic cost of certain karat of gold, labour cost, wastage, etc.	-	1	-	-
<b>PC8.</b> clarify the customers about the companys policy on exchanging old gold jewellery for purchase of new jewellery	1	1	-	-
<b>PC9.</b> assist customers in knowing the value of the old gold jewellery (for which it can be taken) by interacting with assessor and manager	-	1	-	-
<b>PC10.</b> provide various choices of jewellery types that meet the customers buying criteria	-	1	-	-

## Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC11.</b> enquire about the size and measurement required from customers for products such as rings, bracelets, necklace, chains, etc. and offer jewellery accordingly	-	1	-	-
<i>Facilitating sales of customer order (customized) jewellery</i>	<b>3</b>	<b>7</b>	-	-
<b>PC12.</b> decide, based on the requirement of customised jewellery whether it can be made by the company	-	1	-	-
<b>PC13.</b> explain the customers about the companys policy on old gold jewellery exchange for purchase of new jewellery	1	2	-	-
<b>PC14.</b> interact with the assessor and the manager and then inform the customers about the value of the old gold jewellery (for which it can be taken and deliver the customised jewellery on the agreed time with design specifications	1	1	-	-
<b>PC15.</b> prepare the order form by mentioning customers specifications clearly and get confirmation from the customer on the order form to avoid any confusion.	-	1	-	-
<b>PC16.</b> provide a timeline to the customer for making and delivery of customised/ordered jewellery product.	-	1	-	-
<b>PC17.</b> deliver the customised jewellery to customer on the agreed time with design specifications	1	1	-	-
<i>Ensuring productivity</i>	<b>7</b>	<b>12</b>	-	-
<b>PC18.</b> plan and execute selling strategy to meet the prescribed target	1	2	-	-
<b>PC19.</b> sell different types of jewellery at diverse sale counters	1	1	-	-
<b>PC20.</b> sell high value product	-	1	-	-
<b>PC21.</b> sell customized jewellery	-	1	-	-
<b>PC22.</b> achieve the sales target	1	2	-	-

## Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC23.</b> handle old gold jewellery exchange based transactions	1	1	-	-
<b>PC24.</b> open new account for saving schemes	1	1	-	-
<b>PC25.</b> increase the sales conversion rate	1	2	-	-
<b>PC26.</b> identify opportunity to up sell products	1	1	-	-
<i>Closing sales</i>	<b>5</b>	<b>8</b>	-	-
<b>PC27.</b> explain the customers about repairing and refurbishment process for the jewellery purchased	-	1	-	-
<b>PC28.</b> display the jewellery purchased and pack the jewellery appropriately	1	1	-	-
<b>PC29.</b> ensure that there is minimum delay in the sale closing process	1	2	-	-
<b>PC30.</b> make sure that the customer is sent off happily and satisfied	1	1	-	-
<b>PC31.</b> close the sales with minimum discounts	1	2	-	-
<b>PC32.</b> check that the billing is done appropriately for old gold jewellery exchange based sales	1	1	-	-
<i>Product delivery</i>	<b>2</b>	<b>2</b>	-	-
<b>PC33.</b> follow up with factory/manufacturing unit to receive ordered product one day prior to the delivery date.	1	1	-	-
<b>PC34.</b> check whether the customised product is matching as per customers specifications and deliver customized jewellery as per customers specification on time	1	1	-	-
<b>NOS Total</b>	<b>20</b>	<b>40</b>	-	-

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	G&J/N6803
<b>NOS Name</b>	Facilitate customer buying decisions at multiple counters
<b>Sector</b>	Gem & Jewellery
<b>Sub-Sector</b>	Jewellery Retail
<b>Occupation</b>	Selling
<b>NSQF Level</b>	3
<b>Credits</b>	2
<b>Version</b>	3.0
<b>Last Reviewed Date</b>	NA
<b>Next Review Date</b>	28/02/2026
<b>NSQC Clearance Date</b>	28/02/2023



## Qualification Pack

### G&J/N6804: Manage stock of products at multiple counters and ensure product safety

#### Description

This OS unit is about managing the stock of goods at sale counters and having a good stock control system

#### Scope

The scope covers the following :

- This unit/task covers the following:
- Maintaining account of stock
- Managing stock
- Maintaining adequate stock for sale at any point of time
- Ordering new supply of stocks
- Following up for order placed
- Ensuring safety of jewellery displayed for customers

#### Elements and Performance Criteria

##### *Maintaining account of stock*

To be competent, the user/individual on the job must be able to:

- PC1.** tally opening stock, sales for the day and closing stock
- PC2.** maintain record of daily account of stock as per store rules

##### *Stock management*

To be competent, the user/individual on the job must be able to:

- PC3.** ensure that there are no stock shortages at sales counter at any point of time
- PC4.** ensure that there is no over stocking of any jewellery at the counter

##### *Maintaining adequate stock for sale at any point of time*

To be competent, the user/individual on the job must be able to:

- PC5.** judge the demand by analysing sales data and also considering the seasonality
- PC6.** ensure adequate stock is available to meet the sales demand
- PC7.** ensure that excess stocks are not kept at the counter but taken out and returned to the stores, because these are high value.
- PC8.** ensure that defective stocks are repaired / replaced

##### *Ordering new supply of stocks*

To be competent, the user/individual on the job must be able to:

- PC9.** promptly place order to receive the stock on time
- PC10.** ensure that fast moving stocks are always available by ordering them adequately
- PC11.** ensure that entry price, mid-price and high end products appropriate to the customer needs are available in adequate quantities and in all counters
- PC12.** decide the number of stock to be ordered based on demand and sales
- PC13.** place order for new stocks with the appropriate inventory person giving full details

## Qualification Pack

**PC14.** decide on the stock to be ordered during peak demand season such as festival time

**PC15.** calculate the time required for dispatch of new orders and place the orders promptly

**PC16.** order placement according to occasions such as festivals and seasonality

### *Following up for order placed*

To be competent, the user/individual on the job must be able to:

**PC17.** deliver customized jewellery order on time

### *Ensuring safety of jewellery displayed for customers*

To be competent, the user/individual on the job must be able to:

**PC18.** be vigilant on the stocks under display during sales

**PC19.** communicate promptly about any potential theft in the store

**PC20.** ensure that there is no loss of product or shoplifting

**PC21.** report for potential theft or raise alarm in time

## Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

**KU1.** companys policies on: personnel management, relevant legislation, standards, policies, and procedures followed in the company

**KU2.** non-disclosure of confidential information provided by the company either orally or in writing marked as confidential

**KU3.** liability arising out of loss, theft, or inadvertent disclosure of confidential information

**KU4.** organisation structure

**KU5.** retail stores hierarchy and reporting structure

**KU6.** return and exchange policies followed by the company

**KU7.** companys stock management policies

**KU8.** companys order procurement process

**KU9.** documentation and reporting practices in organization

**KU10.** arithmetic for maintenance of stock accounts

**KU11.** general industry trends such as seasonality effects, gold price and festivals to estimate demand

**KU12.** recording accounts for reporting

**KU13.** computers software for stock management and tracking movement

**KU14.** exchange of old gold jewellery based transactions

## Generic Skills (GS)

User/individual on the job needs to know how to:

**GS1.** read the stock account for opening and closing stock status

**GS2.** read the sales data to record for stock management

**GS3.** maintain and record the stock accounts on a daily basis

## Qualification Pack

- GS4.** prepare report on stocks periodically
- GS5.** coordinate with other departments for stock replacement
- GS6.** order for replenishment of stock
- GS7.** follow up with factory/back-office for customised orders
- GS8.** effectively inform about any potential theft
- GS9.** decide on what product mix to order for better sales turnover
- GS10.** schedule order for replenishment of stock depending on movement of stock in specific period. e.g. festive season, promotions, specific occasions such as valentine day etc.
- GS11.** maintain right mix of product depending on type of customer flow i.e. demographics, buying habits etc., in that particular store or at counter
- GS12.** enquire customer about missing product or inform suspicion on customer without harming customers dignity when not sure
- GS13.** report problems to manager if there is a mismatch in the stock maintenance account in time to take corrective action
- GS14.** handle theft incidents without disturbing other customer and stores routine
- GS15.** analyse stock movement over the period of time and arrive at optimum mix of products to be maintained in the store/on the counter
- GS16.** analyse missed chances of potential sales due to product type and give feedback to supervisor/manager
- GS17.** critically evaluate reasons of previous theft incidences and avoid making same mistakes in future

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Maintaining account of stock</i>	<b>1</b>	<b>4</b>	-	-
<b>PC1.</b> tally opening stock, sales for the day and closing stock	1	3	-	-
<b>PC2.</b> maintain record of daily account of stock as per store rules	-	1	-	-
<i>Stock management</i>	<b>1</b>	<b>2</b>	-	-
<b>PC3.</b> ensure that there are no stock shortages at sales counter at any point of time	-	1	-	-
<b>PC4.</b> ensure that there is no over stocking of any jewellery at the counter	1	1	-	-
<i>Maintaining adequate stock for sale at any point of time</i>	<b>3</b>	<b>3</b>	-	-
<b>PC5.</b> judge the demand by analysing sales data and also considering the seasonality	1	1	-	-
<b>PC6.</b> ensure adequate stock is available to meet the sales demand	-	1	-	-
<b>PC7.</b> ensure that excess stocks are not kept at the counter but taken out and returned to the stores, because these are high value.	1	1	-	-
<b>PC8.</b> ensure that defective stocks are repaired / replaced	1	-	-	-
<i>Ordering new supply of stocks</i>	<b>9</b>	<b>10</b>	-	-
<b>PC9.</b> promptly place order to receive the stock on time	1	1	-	-
<b>PC10.</b> ensure that fast moving stocks are always available by ordering them adequately	1	1	-	-
<b>PC11.</b> ensure that entry price, mid-price and high end products appropriate to the customer needs are available in adequate quantities and in all counters	1	2	-	-

## Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC12.</b> decide the number of stock to be ordered based on demand and sales	2	1	-	-
<b>PC13.</b> place order for new stocks with the appropriate inventory person giving full details	1	1	-	-
<b>PC14.</b> decide on the stock to be ordered during peak demand season such as festival time	1	2	-	-
<b>PC15.</b> calculate the time required for dispatch of new orders and place the orders promptly	2	1	-	-
<b>PC16.</b> order placement according to occasions such as festivals and seasonality	-	1	-	-
<i>Following up for order placed</i>	-	<b>1</b>	-	-
<b>PC17.</b> deliver customized jewellery order on time	-	1	-	-
<i>Ensuring safety of jewellery displayed for customers</i>	<b>2</b>	<b>4</b>	-	-
<b>PC18.</b> be vigilant on the stocks under display during sales	1	1	-	-
<b>PC19.</b> communicate promptly about any potential theft in the store	-	2	-	-
<b>PC20.</b> ensure that there is no loss of product or shoplifting	1	-	-	-
<b>PC21.</b> report for potential theft or raise alarm in time	-	1	-	-
<b>NOS Total</b>	<b>16</b>	<b>24</b>	-	-

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	G&J/N6804
<b>NOS Name</b>	Manage stock of products at multiple counters and ensure product safety
<b>Sector</b>	Gem & Jewellery
<b>Sub-Sector</b>	Jewellery Retail
<b>Occupation</b>	Selling
<b>NSQF Level</b>	3
<b>Credits</b>	2
<b>Version</b>	3.0
<b>Last Reviewed Date</b>	NA
<b>Next Review Date</b>	28/02/2026
<b>NSQC Clearance Date</b>	28/02/2023

## Qualification Pack

### G&J/N6806: Create professional image of self and organization

#### Description

This OS unit is about maintaining professional image of self and organisation and create clean and safe retail environment to enable smooth sales experience to customers.

#### Scope

The scope covers the following :

- Create professional image of self and organization

#### Elements and Performance Criteria

##### *Displaying products at the counters*

To be competent, the user/individual on the job must be able to:

- PC1.** keep the retail counter neat and clean
- PC2.** display trays one by one instead of all together
- PC3.** clean the jewellery off any stains or dust and ensure there are no missing diamonds or gemstones.
- PC4.** check whether all jewellery pieces are with tags and tag displays the relevant information about piece.
- PC5.** display products attractively

##### *Maintaining personal hygiene*

To be competent, the user/individual on the job must be able to:

- PC6.** maintain personal hygiene
- PC7.** keep self always presentable at all times and to follow prescribed dress code as per company policy.

##### *Maintaining cleanliness in the retail area*

To be competent, the user/individual on the job must be able to:

- PC8.** keep store/retail counter area neat and clean
- PC9.** coordinate with housekeeping department to maintain cleanliness in the retail environment

##### *Responding courteously and promptly to establish rapport with customer*

To be competent, the user/individual on the job must be able to:

- PC10.** treat customer courteously and pleasingly.
- PC11.** recognize customer type/behaviour and select the most appropriate way to communicate with the customer.
- PC12.** respond promptly and give relevant & true information about jewellery product.

#### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

## Qualification Pack

- KU1.** company's policies on: personnel management, safety practices and procedures, standards, policies, and procedures followed in the company
- KU2.** non-disclosure of confidential information provided by the company either orally or in writing marked as confidential
- KU3.** liability arising out of loss, theft, or inadvertent disclosure of confidential information
- KU4.** organisation structure and its policy related to theft
- KU5.** different departments in the retail store
- KU6.** company's dress code policy and other etiquette
- KU7.** documentation and reporting practices followed by the company
- KU8.** knowledge of cleaning the jewellery using equipment such as ultrasonic cleaner
- KU9.** knowledge of cleaning agents that can be used for cleaning the display
- KU10.** knowledge of hazardous material in the store
- KU11.** basic knowledge on visual merchandising and display of products

## Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** coordinate with housekeeping department in order to maintain a clean environment in the store
- GS2.** escalate concerns on hazardous material to the store or floor manager
- GS3.** report potential sources of danger
- GS4.** follow prescribed procedure in the event of an accident
- GS5.** keep the stocks, system and other equipment used such as weigh scale, calculators in an organized manner
- GS6.** keep the sales counter clean
- GS7.** always maintain personal hygiene and make customer comfortable



## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Displaying products at the counters</i>	1	9	-	-
<b>PC1.</b> keep the retail counter neat and clean	-	2	-	-
<b>PC2.</b> display trays one by one instead of all together	-	2	-	-
<b>PC3.</b> clean the jewellery off any stains or dust and ensure there are no missing diamonds or gemstones.	-	2	-	-
<b>PC4.</b> check whether all jewellery pieces are with tags and tag displays the relevant information about piece.	1	1	-	-
<b>PC5.</b> display products attractively	-	2	-	-
<i>Maintaining personal hygiene</i>	2	2	-	-
<b>PC6.</b> maintain personal hygiene	1	1	-	-
<b>PC7.</b> keep self always presentable at all times and to follow prescribed dress code as per company policy.	1	1	-	-
<i>Maintaining cleanliness in the retail area</i>	-	3	-	-
<b>PC8.</b> keep store/retail counter area neat and clean	-	2	-	-
<b>PC9.</b> coordinate with housekeeping department to maintain cleanliness in the retail environment	-	1	-	-
<i>Responding courteously and promptly to establish rapport with customer</i>	-	3	-	-
<b>PC10.</b> treat customer courteously and pleasingly.	-	1	-	-
<b>PC11.</b> recognize customer type/behaviour and select the most appropriate way to communicate with the customer.	-	1	-	-
<b>PC12.</b> respond promptly and give relevant & true information about jewellery product.	-	1	-	-

## Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>NOS Total</b>	<b>3</b>	<b>17</b>	<b>-</b>	<b>-</b>

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	G&J/N6806
<b>NOS Name</b>	Create professional image of self and organization
<b>Sector</b>	Gem & Jewellery
<b>Sub-Sector</b>	Jewellery Retail
<b>Occupation</b>	Selling
<b>NSQF Level</b>	3
<b>Credits</b>	1
<b>Version</b>	3.0
<b>Last Reviewed Date</b>	NA
<b>Next Review Date</b>	28/02/2026
<b>NSQC Clearance Date</b>	28/02/2023

## Qualification Pack

### G&J/N6805: Interaction for planning and reporting

#### Description

This OS unit is about interacting and coordinating with the personnel of the other departments in the retail organisation

#### Scope

The scope covers the following :

- This unit/task covers the following:
- Reporting to the manager
- Interacting with inventory controller for planning of sales and demand
- Interacting and planning with factory unit for an update on the orders placed
- Tallying the sales amount with the cashier
- Interacting and guiding customers and closing the sales

#### Elements and Performance Criteria

##### *Reporting to the manager*

To be 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

##### *Interacting with inventory controller for planning of sales and demand*

To be competent, the user/individual on the job must be able to:

- PC3.** replenish stock
- PC4.** value old-gold jewellery for exchange as received from customers
- PC5.** inform about any loss of goods

##### *Interacting and planning with factory unit for an update on the orders placed*

To be competent, the user/individual on the job must be able to:

- PC6.** track the status of the customized jewellery order
- PC7.** follow the process details
- PC8.** provide details of repair to be done on the jewellery
- PC9.** provide return schedule to customer
- PC10.** communicate the value and anticipated charges to customer

##### *Tallying the sales amount with the cashier*

To be competent, the user/individual on the job must be able to:

- PC11.** provide details on billing and cash collection
- PC12.** tally cash with billing in case of discrepancies
- PC13.** enable customer to complete the sales process in short time

##### *Interacting and guiding customers and closing the sales*

To be competent, the user/individual on the job must be able to:

## Qualification Pack

**PC14.** ensure that there is no delay in the sales process

**PC15.** ensure that the customer is satisfied with the shopping experience

## Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** company's policies on: personnel management, relevant legislation, standards, policies, and procedures followed in the company
- KU2.** organisational structure
- KU3.** non-disclosure of confidential information provided by the company either orally or in writing marked as confidential
- KU4.** liability arising out of loss, theft, or inadvertent disclosure of confidential information
- KU5.** retail stores hierarchical and reporting structure
- KU6.** documentation and reporting practices in organization
- KU7.** how to contact appropriate persons for various functions, for example, loss of stock needs to be reported to manager and inventory controller
- KU8.** basic functional and process knowledge of other departments to understand the terminologies used during the interaction

## Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** raise request, write memos, voucher, stock sheets and any other documents which are used to coordinate with other departments
- GS2.** write emails
- GS3.** read any type of communication received from other departments in the organisation and from stores authorities
- GS4.** communicate effectively with other department personnel in order to achieve smooth sales
- GS5.** make decision regarding whom to coordinate for which task
- GS6.** plan and structure communication so other departments get clear information
- GS7.** understand how to resolve conflict at work
- GS8.** know when to escalate interpersonal concerns to seniors
- GS9.** understand that interpersonal concerns must not affect customer service

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Reporting to the manager</i>	1	2	-	-
<b>PC1.</b> carry out role requirements and responsibilities as per company training	1	1	-	-
<b>PC2.</b> promptly escalate concerns and problems encountered	-	1	-	-
<i>Interacting with inventory controller for planning of sales and demand</i>	-	6	-	-
<b>PC3.</b> replenish stock	-	2	-	-
<b>PC4.</b> value old-gold jewellery for exchange as received from customers	-	2	-	-
<b>PC5.</b> inform about any loss of goods	-	2	-	-
<i>Interacting and planning with factory unit for an update on the orders placed</i>	2	4	-	-
<b>PC6.</b> track the status of the customized jewellery order	-	2	-	-
<b>PC7.</b> follow the process details	1	-	-	-
<b>PC8.</b> provide details of repair to be done on the jewellery	-	1	-	-
<b>PC9.</b> provide return schedule to customer	-	1	-	-
<b>PC10.</b> communicate the value and anticipated charges to customer	1	-	-	-
<i>Tallying the sales amount with the cashier</i>	1	2	-	-
<b>PC11.</b> provide details on billing and cash collection	1	-	-	-
<b>PC12.</b> tally cash with billing in case of discrepancies	-	1	-	-
<b>PC13.</b> enable customer to complete the sales process in short time	-	1	-	-

### Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Interacting and guiding customers and closing the sales</i>	-	2	-	-
<b>PC14.</b> ensure that there is no delay in the sales process	-	1	-	-
<b>PC15.</b> ensure that the customer is satisfied with the shopping experience	-	1	-	-
<b>NOS Total</b>	<b>4</b>	<b>16</b>	-	-

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	G&J/N6805
<b>NOS Name</b>	Interaction for planning and reporting
<b>Sector</b>	Gem & Jewellery
<b>Sub-Sector</b>	Jewellery Retail
<b>Occupation</b>	Selling
<b>NSQF Level</b>	3
<b>Credits</b>	1
<b>Version</b>	3.0
<b>Last Reviewed Date</b>	NA
<b>Next Review Date</b>	28/02/2026
<b>NSQC Clearance Date</b>	28/02/2023



## Qualification Pack

### G&J/N9902: Maintain health and safety at workplace

#### Description

This OS unit is about being aware of, communicating and taking steps towards minimizing potential hazards and maintaining health and safety at workplace.

#### Scope

The scope covers the following :

- Health, hygiene and safety in work area
- Fire safety
- Emergencies, rescue and first aid procedures
- Waste management

#### Elements and Performance Criteria

##### *Health, hygiene and safety in work area*

To be competent, the user/individual on the job must be able to:

- PC1.** follow regular cleaning and disinfection practices at work place using appropriate techniques and materials
- PC2.** follow hand hygiene practices at work place using appropriate techniques and materials
- PC3.** follow alternative ways of conducting meeting and organizing event to ensure safety
- PC4.** follow contactless attendance system
- PC5.** report regarding the contagious illness of self or people in close contact
- PC6.** use appropriate protective clothing/ equipment for specific tasks
- PC7.** identify hazardous activities and the possible causes of risks or accidents in the workplace
- PC8.** follow safe working practices while dealing with hazards to ensure safety of self and others
- PC9.** maintain appropriate working postures to minimize occupational health related issues

##### *Fire safety*

To be competent, the user/individual on the job must be able to:

- PC10.** use appropriate type of fire extinguisher
- PC11.** apply appropriate rescue techniques during fire hazard
- PC12.** ensure good housekeeping in order to prevent fire hazards

##### *Emergencies, rescue and first aid procedures*

To be competent, the user/individual on the job must be able to:

- PC13.** provide appropriate first aid procedure to victims wherever required eg.in case of bleeding, burns, choking, electric shock etc.
- PC14.** respond promptly and appropriately to an accident or medical emergency.
- PC15.** follow emergency procedures such as raising alarm, safe evacuation etc.

##### *Waste management*

To be competent, the user/individual on the job must be able to:

## Qualification Pack

- PC16.** identify recyclable, non-recyclable and hazardous waste
- PC17.** collect the segregated waste - at designated space
- PC18.** dispose non-recyclable waste appropriately and deposit recyclable and reusable material at identified location

## Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** company's policies on safety, hazards and personnel management
- KU2.** signages that refer to health and safety in work place
- KU3.** the reporting structure
- KU4.** health and safety hazards commonly present in the work place and related precautions
- KU5.** preventative and remedial actions to be taken in case of exposure to toxic material
- KU6.** methods of accident prevention
- KU7.** how different chemicals react and the related hazards
- KU8.** how to use machines and tools without causing any accident
- KU9.** importance of using protective clothing/ equipment while working
- KU10.** precautionary activities to prevent the fire accident
- KU11.** various causes of fire
- KU12.** techniques of using different fire extinguishers
- KU13.** different materials used for extinguishing fire
- KU14.** rescue techniques applied during a fire hazard
- KU15.** various types of safety signs and their meaning
- KU16.** appropriate basic first aid treatment relevant to different condition e.g. bleeding, minor burns, eye injuries etc.,
- KU17.** casualty lifting in case of an accident
- KU18.** usage of different colors of dustbins.
- KU19.** categorization of waste into dry, wet, recyclable, non-recyclable and items of single-use plastics.
- KU20.** waste management and methods of waste disposal.

## Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** read and comprehend labels, charts, signages
- GS2.** read and comprehend manuals of operations
- GS3.** communicate effectively, the risk of not following safety measures
- GS4.** respond to emergencies/accidents, by taking an appropriate and timely decision
- GS5.** organize work schedule, work area, tools, equipment and material to minimize health and safety risk

## Qualification Pack

- GS6.** ensure appropriate action in case of any emergencies, accidents or fire at the work location
- GS7.** analyze untoward incidents from the past and follow correct procedures in handling machines, tools or hazardous chemicals
- GS8.** critically analyze the processes carried out by self and colleagues in the department to spot potential hazards and safety issues
- GS9.** record data on waste disposal at workplace.
- GS10.** complete statutory documents relevant to safety and hygiene.

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Health, hygiene and safety in work area</i>	<b>9</b>	<b>16</b>	-	-
<b>PC1.</b> follow regular cleaning and disinfection practices at work place using appropriate techniques and materials	1	2	-	-
<b>PC2.</b> follow hand hygiene practices at work place using appropriate techniques and materials	1	2	-	-
<b>PC3.</b> follow alternative ways of conducting meeting and organizing event to ensure safety	1	2	-	-
<b>PC4.</b> follow contactless attendance system	1	1	-	-
<b>PC5.</b> report regarding the contagious illness of self or people in close contact	1	2	-	-
<b>PC6.</b> use appropriate protective clothing/ equipment for specific tasks	1	2	-	-
<b>PC7.</b> identify hazardous activities and the possible causes of risks or accidents in the workplace	1	2	-	-
<b>PC8.</b> follow safe working practices while dealing with hazards to ensure safety of self and others	1	1	-	-
<b>PC9.</b> maintain appropriate working postures to minimize occupational health related issues	1	2	-	-
<i>Fire safety</i>	<b>3</b>	<b>6</b>	-	-
<b>PC10.</b> use appropriate type of fire extinguisher	1	3	-	-
<b>PC11.</b> apply appropriate rescue techniques during fire hazard	1	2	-	-
<b>PC12.</b> ensure good housekeeping in order to prevent fire hazards	1	1	-	-
<i>Emergencies, rescue and first aid procedures</i>	<b>3</b>	<b>4</b>	-	-
<b>PC13.</b> provide appropriate first aid procedure to victims wherever required eg.in case of bleeding, burns, choking, electric shock etc.	1	1	-	-

### Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC14.</b> respond promptly and appropriately to an accident or medical emergency.	1	2	-	-
<b>PC15.</b> follow emergency procedures such as raising alarm, safe evacuation etc.	1	1	-	-
<i>Waste management</i>	<b>3</b>	<b>6</b>	-	-
<b>PC16.</b> identify recyclable, non-recyclable and hazardous waste	1	2	-	-
<b>PC17.</b> collect the segregated waste - at designated space	1	2	-	-
<b>PC18.</b> dispose non-recyclable waste appropriately and deposit recyclable and reusable material at identified location	1	2	-	-
<b>NOS Total</b>	<b>18</b>	<b>32</b>	-	-

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	G&J/N9902
<b>NOS Name</b>	Maintain health and safety at workplace
<b>Sector</b>	Gem & Jewellery
<b>Sub-Sector</b>	Handmade Gold and Gems-set Jewellery, Gemstone Processing, Silver Smithing, Jewellery Retail, Cast and diamonds-set jewellery, Imitation Jewellery, Diamond Processing
<b>Occupation</b>	Generic
<b>NSQF Level</b>	3
<b>Credits</b>	1
<b>Version</b>	5.0
<b>Last Reviewed Date</b>	18/02/2025
<b>Next Review Date</b>	18/02/2028
<b>NSQC Clearance Date</b>	18/02/2025

## Qualification Pack

### DGT/VSQ/N0102: Employability Skills (60 Hours)

#### Description

This unit is about employability skills, Constitutional values, becoming a professional in the 21st Century, digital, financial, and legal literacy, diversity and Inclusion, English and communication skills, customer service, entrepreneurship, and apprenticeship, getting ready for jobs and career development.

#### Scope

The scope covers the following :

- Introduction to Employability Skills
- Constitutional values - Citizenship
- Becoming a Professional in the 21st Century
- Basic English Skills
- Career Development & Goal Setting
- Communication Skills
- Diversity & Inclusion
- Financial and Legal Literacy
- Essential Digital Skills
- Entrepreneurship
- Customer Service
- Getting ready for Apprenticeship & Jobs

#### Elements and Performance Criteria

##### *Introduction to Employability Skills*

To be competent, the user/individual on the job must be able to:

- PC1.** identify employability skills required for jobs in various industries
- PC2.** identify and explore learning and employability portals

##### *Constitutional values – Citizenship*

To be competent, the user/individual on the job must be able to:

- PC3.** recognize the significance of constitutional values, including civic rights and duties, citizenship, responsibility towards society etc. and personal values and ethics such as honesty, integrity, caring and respecting others, etc.
- PC4.** follow environmentally sustainable practices

##### *Becoming a Professional in the 21st Century*

To be competent, the user/individual on the job must be able to:

- PC5.** recognize the significance of 21st Century Skills for employment
- PC6.** practice the 21st Century Skills such as Self-Awareness, Behaviour Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn for continuous learning etc. in personal and professional life

##### *Basic English Skills*

To be competent, the user/individual on the job must be able to:

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- PC7.** use basic English for everyday conversation in different contexts, in person and over the telephone
- PC8.** read and understand routine information, notes, instructions, mails, letters etc. written in English
- PC9.** write short messages, notes, letters, e-mails etc. in English

### *Career Development & Goal Setting*

To be competent, the user/individual on the job must be able to:

- PC10.** understand the difference between job and career
- PC11.** prepare a career development plan with short- and long-term goals, based on aptitude

### *Communication Skills*

To be competent, the user/individual on the job must be able to:

- PC12.** follow verbal and non-verbal communication etiquette and active listening techniques in various settings
- PC13.** work collaboratively with others in a team

### *Diversity & Inclusion*

To be competent, the user/individual on the job must be able to:

- PC14.** communicate and behave appropriately with all genders and PwD
- PC15.** escalate any issues related to sexual harassment at workplace according to POSH Act

### *Financial and Legal Literacy*

To be competent, the user/individual on the job must be able to:

- PC16.** select financial institutions, products and services as per requirement
- PC17.** carry out offline and online financial transactions, safely and securely
- PC18.** identify common components of salary and compute income, expenses, taxes, investments etc
- PC19.** identify relevant rights and laws and use legal aids to fight against legal exploitation

### *Essential Digital Skills*

To be competent, the user/individual on the job must be able to:

- PC20.** operate digital devices and carry out basic internet operations securely and safely
- PC21.** use e- mail and social media platforms and virtual collaboration tools to work effectively
- PC22.** use basic features of word processor, spreadsheets, and presentations

### *Entrepreneurship*

To be competent, the user/individual on the job must be able to:

- PC23.** identify different types of Entrepreneurship and Enterprises and assess opportunities for potential business through research
- PC24.** develop a business plan and a work model, considering the 4Ps of Marketing Product, Price, Place and Promotion
- PC25.** identify sources of funding, anticipate, and mitigate any financial/ legal hurdles for the potential business opportunity

### *Customer Service*

To be competent, the user/individual on the job must be able to:

- PC26.** identify different types of customers
- PC27.** identify and respond to customer requests and needs in a professional manner.



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**PC28.** follow appropriate hygiene and grooming standards

*Getting ready for apprenticeship & Jobs*

To be competent, the user/individual on the job must be able to:

**PC29.** create a professional Curriculum vitae (Résumé)

**PC30.** search for suitable jobs using reliable offline and online sources such as Employment exchange, recruitment agencies, newspapers etc. and job portals, respectively

**PC31.** apply to identified job openings using offline /online methods as per requirement

**PC32.** answer questions politely, with clarity and confidence, during recruitment and selection

**PC33.** identify apprenticeship opportunities and register for it as per guidelines and requirements

## Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

**KU1.** need for employability skills and different learning and employability related portals

**KU2.** various constitutional and personal values

**KU3.** different environmentally sustainable practices and their importance

**KU4.** Twenty first (21st) century skills and their importance

**KU5.** how to use English language for effective verbal (face to face and telephonic) and written communication in formal and informal set up

**KU6.** importance of career development and setting long- and short-term goals

**KU7.** about effective communication

**KU8.** POSH Act

**KU9.** Gender sensitivity and inclusivity

**KU10.** different types of financial institutes, products, and services

**KU11.** how to compute income and expenditure

**KU12.** importance of maintaining safety and security in offline and online financial transactions

**KU13.** different legal rights and laws

**KU14.** different types of digital devices and the procedure to operate them safely and securely

**KU15.** how to create and operate an e- mail account and use applications such as word processors, spreadsheets etc.

**KU16.** how to identify business opportunities

**KU17.** types and needs of customers

**KU18.** how to apply for a job and prepare for an interview

**KU19.** apprenticeship scheme and the process of registering on apprenticeship portal

## Generic Skills (GS)

User/individual on the job needs to know how to:

**GS1.** read and write different types of documents/instructions/correspondence

**GS2.** communicate effectively using appropriate language in formal and informal settings

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- GS3.** behave politely and appropriately with all
- GS4.** how to work in a virtual mode
- GS5.** perform calculations efficiently
- GS6.** solve problems effectively
- GS7.** pay attention to details
- GS8.** manage time efficiently
- GS9.** maintain hygiene and sanitization to avoid infection

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Introduction to Employability Skills</i>	<b>1</b>	<b>1</b>	-	-
<b>PC1.</b> identify employability skills required for jobs in various industries	-	-	-	-
<b>PC2.</b> identify and explore learning and employability portals	-	-	-	-
<i>Constitutional values – Citizenship</i>	<b>1</b>	<b>1</b>	-	-
<b>PC3.</b> recognize the significance of constitutional values, including civic rights and duties, citizenship, responsibility towards society etc. and personal values and ethics such as honesty, integrity, caring and respecting others, etc.	-	-	-	-
<b>PC4.</b> follow environmentally sustainable practices	-	-	-	-
<i>Becoming a Professional in the 21st Century</i>	<b>2</b>	<b>4</b>	-	-
<b>PC5.</b> recognize the significance of 21st Century Skills for employment	-	-	-	-
<b>PC6.</b> practice the 21st Century Skills such as Self-Awareness, Behaviour Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn for continuous learning etc. in personal and professional life	-	-	-	-
<i>Basic English Skills</i>	<b>2</b>	<b>3</b>	-	-
<b>PC7.</b> use basic English for everyday conversation in different contexts, in person and over the telephone	-	-	-	-
<b>PC8.</b> read and understand routine information, notes, instructions, mails, letters etc. written in English	-	-	-	-
<b>PC9.</b> write short messages, notes, letters, e-mails etc. in English	-	-	-	-
<i>Career Development &amp; Goal Setting</i>	<b>1</b>	<b>2</b>	-	-

### Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC10.</b> understand the difference between job and career	-	-	-	-
<b>PC11.</b> prepare a career development plan with short- and long-term goals, based on aptitude	-	-	-	-
<i>Communication Skills</i>	<b>2</b>	<b>2</b>	-	-
<b>PC12.</b> follow verbal and non-verbal communication etiquette and active listening techniques in various settings	-	-	-	-
<b>PC13.</b> work collaboratively with others in a team	-	-	-	-
<i>Diversity &amp; Inclusion</i>	<b>1</b>	<b>2</b>	-	-
<b>PC14.</b> communicate and behave appropriately with all genders and PwD	-	-	-	-
<b>PC15.</b> escalate any issues related to sexual harassment at workplace according to POSH Act	-	-	-	-
<i>Financial and Legal Literacy</i>	<b>2</b>	<b>3</b>	-	-
<b>PC16.</b> select financial institutions, products and services as per requirement	-	-	-	-
<b>PC17.</b> carry out offline and online financial transactions, safely and securely	-	-	-	-
<b>PC18.</b> identify common components of salary and compute income, expenses, taxes, investments etc	-	-	-	-
<b>PC19.</b> identify relevant rights and laws and use legal aids to fight against legal exploitation	-	-	-	-
<i>Essential Digital Skills</i>	<b>3</b>	<b>4</b>	-	-
<b>PC20.</b> operate digital devices and carry out basic internet operations securely and safely	-	-	-	-
<b>PC21.</b> use e- mail and social media platforms and virtual collaboration tools to work effectively	-	-	-	-
<b>PC22.</b> use basic features of word processor, spreadsheets, and presentations	-	-	-	-

### Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Entrepreneurship</i>	<b>2</b>	<b>3</b>	-	-
<b>PC23.</b> identify different types of Entrepreneurship and Enterprises and assess opportunities for potential business through research	-	-	-	-
<b>PC24.</b> develop a business plan and a work model, considering the 4Ps of Marketing Product, Price, Place and Promotion	-	-	-	-
<b>PC25.</b> identify sources of funding, anticipate, and mitigate any financial/ legal hurdles for the potential business opportunity	-	-	-	-
<i>Customer Service</i>	<b>1</b>	<b>2</b>	-	-
<b>PC26.</b> identify different types of customers	-	-	-	-
<b>PC27.</b> identify and respond to customer requests and needs in a professional manner.	-	-	-	-
<b>PC28.</b> follow appropriate hygiene and grooming standards	-	-	-	-
<i>Getting ready for apprenticeship &amp; Jobs</i>	<b>2</b>	<b>3</b>	-	-
<b>PC29.</b> create a professional Curriculum vitae (Résumé)	-	-	-	-
<b>PC30.</b> search for suitable jobs using reliable offline and online sources such as Employment exchange, recruitment agencies, newspapers etc. and job portals, respectively	-	-	-	-
<b>PC31.</b> apply to identified job openings using offline /online methods as per requirement	-	-	-	-
<b>PC32.</b> answer questions politely, with clarity and confidence, during recruitment and selection	-	-	-	-
<b>PC33.</b> identify apprenticeship opportunities and register for it as per guidelines and requirements	-	-	-	-
<b>NOS Total</b>	<b>20</b>	<b>30</b>	-	-

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	DGT/VSQ/N0102
<b>NOS Name</b>	Employability Skills (60 Hours)
<b>Sector</b>	Cross Sectoral
<b>Sub-Sector</b>	Professional Skills
<b>Occupation</b>	Employability
<b>NSQF Level</b>	4
<b>Credits</b>	2
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	18/02/2025
<b>Next Review Date</b>	18/02/2028
<b>NSQC Clearance Date</b>	18/02/2025

## Assessment Guidelines and Assessment Weightage

### Assessment Guidelines

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Element/ 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 Element/ PC.
2. The assessment for the theory part will be based on knowledge bank of questions created by the SSC.
3. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.
4. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below).
5. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/ training center based on these criteria.
6. To pass the Qualification Pack assessment, every trainee should score the Recommended Pass % aggregate for the QP.
7. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack.

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**Minimum Aggregate Passing % at QP Level : 50**

(Please note: Every Trainee should score a minimum aggregate passing percentage as specified above, to successfully clear the Qualification Pack assessment.)

## Assessment Weightage

Compulsory NOS

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
G&J/N6801.Engage the customers at the retail counter	15	25	-	-	40	10
G&J/N6802.Explain to customers about jewellery product offerings	19	31	-	-	50	20
G&J/N6803.Facilitate customer buying decisions at multiple counters	20	40	-	-	60	20
G&J/N6804.Manage stock of products at multiple counters and ensure product safety	16	24	-	-	40	10
G&J/N6806.Create professional image of self and organization	3	17	-	-	20	10
G&J/N6805.Interaction for planning and reporting	4	16	-	-	20	10
G&J/N9902.Maintain health and safety at workplace	18	32	-	-	50	10
DGT/VSQ/N0102.Employability Skills (60 Hours)	20	30	-	-	50	10
<b>Total</b>	<b>115</b>	<b>215</b>	<b>-</b>	<b>-</b>	<b>330</b>	<b>100</b>

## Qualification Pack

### Acronyms

<b>NOS</b>	National Occupational Standard(s)
<b>NSQF</b>	National Skills Qualifications Framework
<b>QP</b>	Qualifications Pack
<b>TVET</b>	Technical and Vocational Education and Training



## Qualification Pack

### Glossary

<b>Sector</b>	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.
<b>Sub-sector</b>	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
<b>Occupation</b>	Occupation is a set of job roles, which perform similar/ related set of functions in an industry.
<b>Job role</b>	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.
<b>Occupational Standards (OS)</b>	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the Knowledge and Understanding (KU) they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts.
<b>Performance Criteria (PC)</b>	Performance Criteria (PC) are statements that together specify the standard of performance required when carrying out a task.
<b>National Occupational Standards (NOS)</b>	NOS are occupational standards which apply uniquely in the Indian context.
<b>Qualifications Pack (QP)</b>	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.
<b>Unit Code</b>	Unit code is a unique identifier for an Occupational Standard, which is denoted by an 'N'
<b>Unit Title</b>	Unit title gives a clear overall statement about what the incumbent should be able to do.
<b>Description</b>	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.
<b>Scope</b>	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.

## Qualification Pack

<b>Knowledge and Understanding (KU)</b>	Knowledge and Understanding (KU) 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.
<b>Organisational Context</b>	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.
<b>Technical Knowledge</b>	Technical knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
<b>Core Skills/ Generic Skills (GS)</b>	Core skills or Generic Skills (GS) 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.
<b>Electives</b>	Electives are NOS/set of NOS that are identified by the sector as contributive to specialization in a job role. There may be multiple electives within a QP for each specialized job role. Trainees must select at least one elective for the successful completion of a QP with Electives.
<b>Options</b>	Options are NOS/set of NOS that are identified by the sector as additional skills. There may be multiple options within a QP. It is not mandatory to select any of the options to complete a QP with Options.