

APPRENTICESHIP CURRICULUM (OPTIONAL TRADE)

Leather

Footwear and Fashion Accessories Retail Associate (Bags & Luggage Sales)

Course Code: LSS/Q1201

NAPS Non-NAPS

NSQF Level: 4



Table of Contents

Course Details	3
Module Details.....	6
Glossary	10
Acronyms	11
Annexure 1: Tools and Equipment	12
List of Tools and Equipment	12
Classroom Aids	13
Annexure 2: Assessment Strategy	14

Course Details

1.	Course Name	Footwear and Fashion Accessories Retail Associate (Bags & Luggage Sales)								
2.	Course Code	CO082300014								
3.	Apprenticeship Training Duration: <i>(2 to 4 weeks of BT is embedded in this duration as per the requirement of the establishment)</i>	Months: 12 Months								
	Remarks									
4.	Credit	TBD								
5.	NSQF Level (Mandatory for NAPS)	4 NSQC Approval Date: 03/05/2023								
6.	Related NSQF aligned qualification details	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;">S. No.</th> <th style="text-align: center;">QP/ Qualification/ NOS Name (As applicable)</th> <th style="text-align: center;">QP/ NOS Code & Version</th> <th style="text-align: center;">NQR Code</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">1</td> <td>Footwear and Fashion Accessories Retail Associate</td> <td>LSS/Q1201 & 1.0</td> <td>QG-04-LT-00368-2023-V1-LSSC</td> </tr> </tbody> </table>	S. No.	QP/ Qualification/ NOS Name (As applicable)	QP/ NOS Code & Version	NQR Code	1	Footwear and Fashion Accessories Retail Associate	LSS/Q1201 & 1.0	QG-04-LT-00368-2023-V1-LSSC
S. No.	QP/ Qualification/ NOS Name (As applicable)	QP/ NOS Code & Version	NQR Code							
1	Footwear and Fashion Accessories Retail Associate	LSS/Q1201 & 1.0	QG-04-LT-00368-2023-V1-LSSC							
7.	Brief Job Role Description	Individuals in this role typically supervise a set of salespeople employed by the channel partners. Achieve sales target and volume objectives for the channel in the assigned geographical area. The individual is responsible for direct sales, increasing market share, and training, coaching, and mentoring the retail salespeople.								
8.	NCO-2015 Code & Occupation <i>(Access the NCO 2015 volumes from: https://labour.gov.in/organizationsofmole/directorate-general-employment-training-dget)</i>	NCO-2015/5211.0301 & Consumer Sales								
9.	Minimum Eligibility Criteria <i>(Educational and/ or Technical Qualification)</i>	11th grade pass Or Completed 1st year of 3-year diploma (after 10th) and pursuing regular diploma Or 10th grade pass plus 1-year NTC/ NAC Or								

		8th grade pass plus 2-year NTC plus 1 Year NAC Or 10th grade pass and pursuing continuous schooling Or 10th Grade Pass with 2 year’s relevant experience
10.	Entry Age for Apprenticeship	18 Years
11.	Any Licensing Requirements (<i>wherever applicable</i>)	No
12.	Is the Job Role amenable to Persons with Disability	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If yes, check the applicable type of Disability <input checked="" type="checkbox"/> Locomotor Disability <input checked="" type="checkbox"/> Leprosy Cured Person <input type="checkbox"/> Cerebral Palsy <input checked="" type="checkbox"/> Dwarfism <input type="checkbox"/> Muscular Dystrophy <input checked="" type="checkbox"/> Acid Attack Victims <input type="checkbox"/> Blindness <input checked="" type="checkbox"/> Low Vision <input checked="" type="checkbox"/> Deaf <input checked="" type="checkbox"/> Hard of Hearing <input type="checkbox"/> Speech and Language Disability <input type="checkbox"/> Intellectual Disability <input checked="" type="checkbox"/> Specific Learning Disabilities <input type="checkbox"/> Autism Spectrum Disorder <input type="checkbox"/> Mental Illness <input type="checkbox"/> Multiple Sclerosis <input type="checkbox"/> Parkinson's Disease <input type="checkbox"/> Haemophilia <input type="checkbox"/> Thalassemia <input type="checkbox"/> Sickle Cell Disease <input type="checkbox"/> Multiple Disabilities
		Remarks:
13.	Submitting Body Details	Name: Leather Sector Skill Council E-mail ID: Lssc@leatherscc.org Contact Number: 04449920006
14.	Certifying Body	Leather Sector Skill Council

15.	Employment Avenues/Opportunities	After completion of the apprenticeship training, the candidates have wide career choices available with them in the Retail Sector.
16.	Career Progression	Regional / Tertiary Manager
17.	Trainer’s Qualification & Experience:	12 th Class with 6 years in industry + 1 years in training experience Or Diploma in any discipline with 5 years in industry + 1 years in training experience Or Graduate in any discipline with 4 years in industry + 1 years in training experience
18.	Curriculum Creation Date	27/05/2023
19.	Curriculum Valid up to Date	27/05/2026

Module Details

S. No	Module/NOS Name, Code, Version	Outcomes	Assessment Marks		Passing Percentage	
			Th.	Pr.	Th.	Pr.
1.	Develop Sales and Customer Strategy Corresponding NOS Code: LSS/N5312 Version No: 1.0	<ul style="list-style-type: none"> • Understand the usage of Customer Relationship Management (CRM) • Understand the visual merchandising and in store display to attract Customers • Developing a plan for achieving sales goals for fashion goods • Identifying the best sales channels, tactics, and techniques for reaching customers in the fashion retail industry • Analyse the market data and trends • Understanding the customer needs and behaviour • Identifying and targeting specific customer segments • Create the value proposition • Estimate the sales forecast • Understand the importance of achieving the sales target • Perform the negotiation and close the sales • Adapt the new strategies as per the feedback and market change • Identifying and implementing strategies for keeping customers loyal 	50	100	50	50
2.	Demonstrate the product and interact with the customers Corresponding NOS Code: LSS/N1202 Version No: 1.0	<ul style="list-style-type: none"> • Understand the visual merchandising and display techniques to showcase the product • Describe the product pre-sale preparation and their importance • Understand Sales and customer service skills, including handling customer inquiries and providing styling advice • Identify the various ways of digital marketing to demonstrate the product • Demonstrate the product and its features, including materials, sizing and care instructions 	80	120	50%	50%

S. No	Module/NOS Name, Code, Version	Outcomes	Assessment Marks		Passing Percentage	
			Th.	Pr.	Th.	Pr.
		<ul style="list-style-type: none"> • Explain the ethics and sustainability of the product to the customer • Understand the introduction to customer service and sales techniques • Listen and effectively communicate to the customer • Adapt appropriate communication to respond to individual customer's feelings 				
3.	Carry out the sales and post-sales support Corresponding NOS Code: LSS/N1203 Version No: 1.0	<ul style="list-style-type: none"> • Explain clearly to the client the features and benefits of the recommended products or services and relate these to the client's individual needs • Explain the reasons to customers sensitively and positively when their expectations cannot be met • Identify alternative solutions for customers either within or outside the organization • Identify the costs and benefits of these solutions to the organisation and to customers • Solve problems with service systems and procedures that might affect customers before they become aware of them 	50	100	50%	50%
4.	Create sales and quality reports and analyze Corresponding NOS Code: LSS/N1204 Version No: 1.0	<ul style="list-style-type: none"> • Understand the sales and inventory data that is relevant to the fashion retail store • Describe the importance of setting up and maintaining a sales report system • Gather & report the sales and data and analyse the trends and pattern • Create the variety of sales report such as daily, weekly and monthly, etc., and share it with the Managers • Identify the key performance indicators (KPIs) and monitoring them to measure the store's performance 	30	70	50%	50%

S. No	Module/NOS Name, Code, Version	Outcomes	Assessment Marks		Passing Percentage	
			Th.	Pr.	Th.	Pr.
		<ul style="list-style-type: none"> Understand how to use data visualization tools such as tables, charts, and graphs to present data effectively Create the quality reports to measure the store's compliance with standards and regulation Analyse the customer satisfaction data to identify areas for improvement Utilize the insights gained from the analysis to make informed business decisions and improve the store's performance. 				
5.	Employability Skills (60 hours) Corresponding NOS Code: DGT/VSQ/N0102 Version No: 1.0	<ul style="list-style-type: none"> Discuss the importance of Employability Skills in meeting the job requirements Explain constitutional values, civic rights, duties, citizenship, responsibility towards society etc. that are required to be followed to become a responsible citizen Show how to practice different environmentally sustainable practices Discuss 21st century skills Display positive attitude, self -motivation, problem solving, time management skills and continuous learning mind-set in different situations Use appropriate basic English sentences/phrases while speaking Demonstrate how to communicate in a well -mannered way with others Demonstrate working with others in a team Show how to conduct oneself appropriately with all genders and PwD Discuss the significance of reporting sexual harassment issues in time Discuss the significance of using financial products and services safely and securely Explain the importance of managing expenses, income, and savings 	20	30	50%	50%

S. No	Module/NOS Name, Code, Version	Outcomes	Assessment Marks		Passing Percentage	
			Th.	Pr.	Th.	Pr.
		<ul style="list-style-type: none"> • Explain the significance of approaching the concerned authorities in time for any exploitation as per legal rights and laws • Show how to operate digital devices and use the associated applications and features, safely and securely • Discuss the significance of using internet for browsing, accessing social media platforms, safely and securely • Discuss the need for identifying opportunities for potential business, sources for arranging money and potential legal and financial challenges • Differentiate between types of customers • Explain the significance of identifying customer needs and addressing them • Discuss the significance of maintaining hygiene and dressing appropriately • Create a biodata • Use various sources to search and apply for jobs • Discuss the significance of dressing up neatly and maintaining hygiene for an interview • Discuss how to search and register for apprenticeship opportunities 				
Total Marks			230	420	50%	50%

Elective 1 - Carry out sales by explaining to the customers about the Bags & Luggage products

S. No	Module/NOS Name, Code, Version	Outcomes	Assessment Marks		Passing Percentage	
			Th.	Pr.	Th.	Pr.
1	Carry out sales by explaining to the customers about the Bags & Luggage products Corresponding NOS Code: LSS/N1207 Version No: 1.0	<ul style="list-style-type: none"> • Understand the various types of bags and luggage available in the market • Describe the various materials used in the bags and luggage like Acrylonitrile Butadiene Styrene (ABS), Polycarbonate (PC), ABS/PC Composite, Polypropylene (PP), Polyethylene Terephthalate (PET), Aluminum, etc., • Make customers to understand about these materials • Understand the customer the original requirement like traveling, gym, sports, office, etc., • Propose the correct products to the customer • Check the product is perfectly fitted to the customer's and ask them the comfortability • Explain about the sustainability of the materials used in the product. 	30	70	50%	50%

Glossary

Term	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.
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organization
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 (KU) they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts
National Occupational Standards (NOS)	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.
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.
Knowledge and Understanding (KU) Technical Knowledge	Technical knowledge is the specific knowledge needed to accomplish specific designated responsibilities. Knowledge and Understanding (KU) are statements which together specify the technical, generic, professional and organizational specific knowledge that an individual needs in order to perform to the required standard.
Core Skills/ Generic Skills (GS)	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

Acronyms

Acronym	Description
NOS	National Occupational Standard(s)
NSQF	National Skills Qualifications Framework
QP	Qualifications Pack
TVET	Technical and Vocational Education and Training
PPE	Personnel Protective Equipment's
IPA	Isopropyl alcohol

Annexure 1: Tools and Equipment

List of Tools and Equipment

The tools and equipment required are:

S. No.	Tool / Equipment Name	Specification
1.	Shelves for Stacking Products (Wood or Metal) and Hangers	Should have minimum 4*3 feet
2.	Shopping Cart	
3.	Signage Boards	As required
4.	Offer Signage's	
5.	Table & Chair	
6.	POS machine (Electronic card swiping machine)	Any type
7.	Merchandising Boards/standees about Footwear, Goods & Garments and Bags & Luggage	
8.	Mannequins	
9.	Leather Goods Samples	Wallets, hand bags & Belts
10.	Leather Garment Samples	
11.	Shoe sizing guide	
12.	Measuring Tape	
13.	Pamphlets about the product	
14.	Account Book to close sale	
15.	Case studies about selling & Customer Handling	
16.	Camera or Camera Mobile with stand/holder (stick)	To record, play and review the candidate performance
17.	CRM Software, Sales Software & Inventory Management Software	Any open source or Paid

Classroom Aids

The aids required to conduct sessions in the classroom are:

- 1 Projector
- 2 Computer (PC) with latest configurations and Internet connection with standard operating system and standard word processor and worksheet softwareInternet connectivity
- 3 White Board 1200mm x 900mm
- 4 Projector Screen
- 5 Flip Chart
- 6 UPS - 500VA
- 7 Scanner cum Printer
- 8 Working Table – 5 Numbers
- 9 PPE and First Aid Box

Annexure 2: Assessment Strategy

Leather SSC has well defined assessment process wherein SSC directly executes & monitors the assessment through a pool of trained certified assessors. The assessors are available locally in all major clusters and Question banks are provided in the local language. Clear-cut Pre assessment, Assessment & Post Assessment strategies have been developed incorporating latest technology & real time monitoring of the entire assessment process. All the relevant stakeholders are educated on the Assessment & QA practices with well-defined role for each stakeholder The assessment consist of majorly two-components

1. Cognitive (Knowledge-based)

- a. Summative assessment consisting of 10 or 20 theory questions with Multiple Choice, equally distributed to NOS present in the qualification pack.
- b. This will test their knowledge & understanding of the theory concept covered in the training part.

2. Psychomotor (Skill based) – Employers Assessment

- a. Formative assessment consisting of practical demonstration & performance of the job role as per the NOS, including VIVA
- b. This will test their skill and application of the practical concepts in the QP.

Assessment Process:

- On the assessment date, the assigned assessor reaches the location (mostly Training Centre) and confirms the assessment arrangements.
- Assessor performs the Pre-assessment QA checks including the lab setup, training attendance, Logbook and candidate documents. It's mandatory to check and confirm the candidate identity with the support of the concerned batch trainer & candidate ID
- Assessment process is completely online using Mobile/ Tablet with live monitoring & recording.
- Theory assessment is completely online & scoring is done automatically. Practical assessment can be proctored in case of End Point Assessor method wherein the proctor uploads the practical video for which scoring is done by end point assessor or assessor based where in assessor gives the scoring for each question.

Quality Checkpoints:

- Detailed SOP/checklist shared with Employer, TPA & assessor on the assessment process
- Geotagging & What's app Group –Periodic sharing of pics & videos – What's app group is maintained wherein the assessor shares his/her geotagged photo once they reach the TC. Then only the assessor is given access to the online assessment documents. The assessors are instructed to share the geotagged pics & short videos of assessment in the group as the assessment progress.

Apprenticeship Curriculum: NAPS

- MI Camera Monitoring - As the assessor reaches the TC, MI camera has to be connected for Live monitoring & the whole assessment activity is recorded. Live monitoring of assessments keep a check on the assessor & TPs during the assessment. Any malpractices involved can be easily caught with evidence