QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS
FOR GEMS AND JEWELLERY INDUSTRY

Contents

What are Occupational Standards(OS)?

➢ OS describe what individuals need to do, know and understand in order to carry out a particular job role or function

➢ OS are performance standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding

Introduction

Qualifications Pack-Jewellery Retail Sales Associate (Basic)

SECTOR: GEMS AND JEWELLERY

SUB-SECTOR: Jewellery Retailing

OCCUPATION: Selling

REFERENCE ID: G&J/Q8302

ALIGNED TO: NCO-2004/5220.35

Jewellery Retail Sales Associate (Basic): Also called, 'Retail Sales Officer', 'Sales Advisor', or 'Customer Sales Executive', the Jewellery Retail Sales Associate is the person in-charge of a sales counter in the retail store.

Brief Job Description: In the jewellery retail store, the individual at work engages with the customers, understands their buying requirements, explains store offerings, assists them in selecting jewellery and completes the sales transaction.

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

Job Details

Qualifications Pack Code	G&J/Q8302		
Job Role	Jewellery Retail Sales Associate-Basic		
Credits(NVEQF/NVQF/NSQF) [*OPTIONAL*]	TBD	Version number	1.0
Sector	Gems and Jewellery	Drafted on	29/05/13
Sub-sector	Jewellery Retailing	Last reviewed on	30/07/13
Occupation	Selling	Next review date	15/08/15

Job Role	Jewellery Retail Sales Associate-Basic Also called 'Retail Sales Officer', 'Sales Advisor', 'Customer Sales Executive'
Role Description	Engaging with the customers, understanding the needs of the customer, explaining the offerings of the store and assisting them in choosing jewellery according to their requirement.
NVEQF/NVQF level Minimum Educational Qualifications Maximum Educational Qualifications	4 Minimum 12th Standard Passed
Training	Not applicable
Experience	Not applicable
Applicable National Occupational Standards (NOS)	**Compulsory:** 1. G&J/N8302 Welcome, manage and engage customer at retail counter 2. G&J/N8303 Explain to customers about jewellery product offerings 3. G&J/N8304 Facilitate customer buying decision 4. G&J/N8305 Manage stock of products 5. G&J/N9940 Respect and maintain company's IPR 6. G&J/N9941 Coordinate with other departments 7. G&J/N9943 Maintain safe and clean environment **Optional:** Not Applicable
Performance Criteria	As described in the relevant OS units

National Occupational Standard
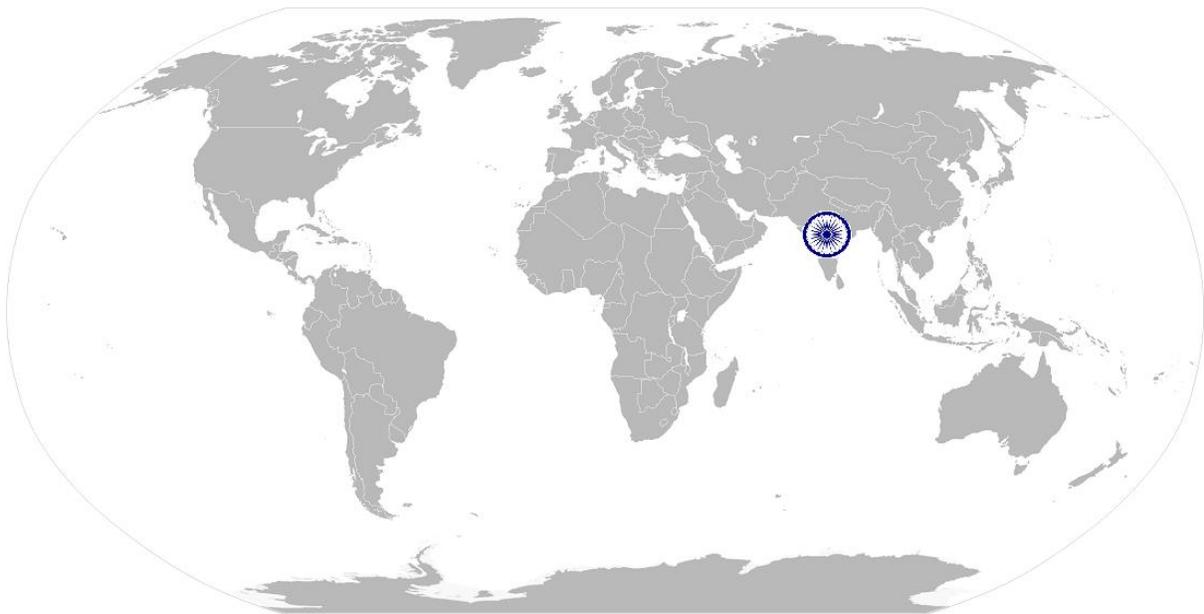
Overview

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

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G&J/N8302   **Welcome, manage and engage the customers at the retail counter**

Unit Code	G&J/N8302
Unit Title (Task)	**Welcome, manage and engage the customer 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	This unit/task covers the following: Engage with the customer • receive with smile, the customer who walk into the jewellery store • ensure that the customer is not left unattended • make customers feel comfortable through pleasing behaviour, being polite and listening to their requirement • offer customers refreshments as per store policy • ensure that customer is engaged during the entire buying process • be accessible to the customer for any queries Introduce jewellery product offerings to customer • explain the store layout • list products available at different sections and counters of the store • explain the broad variety of jewellery products available in the store, for example, Gold, Diamond, other Understand the customer's requirement • ask both open and leading questions to assess the customer's requirements • initiate queries to understand the customer's broad jewellery preference • understand the relevance of buying jewellery such as occasion Interact with the customer through telephone or online, post sale • post sale, check if customer is willing to interact via telephone or internet • inform customers about product promotions or new product arrivals • inform about delivery status if the jewellery is to be delivered at a later time than the walk-in • send mailers on discounts or promotional events Handle problems pertaining to a customer • understand complaints from the customer and summarise them to the customer to ensure that the understanding is correct • address with right solution to customer's queries • assist the customer when there is a sales return or repair work • offer assistance for customers such as offering chair to sit for senior citizens

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G&J/N8302   **Welcome, manage and engage the customers at the retail counter**

Performance Criteria(PC) w.r.t. the Scope	
Element	**Performance Criteria**
Engaging the customer	To be competent, the user/individual on the job must be able to: PC1. promptly attend to the customers who walk into the retail area PC2. greet the customers as per company's training PC3. assess the customer's broad and specific requirements accurately PC4. provide acceptable suggestions or solutions to customer queries PC5. address customer complaints PC6. follow telephone etiquette while interacting with customer on telephone
Understanding customer's requirements	To be competent, the user/individual on the job must be able to: PC7. understand the exact requirement and suggest alternatives in a short time PC8. introduce the customer to various types of products
Customer satisfaction	To be competent, the user/individual on the job must be able to: PC9. satisfy customer with the shopping experience PC10. receive positive customer feedback PC11. ensure that customer does not feel unattended
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: KA1. organisation's lineage, history and culture KA2. company's policies on: Personnel management, relevant legislation, standards, policies, and procedures followed in the company KA3. retail store layout and different departments in the store KA4. return and exchange policies followed by the retail store KA5. pricing and discount policy of the retail store KA6. company's various savings scheme offerings KA7. company's policies related to dress code and etiquette KA8. documentation and reporting practices followed in the organisation
B. Technical Knowledge	The user/individual on the job needs to know and understand: KB1. basic knowledge of the jewellery value chain from mining to consumption KB2. precious metals jewellery such as Gold, Platinum, Silver along with their characteristics and differences KB3. basics of Indian jewellery industry, history and culture KB4. jewellery buying preferences in India and overseas KB5. different types of jewellery retail formats KB6. jewellery related terminologies used in the industry KB7. how to operate computer and use software for stocking, pricing and billing
Skills (S) [Optional]	
A. Core Skills/ Generic Skills	**Writing Skills**
	The user/ individual on the job needs to know and understand how to: SA1. record a call discussion made with customers through telephone SA2. write e-mails to customers with mailing etiquette

G&J/N8302   **Welcome, manage and engage the customers at the retail counter**

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	Reading Skills
	The user/individual on the job needs to know and understand how to: SA3. read English and other languages SA4. read about new design or type of jewellery introduced in the store through catalogues, brochures and pamphlets
	Communication Skills
	The user/individual on the job needs to know and understand how to: SA5. listen to and understand the requirements of the customer SA6. talk about the store's product offerings and those that may suit customer's requirement SA7. interact in a language which the customer is comfortable with SA8. avoid personal biases to creep into interactions with customers
A. Professional skills	**Customer Centricity**
	The user/individual on the job needs to know and understand how to: SB1. develop a rapport with customer to understand their requirement, taste, lifestyle preferences, etc.
	Using Computer System
	The user/individual on the job needs to know and understand how to: SB2. use computer and internal software to understand the stock availability, pricing and other relevant details SB3. use internet for online catalogue display to customers
	Behavioural Skills
	The user/individual on the job needs to know and understand: SB4. behavioural etiquette such as maintaining the appropriate physical distance with customer during conversation SB5. being courteous at all times and with all types of customers

NOS Version Control

NOS Code	G&J/N8302		
Credits(NVEQF/NVQF/NSQF) [*OPTIONAL*]	TBD	Version number	1.0
Industry	Gems & Jewellery	Drafted on	22/07/13
Industry Sub-sector	Jewellery Retailing	Last reviewed on	30/07/13
		Next review date	15/08/15

National Occupational Standard
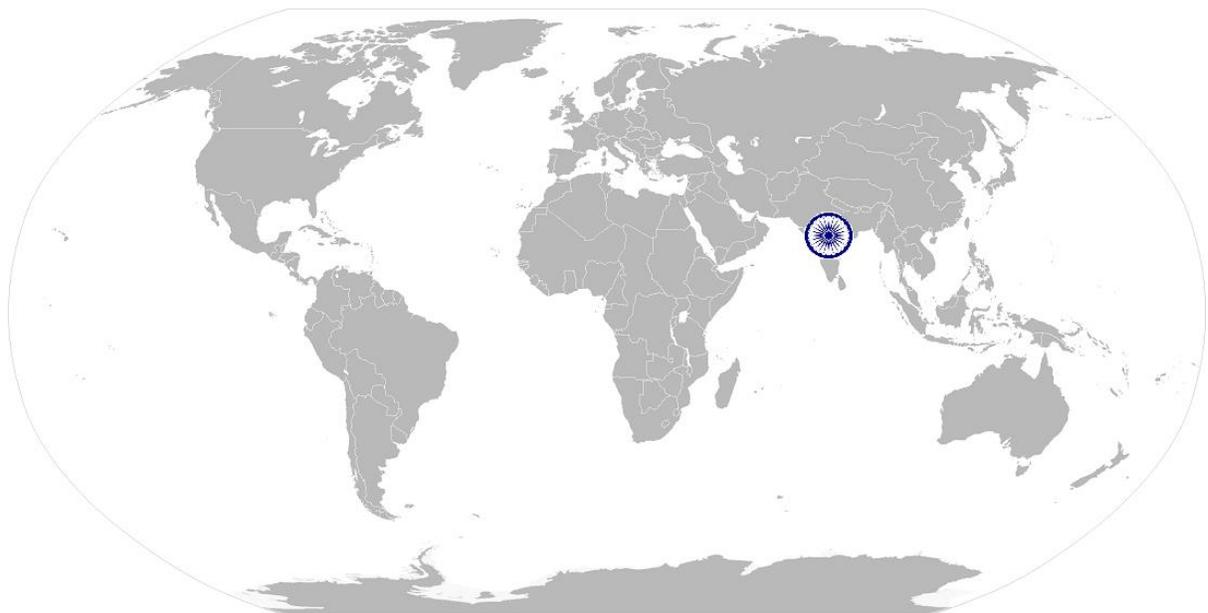
Overview

This unit is about explaining the various product offerings of the jewellery store to the customers. This is very important because of the wide variations in Indian jewellery products in terms of origin, making technique, product category, metals and stones used, etc.

G&J/N8303   **Explain to customers about jewellery product offerings**

Unit Code	G&J/N8303
Unit Title (Task)	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	This unit/task covers the following: Make the customer aware of the retail store's gold and other precious metal jewellery offerings • list out the different precious metal offerings to client with confidence • introduce the customer to various types of jewellery available in the store such as Gold, Platinum and Silver • explain to customers the spread of product available as per their characteristics such as karatage, colour, fineness and relevant standards • list out the different types of gold jewellery available in the store with reference to karatage such 18 karat gold jewellery, 22 karat jewellery, etc., and outline the difference between them • introduce customers to different colours of gold jewellery such as white gold, rose gold and their characteristics • explain to customers different types of finishing in jewellery such as enamel, geru finish, and sand blasting • make customers aware of the quality of the jewellery products available • explain hallmarking, standards and certifications Make the customer aware of the retail store's diamond and other precious stone jewellery offerings • introduce the customer to various types of precious stone jewellery available in the store such as diamond, ruby, sapphire, emerald, etc. • introduce customers to semi precious gemstone-jewellery offerings in the store • introduce customers with different types of beads and briolette jewellery available • explain the characteristics of different gemstones • introduce customers to different types of pearl jewellery available on the retail area and explain the different types, for example, natural, cultured and characteristics of these jewellery • explain the characteristics of diamond such as cut, clarity, carat weight and colour and the grading standards of the diamond to the customers • explain to customers different types of settings such as prongs, bezel, channel, pave, tension • explain customers about different type of diamonds available in the market such as synthetic, simulants Understand the customer's requirement • 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

G&J/N8303   **Explain to customers about jewellery product offerings**

	• understand from customers whether they are looking for a common jewellery products such as bangles and rings or special jewellery product such as kundan, jadau, stamping, kolhapuri, mangal sutra
	• understand from customers looking for a particular type product which may be based on origin such as Rajkot, West Bengal; region specific jewellery such as kundan, stamping; relevance or occasion such as mangal sutra, engagement ring; making style such as handmade, machine made, casting

Performance Criteria(PC) w.r.t. the Scope

Element	Performance Criteria
Making customer aware of gold jewellery	To be competent, the user/individual on the job must be able to: PC1. impress or convince customer with knowledge of characteristics of gold jewellery PC2. assist customer to understand the product in terms of relevance, making, etc. PC3. able to answer all customer's 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
Making customer aware of diamonds and other precious stones	To be competent, the user/individual on the job must be able to: PC6. demonstrate accurately the characteristics of diamond and its authenticity PC7. assist customer to understand the product in terms of relevance, making, etc. PC8. able to answer all customer's queries with reference to product characteristics PC9. provide acceptable suggestions or solutions to customer queries PC10. ensure that customer is fully aware of all the aspects of the jewellery bought
Understanding customer's requirements	To be competent, the user/individual on the job must be able to: PC11. understand the requirement and suggest alternatives in a short time PC12. introduce the customer to various types of products PC13. suggest and offer jewellery that meets customer expectation
Customer satisfaction	To be competent, the user/individual on the job must be able to: PC14. satisfy customer with the shopping experience PC15. receive positive customer feedback PC16. address customers queries confidently and without misleading

Knowledge and Understanding (K)

C. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: KA1. organisation's history and culture KA2. company's policies on: Personnel management, relevant legislation, standards, policies, and procedures followed in the company KA3. retail store layout and different departments in the store KA4. company's various saving scheme offerings KA5. company's various jewellery product offerings

G&J/N8303   **Explain to customers about jewellery product offerings**

D. Technical Knowledge	The user/individual on the job needs to know and understand:
	KB1. basics of jewellery value chain from mining to consumption
	KB2. precious metals jewellery such as gold, platinum, silver along with their characteristics and differences
	KB3. characteristics of precious metal jewellery such as karatage, colour, fineness, hallmarking
	KB4. 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
	KB5. different types of jewellery, their style and origin, making technique and value of components
	KB6. significant characteristics of a jewellery, for example, making technique or style and ability to educate the un-intiated customer
	KB7. specialised Indian jewellery such as Kundan, Jadau, Kolhapuri, stamping, etc., and their uniqueness
	KB8. various types of jewellery making process such as handmade, casting, machine made, electroforming, etc.
	KB9. soldering techniques such as cadmium based, non cadmium based, etc. and their benefits
	KB10. various types of finishing possible in jewellery such as enamel, geru finish, sand blasting, etc.
	KB11. methods of assaying such as touchstone, using XRF machine, fire assaying, etc., to test the purity of Gold
	KB12. BIS standards for hallmarking
	KB13. different types of jewellery and characteristics such as origin, region specific, relevance to occasion, community specific, etc.
	KB14. different types of diamond, precious stones, semi precious stones including pearl and their characteristics
	KB15. 4Cs of Diamond such as cut, clarity, carat and colour
	KB16. diamond grading process
	KB17. different types of settings in diamond jewellery
	KB18. jewellery preferences of customers from different geographies or a community
	KB19. different types and combinations of jewellery required for special occasions
	KB20. product mix and match, i.e., what type of jewellery goes well with another jewellery or dress
Skills (S) [Optional]	
B. Core Skills/ Generic Skills	**Writing Skills**
	The user/ individual on the job needs to know and understand how to:
	SA1. record a call discussion made with customers through telephone
	SA2. write e-mails to customers with mailing etiquette
	Reading Skills
	The user/individual on the job needs to know and understand how to:
	SA3. read English and other languages
	SA4. read about new design or type of jewellery introduced in the store through

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G&J/N8303   **Explain to customers about jewellery product offerings**

	catalogues, brochures and pamphlets
	Communication Skills (Listening, Talking and Language)
	The user/individual on the job needs to know and understand how to: SA5. listen to and understand the requirements of the customer SA6. talk about the store's product offerings and those that may suit customer's requirement SA7. interact in a language which the customer is comfortable with SA8. avoid personal biases to creep into interactions with customers
B. Professional skills	**Customer Centricity**
	The user/individual on the job needs to know and understand how to: SB1. develop a rapport with customer to understand their requirement, taste, lifestyle preferences, etc.
	Jewellery Handling
	The user/individual on the job needs to know and understand how to: SB2. handle different type of jewellery such as the necklace should be held from both ends with two hands SB3. handle jewellery in a way that no scratches or marks appear SB4. ensure that customer also handles the jewellery appropriately
	Attention to Detail
	The user/individual on the job needs to know and understand how to: SB5. listen to and understand the customer's requirement for products on various aspects such as type of jewellery, purpose of buying, budget, lifestyle of customers, wearing pattern, community requirement, etc., in order to offer best available alternative

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NOS Code	G&J/N8303		
Credits(NVEQF/NVQF/NSQF) [*OPTIONAL*]	TBD	**Version number**	1.0
Industry	**Gems & Jewellery**	**Drafted on**	**22/07/13**
Industry Sub-sector	**Jewellery Retailing**	**Last reviewed on**	**30/07/13**
		Next review date	**15/08/15**

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G&J/N8304   **Facilitate customer buying decision**
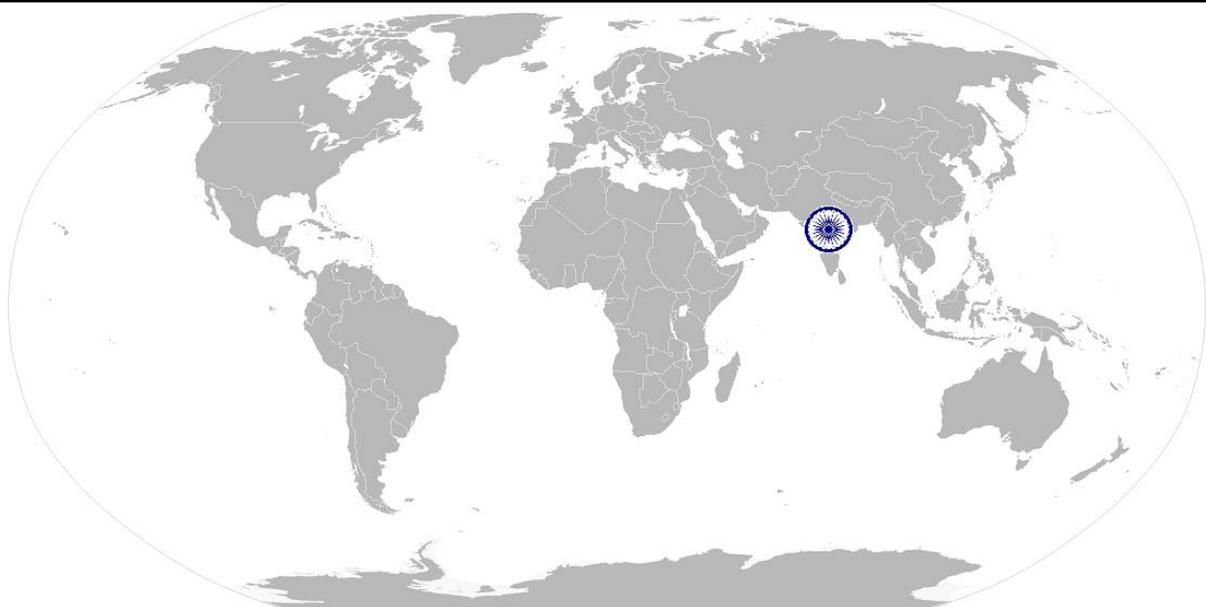
National Occupational Standard
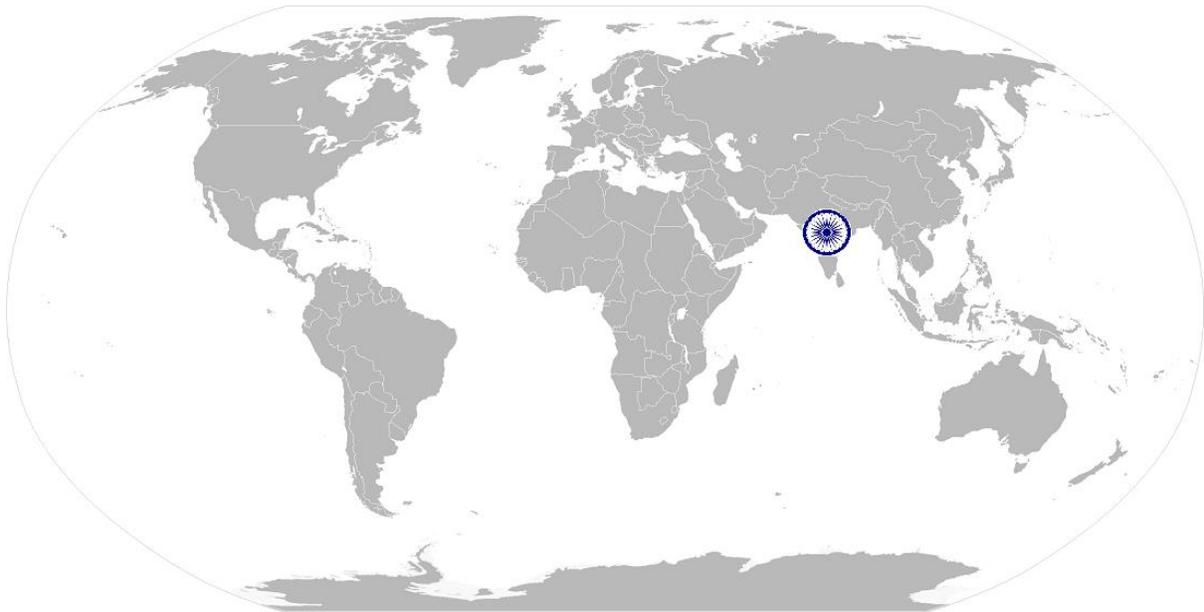
Overview

This unit is about selling of retail store's product offerings such as jewellery or store's saving schemes. Selling is the most important function in jewellery retail.

G&J/N8304   **Facilitate customer buying decision**

Unit Code	**G&J/N8304**
Unit Title (Task)	**Facilitate the customer buying decision**
Description	This OS unit is about the selling the different offerings of a retail jewellery store
Scope	This unit/task covers the following: Review of sales target: • understand the sales target from manager in terms of product sales, jewellery type (gold, diamond, etc), opening of new saving scheme accounts, etc. • plan and execute retailing and selling strategy to meet the target Outline counter and store offerings to customer • facilitate sales of various jewellery offered by the store at the counter as per customer requirements • facilitate sales of saving schemes offered by the store through conducting camps in corporate, calling customers, etc. • outline 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. Help the customer choose a jewellery piece • provide various choices of jewellery types that meet the customer's buying criteria • understand the size and measurement required from customers for products such as rings, bracelets, necklace, chains, etc. and offer jewellery accordingly • assist in selecting by suggesting the jewellery that could suit the customer's taste, looks, budget criteria, occasional wear, etc. Close sales • coordinate with cashier for billing and completing the transaction • explain the customers about repairing and refurbishment process for the jewellery purchased • display the jewellery purchased and pack the jewellery appropriately

Performance Criteria(PC) w.r.t. the Scope

Element	Performance Criteria
Productivity	To be competent, the user/individual on the job must be able to: PC1. sell jewellery at sale counter allotted PC2. achieve the sales target PC3. open new account for saving schemes PC4. meet specified sales conversion rate PC5. upsell products PC6. achieve the average ticket size
Closing sale	To be competent, the user/individual on the job must be able to: PC7. ensure that there is minimum delay in the sale closing process PC8. ensure that the customer is sent off happily and satisfied

	PC9. able to close the sales with "minimum discounts"

Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: KA1. company's policies on: Personnel management, performance measurement and incentive policies, relevant legislation, standards, policies, and procedures followed in the company KA2. organisational structure KA3. retail store's hierarchy and reporting structure KA4. sales target of the department and organisation KA5. retail store's product offerings KA6. company's various saving scheme offerings KA7. company's sales transaction process KA8. company's repair and refurbishment policies KA9. documentation and reporting practices in organization
B. Technical Knowledge	The user/individual on the job needs to have the knowledge of: KB1. characteristics of the product such as making technique, type of jewellery, utility of the product, value of the product, etc. KB2. types of jewellery available in the store to promote upselling KB3. terminologies used for jewellery in various languages such as waist band (Ottiyanam in Tamil) KB4. jewellery product mix and match KB5. understand the competition KB6. overall industry trends KB7. new categories of products that customers are looking for KB8. credit purchases KB9. market price of Gold and Diamond KB10. impact of market prices on the value of the purchases KB11. strategies for selling to achieve the targets defined KB12. saving schemes offered by the store KB13. jewellery costing such as labour cost, wastage, basic cost of 22 karat gold as on date, etc. KB14. weighing jewellery (gross and net weight)
Skills (S) [Optional	
A. Core Skills/ Generic Skills	**Writing Skills**
	The user/ individual on the job needs to know and understand how to: SA1. prepare bills for the purchase made with relevant details SA2. prepare the account opening form for opening new saving schemes
	Reading Skills
	The user/individual on the job needs to know and understand how to: SA3. read English and local language SA4. read about and understand new design or type of jewellery introduced in the store through catalogues, brochures and pamphlets SA5. read the bill prepared

G&J/N8304   **Facilitate customer buying decision**

	Communication Skills
	The user/individual on the job needs to know and understand how to: SA6. listen to and understand the needs of the customer SA7. speak about the store's different product offerings that may suit customer's requirement SA8. be multi lingual in order to interact with diverse customers
C. Professional skills	**Systems Knowledge**
	The user/individual on the job needs to know and understand how to: SB1. operate system and internal software to check to stock, price and prepare bill
	Convincing Skills
	The user/individual on the job needs to know and understand how to: SB2. convince customers on the product offerings that could suit customer's requirements SB3. close the transaction efficiently
	Decision making
	The user/individual on the job needs to: SB4. decide on the display strategy of the products during the day

NOS Version Control

NOS Code	G&J/N8304		
Credits(NVEQF/NVQF/NSQF) [*OPTIONAL*]	TBD	Version number	1.0
Industry	Gems and Jewellery	Drafted on	22/07/13
Industry Sub-sector	Jewellery Retailing	Last reviewed on	30/07/13
		Next review date	15/08/15

National Occupational Standard
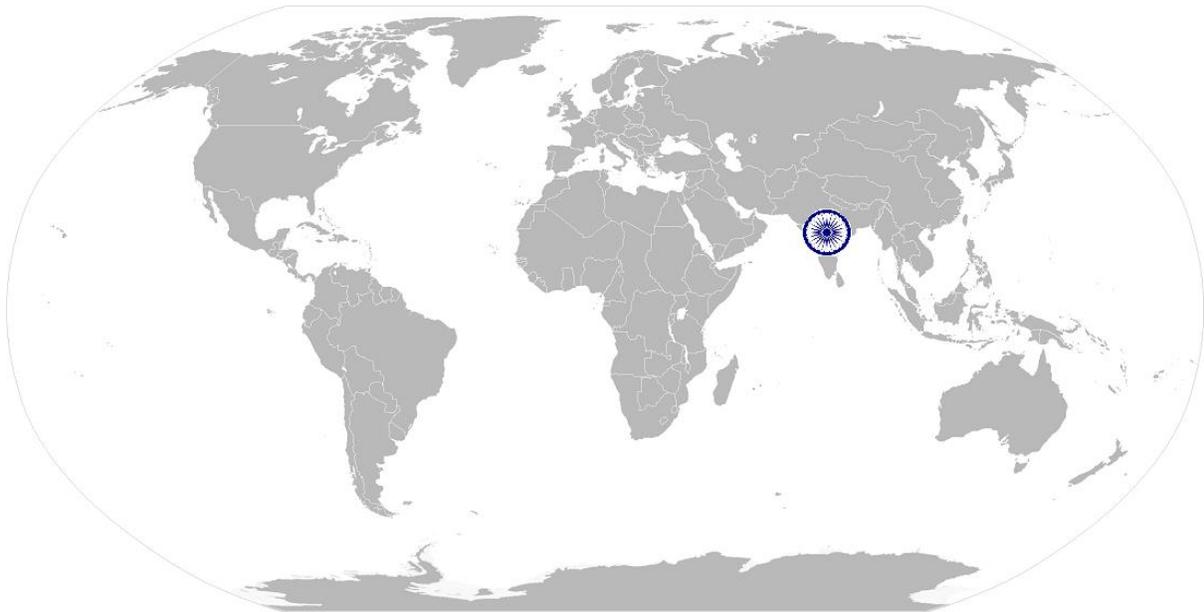
Overview

This unit is about managing the stock of goods at the sale counter, and having a good stock-control and replenishment system.

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G&J/N8305 **Manage stock of products**

<table>
<tr><td rowspan="20">National Occupational Standard</td><td>Unit Code</td><td>G&J/N8305</td></tr>
<tr><td>Unit Title
(Task)</td><td>Manage the stock of products</td></tr>
<tr><td>Description</td><td>This OS unit is about managing the stock of goods at the sale counter and having a good stock control system</td></tr>
<tr><td>Scope</td><td>This unit/task covers the following:

Count and maintain account of stocks daily
• count the stock
• maintain the record for opening stock, sales and closing stock

Maintain adequate stock for sale at any point of time
• judge the demand by analysing sales data and also considering the seasonality
• ensure adequate stock is available to meet the sales demand
• ensure that excess stocks are not kept at the counter but taken out and returned to the stores, because these are high value.
• ensure that defective stocks are repaired / replaced

Order new supply of stocks
• count the stock and identify the stocks that needs to be ordered periodically identify fast and slow moving products and determine appropriate sales and stock strategies
• ensure that fast moving stocks are always available by ordering them adequately
• ensure that entry price, mid price and high end products appropriate to the customer needs are available in adequate quantities
• decide the number of stock to be ordered based on demand and sales
• place order for new stocks with the appropriate inventory person giving full details
• decide on the stock to be ordered during peak demand season such as festival time
• calculate the time required for dispatch of new orders and place the orders promptly</td></tr>
</table>

Performance Criteria(PC) w.r.t. the Scope	
Element	**Performance Criteria**
Maintaining account of stocks	To be competent, the user/individual on the job role 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 role must be able to: PC3. ensure that there is no stock shortages at sale counter at any point of time PC4. ensure that there is no over stocking of any jewellery at the counter
Ordering new stocks	To be competent, the user/individual on the job role must be able to: PC5. promptly place order to receive the stock on time PC6. place order mindful of occasions such as festivals and seasonality

G&J/N8305   **Manage stock of products**

Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: KA1. company's policies on: Personnel management, relevant legislation, standards, policies, and procedures followed in the company KA2. organisation structure KA3. retail store's hierarchy and reporting structure KA4. return and exchange policies followed by the company KA5. company's stock management policies KA6. company's order procurement process KA7. documentation and reporting practices in organization
B. Technical Knowledge	The user/individual on the job needs to have knowledge of: KB1. arithmetics for maintenance of stock accounts KB2. general industry trends such as seasonality effects, gold price and festivals to estimate demand KB3. recording accounts for reporting KB4. computers software for stock management and tracking movement
Skills (S) [Optional]	
A. Core Skills/ Generic Skills	**Reading and Writing Skills**
	The user/ individual on the job needs to: SA1. read the stock account for opening and closing stock status SA2. read the sales data to record for stock management SA3. maintain and record the stock accounts on a daily basis SA4. prepare report on stocks periodically
	Communication Skills
	The user/individual on the job needs to know and understand how to: SA5. coordinate with other departments for stock replacement SA6. order for replenishment of stock
C. Professional skills	**Computer Skills**
	The user/individual on the job needs to know and understand how to: SB1. operate the computer SB2. use computer system and software for recording account of stock SB3. identify any pricing errors due to wrong data entry
	Calculation Skills
	The user/individual on the job needs to know and understand how to: SB4. calculate to prepare the stock maintenance account
	Decision making
	The user/individual on the job needs to: SB5. decide on when to order for replenishment of stocks
	Problem Solving
	The user/individual on the job needs to: SB6. report problems to manager if there is a mismatch in the stock maintenance account in time to take corrective action

NOS Version Control

NOS Code	G&J/N8305		
Credits(NVEQF/NVQF/NSQF) [*OPTIONAL*]	TBD	Version number	1.0
Industry	Gems and Jewellery	Drafted on	22/07/13
Industry Sub-sector	Jewellery Retailing	Last reviewed on	30/07/13
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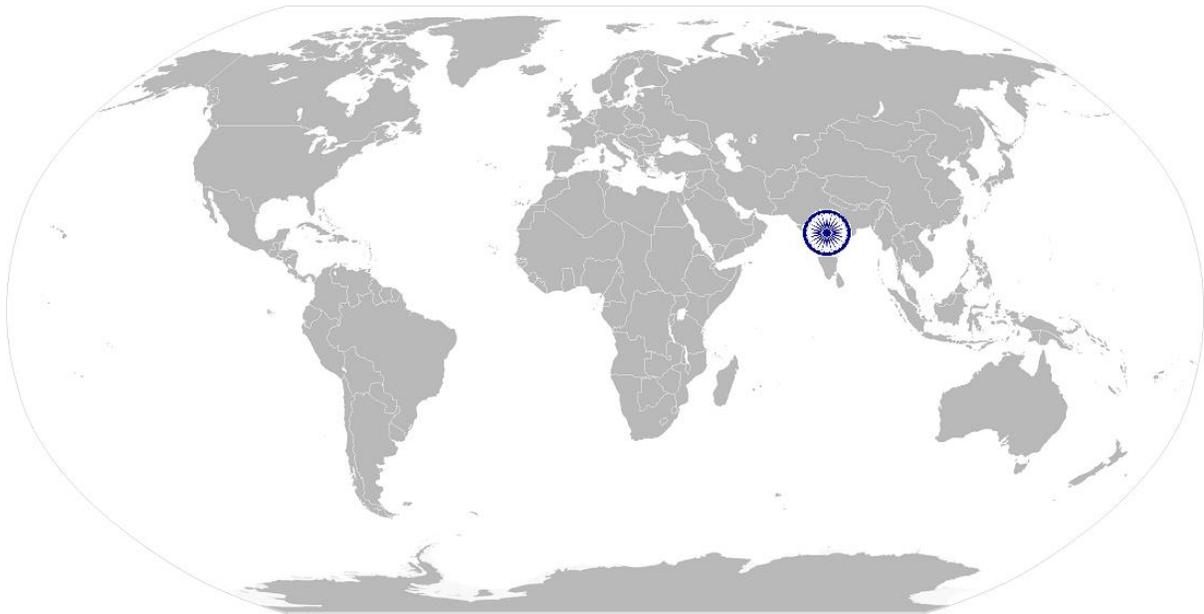
<u>Overview</u>

This unit is about respecting intellectual property rights of the company's products and designs. Intellectual property and Unique Selling Proposition is what makes a particular product or brand or company attract the customers to its products. This is an important "secret" of any organization and hence is a closely guarded.

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G&J/N9940   Respect and maintain company's IPR

Unit Code	G&J/N9940
Unit Title (Task)	Respect and maintain IPR of the company
Description	This OS unit is about protecting company's IPR and unique selling proposition from being disclosed to competitors
Scope	This unit/task covers the following: Protect company's Intellectual Property Rights (IPR) • to prevent leak of new designs/ plans to competitors by reporting on time • to be aware of any of company's product, process and design patents • to prevent leak of company's pricing policy and promotional strategies • to report IPR violations observed in the market, to manager or company head

Performance Criteria(PC) w.r.t. the Scope

Element	Performance Criteria
Maintaining IPR	To be competent, the user/individual on the job must be able to: PC1. be aware of company's code of conduct, patents and IPR PC2. not involve in IPR violations

Knowledge and Understanding (K)

A. Organizational Context	The user/individual on the job needs to know and understand: KA1. company's policies on: incentives, delivery standards, safety and hazards, code of conduct, integrity and IPR, and personnel management KA2. work flow involved in entire sales process followed in the company KA3. importance of the individual's role in the organisation KA4. reporting structure KA5. market trends
B. Technical Knowledge	The user/individual on the job needs to know and understand: KB1. patents and IPR laws KB2. how IPR protection is important for competitiveness of a company

Skills (S) [Optional]

A. Core Skills/ Generic Skills	Communication Skills
	The user/ individual on the job needs to know and understand how to: SA1. effectively communicate any observed IPR violations or order leaks
B. Professional Skills	Decision making
	The user/individual on the job needs to know and understand how to: SB1. report potential sources of violations

National Occupational Standard

NOS
National Occupational Standards

N·S·D·C
National
Skill Development
Corporation

G&J/N9940   **Respect and maintain company's IPR**

Reflective Thinking
The user/individual on the job needs to know and understand how to: SB2.   learn from past mistakes and report IPR violations on time
Critical Thinking
The user/individual on the job needs to know and understand how to: SB3.   spot signs of violations and alert authorities in time

NOS Version Control

NOS Code	G&J/N9940		
Credits(NVEQF/NVQF/NSQF)	TBD	Version number	1.0
Industry	Gems & Jewellery	Drafted on	22/07/13
Industry Sub-sector	Jewellery Retailing	Last reviewed on	30/07/13
		Next review date	15/08/15

National Occupational Standard
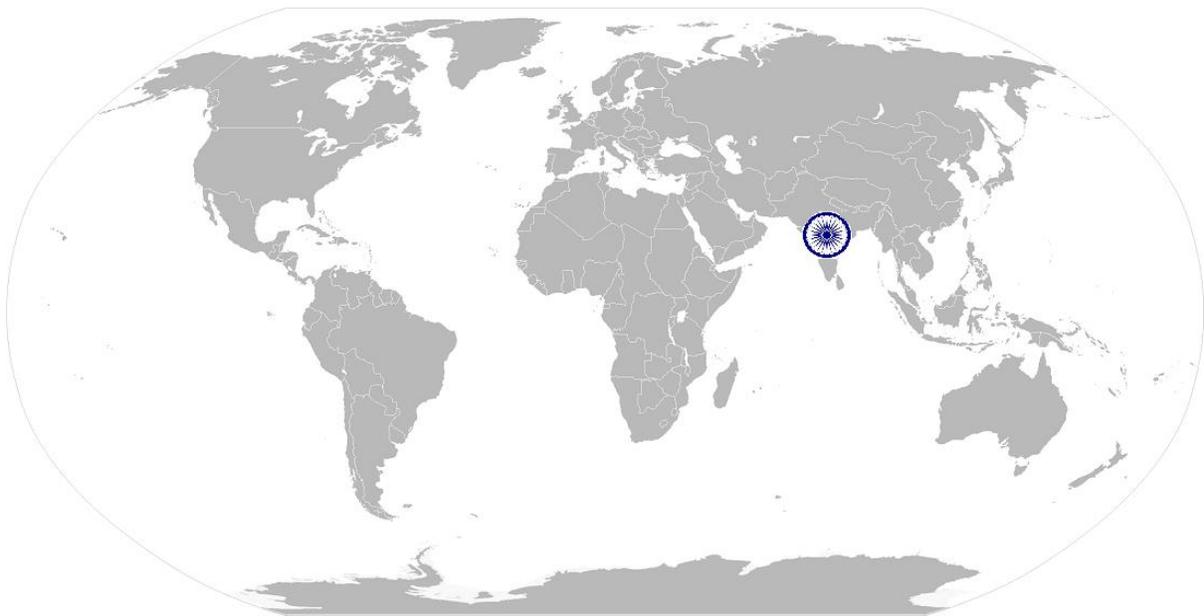
Overview

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

G&J/N9941   **Coordinate with other departments**

Unit Code	G&J/N9941
Unit Title (Task)	**Coordinate with personnel from other departments**
Description	This OS unit is about interacting and coordinating with the personnel of the other departments in the retail organisation
Scope	This unit/task covers the following: Coordinate with inventory controller to: • replenish stock • value old-gold jewellery for exchange as received from customers • inform about any loss of goods Coordinate with factory: • to track the status of the customized jewellery order Coordinate with cashier: • to provide details on billing and cash collection • to tally cash with billing in case of discrepancies • to enable customer to complete the sales process in short time Coordinate with Goldsmith(repairs): • to provide details of repair to be done on the jewellery • to provide return schedule to customer • to communicate the value and anticipated charges to customer Coordinate with housekeeping personnel: • to arrange refreshments for customer • to maintain clean work environment

Performance Criteria(PC) w.r.t. the Scope	
Element	**Performance Criteria**
Coordination with 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
Coordinating with other departments	To be competent, the user/individual on the job must be able to: PC3. ensure that there is no delay in the sales process PC4. ensure that the customer is satisfied with the shopping experience

National Occupational Standard

G&J/N9941   **Coordinate with other departments**

Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: KA1. company's policies on: Personnel management, relevant legislation, standards, policies, and procedures followed in the company KA2. organisational structure KA3. retail store's hierarchical and reporting structure KA4. documentation and reporting practices in organization
B. Technical Knowledge	The user/individual on the job needs to know and understand: KB1. how to contact appropriate persons for various functions, for example, loss of stock needs to be reported to manager and inventory controller KB2. basic functional and process knowledge of other departments to understand the terminologies used during the interaction

Skills (S) [Optional]	
A. Core Skills/ Generic Skills	**Writing Skills**
	The user/ individual on the job needs to know and understand how to: SA1. raise request to coordinate with other departments in the system such as order placement
	Communication Skills
	The user/individual on the job needs to know and understand how to: SA2. communicate effectively with other department personnel in order to achieve smooth sales
C. Professional skills	**Problem Solving**
	The user/individual on the job needs to: SB1. report any concerns to manager SB2. reports any stock related issues to inventory controller
	Teamwork
	The user/individual on the job needs to: SB3. understand how to resolve conflict at work SB4. know when to escalate interpersonal concerns to seniors SB5. understand that interpersonal concerns must not affect customer service

NOS Version Control

NOS Code	G&J/N9941		
Credits(NVEQF/NVQF/NSQF) [*OPTIONAL*]	TBD	Version number	1.0
Industry	Gems and Jewellery	Drafted on	22/07/13
Industry Sub-sector	Jewellery Retailing	Last reviewed on	30/07/13
		Next review date	15/08/15

National Occupational Standard
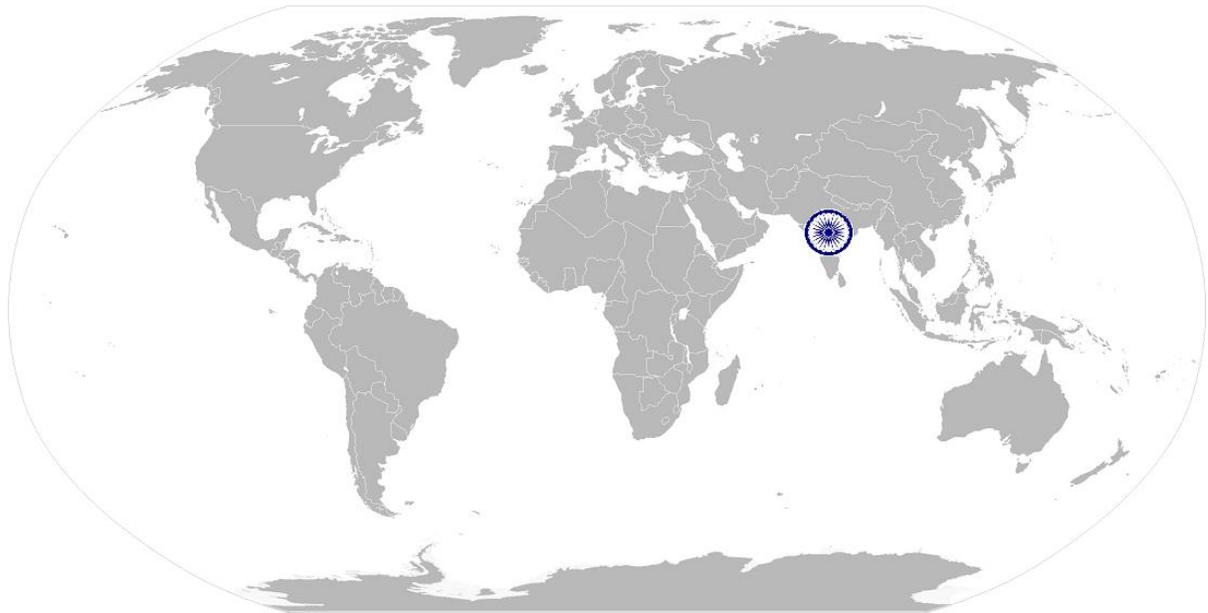
Overview

This unit is about maintaining a safe and clean retail counter in order to enable error-free sales and provide a better shopping experience for the customer. Safety of jewellery and customers at stores is an important aspect of jewellery retailing.

G&J/N9943   **Maintain safe and clean work environment**

National Occupational Standard

Unit Code	G&J/N9943
Unit Title (Task)	**Maintain safe and clean environment in the retail area**
Description	This OS unit is about maintaining safe and clean retail environment to enable smooth sales experience to customers while taking care that no jewellery is lost to theft or burglary
Scope	This unit/task covers the following: Display products at the counter • clean the counter • display trays one by one instead of all together • clean the jewellery off any stains or dust • display products attractively Maintain safety of jewellery displayed to customers • be vigilant on the stocks under display during sales • communicate promptly about any potential theft in the store Maintain personal hygiene • to be presentable as per store requirement • to follow prescribed dress code • to be easily approachable to customers Maintain cleanliness in the retail area • coordinate with housekeeping department to maintain cleanliness in the retail environment

Performance Criteria(PC) w.r.t. the Scope	
Element	**Performance Criteria**
Maintaining clean environment	To be competent, the user/individual on the job must be able to: PC1. maintain cleanliness at the retail counter PC2. personal hygiene and presentable at all times
Safety of products	To be competent, the user/individual on the job must be able to: PC3. ensure that there is no loss of product or shoplifting PC4. report for potential theft or raise alarm in time
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: KA1. company's policies on: Personnel management, safety practices and procedures, standards, policies, and procedures followed in the company KA2. organisation structure and its policy related to theft KA3. different departments in the retail store KA4. company's dress code policy and other etiquette KA5. documentation and reporting practices followed by the company

G&J/N9943   **Maintain safe and clean work environment**

B. Technical Knowledge	The user/individual on the job needs to have: KB1. knowledge of cleaning the jewellery using equipments such as ultrasonic cleaner KB2. knowledge of cleaning agents that can be used for cleaning the display KB3. knowledge of hazardous material in the store KB4. basic knowledge on visual merchandising and display of products
Skills (S) [Optional]	
A. Core Skills/ Generic Skills	**Communication Skills**
	The user/individual on the job needs to know and understand how to: SA1. coordinate with housekeeping department in order to maintain a clean environment in the store SA2. escalate concerns on hazardous material to the store or floor manager SA3. effectively inform about any potential theft
	Organising Skills
	The user/individual on the job needs to know and understand how to: SA4. keep the stocks, system and other equipment used such as weigh scale, calculators in an organized manner SA5. keep the sale counter clean
B. Professional skills	**Decision making**
	The user/ individual on the job needs to know and understand how to: SB1. report potential sources of danger SB2. follow prescribed procedure in the event of an accident

NOS Version Control

NOS Code	G&J/N9943		
Credits(NVEQF/NVQF/NSQF) [*OPTIONAL*]	TBD	Version number	1.0
Industry	Gems & Jewellery	Drafted on	22/07/13
Industry Sub-sector	Jewellery Retailing	Last reviewed on	30/07/13
		Next review date	15/08/15

Definitions

Keywords /Terms	Description
Sector	Sector is a conglomeration of different business operations having similar business and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests.
Sub-sector	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
Occupation	Occupation is a set of job roles, which perform similar/ related set of functions in an industry.
Function	Function is an activity necessary for achieving the key purpose of the sector, occupation, or an area of work, which can be carried out by a person or a group of persons. Functions are identified through functional analysis and form the basis of OS.
Sub-function	Sub-functions are sub-activities essential to fulfil the achieving the objectives of the function.
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.
Occupational Standards (OS)	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the knowledge and understanding they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts.
Performance Criteria	Performance criteria are statements that together specify the standard of performance required when carrying out a task.
National Occupational Standards (OS)	NOS are occupational standards which apply uniquely in the Indian context.
Qualifications Pack (QP)	QP comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A QP is assigned a unique qualifications pack code.
Unit Code	Unit code is a unique identifier for an Occupational Standard, which is denoted by an 'N'
Unit Title	Unit title gives a clear overall statement about what the incumbent should be able to do.
Description	Description gives a short summary of the unit content. This would be helpful to anyone searching on a database to verify that this is the appropriate OS they are looking for.
Scope	Scope is a set of statements specifying the range of variables that an individual may have to deal with in carrying out the function which have a critical impact on quality of performance required.
Knowledge and Understanding	Knowledge and understanding are statements which together specify the technical, generic, professional and organisational specific knowledge that an individual needs in order to perform to the required standard.
Organisational Context	Organisational context includes the way the organisation is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility.
Technical Knowledge	Technical knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
Core Skills/ Generic Skills	Core skills or generic skills are a group of skills that are the key to learning and working in today's world. These skills are typically needed in any work environment in today's world. These skills are typically needed in

Keywords /Terms	Description
	any work environment. In the context of the OS, these include communication related skills that are applicable to most job roles.
NOS	National Occupational Standard(s)
NVQF	National Vocational Qualifications Framework
NSQF	National Qualifications Framework
NVEQF	National Vocational Education Qualifications Framework
QP	Qualifications Pack

Acronyms

Annexure

Nomenclature for QP and NOS

Qualifications Pack

9 characters

[ABC]/ Q 0101

[Insert 3 letter code for SSC]

QP number (2 numbers)

Q denoting Qualifications Pack

Occupation (2 numbers)
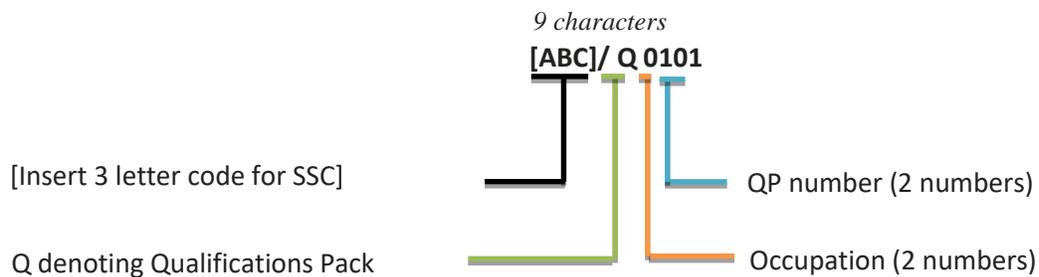
Occupational Standard

An example of NOS with 'N'

9 characters

[ABC] / N 0101

[Insert 3 letter code for SSC]

OS number (2 numbers)

N denoting National Occupational Standard

Occupation (2 numbers)

Back to top...
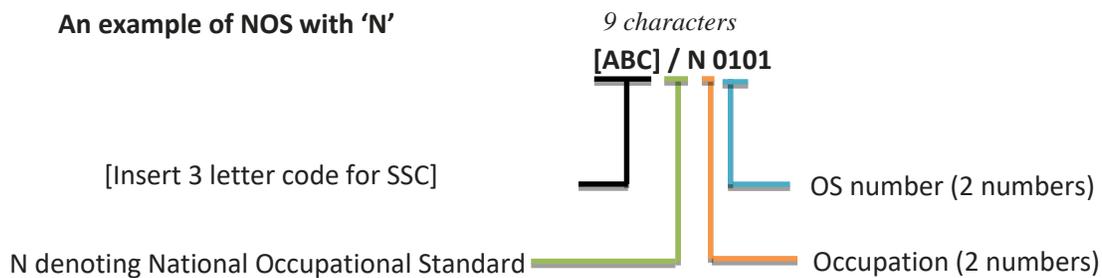
The following acronyms/codes have been used in the nomenclature above:

Sub-sector	Range of Occupation numbers
Handmade gold and gems-set jewellery	01-20
Cast and diamond-set jewellery	21-40
Diamond processing	41-60
Gemstone processing	61-80
Jewellery retailing	81-98

Sequence	Description	Example
Three letters	Industry name	G&J
Slash	/	/
Next letter	Whether **Q**P or **N**OS	N
Next two numbers	Occupation code	01
Next two numbers	OS number	01

CRITERIA FOR ASSESSMENT OF TRAINEES

Job Role Jewellery Retail Sales Associate Basic
Qualification Pack G&J/Q8302
Sector Skill Council Gem & Jewellery

Guidelines for Assessment

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each PC.
2. The assessment for the theory part will be based on knowledge bank of questions created by the SSC.
3. Individual assessment agencies will create theory question papers for candidates at every examination/training centre. (as per assessment criteria below)   4. Individual assessment agencies will create practical tests for skill evaluation for candidates at every examination/training centre. (as per assessment criteria below)
5. To pass the Qualification Pack, every candidate should score a minimum of 50% in theory and 70% in practical to successfully clear the assessment.
6. In case of successfully passing only certain number of NOS's, the candidate is eligible to take subsequent assessment on the balance NOS's to pass the Qualification Pack.

		Total Marks (60+40)	Out Of	Marks Allocation	
				Theory	Skills Practical
1. G&J/N8302 Welcome, manage and engage the customers at the retail counter	PC1. promptly attend to the customers who walk into the retail area	19	2	1	1
	PC2. greet the customers as per company's training		2	1	1
	PC3. assess the customer's broad and specific requirements accurately		2	1	1
	PC4. provide acceptable suggestions or solutions to customer queries		2	1	1
	PC5. address customer complaints		2	1	1
	PC6. follow telephone etiquette while interacting with customer on telephone		2	1	1

	PC7. understand the exact requirement and suggest alternatives in a short time		1	0	1
	PC8. introduce the customer to various types of products		2	1	1
	PC9. satisfy customer with the shopping experience		1	0	1
	PC10. receive positive customer feedback		1	0	1
	PC11. ensure that customer does not feel unattended		2	1	1
		Total	**19**	**8**	**11**
2. G&J/N8303 Explain to customers about jewellery product offerings	PC1. impress or convince customer with knowledge of characteristics of gold jewellery		7	5	2
	PC2. assist customer to understand the product in terms of relevance, making, etc.		3	1	2
	PC3. able to answer all customer's queries with reference to product characteristics		3	1	2
	PC4. provide acceptable suggestions or solutions to customer queries	**41**	3	1	2
	PC5. ensure that customer is fully aware of all the aspects of the jewellery bought		2	1	1
	PC6. demonstrate accurately the characteristics of diamond and its authenticity		6	5	1
	PC7. assist customer to understand the product in terms of relevance, making, etc.		3	1	2

	PC8. able to answer all customer's queries with reference to product characteristics		2	0	2
	PC9. provide acceptable suggestions or solutions to customer queries		1	0	1
	PC10. ensure that customer is fully aware of all the aspects of the jewellery bought		2	1	1
	PC11. understand the requirement and suggest alternatives in a short time		2	1	1
	PC12. introduce the customer to various types of products		2	0	2
	PC13. suggest and offer jewellery that meets customer expectation		1	0	1
	PC14. satisfy customer with the shopping experience		1	0	1
	PC15. receive positive customer feedback		1	0	1
	PC16. address customers queries confidently and without misleading		2	1	1
		Total	**41**	**18**	**23**
3. G&J/N8304 Facilitate customer buying decision	PC1. sell jewellery at sale counter allotted		1	0	1
	PC2. achieve the sales target		1	0	1
	PC3. open new account for saving schemes	**10**	1	0	1
	PC4. meet specified sales conversion rate		1	0	1
	PC5. upsell products		2	1	1
	PC6. achieve the average ticket size		1	0	1

	PC7. ensure that there is minimum delay in the sale closing process		1	0	1
	PC8. ensure that the customer is sent off happily and satisfied		1	0	1
	PC9. able to close the sales with "minimum discounts"		1	0	1
		Total	10	1	9
4. G&J/N8305 Manage stock of products	PC1. tally opening stock, sales for the day and closing stock		2	1	1
	PC2. maintain record of daily account of stock as per store rules		2	1	1
	PC3. ensure that there is no stock shortages at sale counter at any point of time	10	2	1	1
	PC4. ensure that there is no over stocking of any jewellery at the counter		1	0	1
	PC5. promptly place order to receive the stock on time		1	0	1
	PC6. place order mindful of occasions such as festivals and seasonality		2	1	1
		Total	10	4	6
5. G&J/N9940 Maintain IPR at work	PC1. be aware of company's code of conduct, patents and IPR	6	3	2	1
	PC2. not involve in IPR violations		3	2	1
		Total	6	4	2
6. G&J/N9941 Coordinate with other departments	PC1. carry out role requirements and responsibilities as per company training	6	1	0	1
	PC2. promptly escalate concerns and problems encountered		3	2	1

	PC3. ensure that there is no delay in the sales process		1	0	1
	PC4. ensure that the customer is satisfied with the shopping experience		1	0	1
		Total	**6**	**2**	**4**
7. G&J/N9943 Maintain safe and clean work environment	PC1. maintain cleanliness at the retail counter		6	1	
	PC2. personal hygiene and presentable at all times	**8**	1	1	5
	PC3. ensure that there is no loss of product or shoplifting		1	1	
	PC4. report for potential theft or raise alarm in time		0	0	
		Total	**8**	**3**	**5**