

Syllabus for Retail Operations and Customer Service Assistant (PwD-SHI)

Course Name	Retail Operations and Customer Service Assistant (PwD-SHI)
Sector	Persons with Disability
Course Code	STC-PwD/2025/4001
Level	3
Occupation	Retail Sales Assistant, Visual Merchandising Assistant, Cashier, Inventory Assistant, Customer Service Assistant and Retail Operations Support Staff
Job Description	The Retail Operations and Customer Service Assistant for SHI supports store activities using visual aids, gestures and written communication. They assist customers in selecting products, managing billing at the POS counter and handling returns or exchanges through non-verbal methods. They also help in arranging merchandise displays and signage to enhance store presentation. Inventory tasks such as labeling, stock checking and record-keeping are performed using visual tools. Overall, they ensure smooth store operations by following checklists, maintaining cleanliness, and organizing shelves.
Course Duration	Total Duration 480 hrs. (T- 120 hrs., P- 240 hrs., OJT-60 hrs. and ES-60 hrs.)
Trainees' Entry Qualification	• 5th class with No experience - OJT/internship of 12 months OR • 8th class pass with no experience - OJT/internship of 4 months OR • 8th class Pass +ITI OR • 8th Class Pass pursuing continuous regular schooling OR • 10th Class Pass with no experience OR • Previous relevant Qualification of NSQF Level 2 with 3 year experience. Min. Age: 18 Years
Trainers Qualification	Graduate Any Stream / Diploma (3 Years) in any Stream with 3 Years experience in Relevant Field and trained with ISL (Indian sign language) or supported by qualified ISL interpreter. The Indian Sign Language Interpreter should be mandatory during the training, counselling and placement of Persons with Speech and Hearing Impairment.

Structure of Course:

Module No.	Module name	Outcome	Compulsory/ Optional/ Elective	Theory (Hrs)	Practical (Hrs)	Total (Hrs)
1	Retail Skills for Persons with Speech and Hearing Impairment (SHI)	Use sign language, symbolic signage and non-verbal tools to handle retail operations and customer interactions effectively	Compulsory	20	40	60
2	Retail Basics	Explain retailing—its meaning, features, importance and functions	Compulsory	20	40	60
3	Retail Trade: Store Security and Health & Safety	Maintain store security and ensure health and safety by addressing hazards	Compulsory	10	20	30
4	Merchandise Planning and Visual Merchandising	Plan visual merchandising techniques with customer engagement strategies to enhance the retail shopping experience	Compulsory	10	20	30
5	Managing Sales	Handle sales operations by providing excellent customer service	Compulsory	10	20	30
6	Teamwork and Customer Service	Contribute effectively in retail through teamwork to deliver quality customer service.	Compulsory	10	20	30
7	Cash Management, Basic Accounting and Taxation	Ensure efficient financial management with basic accounting, handling cash and electronic payment and complying with taxation standards. RET/3205/OC6	Compulsory	20	40	60
8	Computer Application and internet basics	Use computer for word processing with MS Word, spreadsheet software for accounting with MS Excel and internet basics. RET/3205/OC7	Compulsory	20	40	60
9	OJT	Work in real job situation with special emphasis on basic safety and hazards in this domain (OJT). RET/3205/OC8	Compulsory	--	60	60
10	Employability Skill	As per guided curriculum	Compulsory	60	--	60
TOTAL:				180	300	480

SYLLABUS:**Module 1: Retail Skills for Persons with Speech and Hearing Impairment (SHI)**

Outcome: Use sign language, symbolic signage and non-verbal tools to handle retail operations and customer interactions effectively

Theory Content:**Pre-Training Orientation**

- Introduction to Indian Sign Language (ISL): alphabet, numbers, basic signs
- Importance of disability inclusion in the workplace
- Understanding different types of disabilities with a focus on SHI
- Introduction to roles and functions in a retail store

Visual Communication & Retail Signage

- Significance of visual communication in deaf-friendly retail
- Types of retail signs: instructional, safety, product, promotional
- Best practices for designing signs: clarity, simplicity, color use, symbols
- Understanding product placement and visual cues in retail design

Mock Store Customer Handling for Persons

- Customer service essentials: greeting, inquiry handling, billing
- Communication strategies for persons with SHI
- Introduction to communication aids: flashcards, tablets, typing apps
- Understanding body language, facial expressions and gestures
- Steps in handling customer complaints or confusion silently

Retail Workplace Readiness for Persons

- Overview of the Rights of Persons with Disabilities (RPwD) Act
- Employee rights, workplace inclusivity and anti-discrimination policies
- Building self-esteem and workplace confidence
- Introduction to assistive technology: vibration-based and visual alert systems
- Understanding workplace safety and emergency protocols

Practical Content:

- Create symbolic signs for store sections (e.g., billing, helpdesk, exit)
- Make product labels and discount tags using images/icons
- Draw directional arrows, safety signs and alerts
- Set up a signage layout in a mock store
- Practice of basic ISL (greetings, frequently used signs)
- Role-playing inclusive interactions in a mock retail environment
- Store layout walk-through with basic signboards and pictorial instructions
- Silent role-play exercises (as customer, helper and cashier)
- Using tablets and apps for typed communication with customers
- Simulate billing and inquiry processes without verbal cues
- Demonstrate vibrating alerts, flashing alarms, etc.

- Set up mock emergency signals in a retail workspace
- Role-play problem-solving in challenging workplace scenarios

Tools and Equipment:

Whiteboard or blackboard, Projector and screen, Computer with internet access, Arrangement with local wholesale distributors for student visits and observations. Arrangement with various retail stores for student visits and comparative analyses. Access to Warehouse/Distribution Centre for student visits to observe receiving and storage processes. Simulated warehouse or storage area for hands-on learning. Text-based chat platforms, Speech to text apps, Web caption tools, Visual instruction tools.

Module 2: Retail Basics

Outcome: Explain retailing—its meaning, features, importance and functions

Theory Content:

1: Introduction to Retailing

Basics of Retail Trade

- Definition of retail trade
- Definition of wholesale trade
- Differences between retail and wholesale trade

Features and Importance of Retail Trade

- Key features of retailing
- The importance of retail trade in the economy
- Role of retailers in the distribution channel

Functions of Retail Trade

- Primary functions of retailers
- Supporting functions of retailers
- Retailer's role in marketing and customer service

Visual & Group Activities

- Use infographics to explain supply chain roles
- Group activity: Create a chart showing wholesale vs. retail examples
- Visual board exercises using flashcards (retailer, wholesaler, consumer)

2: Types of Retailing

Different Types of Retailing

- Classification of retail formats (brick-and-mortar, e-commerce, etc.)
- Comparative analysis of various types of retailing
- Emerging trends in retail formats

Retail Store Types

- Understanding various retail store formats (department stores, specialty stores, supermarkets)
- Features, advantages, and disadvantages of each store type

Visual & Group Activities

- Group task: Classify stores using pictures/logos
- Visual tour (virtual/store images) to identify formats
- Interactive quiz using symbol cards

3: Inventory Management in Retail**Inventory Basics**

- Definition of a product and its types
- Concept of inventory and its significance
- Types of inventory (raw materials, finished goods)

Inventory Control and Management

- Estimation of stock levels (minimum, maximum, reorder point)
- Purchase requisitions and credit applications to suppliers
- Receiving goods and proper storage procedures
- Evaluation and recording of inventory
- Handling goods safely and efficiently

Dispatch and Supply Chain

- The process of dispatching goods to customers
- Role of retailers in the supply chain
- Closing remarks and course review

Visual & Group Activities

- Group worksheet: Fill inventory chart with example items
- Visual demo using boxes/props to show stock flow
- Matching activity: inventory terms with images (e.g., stockroom, barcode)

Practical Content:

- Visit local retail stores (e.g., supermarkets, convenience stores) and observe retail operations and take notes on the layout, visual merchandising, and customer interactions.
- Study the operations of wholesale distributors in your area and identify the types of products they distribute and their customer base.
- Visit a variety of retail stores (e.g., department stores, specialty shops, e-commerce websites) and write a report highlighting the distinctive features and advantages of each retail format.
- Conduct a comparative analysis of brick-and-mortar and online retail formats.
- Select a retail product (e.g., clothing, electronics) and calculate its minimum, maximum, and reorder point stock levels.
- Prepare a simulated purchase requisition for a retail store.
- Create a credit application to be sent to potential suppliers.
- Visit a warehouse or distribution centre (if possible) to observe the receiving and storage processes and write a report on the best practices for receiving and storing retail goods.

- Analyze the inventory records of a local retail store and identify any discrepancies between physical and recorded inventory. Suggest corrective measures to address inventory issues.

Tools and Equipment:

Whiteboard or blackboard, Projector and screen, Computer with internet access, Arrangement with local wholesale distributors for student visits and observations. Arrangement with various retail stores for student visits and comparative analyses. Access to Warehouse/Distribution Centre for student visits to observe receiving and storage processes. Simulated warehouse or storage area for hands-on learning. Text-based chat platforms, Speech to text apps, Web caption tools, Visual instruction tools

Module 3: Retail Trade: Store Security and Health & Safety

Outcome: Maintain store security and ensure health and safety by addressing hazards

Theory Syllabus:

- Importance of safety and security in the retail industry.
- Health and safety protocols followed by the organization.
- Regulatory and safety standards as per legal requirements.
- Personal Protective Equipment (PPE) such as gloves, and aprons- with visual demonstrations.
- Procedures for maintaining workplace hygiene and sanitation.
- Procedures for keeping the store and its merchandise secure.
- Security cameras and surveillance equipment, Security tags and sensors, Access control systems- supported by images and visual diagrams.
- Security of equipment and technologies used in retail stores.
- Response strategies for safety hazards and security breaches.
- Fire safety protocol, use of fire extinguishers. Symbolic fire exits, fire alarm systems and visual evacuations maps.
- Responsibilities of employees in maintaining health and safety standards.
- Reporting and communication channels for safety concerns.
- Visual instruction based reporting of hazards (icon-based forms or apps).

Practical Syllabus:

- Visual safety checklist creation for store safety inspection
- Ensuring the security of important office equipment and documents.
- Procedures for document storage and access control.
- Case studies on security breaches and their consequences.
- Conducting workplace inspections to ensure compliance.
- Identifying and rectifying safety hazards and non-compliance issues.
- Developing a safety checklist for the retail store.
- Documents security practices: lockable files, restricted access – with visual labels.

- Demonstrate use of Security cameras and surveillance equipment, Security tags and sensors, Access control systems.
- Practice safe PPE usage using pictorial instructions.
- Role-play exercises for responding to unsafe and hazardous conditions using flashcards
- Reporting security breaches promptly to relevant authorities.
- Case studies with graphic storytelling on real-world security breaches and their solutions.
- Use Fire extinguishers and follow fire drill using symbolic fire exit signs., locating and using visual fire alarms.
- Demonstrate fire extinguisher usage with step-by-step picture charts.

Tools and Equipment:

Whiteboard or blackboard, Projector and screen, Computer with internet access, Personal Protective Equipment (PPE) such as gloves, and aprons, First aid kits, Fire extinguishers, Security cameras and surveillance equipment, Security tags and sensors, Access control systems, Simulated store setup or area, Educational posters and visual aids illustrating safety and security concepts. Text-based chat platforms, Speech to text apps, Web caption tools, Visual instruction tools

Module 4: Merchandise Planning and Visual Merchandising

Outcome: Plan visual merchandising techniques with customer engagement strategies to enhance the retail shopping experience

Theory Content:

1: Importance of merchandise planning and visual merchandising in retail.

- Definition and significance of merchandise planning.
- Role of merchandise planning in meeting customer demand.
- Introduction to visual merchandising.
- Principles of effective visual merchandising.
- The impact of visual merchandising on customer perception.
- Use of visual samples and photo boards to understand successful store layouts

2: Display Methods

- Different methods of internal and external display of goods.
- How different display methods appeal to customers.
- Proper placement of shopping guides and signage for attracting customer attention.
- The psychology of signage and its role in driving sales.
- Designing effective shopping guides.
- Designing attractive psychology: how visuals and signage affect buying decisions.

3: Promotion Strategies

- Introduction to promotion and its role in retail.
- Elements of promotion: advertising, personal selling, sales promotion, publicity, and public relations.

- Concept of personal selling and its application in retail.
- Visual methods of conveying promotional messages.

4: Sales Promotion

- Designing and implementing sales promotion strategies.
- Evaluating the effectiveness of sales promotions.
- Ethical and legal standards in retail sales
- Emphasis on visual promotional material such as banners, posters and digital displays.

Practical Content:

- Simulated product display exercises using shelves, racks and props
- Practicing placement of pictorial signage and shopping guides in high visibility areas.
- Practical exercises in organizing the display of products at the store.
- Creating visually appealing product arrangements.
- Techniques for demonstrating products to customers effectively.
- Role-playing exercises for interacting with customers.
- Group projects on merchandise planning and promotion strategies.
- Role play for Product demonstration and customer interaction evaluations.

Performance Criteria:

- Explain the significance of merchandise planning in meeting customer demand effectively.
- Demonstrate the ability to explain visually appealing product displays that enhance the shopping experience.
- Demonstrate capacity to place signage and shopping guides to attract customer attention.
- Explain the elements of promotion (advertising, personal selling, sales promotion, publicity, and public relations) thoroughly.
- Apply promotion strategies effectively to drive sales and customer engagement.
- Effectively communicates product features and benefits to customers.
- Demonstrates an understanding of ethical and legal standards in retail sales and adheres to them in all activities.

Tools and Equipment:

- Whiteboard or blackboard, Projector and screen, Computer with internet access,
- Visual aids, charts, and diagrams for illustrating merchandise planning and visual merchandising concepts.
- Samples of effective signage and shopping guides for analysis.
- Mobile devices or cameras for students to capture visual merchandising displays during store visits.

- Mannequins and dress forms for creating clothing displays.
- Display fixtures (shelves, racks, tables) for arranging products effectively.
- Signage materials (e.g., foam boards, markers) for signage practice.
- Merchandise props and accessories for creating visually appealing displays.
- Mock retail store environment with Samples of retail products to use for product demonstrations and practice.
- Text-based chat platforms, Speech to text apps, Web caption tools, Visual instruction tools

Module 5: Managing Sales

Outcome: Handle sales operations by providing excellent customer service

Theory Syllabus

1: Understanding Sales

- Overview of the importance of sales and customer service in business.
- Definition of sales, its significance, and types.
- The difference between cash and credit sales with visual examples
- Use of sign-based examples and icons to represent sales flow.
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2: Sales Transaction Procedures

- Step-by-step procedure for conducting a selling transaction.
- Importance of personalized services to customers.
- Techniques for selecting the right product for customers based on their needs through visual cues and types questions.
- Strategies for effectively managing and resolving customer concerns and objections.
- Text based scenarios and pictorial workflows to simulate customer service.

3: Sales Techniques and Negotiation

- The role of bargaining and negotiation in sales.
- Techniques and strategies for effective bargaining and negotiation.
- Verifying and processing credit applications from customers.
- Responding to customer inquiries via typing apps, email templates and sign language cues.

4: Delivery and Product Preparation

- Ensuring and confirming the delivery of goods to customers.
- The importance of post-sales service support to customers.
- Strategies for improving customer relationships and loyalty.
- Uses of signs and stickers to ensure products are correctly packed and labeled

5: Feedback and Continuous Improvement

- Collecting and analyzing feedback from customers: forms emojis and rating cards.

- Use of visual/symbol-based feedback tools

Practical:

- Conducting practical sales transactions with role-playing scenarios.
- Peer evaluations and feedback.
- Practical exercises in managing and resolving customer concerns and objections.
- Feedback and improvement discussions.
- Hands-on negotiation exercises with peers.
- Simulation of complaint resolution using typing tools or cue-cards
- Evaluating negotiation outcomes and strategies.
- Role-play simulations for processing credit applications.
- Responding to customer inquiries through practical scenarios.
- Practical exercises in product preparation and ensuring timely delivery.
- Practical exercises in collecting and analyzing feedback from customers.
- Creating visual feedback forms using emojis, rating stars and checkboxes

Tools and Equipment needed:

Whiteboard or blackboard, Projector and screen, Computer with internet access

Props and materials for role-play scenarios, Printed role-play scripts for students, Sample credit application forms and templates, Sample feedback form. Text-based chat platforms, Speech to text apps, Web caption tools, Visual instruction tools

Module 6: Teamwork and Customer Service

Outcome: Contribute effectively in retail through teamwork to deliver quality customer service.

Theory Modules:

1: Teamwork in Retail and Organizations

- Understanding the significance of teamwork in the retail industry and organizations.
- Exploring the benefits of effective teamwork.
- Techniques for allocating tasks visually (e.g. duty boards, charts)
- Methods for monitoring progress using checklists or dashboards
- Case studies on successful teamwork in retail.
- Techniques for aligning team efforts with organizational goals.
- Strategies for projecting a positive image of oneself and the organization to customers.
- Dress Code of organization
- Emphasis on visual roles/responsibility charts for better team coordination.

2: Understanding Customer Needs and Behaviour

- Identifying potential customers and their buying behaviours.
- Exploring the factors that influence customer buying behaviour.
- Techniques for providing guidance and support to customers in making informed purchase decisions.
- Using product knowledge to influence sales.
- Recognizing and anticipating customer needs visually.
- Learning the art of product demonstration, including usage, features, and benefits.
- Identifying and anticipating customer needs.
- Handling challenging customer situations and complaints.
- Training on using gesture-based and pictorial support for communication.

Practical Modules:

- Hands-on teamwork activities and projects with role-play scenarios in a retail setting.
- Practical exercises for projecting a positive image during customer interactions.
- Real-world scenarios and role-plays for identifying and satisfying customer needs.
- Role play: welcoming a customer, helping as a team (using visual communication)
- Handling customer inquiries and concerns professionally
- Use of visual cue cards to understand and match products to customer types.
- Practical exercises in helping customers choose the right products.
- Hands-on exercises in effective customer communication.
- Handling challenging customer situations in a controlled environment.
- Group feedback on appearance and presentation using visual peer rating sheets.
- Practical product demonstration sessions.
- Handling objections with types responses or visual options

Tools and Equipment:

Whiteboard or blackboard, Projector and screen, Computer with internet access. Props and materials for role-play scenarios (e.g., team collaboration, customer interactions). Printed role-play scripts for students. Customer Interaction Props: Materials for simulating customer interactions (e.g., customer inquiry scenarios, complaint handling). Props and materials for demonstrating products and their features and benefits. Facility for recording and reviewing role-play scenarios. Text-based chat platforms, Speech to text apps, Web caption tools, Visual instruction tools

Module 7: Cash Management, Basic Accounting and Taxation

Outcome: Ensure efficient financial management with basic accounting, handling cash and electronic payment and complying with taxation standards.

Theory Syllabus:

1. Cash Transactions and Recording:

- Identification and recording of cash transactions in appropriate books of accounts.
- Differentiate between various forms of payments (cash, card, UPI).

2. Key Concepts in Accounting:

- Definitions and significance of invoices, cash receipts, vouchers, and cash memos.
- Process of generating cash memos and other cash-related documents.

3. Payment Processing:

- Processing payments following standard procedures and organizational guidelines.
- Handling returns, refunds, and exchanges by customers.

4. Cash Account Management:

- Balancing the cash account and checking daily cash balances.
- Introduction to e-payment concepts, debit and credit cards, UPI, and mobile applications.

5. Basic Accounting:

- Definitions and explanations of terms such as event, transaction, account, capital, asset, liabilities, income, expenses, profit, loss, cost, and vouchers.
- Rules of debit and credit for revenue, expenses, assets, and liabilities.
- Understanding sources of documents (invoice, cash memo, cheque).
- Preparation of vouchers, with examples.

6. Books of Accounts:

- Introduction to journal, ledger, cash book (single column, double column), and petty cash book.
- Preparation and recording in these books.

7. Introduction to GST and Taxation:

- Knowledge of GST concepts, applicability, exemptions, SGST, CGST, and IGST
- Introduction to input tax, output tax, TCS, and TDS, including rates and compliance.

Practical Syllabus:

- Hands-on practice in identifying and recording various cash transactions.
- Simulation of different payment methods (cash, card, UPI).
- Practical experience with e-payment methods, debit/credit cards, UPI, and mobile applications.
- Practical exercises in generating cash memos and related documents.
- Processing payments following standard procedures.
- Role-play scenarios for effectively managing returns, refunds, and exchanges.
- Balancing cash accounts and checking daily cash balances.
- Using accounting software or manual methods, record various financial transactions.
- Practice preparing invoices, receipts, and vouchers.
- Hands-on practice in maintaining journals and ledgers.
- Accurate posting from journals to ledgers.
- Practical exercises with single-column, double-column cash books.
- Preparation of bank reconciliation statements.
- Practical application of GST concepts, including calculations and compliance.

- Demonstrate knowledge of GST concepts, its applicability, exemptions, SGST, CGST, and IGST calculations and compliance requirement.
- Comply with TDS and TCS provisions, including deduction/collection timing.

Tools, Equipment & Materials needed:

Whiteboard or blackboard, Projector and screen, Computer with internet access. Sample cash management documents (invoices, cash receipts, vouchers) for reference, Money and cash handling equipment, Equipment for simulating electronic payments (card readers, smartphones). Text-based chat platforms, Speech to text apps, Web caption tools, Visual instruction tools.

Module 8: Computer Application and internet basics

Outcome: Use computer for word processing with MS Word, spreadsheet software for accounting with MS Excel, internet basics.

Theory Syllabus:

1. Definition of Computer and Its Components:

- Understanding the concept of a computer and its various components.
- Identification and explanation of input and output devices and their functions.

2. Hardware and Software:

- Differentiating between hardware and software.
- Types of hardware and software and their distinctions.

3. Word Processor Software (MS Word):

- Creating, editing, and formatting text documents.
- Inserting header/footer, page numbers, time/date, etc.
- Editing and formatting existing documents.
- Inserting tables, images, and graphical elements.
- **Mail Merge for Personalized Documents:**
 - In-depth understanding of mail merge to personalize documents.
 - Creating a batch of personalized documents for multiple recipients.
- **Page Setup and Formatting:**
 - Page setup options, paragraph spacing, and indentation techniques.
- Configuring print options for bulk printing of letters and accounting documents.

4. Spreadsheet Software for Accounting (MS Excel)

- Understanding workbooks, worksheets, cells, and the formula bar.
- Cell formatting, addition/deletion/renaming of worksheets.
- Exploring important features of MS Excel: Sorting, filtering, and formatting data with conditions.
- Detailed process of creating and using different types of charts (line, bar, column, pie) to represent accounting data.

- Examples of functions like SUM, AVERAGE, MAX, MIN, IF, AND, OR, SLN, DB, COUNT, COUNTIF, ROUNDUP, VLOOKUP.

5. Internet Basics:

- Introduction: Internet applications: Business, Education etc.
- Understanding World Wide Web
- Concept of Web Browsers and Search Engine
- Working with Email: creating mail id, sending and receiving mail, attaching a file with a mail, downloading an attachment from mail, email folders: inbox, spam, sent.
- Features, uses and advantages of google drive/ cloud, google sheets, google forms

Practical Syllabus:

- Practice creating and editing text documents using MS Word.
- Inserting and formatting text, tables, and images.
- Hands-on experience with mail merge to create personalized documents.
- Configuring print options for bulk printing of letters and accounting documents.
- Practical exercises involving spreadsheet creation and management using MS Excel.
- Cell formatting and worksheet addition/deletion/renaming.
- Sorting, filtering, and formatting data with conditions in MS Excel.
- Hands-on experience in creating and utilizing various types of charts to represent accounting data.
- Practical application of accounting and financial functions in MS Excel.
- Calculation and analysis of accounting data.
- Send and receive e-mail, attach document while sending mail, download attachment from a mail, search inbox and spam folder.
- Use various search engines to search information in internet.

Tools & Equipment:

Whiteboard or blackboard, Projector and screen, Computer with internet access. MS Office package. Text-based chat platforms, Speech to text apps, Web caption tools, Visual instruction tools

Module 9 : OJT

Outcome: Work in real job situation with special emphasis on basic safety and hazards in this domain

Practical Content:

Assessor will check report prepared for this component of Practical training of the course and assess whether competency has been developed to work in the real job situation with special emphasis on basic safety and hazards in this domain. (The trainee is expected to undertake work in actual workplace under any supervisor / contractor for **60 Hours.**)

Module 10 : Employability Skills for Persons with Disabilities (60 hours)

Mapped to PWD/N0501**Terminal Outcomes:**

- Introduction to Employability Skills
- Constitutional Values: Citizenship
- Becoming a Professional No. of Hours Page No. in the 21st Century
- Basic English Skills
- Communication Skills
- Essential Digital Skills
- Diversity and Inclusion
- Financial and Legal Literacy
- Career Development and Goal-Setting
- Customer Service
- Getting Ready for Apprenticeships and Jobs
- Disability Specific Skills
- Entrepreneurship

Introduction to Employability Skills**Duration: 3 Hours**

After completing this programme, participants will be able to:

- 1.1 Explain the Importance of Employability Skills
- 1.2 List the benefits of e learning
- 1.3 Explore the Future of Work

Constitutional values - Citizenship**Duration: 2 Hours**

2.1 Explain the Constitutional Values, including civic rights and duties, citizenship, responsibility towards society and personal values and ethics such as honesty integrity, caring and respecting others that are required to become a responsible citizen and its Guiding Principles, basic details of RPwD Act 2016, different types of disability, flagship schemes of the Department including Skilling, Scholarship, ADIP and UDID cards

- 2.2 Practice ways to Protect the Environment

Becoming a Professional in the 21st Century**Duration: 3 Hours**

- 3.1 Discuss importance of relevant 21st Century Skills on Employability
- 3.2 Exhibit 21st century skills in personal & professional life about self-qualities including abilities & disability,
- 3.3 Describe the benefits of Critical Thinking and Decision-Making

Basic English Skills**Duration: 8 Hours**

- 4.1 Discuss the importance of learning English
- 4.2 Describe words, objects, surroundings, and processes using adjectives
- 4.3 Illustrate benefits of being attentive during communication
- 4.4 Differentiate between response & questions
- 4.5 Use expressions appropriately to convey information to others
- 4.6 List different types of sentences
- 4.7 Apply punctuations appropriately in a sentence
- 4.8 Write simple sentences using correct words order
- 4.9 Read and understand Job descriptions to one's own skills & education
- 4.10 Write applications and cover letters in various contexts

Communication Skills**Duration: 3 Hours**

- 5.1 Discuss importance of Communication, types, and characteristics of effective communication
- 5.2 Write letter, email, resume etc
- 5.3 Practice non-verbal communication appropriately in different contexts
- 5.4 Practice communication effectively (formal and informal)

- 5.5 Use text messaging for effective workplace communication

Essential Digital Skills**Duration: 10 Hours**

- 6.1 Discuss significance of digital skills in everyday life/work

- 6.2 Recognize parts & functions of a computer & its operation with screen reader software
- 6.3 create MS Word file using all basic features
- 6.4 Discuss significance of Search Engines to find relevant information using keyboards
- 6.5 Operate Social Media platforms safely
- 6.6 Discuss significance of safe search and protection from cyber crime
- 6.7 Use Email effectively for sharing files and other documents
- 6.8 Explain ways to learn using Mobile Applications
- 6.9 Create meeting invite using Online Meeting Tools like google meet/Zoom
- 6.10 Explore Popular Sites for Learning and Career Growth

Diversity & Inclusion**Duration: 3 Hours**

- 7.1 Describe value of Diversity in the workplace
- 7.2 Support in creating Inclusive workplace
- 7.3 Follow Prevention of Sexual Harassment in the - Workplace [POSH]

Financial and Legal Literacy**Duration: 4 Hours**

- 8.1 Manage income and monthly expenditure
- 8.2 Understand processes & basics of banking like types of accounts, and doing transactions safely using passbooks, cheques, debit, and credit cards
- 8.3 Operate online banking and Digital Transactions
- 8.4 Make online payments securely
- 8.5 Make effective saving plans
- 8.6 Use policies and guidelines of the Government appropriately on requirement

Career Development & Goal Setting**Duration: 3 Hours**

- 9.1 Prepare oneself for the World of Work
- 9.2 Match Interests and Abilities with the choice of Career
- 9.3 Create a career pathway
- 9.4 Conduct Market scan for employment opportunities
- 9.5 Implement long term and short term goals in setting career

Customer Service**Duration: 3 Hours**

- 10.1 Provide services and build relationship with customer
- 10.2 Deal with different types of Customers
- 10.3 Identify Customer needs
- 10.4 Use simple techniques for communicating with Customers
- 10.5 Close Sales and take Customer feedback

Getting Ready for apprenticeship & Jobs**Duration: 10 Hours**

- 11.1 Maintain personal grooming and hygiene
- 11.2 Create resume
- 11.3 Prepare & follow up for an Interview
- 11.4 Decode Interviews in advance
- 11.5 Handle rejection and failure
- 11.6 Participate in Industry Visit: 1 Hour
- 11.7 Make reflections post Industry Visit
- 11.8 Register on portals (Urban company, Helper, etc) to explore relevant Job opportunities
- 11.9 Apply for Jobs using Online Portals
- 11.10 Enroll as Apprentice on NAPS

Disability Specific Skills**Duration: 5 Hours**

- 12.1 Prepare for Livelihood Reality
- 12.2 Identify key abilities and perform at par with others
- 12.3 Create solution-oriented approach towards challenges/barriers
- 12.4 Exhibit skills to gain respect
- 12.5 Create a harmonious work environment at the Workspace

Entrepreneurship**Duration: 3 Hours**

- 13.1 Recognize the roles and responsibilities of an entrepreneur
- 13.2 Differentiate between Self-Employment & Entrepreneurship
- 13.3 Conduct an effective Market Scan

Learning Outcome – Assessment Criteria

Module No.	Outcome	Assessment Criteria
1	Use sign language, symbolic signage and non-verbal tools to handle retail operations and customer interactions effectively	After completion of this module students will be able to: 1. Demonstrate ISL for retail interactions 2. Display effective visual signage using appropriate icons, colors and layout 3. Operate basic assistive communication tools 4. Apply knowledge of workplace safety by setting up visual and vibrating emergency alerts 5. Exhibit of disability rights and inclusivity through behavior and mock workplace conduct.
2	Explain retailing—its meaning, features, importance and functions	After completion of this module students will be able to: 1. Identify key differences between retail and wholesale trade. 2. Explain role of retailers in the distribution channel. 3. Explain retailer's role in marketing and customer service. 4. Explain emerging trends in retail formats and its impact of these trends on the retail industry effectively. 5. Identify and explains the features, advantages, and disadvantages of various store type like department stores, specialty stores, supermarkets. 6. Estimates stock levels (minimum, maximum, reorder point) for a selected retail product and explains their significance. 7. Describes the process of dispatching goods to customers comprehensively. 8. Draw a store layout and visual merchandising from a visit to a retail store. 9. Identify product types and customer bases for a local distributor.
3	Maintain store security and ensure health and safety by addressing hazards	After completion of this module students will be able to: • Explain key safety and security terms and principles. • Describes and explains the health and safety protocols followed by the organization and the retail business. • Lists and explains security measures employed in retail stores, including access control, surveillance, and anti-theft measures. • Demonstrates proper usage of personal protective equipment (PPE) during practical exercises. • Responds effectively and promptly to unsafe and hazardous conditions during simulations. • Demonstrates an understanding of document storage and access control. • Effectively responds to simulated security

Module No.	Outcome	Assessment Criteria
		breaches and emergency situations. • Successfully participates in mock security drills, demonstrating competence in responding to various security scenarios.
4	Plan visual merchandising techniques with customer engagement strategies to enhance the retail shopping experience	After completion of this module students will be able to: • Explain the significance of merchandise planning in meeting customer demand effectively. • Demonstrate the ability to explain visually appealing product displays that enhance the shopping experience. • Demonstrate capacity to place signage and shopping guides to attract customer attention. • Explain the elements of promotion (advertising, personal selling, sales promotion, publicity, and public relations) thoroughly. • Apply promotion strategies effectively to drive sales and customer engagement. • Effectively communicates product features and benefits to customers. • Demonstrates an understanding of ethical and legal standards in retail sales and adheres to them in all activities.
5	Handle sales operations by providing excellent customer service	After completion of this module students will be able to: • Explain the differences between cash and credit sales. • Accurately follow the step-by-step procedure for conducting a selling transaction with proper documentation and record-keeping during sales transactions. • Demonstrate the ability to choose the right product for customers based on their needs. • Demonstrate effective communication skills in handling customer objections during role-play scenarios. • Demonstrate effective bargaining and negotiation techniques during practical exercises. • Successfully verify and process credit applications from customers. • Ensure the accurate and timely delivery of goods to customers. • Effectively collect and analyze feedback from customers. • Receive positive peer evaluations for transactional skills. • Engage effectively in simulated scenarios to improve customer relationships and provide post-sales support.
6	Contribute effectively in retail through teamwork to deliver quality customer service.	After completion of this module students will be able to: • Perform allocated task in a Team • Demonstrate by Role-play scenarios an effective teamwork. • Project a positive image during customer

Module No.	Outcome	Assessment Criteria
		interactions. • Perform in a Real-world scenarios and role-plays for identifying and satisfying customer needs. • Handle customer inquiries and concerns professionally. • Demonstrate capacity to help customers choose the right products. • Explain thorough product knowledge and recommendations. • Handle challenging customer situations in a controlled environment. • Fulfilling customer orders efficiently, including packaging and delivery.
7	Ensure efficient financial management with basic accounting, handling cash and electronic payment and complying with taxation standards. RET/3205/OC6	After completion of this module students will be able to: • Accurately identify and record various cash transactions in appropriate accounting books. • Demonstrate the ability to differentiate between different payment methods (cash, card, UPI). • Clearly define and explain key accounting concepts such as invoices, cash receipts, vouchers, and cash memos. • Successfully generate cash memos and other cash-related documents as needed. • Effectively manage returns, refunds, and exchanges by customers through role-play scenarios. • Maintains an accurate cash account and checks daily cash balances as required. • Distinguishes between cash basis and accrual basis of accounting. • Accurately define and use fundamental accounting terms, including event, transaction, account, capital, asset, liabilities, income, expenses, profit, loss, cost, and vouchers. • Identifies sources of accounting documents (invoice, cash memo, cheque). • Maintain and record transactions in journals, ledgers, cash books (single column, double column), and petty cash books. • Demonstrate knowledge of GST concepts, its applicability, exemptions, SGST, CGST, and IGST calculations and compliance requirement. • Comply with TDS and TCS provisions, including deduction/collection timing.
8	Use computer for word processing with MS Word, spreadsheet software for accounting with MS Excel and internet basics. RET/3205/OC7	After completion of this module students will be able to: • Describe the functions of input and output devices effectively. • Differentiate between hardware and software • Create, edit, and format text documents in MS Word effectively. • Insert headers, footers, page numbers, time/date, in MS Word document appropriately. • Successfully insert tables, images, and graphical elements in documents. • Execute mail merge to generate personalized

Module No.	Outcome	Assessment Criteria
		documents accurately. - Configures page setup options and demonstrates paragraph spacing/indentation techniques effectively. - Demonstrates creating a worksheets, working with cells, and the formula bar proficiently. - Effectively explores and utilizes important features of MS Excel like sort, filter, insert charts (line, bar, column, pie) to represent accounting data with precision. - Use function like SUM, AVERAGE, MAX, MIN, IF, AND, OR, SLN, DB, COUNT, COUNTIF, ROUNDUP, VLOOKUP - Send and receive email with attachment. - Use Search engines to get necessary information.
9	Work in real job situation with special emphasis on basic safety and hazards in this domain (OJT). RET/3205/OC8	Assessor will check report prepared for this component of Practical training of the course and assess whether competency has been developed to work in the real job situation with special emphasis on basic safety and hazards in this domain. (The trainee is expected to undertake work in actual workplace under any supervisor / contractor for 60 Hours.)
10	Employability Skill	As per guided curriculum

List of Tools, Equipment & materials needed for 30 Trainees (Practical)

SI No	Items Name	Quantity
1	Whiteboard or blackboard	1 no
2	Projector and screen	1 no
3	Computer with internet access	10 nos
4	Arrangement with local wholesale distributors for student visits and observations	1 no
5	Arrangement with various retail stores for student visits and comparative analyses	1 no
6	Access to Warehouse/Distribution Centre for student visits to observe receiving and storage processes	1 no
7	Simulated warehouse or storage area for hands-on learning	1 no
8	Personal Protective Equipment (PPE) set such as gloves, and aprons	30 set
9	First aid kits	5 set
10	Fire extinguishers	1 no
11	Security cameras and surveillance equipment	2 set
12	Security tags and sensors	2 set
13	Access control systems	1 set
14	Simulated store setup or area	1 no
15	Educational posters and visual aids illustrating safety and security concepts	As required
16	Visual aids, charts, and diagrams for illustrating merchandise planning	As required

SI No	Items Name	Quantity
17	Samples of effective signage and shopping guides	As required
18	camera	1 no
19	Mannequins and dress forms for creating clothing displays	As required
20	Display fixtures (shelves, racks, tables)	As required
21	Signage materials (e.g., foam boards, markers)	As required
22	Merchandise props and accessories for creating visually appealing displays	As required
23	mock retail store environment with Samples of retail products	1 no
24	Sample credit application forms and templates	As required
25	Sample cash management documents (invoices, cash receipts, vouchers)	As required
26	Money and cash handling equipment	As required
27	card readers	1 no
28	MS Office package	10 nos
29	Text based chat platform	10 nos
30	Captioning tools	10 nos
31	Visual instruction board	2 nos

Marks Distribution

Outcome	Outcome Code	Type	Total Th marks	Total Pr marks	Total OJT marks
Use sign language, symbolic signage and non-verbal tools to handle retail operations and customer interactions effectively	PwD/4001/OC1	Compulsory	20	90	0
Explain retailing—its meaning, features, importance and functions	PwD/4001/OC2	Compulsory	20	90	0
Maintain store security and ensure health and safety by addressing hazards	PwD/4001/OC3	Compulsory	10	70	0
Plan visual merchandising techniques with customer engagement strategies to enhance the retail shopping experience	PwD/4001/OC4	Compulsory	20	80	0
Handle sales operations by providing excellent customer service	PwD/4001/OC5	Compulsory	20	70	0
Contribute effectively in retail through teamwork to deliver quality customer service.	PwD/4001/OC6	Compulsory	20	70	0
Ensure efficient financial management with basic accounting, handling cash and electronic payment and complying with taxation standards.	RET/3205/OC6	Compulsory	20	90	0
Use computer for word processing with MS Word, spreadsheet software for accounting with MS Excel and internet basics.	RET/3205/OC7	Compulsory	20	90	0
Work in real job situation with special emphasis on basic safety and hazards in this domain (OJT).	RET/3205/OC8	Compulsory	0	0	150
Employability Skill-60 Hrs	DGT/VSQ/N0102	Compulsory	50	0	0
Full Marks: 1000 Theory: 200 including ES Practical: 800 including OJT					