

Syllabus For SALES REPRESENTATIVES OF HANDLOOM PRODUCT(RPL)

Course Name	SALES REPRESENTATIVES OF HANDLOOM PRODUCT(RPL)
Sector	RETAIL
Course Code	RET/2021/SRHP/070
Level	4 (RPL)
Occupation	SALES REPRESENTATIVES OF HANDLOOM PRODUCT
Course Duration	Total Duration 80 Hrs (T-34 , P-46)
Trainees' Entry Qualification	Class 10th Pass with 5 years experience in the relevant field
Trainers Qualification	NTC/NAC/Diploma/Degree in any relevant trade courses from recognized University /Board/ Institute with minimum 2years skill experience in Sales Representatives on Handloom Product. Desirable 02 Years experience in marketing.

SYLLABUS:

Topic/Duration(P+T)	Practical(P)	Theory(T)
1	2	3
1. Identification of Raw Materialsof Handloom Products (10+2=12hrs.)	➤ Familiarization with the Raw materials of Handloom Products	➤ Introduction and familiarization of raw materials ➤ Raw material to final material conversion process.
2. Communication Skills (8+2=10hrs.)	<ul style="list-style-type: none"> ➤ Communicative English ➤ Communicative skill with general Public. ➤ Presentation Skill on product. ➤ Digital Literacy 	<ul style="list-style-type: none"> ➤ Body language ➤ Communicative skill with general Public. ➤ Presentation skill on product.

3.Design Knowledge (3+2= 5hrs.)	<ul style="list-style-type: none"> ➤ Various types of stitching. ➤ Cutting of Raw materials as per Latest fashion. 	<ul style="list-style-type: none"> ➤ Various types of product design as per Latest fashion.
4.Testing Procedure (8+4=12hrs.)	<ul style="list-style-type: none"> ➤ Identification of various types of defects. ➤ Selection procedure of Final Products ➤ Storing procedure of Final products 	<ul style="list-style-type: none"> ➤ Identification of various types of defects. ➤ Selection procedure of Final Products ➤ Storing procedure of Final products
5. Maintenance of products (4+2=6hrs.)	<ul style="list-style-type: none"> ➤ Proper preservation procedure ➤ Using procedure of parasitize. ➤ Storage capacity. 	<ul style="list-style-type: none"> ➤ Proper preservation procedure ➤ Using procedure of parasitize. ➤ Storage capacity
6. Quality control (4+2=5hrs.)	<ul style="list-style-type: none"> ➤ Quality of Raw materials. ➤ Proper Skilling. ➤ Packaging Procedure 	<ul style="list-style-type: none"> ➤ Quality of Color ➤ Design of Products ➤ Quality of Raw material ➤ Quality of Packaging ➤ Proper Skilling.
7. Costing of Products (8+2=10hrs.)	<ul style="list-style-type: none"> ➤ Procedure for calculation of selling Price including all sides. 	<ul style="list-style-type: none"> ➤ Market price of similar product. ➤ Calculation of selling Price on the basis of market price.
8. Marketing (8+2= 10hrs.)	<ul style="list-style-type: none"> ➤ Selling strategies ➤ Sales forecast ➤ Market Demand ➤ Future planning for new product. 	<ul style="list-style-type: none"> ➤ Selling strategies ➤ Sales forecast ➤ Market Demand ➤ Future planning for new product

1.1. PROJECTWORK:-

Project Type	Project Name and Work Details
Project	Survey on handloom product in different markets and submit a report
Total Duration 80hrs.	

COMPETENCYTEST: Term End Competency Test is to be held at the end of Course Term.

- 2. Training Outcomes:**
1. Identify of different quality of handloom products
 2. Knowledge of market knowledge and upcoming demand.
 3. Improve sales skill and moral support.
 4. Ability to make a new sales representative.
 5. Able to settle as Entrepreneur and improve the lives of individuals and communities as well as the overall economy

6. Improve customer dealing skill-Good interpersonal skills so they can build relationships with customers and prospects. They must also have the ability to identify customers' needs, offer an appropriate solution, and overcome any objections.

- 3. Job Roles :**After successful completion of the training course **“SALES REPRESENTATIVES ON HANDLOOM PRODUCT”**, a trainee can get a job for Sales Representative / Sales manager at industries under Retail Sector. Finally, He / She may become a Marketing manager on handloom products and fulfills his/her ambition in life.

COURSE NAME :SALES REPRESENTATIVES ON HANDLOOM PRODUCT

4. List of Materials and Machineries for the Course:

Sl. No.	List of Materials and Machineries	Quantity
1	Cotton/Silk/Jute	As required
2	Clay	As required
3	Bamboo	As required
4	Dokra Products	As required
5	Kantha Stitch	As required
6	Coconut coir	As required
7	Other Related Products	As required
8	Desktop Computer with latest configuration and related software.	10 Nos.