

## QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR GEMS AND JEWELLERY INDUSTRY



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### 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

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## Introduction

### Qualifications Pack- Merchandiser

**SECTOR:** GEMS AND JEWELLERY

**SUB-SECTOR:** Jewellery Retailing

**OCCUPATION:** Managing

**REFERENCE ID:** G&J/Q8201

**ALIGNED TO:** NCO-2004/3471.10

**Merchandiser** is the person in-charge of deciding the jewellery product to be procured for sales in the jewellery store.

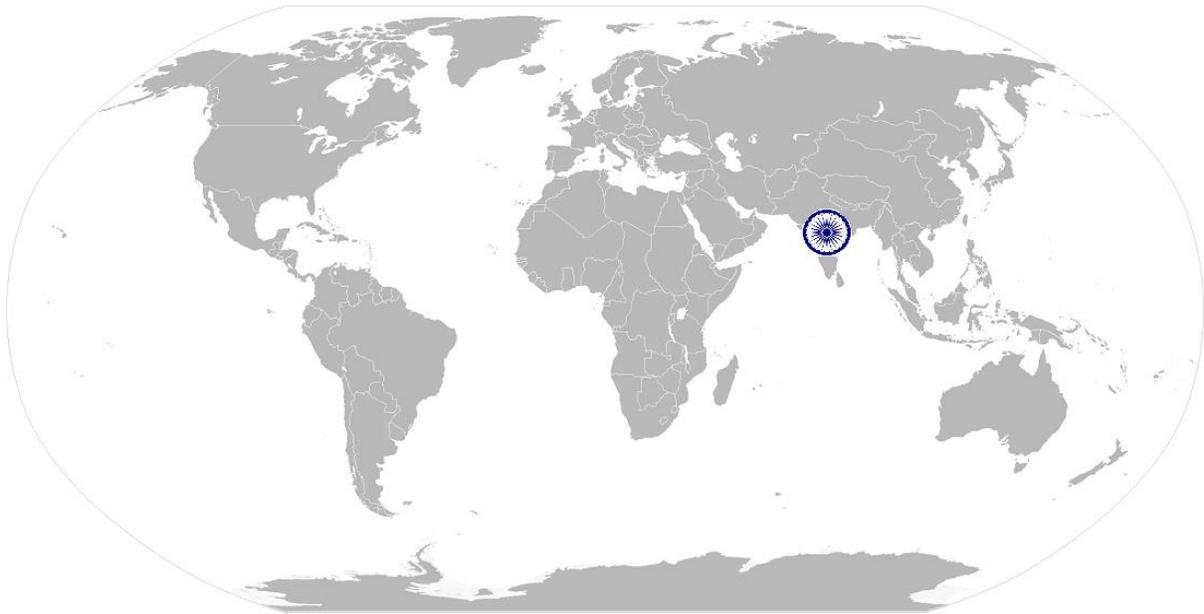
**Brief Job Description:** The individual at work in the jewellery store estimates the demand for the product, plans for jewellery product to be ordered, identify and select the best vendor and place the order. The individual is responsible for executing the strategy of the organisation.

**Personal Attributes:** The job requires the person to have: good analytical skills; have flair for communicating with diverse set of people; attention to details; negotiation skills; be multi-linguistic. The individual should also be presentable and target oriented with integrity in dealing with precious metal jewellery.

<b>Qualifications Pack Code</b>	<b>G&amp;J/Q8201</b>		
<b>Job Role</b>	<b>Merchandiser</b>		
<b>Credits(NVEQF/NVQF/NSQF) [OPTIONAL]</b>	<b>TBD</b>	<b>Version number</b>	<b>1.0</b>
<b>Sector</b>	<b>Gems and Jewellery</b>	<b>Drafted on</b>	<b>24/07/13</b>
<b>Sub-sector</b>	<b>Jewellery Retailing</b>	<b>Last reviewed on</b>	<b>30/07/13</b>
<b>Occupation</b>	<b>Managing the retail store</b>	<b>Next review date</b>	<b>15/08/15</b>

<b>Job Role</b>	<b>Merchandiser</b>
<b>Role Description</b>	Estimating demand for jewellery products, identifying and selecting the best vendor, planning and placing the order and executing branding strategy of the organisation
<b>NVEQF/NVQF level</b>	6
<b>Minimum Educational Qualifications</b>	Graduate
<b>Maximum Educational Qualifications</b>	
<b>Training</b>	Not applicable
<b>Experience</b>	7 to 8 years in jewellery sales
<b>Applicable National Occupational Standards ( )</b>	<p><b>Compulsory:</b></p> <ol style="list-style-type: none"> <li><a href="#">G&amp;J/N8203 Plan and procure jewellery for retail store</a></li> <li><a href="#">G&amp;J/N9940 Respect and maintain company's IPR</a></li> <li><a href="#">G&amp;J/N9942 Interact with colleagues, customers and others</a></li> <li><a href="#">G&amp;J/N9943 Maintain safe and clean environment</a></li> </ol> <p><b>Optional:</b> Not Applicable</p>
<b>Performance Criteria</b>	As described in the relevant OS units

# National Occupational Standard



## Overview

This unit is about planning, strategizing and procuring the jewellery product for the sale in retail store. This also includes vendor selection and pricing the product in the store.

**G&J/N8203**

**Plan and procure jewellery for retail store**

National Occupational Standard

<b>Unit Code</b>	<b>G&amp;J/N8203</b>
<b>Unit Title (Task)</b>	<b>Plan and procure jewellery for retail store</b>
<b>Description</b>	This OS unit is about planning and procuring jewellery products for the retail store
<b>Scope</b>	<p>This unit/task covers the following:</p> <p>Study the market</p> <ul style="list-style-type: none"> <li>study the market on product demand through primary research and secondary research</li> <li>understand the scope of jewellery market in the retail store’s location</li> <li>understand about the demographics of the retail store’s location</li> <li>understand the latest trends in fashion and jewellery</li> <li>understand the competition in the location</li> </ul> <p>Understand the retail store product requirement</p> <ul style="list-style-type: none"> <li>understand the time period for which jewellery needs to be procured, for example, quarterly or half-yearly</li> <li>understand the investment for procurement of jewellery product from senior management</li> <li>understand the retail floor size for which the jewellery needs to be procured</li> <li>understand the target segment of the retail store and the location</li> <li>understand the retail store’s brand image and positioning</li> </ul> <p>Analyse the retail store’s sales pattern</p> <ul style="list-style-type: none"> <li>understand the sales pattern of the retail store from the past sales data</li> <li>interpret on what product category is on demand, which product type is moving fast, etc.</li> <li>analyse the pattern of sale according to various criteria such as high margin product, specialised jewellery, product type, etc.</li> <li>analyse various retail data on the stores such as number of footfalls, average ticket size, etc. on a time intervals</li> <li>identify peak sales period</li> <li>understand the time period for refurbishment of jewellery through sales data</li> </ul> <p>Decide on the jewellery products for procurement based on:</p> <ul style="list-style-type: none"> <li>broadmix of product categories to be procured, for example, gold jewellery, diamond jewellery, specialised jewellery.</li> <li>the mix within each product category, for example, per cent of bangle, per cent of necklace, etc., under gold jewellery</li> <li>mix of each product type, for example, per cent of half round bangles, full round bangles, studded bangles, bangle set, etc.</li> <li>seasonal sales requirement of products such as Akshayatriya, diwali sales, etc</li> <li>investment required, sales pattern analysis, demand estimation and requirement for the store</li> </ul>

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**Plan and procure jewellery for retail store**

	<p>Identify vendor for order procurement</p> <ul style="list-style-type: none"> <li>• identify potential vendors for the product through exhibitions, advertisements in magazines, online, referrals, etc.</li> <li>• understand what products should be procured from which location through study contacts and previous experience</li> <li>• collect information on vendors such as year of establishment, supplier to what retail stores, product category they are known for, reputation in the market, quality of product, etc.</li> <li>• understand the product spread the vendor can offer</li> <li>• understand the uniqueness that the vendor can offer, for example: unique designs, electroforming jewellery, etc.</li> <li>• identify vendor from specific location for specialised products, for example, specific jewellery is manufactured in West Bengal and needs to be procured from there only to get the authentic product</li> <li>• understand the terms and conditions of the vendor such as pricing, delivery date, credit information, etc</li> </ul> <p>Select vendor for order placements</p> <ul style="list-style-type: none"> <li>• shortlist vendors based on product offerings and terms &amp; conditions</li> <li>• compare the shortlisted vendors across parameters such as product offered, design, quality standards, discounts, etc.</li> <li>• negotiate with the shortlisted vendors on terms and conditions and discounts they can offer</li> <li>• select the best vendor and enter into an agreement</li> <li>• ensure all terms and conditions are discussed and agreed such as financials, gold transfers, wastage, expected quality and standards, supply chain management, credit period, delivery time of products, etc.</li> </ul> <p>Post order placement</p> <ul style="list-style-type: none"> <li>• ensure that the gold or bullion transfer is as per agreement</li> <li>• follow up with vendor on delivery of products</li> <li>• ensure that the products are as per agreed standards on time</li> </ul> <p>Decide on pricing, promotions and offer</p> <ul style="list-style-type: none"> <li>• discuss with promoter and senior management on pricing of the jewellery product taking the cost of procurement and other information</li> <li>• decide alongside senior management for promotions and offers that can be made in the store</li> </ul> <p>Interact and co ordinate with</p> <ul style="list-style-type: none"> <li>• promoters and senior management to understand the investment and other management decisions</li> <li>• store and floor manager to understand sales patterns</li> <li>• organisational compliance is maintained by all such as wearing uniforms</li> <li>• all relevant documents of the store such as tax papers, invoice, agreements, contracts, etc., are updated and maintained for ready reference</li> </ul>
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**G&J/N8203**

**Plan and procure jewellery for retail store**

	<ul style="list-style-type: none"> <li>regulatory and statutory requirements such safety equipments installation, etc., are maintained and followed</li> </ul>
<b>Performance Criteria(PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
<b>Market study</b>	To be competent, the user/individual on the job must be able to: PC1. understand the scope and demand for jewellery product in the market PC2. understand the competition scenario in the location
<b>Analysis of sales data</b>	To be competent, the user/individual on the job must be able to: PC3. analyse and interpret fast moving products, sales conversion rate, ticket size for the counter or floor or store, etc PC4. take decision from analysis of sales data
<b>Decide on retail store product requirement</b>	To be competent, the user/individual on the job must be able to: PC5. decide on product mix to be procured considering investment and demand in the market PC6. decide on product mix covering all product groups, product categories and product types
<b>Identification of vendors</b>	To be competent, the user/individual on the job must be able to: PC7. get leads on good vendors through exhibition, advertisement and referrals PC8. identify vendors fulfilling their requirement on product design, type, financials, terms & conditions, etc. PC9. identify vendors for specialised products in specific location
<b>Selection of vendors</b>	To be competent, the user/individual on the job must be able to: PC10. select vendors satisfying the requirement and at best price PC11. enter into an agreement with the selected vendor mentioning all terms and conditions
<b>Product procurement</b>	To be competent, the user/individual on the job must be able to: PC12. ensure that product procurement is done in a way that results as profit for the retail store PC13. ensure that the products are delivered to store on time with the agreed standards
<b>Knowledge and Understanding (K)</b>	
<b>A. Organizational Context</b> (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's history and culture KA3. organisation structure KA4. company's various saving scheme offerings KA5. company's policies related to dress code and etiquette KA6. documentation and reporting practices followed in the organization KA7. return and exchange policies followed by the company KA8. company's stock management policies KA9. company's order procurement process KA10. company's positioning and brand image

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**Plan and procure jewellery for retail store**

	<p>KA11. company's investment policy          KA12. company's gold purchase and transfer policy          KA13. company's carnival sales policy on price, discounts, offers, product category wise offers, etc.</p>
<p><b>B. Technical Knowledge</b></p>	<p>The user/individual on the job needs to have knowledge of:</p> <p>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-initiated customer          KB7. specialised Indian jewellery such as Kundan, Jadau, Kolhapuri, stamping, etc., their uniqueness and where they can be procured          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. different types of jewellery and characteristics such as origin, region specific, relevance to occasion, community specific, etc.          KB12. different types of diamond, precious stones, semi precious stones including pearl and their characteristics          KB13. 4Cs of Diamond such as cut, clarity, carat and colour          KB14. diamond grading process          KB15. different types of settings in diamond jewellery          KB16. jewellery preferences of customers from different geographies or a community          KB17. different types and combinations of jewellery required for special occasions          KB18. product mix and match, i.e., what type of jewellery goes well with another jewellery or dress          KB19. identify different parts, making technique, etc from visual inspection of jewellery          KB20. calculating approximate cost of jewellery through visual inspection          KB21. various vendors in the country and abroad, their uniqueness, terms and conditions, etc.          KB22. demographics of the location          KB23. competition, their product offerings, their vendors, their terms, etc.          KB24. industry trends and deciding on jewellery to be stocked accordingly          KB25. general industry trends such as seasonality effects, Gold price and festivals to estimate demand</p>

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	<p>KB26. forecasting and estimation of product requirement considering various parameters for jewellery product sales</p> <p>KB27. basic finance, budgeting and accounting</p> <p>KB28. operating computer and perform data mining and data analysis</p>
<b>Skills (S) [Optional]</b>	
<p><b>A. Core Skills/ Generic Skills</b></p>	<b>Reading and Writing Skills</b>
	<p>The user/ individual on the job needs to:</p> <p>SA1. read the sales data and do analysis</p> <p>SA2. maintain and record the sales data for store or section or counter</p> <p>SA3. make agreement with vendor on terms and conditions</p>
	<b>Communication Skills</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA4. coordinate with sales executive, floor managers and other departments to understand sales pattern</p> <p>SA5. communicate in multiple language as the vendors may be from different places</p> <p>SA6. develop rapport with vendors and other merchandisers in exhibitions and other forums</p> <p>SA7. negotiate with vendors to get best deal</p>
<p><b>C. Professional skills</b></p>	<b>Computer Skills</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. operate the computer</p> <p>SB2. use computer system and software for analysing sales pattern</p> <p>SB3. perform data mining and data analysis</p>
	<b>Analytical Skills</b>
	<p>The user/individual on the job needs to know and understand how to analyse the:</p> <p>SB4. data available and take decision such as demand estimation</p> <p>SB5. sales pattern and take measures to increase the contribution of store</p>
	<b>Decision making</b>
<p>The user/individual on the job needs to:</p> <p>SB6. decide on what type of product to be ordered considering seasonality and demand parameters</p> <p>SB7. decide on vendor selection</p> <p>SB8. decide on terms and conditions to be agreed with vendor</p>	

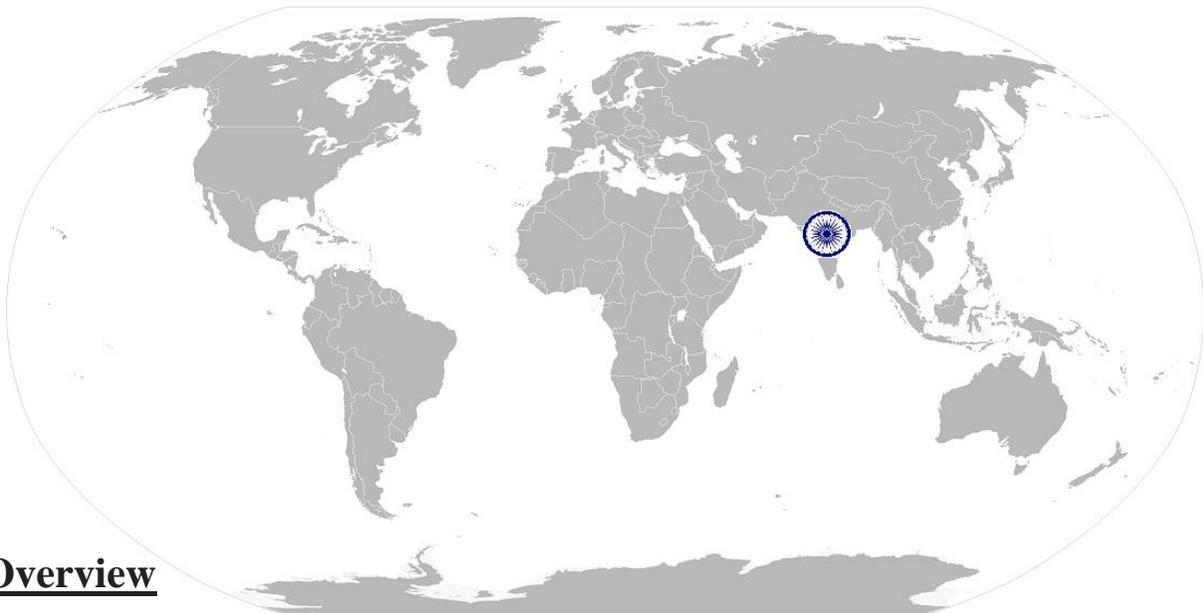
**G&J/N8203**

**Plan and procure jewellery for retail store**

## **NOS Version Control**

<b>NOS Code</b>	<b>G&amp;J/N8203</b>		
<b>Credits(NVEQF/NVQF/NSQF) [OPTIONAL]</b>	<b>TBD</b>	<b>Version number</b>	<b>1.0</b>
<b>Industry</b>	<b>Gems and Jewellery</b>	<b>Drafted on</b>	<b>24/07/13</b>
<b>Industry Sub-sector</b>	<b>Jewellery Retailing</b>	<b>Last reviewed on</b>	<b>30/07/13</b>
		<b>Next review date</b>	<b>15/08/15</b>

# National Occupational Standard



## Overview

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.

**G&J/N9940**

**Respect and maintain IPR at work**

National Occupational Standard

<b>Unit Code</b>	<b>G&amp;J/N9940</b>
<b>Unit Title (Task)</b>	<b>Respect and maintain IPR of the company</b>
<b>Description</b>	This OS unit is about protecting company's IPR and unique selling proposition from being disclosed to competitors
<b>Scope</b>	<p>This unit/task covers the following:</p> <p>Protect company's Intellectual Property Rights (IPR)</p> <ul style="list-style-type: none"> <li>to prevent leak of new designs/ plans to competitors by reporting on time</li> <li>to be aware of any of company's product, process and design patents</li> <li>to prevent leak of company's pricing policy and promotional strategies</li> <li>to report IPR violations observed in the market, to manager or company head</li> </ul>
<b>Performance Criteria(PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
<b>Maintaining IPR</b>	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. be aware of company's code of conduct, patents and IPR</p> <p>PC2. not involve in IPR violations</p>
<b>Knowledge and Understanding (K)</b>	
<b>A. Organizational Context</b>	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. company's policies on: incentives, delivery standards, safety and hazards, code of conduct, integrity and IPR, and personnel management</p> <p>KA2. work flow involved in entire sales process followed in the company</p> <p>KA3. importance of the individual's role in the organisation</p> <p>KA4. reporting structure</p> <p>KA5. market trends</p>
<b>B. Technical Knowledge</b>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. patents and IPR laws</p> <p>KB2. how IPR protection is important for competitiveness of a company</p>
<b>Skills (S) [Optional]</b>	
<b>A. Core Skills/ Generic Skills</b>	<b>Communication Skills</b>
	<p>The user/ individual on the job needs to know and understand how to:</p> <p>SA1. effectively communicate any observed IPR violations or order leaks</p>
<b>B. Professional Skills</b>	<b>Decision making</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. report potential sources of violations</p>
	<b>Reflective Thinking</b>

**G&J/N9940**

**Respect and maintain IPR at work**

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

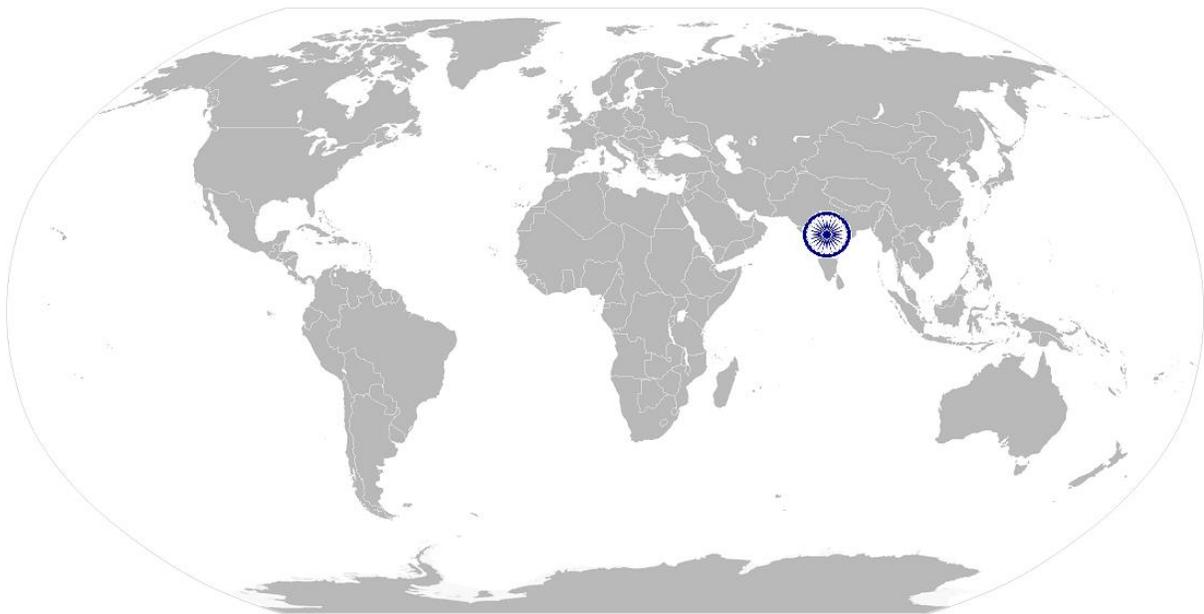
**G&J/N9940**

**Respect and maintain IPR at work**

**NOS Version Control**

NOS Code	G&J/N9940		
Credits(NVEQF/NVQF/NSQF)	TBD	Version number	1.0
Industry	Gems & Jewellery	Drafted on	24/07/13
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, and seniors.

**G&J/N9942**

**Interact with colleagues, customers and others**

National Occupational Standard

<b>Unit Code</b>	<b>G&amp;J/N9942</b>
<b>Unit Title (Task)</b>	<b>Interact with colleagues, customers and others</b>
<b>Description</b>	This OS unit is about interacting and coordinating with the personnel of the other departments in the retail organisation
<b>Scope</b>	<p>This unit/task covers the following:</p> <p>Coordinate with sales executives</p> <ul style="list-style-type: none"> <li>to train them on product and retail knowledge</li> <li>to understand the sales information periodically</li> <li>for any issues faced by the human resource</li> </ul> <p>Interact with customers</p> <ul style="list-style-type: none"> <li>to understand their requirements</li> <li>to address any issues</li> </ul> <p>Coordinate with corporate headquarters</p> <ul style="list-style-type: none"> <li>to understand the sales target for the store periodically including long term vision for the store</li> <li>to understand promotion seasonal sales period and details of the sale</li> <li>to know about organisational pricing and product management policy for the period</li> <li>to understand the budget for working capital of the store</li> </ul> <p>Coordinate with inventory controller to</p> <ul style="list-style-type: none"> <li>replenish stock</li> <li>value old-gold jewellery for exchange as received from customers</li> <li>inform about any loss of goods</li> </ul> <p>Coordinate with factory</p> <ul style="list-style-type: none"> <li>to track the status of the customized jewellery order</li> <li>to track the status of replenishment or new jewellery arrival</li> </ul> <p>Coordinate with cashier</p> <ul style="list-style-type: none"> <li>to understand the sales value, ticket size, etc.</li> <li>to ensure regulatory requirements are maintained and followed</li> </ul> <p>Coordinate with housekeeping personnel to</p> <ul style="list-style-type: none"> <li>arrange refreshments for customers and guests</li> <li>maintain clean work environment</li> </ul>

**G&J/N9942**

**Interact with colleagues, customers and others**

Performance Criteria(PC) w.r.t. the Scope	
Element	Performance Criteria
<b>Coordinating with others</b>	To be able to 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 PC3. address any concerns raised
Knowledge and Understanding (K)	
<b>A. Organizational Context</b> (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. company's personnel policy KA5. documentation and reporting practices in organization KA6. organisation history and culture
<b>B. Technical Knowledge</b>	The user/individual on the job needs to know and understand: KB1. roles played by the other departments in serving the customer KB2. appropriate persons to contact for various functions, for example loss of stock needs to be reported to inventory controller KB3. functional and process knowledge of other departments to understand the terminologies used during the interaction
Skills (S) [Optional]	
<b>A. Core Skills/ Generic Skills</b>	<b>Writing Skills</b>
	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
	<b>Communication Skills</b>
	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
<b>C. Professional skills</b>	<b>Problem Solving</b>
	The user/individual on the job needs to: SB1. report any concerns to senior management SB2. reports any stock related issues to inventory controller
	<b>Teamwork</b>
	The user/individual on the job needs to: SB3. understand how to resolve conflict at work SB4. understand that interpersonal concerns must not affect organisational objective

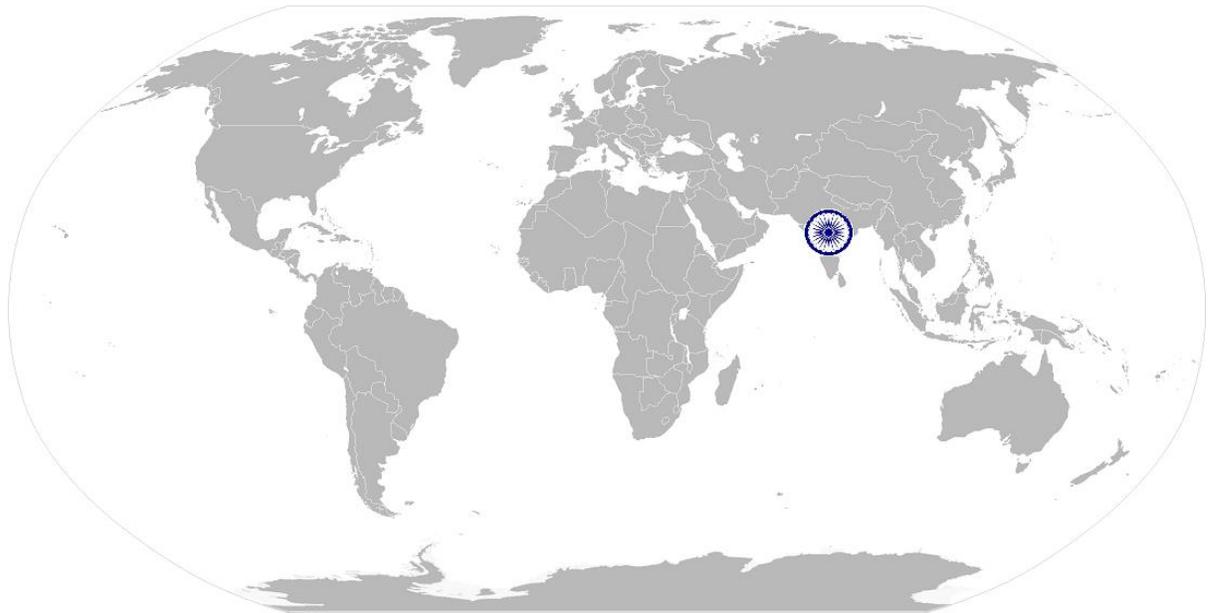
**G&J/N9942**

**Interact with colleagues, customers and others**

## **NOS Version Control**

<b>NOS Code</b>	<b>G&amp;J/N9942</b>		
<b>Credits(NVEQF/NVQF/NSQF) [OPTIONAL]</b>	<b>TBD</b>	<b>Version number</b>	<b>1.0</b>
<b>Industry</b>	<b>Gems and Jewellery</b>	<b>Drafted on</b>	<b>24/07/13</b>
<b>Industry Sub-sector</b>	<b>Jewellery Retailing</b>	<b>Last reviewed on</b>	<b>30/07/13</b>
		<b>Next review date</b>	<b>15/08/15</b>

# 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

<b>Unit Code</b>	<b>G&amp;J/N9943</b>
<b>Unit Title (Task)</b>	<b>Maintain safe and clean environment in the retail area</b>
<b>Description</b>	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
<b>Scope</b>	<p>This unit/task covers the following:</p> <p>Display products at the counter</p> <ul style="list-style-type: none"> <li>• clean the counter</li> <li>• display trays one by one instead of all together</li> <li>• clean the jewellery off any stains or dust</li> <li>• display products attractively</li> </ul> <p>Maintain safety of jewellery displayed to customers</p> <ul style="list-style-type: none"> <li>• be vigilant on the stocks under display during sales</li> <li>• communicate promptly about any potential theft in the store</li> </ul> <p>Maintain personal hygiene</p> <ul style="list-style-type: none"> <li>• to be presentable as per store requirement</li> <li>• to follow prescribed dress code</li> <li>• to be easily approachable to customers</li> </ul> <p>Maintain cleanliness in the retail area</p> <ul style="list-style-type: none"> <li>• coordinate with housekeeping department to maintain cleanliness in the retail environment</li> </ul>
<b>Performance Criteria(PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
<b>Maintaining clean environment</b>	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
<b>Safety of products</b>	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
<b>Knowledge and Understanding (K)</b>	
<b>A. Organizational Context</b> (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>B. Technical Knowledge</b>	<p>The user/individual on the job needs to have:</p> <p>KB1. knowledge of cleaning the jewellery using equipments such as ultrasonic cleaner</p> <p>KB2. knowledge of cleaning agents that can be used for cleaning the display</p> <p>KB3. knowledge of hazardous material in the store</p> <p>KB4. basic knowledge on visual merchandising and display of products</p>
<b>Skills (S) [Optional]</b>	
<b>A. Core Skills/ Generic Skills</b>	<b>Communication Skills</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA1. coordinate with housekeeping department in order to maintain a clean environment in the store</p> <p>SA2. escalate concerns on hazardous material to the store or floor manager</p> <p>SA3. effectively inform about any potential theft</p>
	<b>Organising Skills</b>
<p>The user/individual on the job needs to know and understand how to:</p> <p>SA4. keep the stocks, system and other equipment used such as weigh scale, calculators in an organized manner</p> <p>SA5. keep the sale counter clean</p>	
<b>B. Professional skills</b>	<b>Decision making</b>
	<p>The user/ individual on the job needs to know and understand how to:</p> <p>SB1. report potential sources of danger</p> <p>SB2. follow prescribed procedure in the event of an accident</p>

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## **NOS Version Control**

<b>NOS Code</b>	<b>G&amp;J/N9943</b>		
<b>Credits(NVEQF/NVQF/NSQF) [OPTIONAL]</b>	<b>TBD</b>	<b>Version number</b>	<b>1.0</b>
<b>Industry</b>	<b>Gems &amp; Jewellery</b>	<b>Drafted on</b>	<b>24/07/13</b>
<b>Industry Sub-sector</b>	<b>Jewellery Retailing</b>	<b>Last reviewed on</b>	<b>30/07/13</b>
		<b>Next review date</b>	<b>15/08/15</b>

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

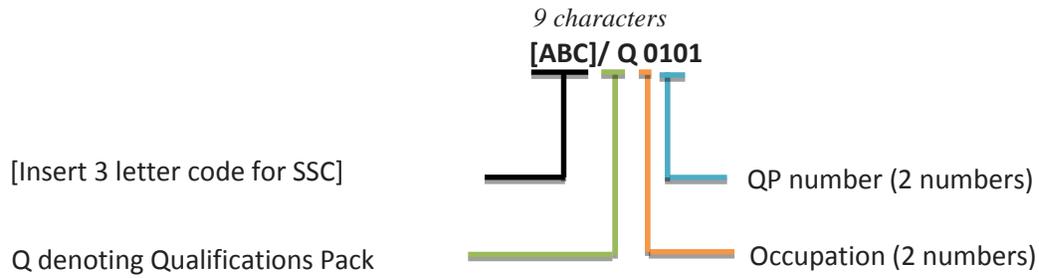
**Acronyms**

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

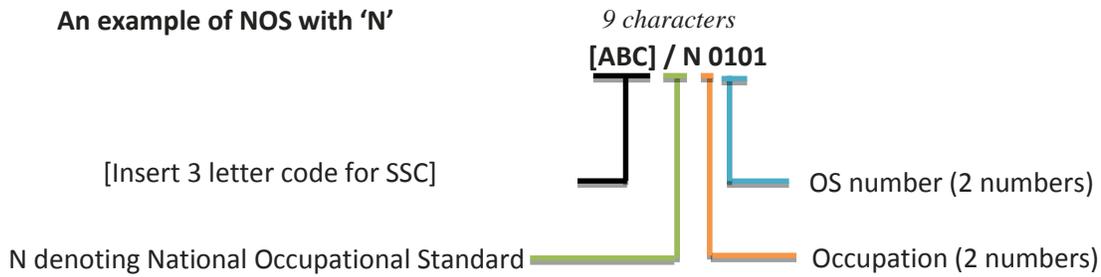
## Annexure

### Nomenclature for QP and NOS

#### Qualifications Pack



#### Occupational Standard



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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 <b>QP</b> or <b>NOS</b>	N
Next two numbers	Occupation code	01
Next two numbers	OS number	01

CRITERIA FOR ASSESSMENT OF TRAINEES					
Job Role	Qualifications Pack- Merchandiser				
Qualification Pack	Qualifications Pack- Merchandiser				
Sector Skill Council	GEMS & JEWELLERY				
Assessment Strategy				Marks Allocation	
NOS	Elements	Performance Criteria	Theory	Practical	
1. G&J/N8203 Plan and procure jewellery for retail store	Market study	PC1. understand the scope and demand for jewellery product in the market	1	4	
		PC2. understand the competition scenario in the location	0	4	
	Analysis of sales data	PC3. analyse and interpret fast moving products, sales conversion rate, ticket size for the counter or floor or store, etc	1	6	
		PC4. take decision from analysis of sales data	1	6	
	Decide on retail store product requirement	PC5. decide on product mix to be procured considering investment and demand in the market	1	6	
		PC6. decide on product mix covering all product groups, product categories and product types	1	6	
	Identification of vendors	PC7. get leads on good vendors through exhibition, advertisement and referrals	1	4	
		PC8. identify vendors fulfilling their requirement on product design, type, financials, terms & conditions, etc.	0	6	
		PC9. identify vendors for specialised products in specific location	1	6	
	Selection of vendors	PC10. select vendors satisfying the requirement and at best price	1	6	
		PC11. enter into an agreement with the selected vendor mentioning all terms and conditions	1	6	
	Product procurement	PC12. ensure that product procurement is done in a way that results as profit for the retail store	1	4	
		PC13. ensure that the products are delivered to store on time with the agreed standards	1	4	
			11	68	
2. G&J/N9940 Maintain IPR at work	Maintaining IPR	PC1. be aware of company's code of conduct, patents and IPR	1	0	
		PC2. not involve in IPR violations	1	0	
			2	0	
3. G&J/N9943 Interact with colleagues, customers and others	Coordinating with others	PC1. carry out role requirements and responsibilities as per company training	1	0	
		PC2. promptly escalate concerns and problems encountered	1	0	
		PC3. address any concerns raised	1	0	
			3	0	
4. G&J/N9943 Maintain safe and clean work	Maintaining clean	PC1. maintain cleanliness at the retail counter	1	6	

environment	environment	PC2. personal hygiene and presentable at all times	1	6
	Safety of products	PC3. ensure that there is no loss of product or shoplifting	1	0
		PC4. report for potential theft or raise alarm in time	1	0
			4	12
			20	80
			100	