



Model Curriculum

QP Name: In-Store Demonstrator

QP Code: ELE/Q3202

QP Version: 3.0

NSQF Level: 3

Model Curriculum Version: 3.0

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Training Parameters

Sector	Electronics
Sub-Sector	Consumer Electronics & IT Hardware
Occupation	Marketing and Sales
Country	India
NSQF Level	3
Aligned to NCO/ISCO/ISIC Code	NCO-2015/5242.0201
Minimum Educational Qualification and Experience	10th Grade Pass OR 8th Grade Pass + NTC (2 years after 8th) OR 8th Grade Pass + 2 years relevant experience and 18 Years
Pre-Requisite License or Training	NA
Minimum Job Entry Age	18 Years
Last Reviewed On	24/02/2022
Next Review Date	24/02/2027
NSQC Approval Date	24/02/2022
QP Version	3.0
Model Curriculum Creation Date	24/02/2022
Model Curriculum Valid Up to Date	24/02/2027
Model Curriculum Version	3.0
Maximum Duration of the Course	450 Hours

Program Overview

This section summarizes the end objectives of the program along with its duration.

Training Outcomes

At the end of the program, the learner should have acquired the listed knowledge and skills:

- Explain the importance of effective interaction with customers.
- Process of demonstrating product specification and offering.
- Describe the process of communicating and coordinating effectively with others.
- Explain the importance of work Ethics, sustainability and safety practice.

Compulsory Modules

The table lists the modules and their duration corresponding to the Compulsory NOS of the QP.

NOS and Module Details	Theory Duration	Practical Duration	On-the-Job Training Duration (Recommended)	On-the-Job Training Duration (Mandatory)	Total Duration
Bridge Module	06:00	04:00	00:00	00:00	10:00
Module 1: Introduction and orientation to the role of an In-Store Demonstrator	06:00	04:00	00:00	00:00	10:00
ELE/N3203: Effectively interact with customers	24:00	26:00	00:00	120:00	170:00
Module 2: Effective interaction with customers	24:00	26:00	00:00	120:00	170:00
ELE/N3204: Demonstrate product specifications and offerings	30:00	60:00	00:00	90:00	180:00
Module 3: Process of demonstrating product specification and offering	30:00	60:00	00:00	90:00	180:00
ELE/N9972: Communicate and coordinate effectively with others	15:00	15:00	00:00	00:00	30:00
Module 4: Process of communicating and coordinating effectively with others	15:00	15:00	00:00	00:00	30:00

ELE/N1003: Work effectively, sustainably and safely	15:00	15:00	00:00	00:00	30:00
Module 5: Work Ethics, sustainability and safety practice	15:00	15:00	00:00	00:00	30:00
DGT/VSQ/N0101- Employability Skills (30 Hours)	30:00	00:00	00:00	00:00	30:00
Module 6: Employability Skills (30 Hours)	30:00	00:00	00:00	00:00	30:00
Total Duration	120:00	120:00	00:00	210:00	450:00

Module Details

Module 1: Introduction and orientation to the role of an In-Store Demonstrator

Bridge Module

Terminal Outcomes:

- Discuss the job role of an In-Store Demonstrator.

Duration: 06:00	Duration: 04:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Describe the size and scope of the electronic industry and its sub-sectors. • Discuss the role and responsibilities of an In-Store Demonstrator. • Describe various employment opportunities for an In-Store Demonstrator. 	<ul style="list-style-type: none"> • Basic knowledge about the equipment and store
Classroom Aids	
Training Kit - Trainer Guide, Presentations, Whiteboard, Marker, Projector, Laptop	
Tools, Equipment and Other Requirements	
NA	

Module 2: Effective interaction with customers

Mapped to ELE/N3202

Terminal Outcomes:

- Describe the process of analysing customer requirements.
- Describe the process of assisting customers in buying.

Duration: 24:00	Duration: 26:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Explain the company's code of conduct, reporting structure, documentation policy, sales policy, product pricing policy, etc. • Explain the organisation culture and typical customer profile. • Explain the company's line of business and product offerings. • Explain the company's human resource and performance evaluation policy. • Describe the internal process system, such as Enterprise resource planning (ERP), followed in the organisation KU6. terms and conditions associated with the sale of company products. • Explain the incentives offered by different brands/vendors for sales concluded. • Explain the company's appliances, functions, features and specifications. • Explain the company's products and their variants offered in the retail store and their functionalities. • Explain how to communicate with customers in order to put them at ease. • Explain the basic electrical and electronics involved in the working of the appliance • Explain the warranty and annual maintenance contracts or special offerings. • Explain the basic computer 	<ul style="list-style-type: none"> • Roleplay how to attend all walk-in customers and greet them as per company's/retailer's training. • Roleplay how to interact with customer to analyse the price restrictions. • Roleplay how to co-ordinate with the customer to inform/update the delivery status of the ordered appliance/s

<p>applications (MS Office) and using the Internet.</p> <ul style="list-style-type: none"> • List different types of selling and promotion methods. • Explain the reference sheets, manuals and documents to read. • Describe the internal processes of the company and their significance. • Explain different models of after sales support provided by the company. • List different types of customer and the after sales support provided to them. 	
<p>Classroom Aids</p>	
<p>Training Kit (Trainer Guide, Presentations). Whiteboard, Marker, Projector, Laptop</p>	
<p>Tools, Equipment and Other Requirements</p>	
<p>NA</p>	

Module 3: Process of demonstrating product specification and offering

Mapped to ELE/N3204

Terminal Outcomes:

- Explain the importance of informing customer about product features/specifications.
- Describe the process of providing a demonstration of the finalized product and a few variants.
- Describe the process of finalising the sales process.

Duration: 30:00	Duration: 60:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Explain the company’s line of business and product offerings. • Explain the importance of educating customer on safety and handling of product. • Describe the internal process system such as ERP followed in the organization. • Explain the terms and conditions associated with the sale of company products. • Explain incentives offered by different brands/vendors for sales concluded. • Explain the company’s consumer appliances, their functionalities and specifications. • Explain the company’s products and competitive products. • Explain how to communicate with customers in order to put them at ease. • Explain product sale documents and manuals. • Explain cross-selling and up-selling techniques. • State new devices launched e.g., wi-fi, hard disks, USBs, today price, warranty, after-sales service details of each of the company’s products. • List different types of selling and promotion methods. • Explain the reference sheets, 	<ul style="list-style-type: none"> • Show how to identify products based on customer’s price and quality requirements. • Roleplay how to provide a demonstration of the finalized product and a few variants. • Demonstrate the unique characteristics of various appliances of the company which could help in buying decision.

manuals and documents to use.	
Classroom Aids	
Training Kit (Trainer Guide, Presentations). Whiteboard, Marker, Projector, Laptop	
Tools, Equipment and Other Requirements	
NA	

Module 4: Process of communicating and coordinating effectively with others

Mapped to ELE/N9972

Terminal Outcomes:

- Explain the importance of communicate effectively with supervisor and colleagues.
- Implement the practices related to gender and PwD sensitization.

Duration: 15:00	Duration: 15:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Explain the importance of personal grooming. • Explain the organisation's policy on code of conduct. • Explain the organisation's reporting structure and documentation policy. • Explain how to communicate effectively through all means including face-to-face, telephonic as well as written. • Explain different types of information that colleagues might need and the importance of providing the same as and when required. • Explain the rights and duties w.r.t PwD at workplace. • Explain the organisation policies and standards to support PwD. 	<ul style="list-style-type: none"> • Show how to maintain personal hygiene and professional appearance. • Show how to report work completed as per the schedule to superior and inform of any deviations or anomalies.
Classroom Aids	
Training Kit (Trainer Guide, Presentations). Whiteboard, Marker, Projector, Laptop	
Tools, Equipment and Other Requirements	
NA	

Module 5: Work Ethics, sustainability and safety practice

Mapped to ELE/N1003

Terminal Outcomes:

- Describe the process of achieving optimum productivity and quality.
- Explain the importance of implementing health and safety procedures.
- Demonstrate the process of organising waste management and recycling.
- Explain the importance of conserving resources.

Duration: 15:00	Duration: 15:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Explain the importance of time management. • Explain the organizational safety and health policy. • List different waste categories such as dry, wet, recyclable, non-recyclable and single-use plastic items. • Explain the usage of different colours of dustbins to dispose waste. • Explain the methods of waste disposal. • Explain the methods of recycling as well as repairing and reusing electronic components. • Explain the efficient utilisation of material and water. • Explain the basics of electricity and prevalent energy-efficient devices. • List ways to recognise common electrical problems. • List common practices of conserving electricity. 	<ul style="list-style-type: none"> • Show how to take ESD precautions while doing work. • Demonstrate the use of appropriate Personal Protective Equipment (PPE). • Show how to identify and segregate recyclable/non-recyclable and hazardous wastes. • Demonstrate the process of cleaning the tools, machines and equipment. • Show how to connect electrical equipment and appliances properly when in use and turn off when not in use.
Classroom Aids	
Training Kit (Trainer Guide, Presentations). Whiteboard, Marker, Projector, Laptop	
Tools, Equipment and Other Requirements	
NA	

Module 6: Employability Skills (30 Hours)

Mapped to DGT/VSQ/N0101

Terminal Outcomes:

- Discuss about Employability Skills in meeting the job requirements
- Describe opportunities as an entrepreneur.
- Describe ways of preparing for apprenticeship & Jobs appropriately.

Duration: 30:00	Duration: 00:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Explain constitutional values, civic rights, responsibility towards society to become a responsible citizen • Discuss 21st century skills • Explain use of basic English phrases and sentences. • Demonstrate how to communicate in a well-behaved manner • Demonstrate how to work with others • Demonstrate how to operate digital devices • Discuss the significance of Internet and Computer/ Laptops • Discuss the need for identifying business opportunities • Discuss about types of customers. • Discuss on creation of biodata • Discuss about apprenticeship and opportunities related to it. 	
Classroom Aids	
Training Kit (Trainer Guide, Presentations). Whiteboard, Marker, Projector, Laptop	
Tools, Equipment and Other Requirements	
Computer, UPS, Scanner, Computer Tables, LCD Projector, Computer Chairs, White Board OR Computer Lab	

Module 7: On-the-Job Training

Mapped to In-Store Demonstrator

Mandatory Duration: 210:00	Recommended Duration: 00:00
Location: On Site	
<p>Terminal Outcomes</p> <ol style="list-style-type: none"> 1. Explain the importance of interacting with customer. 2. Provide information on all product variants, their price range, and special features. 3. Demonstrate unique characteristics of various appliances. 4. Demonstrate all functions and features of the product. 5. Explain the Company's line of business and product offerings. 6. Explain the company's consumer appliances, their functionalities and specifications. 7. Explain different types of selling and promotion methods. 8. Explain the importance of personal grooming. 9. Demonstrate how to communicate effectively through all means including face-to-face, telephonic as well as written. 10. Keeping immediate work area clean and tidy. 11. Explain the importance of time management. 	

Annexure

Trainer Requirements

Trainer Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training Experience		Remarks
		Years	Specialization	Years	Specialization	
Diploma/ ITI/ Certified in relevant CITS Trade	Electrical/ Electronics/ Mechanical	1	Relevant experience	1	Electronics	

Trainer Certification	
Domain Certification	Platform Certification
<p>“In-Store Demonstrator”, “ELE/Q3202, v3.0”, Minimum accepted score is 80%</p>	<p>Recommended that the Trainer is certified for the In – Store Demonstrator “Trainer (VET and Skills)”, mapped to the Qualification Pack: “MEP/Q2601, V2.0”, with minimum score of 80%</p>

Assessor Requirements

Assessor Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training/Assessment Experience		Remarks
		Years	Specialization	Years	Specialization	
Diploma/ ITI/ Certified in relevant CITS Trade	Electrical/ Electronics/ Mechanical	2	Relevant experience	1	Electronics	

Assessor Certification	
Domain Certification	Platform Certification
<p>"In-Store Demonstrator", "ELE/Q3202, v3.0", Minimum accepted score is 80%</p>	<p>Recommended that the Assessor is certified for the In – Store Demonstrator "Assessor (VET and Skills)", mapped to the Qualification Pack: "MEP/Q2701, V2.0", with minimum score of 80%</p>

Assessment Strategy

1. Assessment System Overview:

- Batches assigned to the assessment agencies for conducting the assessment on SDMS/SIP or email
- Assessment agencies send the assessment confirmation to VTP/TC looping SSC
- The assessment agency deploys the ToA certified Assessor for executing the assessment
- SSC monitors the assessment process & records

2. Testing Environment

To ensure a conducive environment for conducting a test, the trainer will:

- Confirm that the centre is available at the same address as mentioned on SDMS or SIP
- Check the duration of the training.
- Check the Assessment Start and End time to be 10 a.m. and 5 p.m. respectively
- Ensure there are 2 Assessors if the batch size is more than 30.
- Check that the allotted time to the candidates to complete Theory & Practical Assessment is correct.
- Check the mode of assessment—Online (TAB/Computer) or Offline (OMR/PP).
- Confirm the number of TABs on the ground are correct to execute the Assessment smoothly.
- Check the availability of the Lab Equipment for the particular Job Role.

3. Assessment Quality Assurance levels / Framework:

- Question papers created by the Subject Matter Experts (SME)
- Question papers created by the SME verified by the other subject Matter Experts
- Questions are mapped with NOS and PC
- Question papers are prepared considering that level 1 to 3 are for the unskilled & semi-skilled individuals, and level 4 and above are for the skilled, supervisor & higher management
- The assessor must be ToA certified and the trainer must be ToT Certified
- The assessment agency must follow the assessment guidelines to conduct the assessment

4. Types of evidence or evidence-gathering protocol:

- Time-stamped & geotagged reporting of the assessor from assessment location
- Centre photographs with signboards and scheme-specific branding
- Biometric or manual attendance sheet (stamped by TP) of the trainees during the training period
- Time-stamped & geotagged assessment (Theory + Viva + Practical) photographs & videos

5. Method of verification or validation:

To verify the details submitted by the training centre, the assessor will undertake:

- A surprise visit to the assessment location
- A random audit of the batch
- A random audit of any candidate

6. Method for assessment documentation, archiving, and access

To protect the assessment papers and information, the assessor will ensure:

- Hard copies of the documents are stored

- Soft copies of the documents & photographs of the assessment are uploaded / accessed from Cloud Storage
- Soft copies of the documents & photographs of the assessment are stored on the Hard drive

References

Glossary

Term	Description
Declarative knowledge	Declarative knowledge refers to facts, concepts and principles that need to be known and/or understood in order to accomplish a task or to solve a problem.
Key Learning	Key learning outcome is the statement of what a learner needs to know, understand and be able to do in order to achieve the terminal outcomes. A set of key learning outcomes will make up the training outcomes. Training outcome is specified in terms of knowledge, understanding (theory) and skills (practical application).
OJT (M)	On-the-job training (Mandatory); trainees are mandated to complete specified hours of training on site
OJT (R)	On-the-job training (Recommended); trainees are recommended the specified hours of training on site
Procedural Knowledge	Procedural knowledge addresses how to do something, or how to perform a
Training Outcome	Training outcome is a statement of what a learner will know, understand and be able to do upon the completion of the training.
Terminal Outcome	Terminal outcome is a statement of what a learner will know, understand and be able to do upon the completion of a module. A set of terminal outcomes help to achieve the training outcome.

Acronyms and Abbreviations

Term	Description
ISO	International Organization for Standardization
NCO	National Occupational Standards
NOS	National Skills Qualification Committee
NSQF	National Skills Qualification Framework
OJT	On-the-Job Training
OMR	Optical Mark Recognition
PC	Performance Criteria
PwD	Persons with Disabilities
QP	Qualification Pack
SDMS	Skill Development & Management System
SIP	Skill India Portal
SME	Small and Medium Enterprises
SOP	Standard Operating Procedure
SSC	Sector Skill Council
TC	Trainer Certificate
ToA	Training of Assessors
ToT	Training of Trainers
TP	Training Provider