



Model Curriculum

QP Name: Sales Associate- Food Industry

QP Code: FIC/Q9704

QP Version: 1.0

NSQF Level: 4

Model Curriculum Version: 1.0

Food Industry Capacity and Skill Initiative (FICSI)
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Training Parameters

Sector	Food Processing
Sub-Sector	Multi-Sectoral
Occupation	Food Sales and Retail Operations
Country	India
NSQF Level	4.0
Aligned to NCO/ISCO/ISIC Code	NCO-2015/5249.0200
Minimum Educational Qualification and Experience	1. 12th Grade Pass or Equivalent OR 2. 10th pass with 3 years of experience in the relevant field OR 3. Previous relevant Qualification of NSQF Level 3 with 3 years of experience in the food Industry OR 4. Previous relevant qualification of NSQF Level 3.5 with 1.5 years of experience in food processing
Pre-Requisite License or Training	NA
Minimum Job Entry Age	18 years
Last Reviewed On	08/05/2025
Next Review Date	07/05/2028
NSQC Approval Date	08/05/2025
QP Version	1.0
Model Curriculum Creation Date	15/03/2025
Model Curriculum Valid Up to Date	07/05/2028
Model Curriculum Version	1.0
Minimum Duration of the Course	450 Hours
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 participants will be able to:

- Analyse the food industry landscape, including consumer preferences, competitor strategies, and regulatory requirements.
- Implement sales strategies and plans that align with market trends, target audiences, and company objectives.
- Plan and implement marketing campaigns (including promotions, sampling, and merchandising) across various channels to enhance brand awareness and drive sales.
- Promote products responsibly, prioritise customer needs, and avoid misleading sales tactics.
- Develop and manage distribution channels for sales of product.
- Build customer rapport, identify their needs, and provide persuasive product recommendations to facilitate sales.
- Possess a comprehensive understanding of food categories, ingredients, nutritional information, and safe handling practices.
- Deliver sales pitch for the sale of product.
- Carry out various tasks related to sale of products.
- Adhere to food safety laws, labelling regulations, and industry-specific quality standards.
- Efficiently process orders, maintain inventory levels, and optimise product availability.
- Leverage sales and marketing software, analyse data to inform decision-making and track performance metrics.
- Maintain a professional demeanour, uphold ethical standards, and embrace continuous learning.

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 (Mandatory)	On-the-Job Training Duration (Recommended)	Total Duration
FIC/N9708: Plan and Prepare for Sales of Food Product NOS Version No.: 1.0 NSQF Level: 4.0	20:00 Hours	40:00 Hours	00:00 Hours	00:00 Hours	60:00 Hours
Module 1: Introduction to food sector and the job of 'Food Sales Executive'	04:00 Hours	00:00 Hours	00:00 Hours	00:00 Hours	04:00 Hours

Module 2: Plan and Prepare for Sales of Food Product	16:00 Hours	40:00 Hours	00:00 Hours	00:00 Hours	56:00 Hours
FIC/N9709: Implement Sales Strategies NOS Version No.: 1.0 NSQF Level: 4.0	45:00 Hours	75:00 Hours	00:00 Hours	00:00 Hours	120:00 Hours
Module 3: Implement Sales Strategies	20:00 Hours	35:00 Hours	00:00 Hours	00:00 Hours	55:00 Hours
Module 4: Develop and Manage Sales Channels	25:00 Hours	40:00 Hours	00:00 Hours	00:00 Hours	65:00 Hours
FIC/N9710: Carry out Product Sales and Customer Management NOS Version No.: 1.0 NSQF Level: 4.0	45:00 Hours	75:00 Hours	00:00 Hours	00:00 Hours	120:00 Hours
Module 5: Carry out Product Sales and Customer Management	45:00 Hours	75:00 Hours	00:00 Hours	00:00 Hours	120:00 Hours
FIC/N9711: Follow Basic Safety and Work Management Practices NOS Version No.: 1.0 NSQF Level: 3	10:00 Hours	20:00 Hours	00:00 Hours	00:00 Hours	30:00 Hours
Module 6: Follow Basic Safety and Work Management Practices	10:00 Hours	20:00 Hours	00:00 Hours	00:00 Hours	30:00 Hours
DGT/VSQ/N0102 Employability Skills NOS Version No.: 1.0 NSQF Level: 4	24:00 Hours	36:00 Hours	00:00 Hours	00:00 Hours	60:00 Hours
Module 7: Employability Skills (60 Hours)	24:00 Hours	36:00 Hours	00:00 Hours	00:00 Hours	60:00 Hours
OJT			60:00 Hours		60:00 Hours
Total Duration	144:00 Hours	246:00 Hours	60:00 Hours	00:00 Hours	450:00 Hours

Module Details

Module 1: Introduction to food sector and the job of 'Food Sales Executive'

Mapped to FIC/N, v 1.0

Terminal Outcomes:

- Describe the food retail industry in brief.
- Discuss the career opportunities available within the food sales.

Duration: 04:00	Duration: 00:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Discuss the structure and size of the Indian food market using relevant data and statistics. • List key subsectors of the Indian food market • Discuss the future trends and career growth opportunities available in food sales. • Summarise the key roles and responsibilities of 'Food Sales Executive'. • List the various terminologies used in food sales. • Discuss the various organisational procedures and processes for selling food products. • Discuss the organisational policies on delivery standards, health, safety and hazard handling procedures, integrity, dress code, etc. • Discuss need of automation and Industry 4.0 in food sales. 	
Classroom Aids:	
Computer, Projection Equipment, PowerPoint Presentation and software, Facilitator's Guide, Participant's Handbook.	
Tools, Equipment and Other Requirements	
Nil	

Module 2: Plan and Prepare for Sales of Food Product

Mapped to FIC/N, v 1.0

Terminal Outcomes:

- Perform activities for preparing and planning for product sale.
- Perform market research and analysis for planning of sales and marketing strategies.

Duration: 16:00	Duration: 40:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Discuss the standards and procedures followed in the organisation. • Discuss the information derived from the sales target and instructions received from supervisor related to sale of product. • Discuss the information derived from the product information and specifications related to information/data on buying trends of potential customers. • Discuss future demand trends for different categories of foods. • Recall Food Safety and Standards Act (FSSAI) and its regulations relevant to processed food products. • Describe regulatory framework for processed food products. • Discuss importance of Halal and ISO certifications for food products. • Discuss importance of BIS standards for processed food products. • List sustainable practices in the processed food industry. • Describe different types of customers. • Describe sales policies of the management. • Discuss importance of production targets and schedule. • Discuss quality standards of the marketed product. • Describe policies, standards and procedures to conduct lead generation activities. • Describe significance of daily briefs and sales targets. • Discuss importance of coordinating with other departments for maximizing sales of the product. • Elaborate ways to gather and analyse market data to identify market trends and opportunities • Discuss importance of competitor analysis 	<ul style="list-style-type: none"> • Apply appropriate ways to update oneself regarding the overall process of product sales, target achievements, new schemes, new launches etc. • Employ appropriate practices to collect and record data from all reliable sources for identifying new customers. • Show how to categorize customers who showed interest in buying the product for follow-up. • Apply appropriate ways to identify latest sales strategies in the market and keep yourself up-to-date with trends, schemes, offers from the manufacturers. • Show how to plan an effective strategy to follow up leads/generate sales lead on a daily basis. • Show how to maintain personal grooming and hygiene at sales floor. • Apply appropriate ways to conduct market research to gather and analyse data on market trends, competitor activity, and customer preferences for food products. • Show how to identify and analyse changing consumer preferences and demand patterns in the Indian processed food market. • Apply appropriate ways to analyse competitors to identify market gaps, pricing strategies, and product positioning. • Apply appropriate ways to identify gaps in the market and opportunities for introducing new processed food products on the basis of market research and analysis. • Demonstrate ways to identify the specific market segments you aim to serve. • Apply appropriate ways to estimate future demand based on historical data, seasonal factors, and market trends.

<ul style="list-style-type: none"> • Elaborate ways for competitive analysis and identify gaps in the market • Describe various techniques for sales forecasting • Discuss need of sales forecasting to set sales targets • Discuss importance of effective communication. • Discuss importance of maintaining personal grooming and hygiene to ensure adherence to company standards. 	<ul style="list-style-type: none"> • Apply appropriate ways to analyse sales data to identify trends, patterns, and potential issues. • Show how to prepare a sales forecast or report on the food product based on the market research and analysis. • Apply appropriate ways to design a plan to achieve sales targets for a new processed food product, considering factors such as target market, marketing strategies, and distribution channels.
Classroom Aids:	
Computer, Projection Equipment, PowerPoint Presentation and software, Facilitator's Guide, Participant's Handbook	
Tools, Equipment and Other Requirements	
Visual Aids, Charts/Graphs, Infographics, Maps, Digital Resources, Websites, Videos	

Module 3: Implement Sales Strategies

Mapped to FIC/N, v 1.0

Terminal Outcomes:

- Demonstrate the standard practices to implement sales strategies.
- Demonstrate how to plan and conduct customer contact campaigns and promotional events.

Duration: 20:00	Duration: 35:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Describe different stages of the sales process (prospecting, qualifying, presenting, handling objections, closing the sale, follow-up) and the key elements of each stage. • Describe various marketing strategies, such as digital advertising, celebrity endorsements, and product sampling. • Describe omnichannel marketing for food sales & marketing executives. • List benefits of food processing, considering factors like cost reduction, labour efficiency, and market expansion. • Discuss role of packaging and labelling in influencing consumer choice. • Recall FSSAI labelling regulations. • Describe sales and marketing strategies tailored to specific General Trade segments (e.g., small retailers, supermarkets). • Elaborate ways of marketing and promotion of a product. • List activities for planning and launching a new product. 	<ul style="list-style-type: none"> • Show how to identify Unique Selling Points (USPs) of the product tailored to potential customer needs/requirements. • Apply appropriate ways to evaluate the impact of e-commerce and online grocery shopping on the distribution and marketing of processed food products. • Apply appropriate ways to develop marketing and sales strategies that cater to the growing health and wellness consciousness among consumers. • Role play a scenario to decide whether to sell through retail (supermarkets, grocery stores), direct-to-consumer (online), or a combination of both. • Apply appropriate ways to implement discounts, bundles, or loyalty programs to boost sales. • Apply appropriate ways to train sales teams on product knowledge, customer engagement techniques, and effective selling strategies. • Show how to plan for conducting or participating in promotional events for the sales of product. • Apply appropriate ways to support team in designing of promotional materials. • Show how to plan and organize tasting events or sampling programs in stores, food fairs, or local markets.

	<ul style="list-style-type: none"> • Show how to plan a strategic product launch with promotions, special offers, or collaborations to build excitement. • Apply appropriate ways to provide product samples for attendees to try during the event. • Apply appropriate ways to offer exclusive discounts or giveaways to create excitement and encourage immediate purchases. • Apply appropriate ways to collect customer information and use this data to follow up with promotional offers or additional product information. • Apply appropriate ways to gather feedback through surveys or social media to evaluate the event's success and identify areas for improvement. • Apply appropriate ways to analyze the effectiveness of the event and how it impacted brand awareness and customer loyalty.
Classroom Aids:	
Computer, Projection Equipment, PowerPoint Presentation and software, Facilitator's Guide, Participant's Handbook	
Tools, Equipment and Other Requirements	
Visual Aids, Charts/Graphs, Promotional Materials, Food Samples, Infographics, Digital Resources, Websites, Videos	

Module 4: Develop and Manage Sales Channels

Mapped to FIC/N, v1.0

Terminal Outcomes:

- Discuss the methods used to develop sales channels.
- Demonstrate ways to Develop and manage sales channels.

Duration: 25:00	Duration: 40:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Discuss effectiveness of relationships with wholesalers, distributors, and retailers and suggest strategies for improvement • Discuss importance and use of food sales channels • Describe E-commerce food sales process • Describe process of returns and refunds in E-commerce food sales • Elaborate promotional strategies for food products in a dynamic e-commerce environment • Describe strategies for achieving sales targets and expanding distribution networks • Discuss importance of making recommendations for improving channel performance • List transportation modes in food product distribution and their selection • Describe ways for warehousing & safe handling for food • List cold storage best practices for processed food manufacturers and producers • Describe modern trade vs. general trade • Discuss strategic business planning in modern trade • Describe price sensitivity and value perception in modern trade • List methods for calculating and analysing operating margins • Describe factors that contribute to 	<ul style="list-style-type: none"> • Apply appropriate ways to develop a strategy to achieve sales targets and expand distribution networks. • Apply appropriate ways to identify the most effective sales channels (e.g., e-commerce, traditional retail, wholesalers, food service, or direct-to-consumer) based on consumer demographics, purchasing behavior, and product type. • Apply appropriate ways to establish relationships with grocery stores, supermarkets, or specialty food stores to carry your product • Demonstrate use of e-commerce platforms like Amazon, your own website, or third-party websites to sell directly to consumers • identify, evaluate, and negotiate with potential distribution partners to expand the reach of food product • Apply appropriate ways to provide training to the distributors related to the organisation and sales and features of product • Apply appropriate ways to establish strong relationships with channel partners like wholesalers, retailers, and e-commerce platforms to ensure smooth operations and long-term partnerships. • Apply appropriate ways to monitor and assess the performance of each channel and provide support to partners/distributors as needed, such as ensuring adequate product

<p>operating margin growth or decline</p> <ul style="list-style-type: none"> List benefits and challenges of utilizing different modern trade formats for processed food sales List role and capabilities of ERP systems in optimising order management Describe importance of sales tracking and reporting List tools and techniques for sales tracking and reporting Describe HORECA and its buying process List tools and techniques to monitor progress towards sales targets and identify areas for improvement Discuss importance of building customer and supplier relationships and strategies for maintaining them 	<p>availability or marketing assistance</p> <ul style="list-style-type: none"> Demonstrate use of ERP or inventory management system for tracking stock levels, managing orders, and timely deliveries
Classroom Aids:	
<p>Computer, Projection Equipment, PowerPoint Presentation and software, Facilitator's Guide, Participant's Handbook</p>	
Tools, Equipment and Other Requirements	
<p>Visual Aids, Charts/Graphs, Promotional Materials, ERP system, E-Commerce platforms, Food Samples, Infographics, Digital Resources, Websites, Videos</p>	

Module 5: Carry out Product Sales and Customer Management

Mapped to FIC/N, v 1.0

Terminal Outcomes:

- Demonstrate how to handle sales leads and deliver a sales pitch.
- Perform steps for sales closure of all leads and after sales activities.

Duration: 25:00	Duration: 45:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • List various products and their features manufactured by organisation • List salient features of the all products • List National/International specifications for the product • Elaborate ways to compare how the product is better as compared to similar products in the market • Describe sales procedures and methods • List business skills and computer skills required • List USPs & strengths of products and services • Describe feature advantage benefits (FAB) approach to highlight product/service • Describe modes of transportation and related costs for delivery of material • Discuss implications and impact of changes in tax rates, duties, etc. • Elaborate ways to reach the new clients • Discuss importance of achieving sales targets • Elaborate ways to execute market development and promotional strategies • Describe upselling and add-on sales techniques • Describe integrating online and offline strategies • Elaborate ways to negotiate effectively with clients • Describe different types of open ended and close ended questions • List benefits of using WMS for Indian food businesses 	<ul style="list-style-type: none"> • Apply appropriate ways to implement the plan/strategy based on time, targets (daily, weekly and monthly) and prospective customers/distributors • Apply appropriate ways to ensure availability of stock and merchandise for sales of the product • Show how to visit the potential customers/distributors to market/sell the product • Apply appropriate ways to initiate calls, emails, or meetings with potential buyers or distributors to pitch products • Demonstrate how to greet customers properly and build rapport with the customer by taking them through the organisational buying process supported by established selling steps, selling policies and procedures • Demonstrate how to deliver a sales pitch highlighting Unique Selling Points (USPs) and features of the product and present a comparison with the similar products available in the market to the customers/distributors • Apply appropriate ways to identify the customer needs and provide/suggest the appropriate solution or service meeting the customer requirements • Apply appropriate ways to respond to all customer queries related to sales, price and promotional schemes (exchange, VAS, discounts etc.) • Show how to note down or enter the customer order with complete details in

<ul style="list-style-type: none"> • Describe process of RFQ receipt and quotation submission • Elaborate ways to handle customer objections • Describe process of closing sale • Discuss importance of timely shipment and delivery of product • Discuss importance of customer satisfaction and service excellence • Discuss importance of customer referrals • Describe documentation process and sales review along with TAT • Elaborate ways to reconcile sales accounts to ensure accuracy and financial health • Elaborate ways to identifying and resolving sales discrepancies 	<p>order management system by following organisational procedures</p> <ul style="list-style-type: none"> • Show how to collect payment and provide payment receipt to the customer by following organisational procedures • Apply appropriate ways to support the accounts team in processing customer payment and preparing accurate invoice • Apply appropriate ways to coordinate with marketing, production, and logistics teams to streamline operations and meet customer demand • Show how to process and deliver customer orders in a timely manner by following organisational processes • Apply appropriate ways to ensure smooth order intake, tracking, and fulfilment • Apply appropriate ways to keep track of stock levels, reorder products on time, and ensure product availability • Apply appropriate ways to coordinate with distribution partners for timely delivery of products to customers • Apply appropriate ways to report to the concerned person if packaging or product seems defective/damaged • Apply appropriate ways to compile and maintain daily order book and reports to be validated by Sales Manager • Show how to prepare report of the sales volume/target achieved and use it to measure progress and identify areas for improvement • Apply appropriate ways to make necessary adjustments in strategy based on performance data • Apply appropriate ways to maintain regular contact with customers/distributors through oral/written communication/video conferencing to market/sell the product • Apply appropriate ways to provide post-purchase follow-up to ensure customers are satisfied and encourage repeat business
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	<ul style="list-style-type: none"> • Show how to offer prompt and efficient support for inquiries, complaints, or returns • Apply appropriate ways to handle and resolve issues such as product defects or shipping problems to maintain customer satisfaction • Apply appropriate ways to arrange for replacement of product/monetary settlement in case of any defect or quality issue as per the instructions received from the manager • Apply appropriate ways to escalate potential/existing customers feedback, unresolved concerns/issues to the concerned person/department • Demonstrate use of CRM system to track customer interactions, preferences, and purchase history • Apply appropriate ways to send targeted offers and updates based on customer profiles and buying patterns • Apply appropriate ways to regularly seek customer feedback to improve products and services • Apply appropriate ways to develop customer retention strategies like loyalty programs or rewards for repeat business
Classroom Aids:	
Computer, Projection Equipment, PowerPoint Presentation and software, Facilitator's Guide, Participant's Handbook	
Tools, Equipment and Other Requirements	
Visual Aids, Charts/Graphs, Promotional Materials, ERP system, CRM system, Food Samples, Infographics, Digital Resources, Websites, Videos	

Module 6: Follow Basics Safety and Work Management Practices

Mapped to FIC/N, v 1.0

Terminal Outcomes:

- Demonstrate ways to ensure food safety and personal hygiene at the workplace
- Demonstrate ways to manage work and resources at workplace

Duration: 10:00	Duration: 20:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • List organisation procedures for health, safety and security, individual role and responsibilities in this context • Describe importance of personal hygiene, GMP, visitors & contractor's rules • Recall FSSAI standards for retail stores, promotional events, warehouses etc. • Recall FSSAI regulations for advertising food product and food labelling claims • Describe types of food labeling claims such as Health claims, Nutrient content claims, Structure/function claims, Nutrient function claims, Reduction of disease risk claims etc. • List storage conditions of food product • Describe the organisation's emergency procedures for different emergency situations and the importance of following the same • Describe evacuation procedures for workers and visitors • Describe potential hazards, risks and threats based on the nature of work • List various types of fire extinguisher • Describe techniques of using different fire extinguishers • Describe rescue techniques applied during a fire hazard • List various types of safety signs and their meaning • List the various materials used and their storage norms • Discuss need of efficient utilisation of material and water • Describe basics of electricity and prevalent 	<ul style="list-style-type: none"> • Demonstrate regular cleaning and disinfection practices at work place using appropriate techniques and materials • Demonstrate hand hygiene practices at work place using appropriate techniques and materials • Apply appropriate ways to ensure workstation and equipment are regularly clean and sanitized • Apply appropriate ways to report regarding the contagious illness of self or people in close contact • Demonstrate use of appropriate protective clothing/ equipment for specific tasks • Apply appropriate ways to identify hazardous activities and the possible causes of risks or accidents in the workplace • Demonstrate safe working practices while dealing with hazards to ensure safety of self and others • Apply appropriate ways to maintain appropriate working postures to minimize occupational health related issues • Apply appropriate ways to participate in relevant training and awareness sessions on personal hygiene, GMP, and related topics • Apply appropriate ways to ensure that FSSAI standards related to Pest Control, Cleaning, and Sanitation, Utilities, Waste Disposal, Prevention of Cross-Contamination, corrective action, preventive actions etc. at are followed at retail stores, promotional events, warehouses etc. • Demonstrate first aid procedure to victims

<p>energy efficient devices</p> <ul style="list-style-type: none"> • List common practices of conserving electricity • List common sources and ways to minimize pollution • Describe waste into dry, wet, recyclable, non-recyclable and items of single-use plastics • Discuss usage of different colors of dustbins • List waste management techniques • Describe significance of greening 	<p>wherever required eg.in case of bleeding, burns, choking, electric shock etc.</p> <ul style="list-style-type: none"> • Show how to respond promptly and appropriately to an accident or medical emergency • Show how to participate in emergency procedures such as raising alarm, safe evacuation etc. • Apply appropriate ways to segregate waste into different categories • Apply appropriate ways to identify recyclable, non-recyclable and hazardous waste • Show how to dispose non-recyclable, recyclable and reusable waste appropriately at identified location • Apply appropriate ways to identify ways to optimize usage of material including water in various tasks/activities/processes. • Apply appropriate ways to identify ways to optimize usage of electricity/energy in various tasks/ activities/processes. • Apply appropriate ways to ensure electrical equipment and appliances are properly connected and turned off when not in use.
Classroom Aids:	
<p>Computer, Projection Equipment, PowerPoint Presentation and software, Facilitator's Guide, Participant's Handbook</p>	
Tools, Equipment and Other Requirements	
<p>Gloves, hair net, shoe cover, soap dispenser, hand sanitizer, ear plugs, masks, aprons/lab coats eye protection, hard hats, gloves, rubber boots, etc.</p>	

Module 7: Employability Skills

Mapped to DGT/VSQ/N0102, v 1.0

Terminal Outcomes:

- Describe the traits of individual at workplace
- Demonstrate apply employability and entrepreneurship skills at workplace

Duration: 24:00	Duration: 36:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Discuss the importance of Employability Skills in meeting the job requirements. • Explain constitutional values, civic rights, duties, citizenship, responsibility towards society etc. that are required to be followed to become a responsible citizen. • Discuss 21st century skills. • Display positive attitude, self - motivation, problem solving, time management skills and continuous learning mindset in different situations. • Discuss the significance of reporting sexual harassment issues in time • Discuss the significance of using financial products and services safely and securely. • Explain the significance of approaching the concerned authorities in time for any exploitation as per legal rights and laws • Explain the importance of managing expenses, income, and savings. • Discuss the significance of using internet for browsing, accessing social media platforms, safely and securely • Discuss the need for identifying opportunities for potential business, sources for arranging money and potential legal and financial challenges • Differentiate between types of customers • Explain the significance of identifying customer needs and addressing them 	<ul style="list-style-type: none"> • Show how to practice different environmentally sustainable practices • Use appropriate basic English sentences/phrases while speaking • Demonstrate how to communicate in a well - mannered way with others • Demonstrate working with others in a team • Show how to conduct oneself appropriately with all genders and PwD • Show how to operate digital devices and use the associated applications and features, safely and securely • Create a biodata • Use various sources to search and apply for jobs

- Discuss the significance of maintaining hygiene and dressing appropriately
- Discuss the significance of dressing up neatly and maintaining hygiene for an interview
- Discuss how to search and register for apprenticeship opportunities

Classroom Aids:

Computer, Projection Equipment, PowerPoint Presentation and software, Facilitator's Guide, Participant's Handbook

Tools, Equipment and Other Requirements

Computer/laptop.

Module 8: On-the-Job Training

Mapped to QP Food Sales Executive

Mandatory Duration:	Recommended Duration: 60:00
Module Name: On-the-Job Training Location: On Site	
<ul style="list-style-type: none"> Analyse the food industry landscape, including consumer preferences, competitor strategies, and regulatory requirements. Implement sales strategies and plans that align with market trends, target audiences, and company objectives. Plan and implement marketing campaigns (including promotions, sampling, and merchandising) across various channels to enhance brand awareness and drive sales. Promote products responsibly, prioritise customer needs, and avoid misleading sales tactics. Develop and manage distribution channels for sales of product. Build customer rapport, identify their needs, and provide persuasive product recommendations to facilitate sales. Possess a comprehensive understanding of food categories, ingredients, nutritional information, and safe handling practices. Deliver sales pitch for the sale of product. Carry out various tasks related to sale of products. Adhere to food safety laws, labelling regulations, and industry-specific quality standards. Efficiently process orders, maintain inventory levels, and optimise product availability. Leverage sales and marketing software, analyse data to inform decision-making and track performance metrics. Maintain a professional demeanour, uphold ethical standards, and embrace continuous learning. 	

Annexure

Trainer Requirements

Trainer Prerequisites						
Minimum Educational Qualification <Select the minimum educational requirements, such as 12 th Pass, Graduate or NSQF certified.>	Specialization <Specify the areas of specialization that are desirable.>	Relevant Industry Experience		Training Experience		Remarks
		Years	Specialization	Years	Specialization	
B.Sc or graduate/B.Tech/B.E	Food technology or food engineering	3	Sales and Marketing	1	Sales and Marketing	
M.Sc/M.Tech/ME	Food technology or food engineering	2	Sales and Marketing	1	Sales and Marketing	

Trainer Certification	
Domain Certification	Platform Certification
Certified for Job Role: “Sales Associate- Food Industry” mapped to QP: “FIC/Q, v1.0”. Minimum accepted score is 80%.	Recommended that the Trainer is certified for the Job Role: “Trainer” (VET & SKILLS), mapped to the Qualification Pack: “MEP/Q2601”, V.2. Minimum accepted SCORE IS 80 % as per SSC guidelines.

Assessor Requirements

Assessor Prerequisites						
Minimum Educational Qualification <Select the minimum educational requirements, such as 12 th Pass, Graduate or NSQF certified.>	Specialization <Specify the areas of specialization that are desirable.>	Relevant Industry Experience		Training/Assessment Experience		Remarks
		Years	Specialization	Years	Specialization	
M.Sc/M.Tech/ME	Food technology or food engineering	2	Sales and Marketing	1	Sales and Marketing	
B.Sc or graduate/B.Tech/BE	Food technology/ Home Science	3	Sales and Marketing	2	Sales and Marketing	

Assessor Certification	
Domain Certification	Platform Certification
Certified for Job Role: “Sales Associate- Food Industry” mapped to QP: “FIC/Q, v1.0”. Minimum accepted score is 80%.	Recommended that the Assessor is certified for the Job Role: “Assessor” (VET & SKILLS), mapped to the Qualification Pack: “MEP/Q2701”, V-2. Minimum accepted SCORE IS 80 % as per SSC guidelines.

Assessment Strategy

This section includes the processes involved in identifying, gathering, and interpreting information to evaluate the learner on the required competencies of the program.

Assessment will be based on the concept of Independent Assessors empanelled with Assessment Agencies, identified, selected, trained, and certified on Assessment techniques. These assessors would be aligned to assess as per the laid-down criteria.

Assessment Agency would conduct assessment only at the training centres of Training Partner or designated testing centers authorized by FICSI.

Ideally, the assessment will be a continuous process comprising three distinct steps:

A. Mid-term assessment

B. Term / Final Assessment

Each National Occupational Standard (NOS) in the respective QPs will be assigned weightage. Therein, each Performance Criteria in the NOS will be assigned marks for theory and/or practical based on relative importance and criticality of function.

This will facilitate the preparation of question banks/paper sets for each of the QPs. Each of these papers sets / question banks so created by the Assessment Agency will be validated by the industry subject matter experts through FICSI, especially about the practical test and the defined tolerances, finish, accuracy, etc.

The following tools are proposed to be used for the final assessment:

i. Written Test: This will comprise of (i) True / False Statements (ii) Multiple Choice Questions (iii) Matching Type Questions. An online system for this will be preferred.

ii. Practical Test: This will comprise a test job to be prepared as per the project briefing, following appropriate working steps, using necessary tools, equipment, and instruments. Through observation, it will be possible to ascertain the candidate's aptitude, attention to detail, quality consciousness, etc. The end product will be measured against the pre-decided MCQ filled by the Assessor to gauge the level of their skill achievements.

iii. Structured Interview: This tool will be used to assess the conceptual understanding and the behavioural aspects as regards the job role and the specific task at hand.

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 Outcome	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 task. It is the ability to work, or produce a tangible work output by applying cognitive, affective or psychomotor skills.
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
QP	Qualification Pack
NSQF	National Skills Qualification Framework
NSQC	National Skills Qualification Committee
NOS	National Occupational Standards
FIFO	First In First Out
FEFO	First Expire First Out
GMP	Good Manufacturing Practices
GHP	Good Hygiene Practices
CPR	Cardiopulmonary Resuscitation