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INTRODUCTION

Merchandising is the practice and process of displaying and selling products to customers. Whether digital or in-store, retailers use merchandising to influence customer intent and reach their sales goals.

Establishing the right merchandising strategy can depend on a variety of factors, such as sector, product qualities, available space, and whether the retailer is displaying in a physical or digital store. Additionally, there are various schools of thought on which types of merchandising are most effective in particular industries and departments.

In industry the role of merchandiser is vital they can work as product merchandiser, apparel merchandiser, visual merchandiser, retail merchandiser, digital merchandiser depending on the role assigned by industry.

To become more beneficial merchandiser must be vigilant and smart accordingly and for the purpose they need to work on the first impression, manipulating lights to highlight the product, knowing merchandising metrics and being responsive etc.

Keeping in view of the above the competency based National Vocational Qualifications have been developed by NAVTTC to train the unskilled human resource on the technical and entrepreneurial skills to be employed / self-employed and inevitably set sustainable impact on their lives by increase in their livelihood income.

Training Course is based on competency standards which are defined by the industry and the traditional role of a trainer changes and shifts towards the facilitation of training. A trainer encourages and assists trainees to learn for themselves. Trainees are likely to work in groups (pairs) and all doing something different. Some are doing practical tasks in the workshop, some writing, some not even in the classroom or workshop but in another part of the building using specialist equipment, working on computers doing research on the Internet or the library. As trainees learn at different pace they might well be at different stages in their learning, thus learning must be



tailored to suit individual needs. The following facilitation methods (teaching strategies) are generally employer.

PURPOSE OF THE QUALIFICATION

The competency based NVQ has been developed to train the unskilled men and women of Pakistan on the technical and entrepreneurial skills to be employed / self-employed and inevitably set sustainable impact on their lives by increase in their livelihood income generation.

The purpose of these qualifications is to set professional standards for Textile Merchandiser, who will serve as key elements enhancing quality of Pakistan's Fashion and Textile industry. The specific objectives of developing these qualifications are as under:

- Improve the professional competence of Textile & Apparel Merchandising industry
- Capacitate the local community and trainers in modern CBT training, methodologies and processes as envisaged under NVQF
- Provide flexible pathways and progressions in the mining sector.
- Enable the trainees to perform their duties in efficient manner
- Establish a standardized and sustainable system of training in Textile Merchandising industry

DATE OF VALIDATION

This national vocational qualification (NVQ) has been validated by the Qualifications Development Committee (QDC) in 06th to 10th December, 2021 and will remain in currency until January 2023/2024.

*Shall be reviewed after 3 years



CODE OF QUALIFICATION

Qualification Title	Code
National Vocational Certificate Level 2, in (Textile and Apparel Merchandising) "Trainee Merchandiser"	0414TAM05

ENTRY REQUIREMENTS

- For National Vocational Certificate Level-2 in Textile & Apparel Merchandising, the entry requirement is Middle.



QUALIFICATIONS DEVELOPMENT COMMITTEE

The following members participated in the qualification development of these qualifications:

Sr. No.	Name	Designation	Organization
1.	Mr. Sikandar Masood	CO-Coordinator	NAVTTTC, Islamabad
2.	Ms. Mehwish Aisha	DACUM Facilitator	CBT Expert/Certified Assessor
3.	Engr. Aroobah Saeed Rana	Assistant Manager	PVTC Head Office
4.	Ms. Ammara Maqbool	Principal	GTTC Kahota TEVTA Punjab
5.	Ms. Hurmat Zahra	Communication & Coordinator Manager	STEP Institute of Art, Design & Management
6.	Ms. Anum Ejaz	Textile Designer Assessor	Resham Ghar/British Council
7.	Mr. Azam Kashmiri	Brand Development Director	Global Solutions & Advisory
8.	Ms. Rabia Sadaf	G.M Internal Trade Wing	Humble Textile
9.	Ms. Faisal Manzoor	Manager Operations	Cross Weave
10.	Ms. Saima Asghar	Designer/Freelance Consultant	CBT Expert/Certified Assessor
11.	Ms. Bushra Asghar	Master Trainer and Assessor (CBT)/Senior Instructor	TEVTA Punjab



QUALIFICATIONS REVIEW AND VALIDATION COMMITTEE

The following members participated in the qualification development of these qualifications:

Sr. No.	Name	Designation	Organization
1.	Mr. Shahzad Ahmad	Director	VT, NAVTTTC HQ, Islamabad
2.	Ms. Mehwish Aisha	DACUM Facilitator	CBT Expert/Certified Assessor
3.	Engr. Aroobah Saeed Rana	Assistant Manager	PVTC Head Office
4.	Ms. Rabia Sadaf	G.M Internal Trade Wing	Humble Textile
5.	Ms. Saima Asghar	Designer/Freelance Consultant	CBT Expert/Certified Assessor
6.	Ms. Anum Ejaz	Textile Designer /Assessor	Resham Ghar/British Council
7.	Mr. Azam Kashmiri	Brand Development Director	Global Solutions & Advisory
8.	Ms. Bushra Asghar	Master Trainer and Assessor (CBT)/Senior Instructor	TEVTA Punjab
9.	Ms. Samreen Yaqoob	Senior Fashion & Textile Designer	Sefam private limited (kayseria)
10.	Ms. Sabeen Shamim	Instructor	GPI(W), Latifabad, Hyderabad
11.	Ms. Warda Afzal	Instructor	GCT(W), Lytton Road, Lahore
12.	Ms. Salma Khan	Instructor	GSDC, Balakot, KPK
13.	Ms. Abida Parveen	Quality Checker,	Kalash Industry, Faisalabad
14.	Mr. Wahid Mustafa	Marketing Merchandiser	Kohinoor Mill Rawalpindi
15.	Mr. Syed Mansoor Ahmed	NVQF Registry Incharge,	SBTE Karachi, Sindh
16.	Mr. Naazir Khan Niazi	Chairman	PBTE Lahore
17.	Ms. Sana Guldad	Instructor	KPK TEVTA, Balakot
18.	Ms. Sadiq Orakzai	Director Academics	KPK TEVTA
19.	Engr. Liaqat Ali Jamroo	Director	STEVTA Karachi



SUMMARY OF COMPETENCY STANDARDS

“Trainee Merchandiser” (6 Months)								
Code	Competency Standards	Level	Theory		Practical		Total	
			C	Hr.	C	Hr.	C	Hr.
1.	A-Maintain Personal Health, hygiene and safety	2	2	20	1	10	3	30
2.	B-Perform basic communication skills	2	2	20	1	10	3	30
3.	C-Operate Computer Functions (General)	2	1	10	2	20	3	30
4.	E-Handle the documents	2	2	20	13	130	15	150
5.	F-Organize store merchandising	2	4	40	20	200	24	240
6.	G- Manage Waste Materials at Workplace	2	2	20	10	100	12	120
Total			13	130	47	470	60	600



Competency Standard A: Maintain Personal Health, Hygiene and Safety - 101200829

Overview: This Competency Standard identifies the competencies required to protect/apply occupational Safety, Health and Environment at workplace according to the industry's approved guidelines, procedures and interpret environmental rules/regulations. Trainee will be expected to identify and use Personal Protective Equipment (PPE) according to the work place requirements. The underpinning knowledge regarding Observe Occupational Safety and Health (OSH) will be sufficient to provide the basis for the job at workplace.

Competency Units	Performance Criteria
CU1. Identify Hazards at Workplace	<p>You must be able to:</p> <p>P1. Interpret work processes and procedures correctly to identify risk to Health, hygiene and safety at workplace</p> <p>P2. Recognize processes, tools, equipment and consumable materials that have the potential to cause harm</p> <p>P3. Prepare Report of the identified risk to Health, hygiene and safety</p>
CU2. Apply Personal Protective and Safety Equipment (PPE)	<p>You must be able to:</p> <p>P1. Select personal protective equipment in terms of type and quantity according to work orders.</p> <p>P2. Wear, adjust, and maintain personal protective equipment to ensure correct fit and optimum protection in compliance with company procedures.</p> <p>P3. Ensure personal protective equipment is cleaned and stored in proper place.</p>
CU3. Observe Occupational Safety and Health (OSH)	<p>You must be able to:</p> <p>P1. Maintain cleanliness and hygiene as per organizational policy</p> <p>P2. Comply with Health, hygiene and safety precautions before starting work</p> <p>P3. Follow organizational Health, hygiene and safety guidelines during work</p>



	<p>P4. Deal with resolvable problems according to prescribed procedures</p> <p>P5. Place the tools equipment etc at their prescribed place after completion of work</p> <p>P6. Identify the safety signs and symbols</p> <p>P7. Erect barricades, hoardings, signage in the hazardous areas</p> <p>P8. Maintain cleanliness and hygiene as per organizational policy</p> <p>P9. Follow organizational Health, hygiene and safety guidelines during work</p> <p>P10. Report unsafe condition to immediate supervisor</p>
<p>CU4. Dispose of hazardous Waste/materials</p>	<p><i>You must be able to:</i></p> <p>P1. Identify hazardous waste/ drug materials which needs to be disposed off</p> <p>P2. Collect hazardous or non-hazardous waste carefully from the designated area as per approved procedure</p> <p>P3. Use proper disposal hazardous containers for dispose-off hazardous waste as per procedure</p> <p>P4. Take necessary precautions like putting masks and gloves while disposing hazardous waste/ materials as per standard operating procedure</p>
<p>CU5. Carry out First aid</p>	<p><i>You must be able to:</i></p> <p>P1. Identify items of first aid kit</p> <p>P2. Check expiry date of medicines</p> <p>P3. Identify potential dangers</p> <p>P4. Call for help</p> <p>P5. Check for a response</p> <p>P6. Check the casualty's airway</p> <p>P7. Check the casualty is breathing</p> <p>P8. Check the casualty's circulation</p> <p>P9. Perform first aid treatment for accidental bleeding</p>



Knowledge & Understanding

The student must be able to demonstrate knowledge and understanding required to carry out tasks covered in this competency standards. This includes the knowledge of:

- K1.** Safety rules and regulations of organization
- K2.** List of Personal protection and safety Equipment
- K3.** Meaning of Safety signs and symbols
- K4.** Safety related Standard Operating Procedure/guidelines
- K5.** Waste disposal SOP
- K6.** Best practices relating to clean work environment
- K7.** Best practices relating to safe work environment

Critical Evidence(s) Required

The candidate needs to produce following critical evidence (s) to be competent in this competency standard:

- 1.** Explain Health, hygiene and safety procedures/precautions
- 2.** Interpret Health, hygiene and safety signs and symbols
- 3.** Describe Techniques and methods to identify the risks of hazards at workplace
- 4.** Describe Techniques and methods to identify the risks of hazards at workplace
- 5.** Safety reporting procedures and documentation
- 6.** Use of Personal Protective Equipment
- 7.** First Aid treatment methods
- 8.** Identify possible hazards at workplace



Competency Standard B: Perform Basic Communication Skills - 073200592

Overview: This unit describes the skills and knowledge required to assist in the development of communication competence by providing information regarding different forms of communication and their appropriate use.

Competency Units	Performance Criteria
CU1. Work in Team	<p>You must be able to:</p> <p>P1. Treat team members with respect and maintain positive relationships to achieve common organizational goals</p> <p>P2. Listen to instructions carefully & comply with those instructions</p> <p>P3. Provide work related information to team members and identify interrelated work activities to avoid confusion</p> <p>P4. Adopt communication skills, appropriate to work activities and organizational/medical procedures</p> <p>P5. Identify problems and resolve them through discussion and mutual agreement</p>
CU2. Follow Supervisor's instructions	<p>You must be able to:</p> <p>P1. Carefully listen and note down the instructions of Supervisor</p> <p>P2. Carry out the instructions of the supervisor</p> <p>P3. Report to the supervisor as per organizational SOPs</p>

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out the tasks covered in this competency standard. This includes the knowledge of:

- K1.** Reporting techniques
- K2.** importance and application of Work ethics



- K3.** Explain the importance of Good communication skills (7Cs of effective communication)
- K4.** Explain the importance of Basic computer skills
- K5.** Workplace dress code
- K6.** Describe the role of team members and functionality of the teams
- K7.** Describe team dynamics and stages of team development
- K8.** Describe Conflict resolution strategies
- K9.** Prepare relevant documents and reports

Critical Evidence(s) Required

The candidate needs to produce following critical evidence(s) in order to be competent in this competency standard:

1. Effective communication with colleagues, clients and supervisors
2. Office reports
3. Computer literacy certificate



Competency Standard C: Operate Computer Functions (General) - 724DOT04A

Overview: The competency Standard describe skills and knowledge required to setup a computer system, organize files in folders, and shutdown a computer system.

Competency Units	Performance Criteria
CU1. Set up the computer for use	<p><i>You must be able to:</i></p> <p>P1. Identify physical components of computer</p> <p>P2. Identify peripheral devices of the computer</p> <p>P3. Connect all components of computer</p> <p>P4. Follow procedures to turn on the computer system</p>
CU2. Organize files in folder	<p><i>You must be able to:</i></p> <p>P1. Create folders/subfolders with suitable names</p> <p>P2. Save files in relevant folders.</p> <p>P3. Rename and move folders in different drives.</p> <p>P4. Move folders and files using drag and drop techniques</p> <p>P5. Save folders and files on different media</p> <p>P6. Search for folders/subfolders and files using appropriate tool bars</p> <p>P7. Delete Folder files</p> <p>P8. Restore deleted folder files</p>
CU3. Shut down computer system	<p><i>You must be able to:</i></p> <p>P1. Save any work to be retained</p> <p>P2. Close open application programs correctly</p> <p>P3. Shut down computer</p> <p>P4. Switch off any unused peripheral devices</p> <p>P5. Ensure computer safety</p>

Knowledge & Understanding

This competency standard will provide knowledge related to:

- K1.** Basic parts of a computer
- K2.** Definition of computer



- K3.** Definition of Drives
- K4.** Enlist computer component

Critical Evidence(s) Required

The candidate needs to produce following critical evidence(s) in order to be competent in this competency standard:

- 1.** Switch on the computer
- 2.** Attach Computer component
- 3.** Switch on Peripheral devices
- 4.** Make a folder in any partition(drive) in hard disk
- 5.** Give name to the folder
- 6.** Save file in the folder
- 7.** delete the folder/File
- 8.** Shut down computer
- 9.** Prepare a formatted document using MS Word
- 10.** Enter data into the respective columns and rows as per given instructions
- 11.** Set page layouts and margins
- 12.** Apply any slide transition on entire presentation.



Competency Standard D: Handle the Documents - 0414TAM05A

Overview: This competency standard deal with learning the competencies needed to perform Record keeping. That includes Differentiate between different Documents, Interpret different Merchandising Documents. Your underpinning knowledge will be sufficient to provide you the basis for your work.

Competency Units	Performance Criteria
CU1. Differentiate between different Documents	<p><i>You must be able to:</i></p> <p>P1. Identify Pre-production Documents</p> <ul style="list-style-type: none"> ○ Enlist Pre-production Documents content wise according to the requirement (Cost sheet, Purchase order (PO), Sales Contract, Tech-pack, Pro-Forma invoice, etc.) <p>P2. Identify Production Documents</p> <ul style="list-style-type: none"> ○ Enlist Production Documents content wise according to the requirement (Bill of Material-BOM), Timeline sheet / production plan sheet, Sample approval sheet, etc.) <p>P3. Identify Post-production Documents</p> <ul style="list-style-type: none"> ○ Enlist Post-production documents content wise according to the requirement (Audit / inspection sheets, Dispatch / Storage Documents, Shipping Documents, etc.)
CU2. Interpret different Merchandising Documents	<p><i>You must be able to:</i></p> <p>P1. Interpret given document according to the requirement including:</p> <ul style="list-style-type: none"> ○ Purchase Order ○ Bill of Materials ○ Tech-Pack ○ Letter of Credit (LC) ○ etc. <p>P2. Prepare (manually) given document according to the requirement including:</p>



	<ul style="list-style-type: none">○ Departmental Requisition○ Invoice○ Packing List○ Quality Testing Checklist○ Dispatch List○ etc.
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Knowledge & Understanding

The trainee must be able to demonstrate underpinning knowledge and understanding required to carry out the tasks covered in this competency standard. This includes the knowledge of:

- K1.** Analyse Pre-production, Production and Post-production process related documents
- K2.** Recognise Technical and professional terminologies for documentation

Critical Evidence(s) Required

The candidate needs to produce any or all of the following documents/evidences:

1. Portfolio
2. Assignment(s)/Project(s)

Furthermore, the candidate must execute demonstration(s) which may include the following:

1. Perform mathematical operations (addition, subtraction, multiplication and division)
2. Inter convert measuring units
3. Calculate Area and Volume of geometrical figures
 - Calculate volume of material stack
 - Enlist Pre-production Documents content wise
 - Prepare quality control checklist
 - Interpret following documents accordingly (any 2):
 - Purchase Order
 - Bill of Materials
 - Production Timeline
 - Tech-Pack
 - Letter of Credit (LC)



Competency Standard E: Organise Store Merchandising - 0414TAM05B

Overview: This competency standard deal with learning the competencies needed to organize store merchandizing. That includes Check Inventory according to given list and arrange products according to instructions. Your underpinning knowledge will be sufficient to provide you the basis for your work.

Competency Units	Performance Criteria
CU1. Check Inventory according to given list	<p>You must be able to:</p> <p>P1.Read and understand inventory reports including:</p> <ul style="list-style-type: none"> ○ Dispatch sheet ○ Transfer order ○ Delivery note <p>P1.Prepare (manually) Product inventory report according to the requirement</p>
CU2. Arrange products according to instructions	<p>You must be able to:</p> <p>P1.Arrange inventory in layers:</p> <ul style="list-style-type: none"> ○ Last In First Out (LIFO) ○ First In First Out (FIFO) ○ Cross Dock <p>P1.Arrange products in shelves in a right order according to instructions</p>

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out the tasks covered in this competency standard. This includes the knowledge of:

- K1.** Explain Inventory management policies
- K2.** Identify different inventory reports
- K3.** List and define abbreviations of inventory management



Critical Evidence(s) Required

The candidate needs to produce any or all of the following documents/evidences:

1. Portfolio
2. Assignment(s)/Project(s)

Furthermore, the candidate must execute demonstration(s) which may include the following:

1. Prepare Product Inventory Report according to the requirement
2. Arrange Inventory in different layers



Competency Standard F: Manage Waste Materials at Workplace - 0414TAM05C

Overview: This competency standard deal with learning the competencies needed to Carryout General Maintenance. That includes diagnose the problem related to the battery and starting system and enable the learner to troubleshoot the system if not working. Your underpinning knowledge will be sufficient to provide you the basis for your work.

Competency Units	Performance Criteria
CU1. Characterize the final waste	<p>You must be able to:</p> <p>P1. Understand the composition of waste.</p> <p>P2. Sort the generated waste (Fabric waste, Chemical waste, Paper waste, etc.) at workplace</p> <p>P3. Maintain record of reusable materials</p>
CU2. Dispose off the final waste	<p>You must be able to:</p> <p>P1. Arrange waste material for disposal</p> <p>P2. Plan green waste management practices</p>

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out the tasks covered in this competency standard. This includes the knowledge of:

- K1.** Composition of waste.
- K2.** Methods of collection of waste
- K3.** Methods of Sort the waste
- K4.** Methods of Shred the waste
- K5.** Methods of Perform the baling process
- K6.** How to Perform incineration(burning) or Land filling
- K7.** Which disposing method is appropriate for which type of waste

Critical Evidence(s) Required



The candidate needs to produce any or all of the following documents/evidences:

1. Portfolio
2. Assignment(s)/Project(s)

Furthermore, the candidate must execute demonstration(s) which may include the following:

1. Explain the composition of waste.
2. Differentiate between Waste which remain at road sides or at producers
3. Identify whether separate pre-collection or collection has occurred
4. Sort the waste
5. Shred the waste
6. Perform the baling process
7. Perform incineration(burning) or Land filling whichever is appropriate according to the type of waste



COMPLETE LIST OF TOOLS AND EQUIPMENT

SR#	Tools & Equipment	Quantity
1.	Computer Systems	25
2.	Scanner	1
3.	Printer	1
4.	Panton Book	1
5.	Pick Glass/Magnifying Glass	25
6.	Textile/Fabric Light Box	1
7.	Scissors	25
8.	Electronic Weight Scale	1
9.	Measuring Tape	25