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Participant Handbook

Sector
Retail

Sub-Sector
E-Commerce

Occupation
Category Management

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NSQF Level 4



**Seller Activation
Executive**

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Shri Narendra Modi
Prime Minister of India

“ Skilling is building a better India.
If we have to move India towards
development then Skill Development
should be our mission. ”



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RETAILERS ASSOCIATION'S SKILL COUNCIL OF INDIA

for

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About the Book

This Participant Handbook is designed to facilitate training for Seller Activation Executive Qualification Pack (QP). It provides learners with the necessary knowledge to carry out the job roles and functions of a Seller Activation Executive effectively. The handbook briefly describes how to acquire new sellers on e-commerce platforms and conduct profiling based on business requirements. It also focuses on how to orient new sellers on operating the technology platform. Additionally, the book emphasises on how to execute daily operational activities to enhance business performance and improve seller satisfaction. The handbook aims at rendering as much detail as is required for a Seller Activation Executive to work effectively and efficiently with any e-commerce organisation.

The handbook is divided into eight National Occupational Standards (NOSs). NOSs are Occupational Standards which have been endorsed and agreed to by the Industry Leaders for various roles. The 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.

Key characteristics of this handbook:

- (i) It enhances learner understanding about retail e-commerce (e-tail) sector.
- (ii) It provides guidance to perform essential functions of a Seller Activation Executive safely and efficiently.
- (iii) It helps learners understand the role and responsibilities of a Seller Activation Executive..

Symbols Used



Key Learning Outcomes

The key learning outcomes are listed at the beginning of each module. These outline the focus areas that the learners will cover in every module.



Tips

Wherever possible, tips are included in every module. They provide additional insight to learners on a particular topic being discussed.



Steps

These provide step-by-step instructions for a specific process.



Notes

Notes at the end of each module is a space for learners to list down their key points related to the topic.



Activity

It is designed to bring or create the condition for learning.



Unit Objectives

These are listed at the beginning of each unit under every module. They highlight the focus areas that the learners will cover in every unit.



1. Introduction

Unit 1.1 - E-commerce in India

Unit 1.2 - The Story of Popular E-commerce Sites

Unit 1.3 - Who is a Seller Activation Executive?

Unit 1.4 - Growth Opportunities as Seller Activation Executive



Key Learning Outcomes

At the end of this module, the participant will be able to:

1. Explain the term E-commerce.
2. Recognize the role of popular E-commerce sites in promoting the concept.
3. Describe the job role of a Seller Activation Executive.
4. Recognize the career path as Seller Activation Executive.

UNIT 1.1: E-commerce in India

Unit Objectives

At the end of this unit, you will be able to:

1. Define E-commerce.
2. Describe how E-commerce works.

1.1.1 What is E-commerce?

In big cities like Mumbai, it is a common sight to find delivery boys going from one locality to another with a huge backpack, to deliver products to customers. Is he a postman? No. He is delivering products ordered by customers from online retail stores like ShopClues, Flipkart, Amazon or eBay. His bag is full of packages with addresses in different localities of a big city like Mumbai. He arranges them in a sequence so that the topmost package is delivered to the first customer he reaches and the second package to the next customer and so on. From where does he pick up these packages? Have people stopped buying products from nearby retail stores? Anil is a part of a new trend in India called E-commerce. If you are a seller, selling your products to buyers the traditional way, you have a brave new world opening up before you in E-commerce. Want to become an online seller with customers all over the world? Find out how.

Commerce is all about buying and selling. In olden days when we did not have transport facilities and technology how did commerce take place? Traders travelled from their homes to other towns to buy products in large quantities. They brought the products to their own villages or towns and held weekly markets where the villager could buy a variety of goods within the confines of his village. The trader who took the trouble of bringing these products to the village obviously sold them at a higher price than his cost price.



Fig 1.1 E-commerce Connects Buyers and Sellers in an Online Marketplace

The Evolution of E-commerce



Fig 1.2 Village Weekly Market



Fig 1.3 Sellers at Weekly Market



Fig 1.4 Grocery Store



Fig 1.5 Shopping Mall



Fig 1.6 A Brick and Mortar Furniture Shop



Fig 1.7 Online Furniture Store-Landing Page

Now that we know that we have come a long way from our weekly markets and arrived at the era of E-commerce, what is the difference between traditional commerce and E-commerce? In traditional markets, we looked at products physically and exchanged money also directly with the trader. But in E-commerce, we do trading through the internet, a computer or a laptop or even a Smartphone. The payment is also done through the internet. We have several methods to make online payment. The E stands for 'electronic'. Just like we send messages through electronic mail, we also buy and sell goods electronically. These transactions that take place electronically can be between two companies, two individuals or between a company and its customers. This is known as E-commerce. When we buy books, perfumes, dresses by searching certain websites, selecting products and paying for them with a Debit card or Credit card, we are actually promoting what is known as E-commerce. All these years when we wanted to buy dresses or gifts, we went to a retail showroom or store, looked at a few items and selected what we wanted with a little help from the shop assistant. This is known as traditional commerce. During the last ten years we have been witnessing a tremendous growth in E-commerce in our country. What was very popular way of buying and selling in the western countries has now become popular in India. What could be the reasons for this growth of

E-commerce in India? Every household has internet connectivity today. It is possible for a housewife to sit at home, browse a few popular E-commerce websites and buy items; she saves time and the effort of having to travel to a brick and mortar store. These online stores give every possible detail about an item like colour, size, make and the range of prices in which it is available. What a shop assistant would have told a customer is all available in the website. It is interesting to observe that people generally use E-commerce only for items which they can buy online with confidence or because they can trust a particular brand. If they are buying costly items or a product which is newly introduced in the market, they take the trouble of going to a brick and mortar store.

E-commerce Around us

We think of a showroom when we want to buy furniture, apparels or laptops. But where is the showroom in E-commerce? The website is the showroom of E-commerce. A traditional store has a postal address; each online store has its own website address or URL.



Fig 1.8 Travel Booking



Fig 1.9 Taxi Booking



Fig 1.10 Matrimonial Services & Jobs

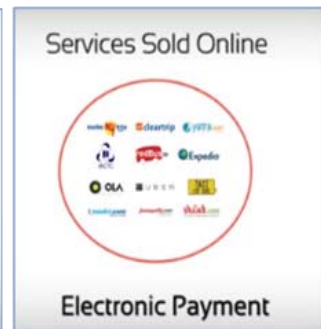


Fig 1.11 Bought online-Paid Online

Just like the marketplaces of olden days, we have E marketplaces like Amazon, Flipkart, ShopClues, Snapdeal and Jabong. There are sellers, importers, exporters and manufacturers who practise E-commerce through online portals.

1.1.2 The Origins of Commerce

At what point in the history of mankind did people start buying and selling can only be guessed from records of ancient times. We have heard about the barter system where a man who had grains exchanged it for fruits and vegetables from another man. Later on goods were exchanged for money in the form of coins or currency notes. But in E-commerce we use no currency, nor do we travel to a store. The only activity from the customer is using the mouse to browse, select, compare and pay. When we make online purchases from companies like Amazon, Flipkart or Snapdeal, we are practising E-commerce.

The four main categories of E-commerce are: B2B, B2C, C2B, and C2C.

Are you looking for a book? Need to purchase a high-end computer system? Want to go on a first class, all-inclusive trip to Singapore? With the help of E-commerce, all three things can be purchased literally in minutes without human interaction. That is the magic of E-commerce!

1.1.3 How does E-commerce work?

How does e-commerce work? There are three aspects which make E-commerce work. Every time, you buy from a physical store or an online store, a transaction needs to be made at the end. This is needed for the basic exchanging of services and goods for money. In a physical store, a transaction

can be exemplified as taking a pair of footwear to the cash counter, handing over the cash and then leaving the store with the footwear in a shopping bag.

In an online environment, it works similarly; however, the only difference is that you don't get to handle and see the product physically until you receive it after some time. Although, this makes online buying somewhat troublesome for the buyer, it also creates two additional issues for the online retailer. The online retailer has to take care of means to process online transactions and also the ways to check if ordered goods are in stock. They also need to find ways to dispatch and deliver goods to your address.

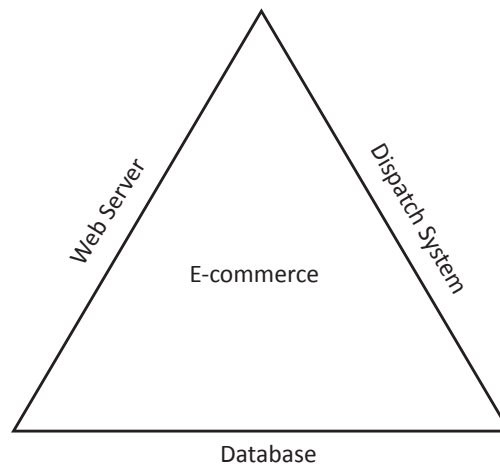


Fig 1.12 Systems of E-commerce

In short, e-commerce is the combination of three separate systems. The first system is a web server for managing transactions while making an online front of the store. It creates required links with the computers of banks for checking out the credit card details of customers. The second system is a database system for checking if the ordered items are in stock, updating the count as customers order and ideally, ordering fresh items from suppliers when the stock runs low. The third system is a dispatch system that is linked to a warehouse for locating the required goods instantly and sending them to the customers in the shortest time possible.

In a strict scenario, only the first system is absolutely needed. Various people run online stores on a small scale without the use of complex database and dispatch systems. All they need is a simple website for publicizing their business, taking orders and using traditional systems for managing dispatch and stock control. This technique is adopted by small retailers who sell goods on auction websites such as eBay.

E-commerce is a technique used by modern businesses, which fulfils the requirements of vendors, organisations and customers for reducing the cost, increasing the delivery speed, and improving the overall quality of goods and services. E-commerce can be defined as the paperless information exchange in businesses using methods like e-mail, Electronic Data Exchange (EDI), electronic bulletin boards and Electronic Fund Transfer (EFT).

Some of its salient features are:

- **Availability of Service 24x7:** With e-commerce, the organisation's businesses are automated and the way services are provided to customers. The availability is anytime and anywhere.
- **Non-Cash Payment:** E-commerce allows you to utilise debit cards, credit cards, EFT through bank's website, smart carts and other electronic payment modes.

- **Customer Support:** There are various ways provided by e-commerce for pre- and post-sales assistance in order to offer better customer service.
- **Improved Sales:** With e-commerce, one can generate product orders anywhere, anytime. This does not need any human intervention. The result in increased volumes of sales.
- **Advertising/Marketing:** E-commerce escalates the reach of products and business services advertising. This aids in having better management of their marketing.
- **Inventory Management:** Inventory management is automated by e-commerce. As requires, reports can be generated quickly. It is very easy and efficient to manage product inventory in this manner.
- **Improvement in Communication:** With e-commerce, one gets efficient, faster and consistent communication methods for partners and customers.

Difference Between Traditional Commerce and E-Commerce

Traditional Commerce	E-commerce
For every transaction or communication, manual intervention in needed.	The entire communication process is automated.
There is too much dependency on exchange of information between people.	Sharing of information is easy with the use of electronic communication methods. Due to this, there is less dependency on information exchange happening between people.
Individual skills decide the business communication.	Human intervention does not exist.
Establishing and maintaining standard practices is difficult.	It is easy to establish and maintain a standard strategy.
No standard platform in available because traditional commerce is based on personal communication.	A uniform platform is available with e-commerce websites, in which the entire information exist at one place.

Table 1.1 Difference between Traditional Commerce and E-commerce

E-commerce has advantages to Organizations, consumers and the society at large.

Organisations

With the use of e-commerce, organisations can reach out to national and international markets, and that too with minimum investment. Locating more clients, appropriate business partners and best suppliers is easy with e-commerce around the world.

With the help of e-commerce, organisations can:

- Minimise the cost to create processes, dispense, get and maintain the paper based information as information is digitised
- Improve the brand image of the company.
- Provide better customer service.
- Reduce the paper work
- Increase the productivity of organizations.
- Streamline business processes and make them effective and faster

Unit 1.2: The Story of Popular E-commerce Sites

Unit Objectives

At the end of this unit, you will be able to:

1. Trace the evolution of E-commerce in India.
2. Recognize the role of famous E-commerce sites in promoting E-commerce.

1.2.1 The Birth of E-commerce in India

The year 1991 noted a new chapter in the history of the online world where E-commerce became a hot choice for consumers in India. At that time nobody would have even thought that buying and selling online will become a trend in the world and India will also share a good proportion of this success. Nearly ten years later in 2002, the India railways took a major step in promoting E-commerce by introducing online booking of train tickets. With the success of the Indian railways, Airlines also introduced online booking of tickets in the year 2003. Today, the booking system is not just limited to transportation; hotel bookings and bus booking are being done using the websites like Makemytrip and Yatra.

Few success stories achieved because of E-commerce are given below:

Ritika Mehra, DealsFive

A former HR professional, Ritika Mehra has made believers out of her doubters with her e-Commerce venture. After a lot of research to understand the needs of e-Commerce shoppers, she created her store DealsFive with her husband Vishal on ShopClues. They started with trading small products from the local market and selling it on shopclues.com. Today, they have their own manufacturing unit for denim jeans. Stylox, their private label for denim is designed keeping the latest fashion trends in mind. Being a Trader cum Manufacturer, their major focus is on being cost-effective. Despite not having any prior experience, Ritika could enhance her skills thanks to the platform provided by ShopClues. She strongly believes that e-Commerce is perfect for people who had ideas in their minds and the willingness to do something on their own. Both Ritika and Vishal run by their motto "If you are committed towards your goal - there is always a way".

Like all working women in India, it was difficult for Ritika to manage her work and family. Now, thanks to the nature of e-Commerce she can stay at home and yet be a successful businesswoman.

Saurabh Parwani and Varun Chugh, Stylogue

This private label is the largest contributor to the men's clothing category. The mantra to their success is: "Everyone's dream can come true if you stick to it and work hard." They undertook a major risk of leaving their highly paid job to start this eCommerce venture without knowing how fruitful it will be for them. Stylogue started from one room, and has grown to be a top contributor in ShopClues' men's clothing category. Mr. Saurabh and Mr. Varun are also the proud owners of two full-fledged manufacturing units. To increase their understanding and gain knowledge, they have taken training in factories. While starting business, they allocated work according to each other's strength. This combination of hard and smart work has helped them throughout their career.

Going online has paid rich dividends for Mr. Saurabh and Mr. Varun. They were able to fulfill their dreams by tapping into the opportunity provided by eCommerce.

1.2.2 Online Shopping Becomes a Trend

During the early stage, online shopping used to be a simple method of shopping with very less number of options. Customers could just order something and pay using cash when delivered. But, in the last few years this field has been expanded to a high extent and hence fascinated many customers. However, at present, online shopping is trending in India because of attractive websites and a huge collection of latest fashion and easy payment methods such as cash on delivery and PayPal. The addition of discounts, coupons, offers, referral systems, and 30 days return guarantee and 1-7 days delivery time to the online shopping have added new flavours to the E-commerce industry. When the Indian people accepted E-commerce on a large scale, it has an impact on other business counterparts. In the year 2007, online shopping became very popular, especially when the Flipkart's deep discount model came into picture. After some time, other portals such as Jabong and Amazon jumped into the E-commerce scene. The key drivers of in Indian E-commerce have been:

- Improving living standards
- Increasing penetration of 3G and broadband Internet
- Less time and busy lifestyles to do online shopping
- Accessibility to a great range of products
- Increased use of categorised site available online
- Online marketplace model evolution with websites such as Snapdeal, Flipkart and eBay

Online stores like Amazon, Flipkart, ShopClues and Snapdeal have contributed immensely to the growth of E-commerce in India. Sales like Snapdeal's Unbox Zindagi, Amazon's Great Indian Festival and Flipkart's Big Billion Days have contributed to the entire Gross Merchandise Value (GMV) of online retail, which is estimated to exceed approximately Rs 13,500 crore in October 2016, with more than 65 million units sold for the month.

1.2.3 E-commerce Business Models

The business models of e-commerce business can be categorised as follows:

- Business-to-Consumer (B2C)
- Business-to-Business (B2B)
- Consumer-to-Business (C2B)
- Consumer-to-Consumer (C2C)
- Government-to-Business (G2B)
- Business-to-Government (B2G)
- Government-to-Citizen (G2C)

Business-to-Consumer

In this model, products are sold directly to customers through the website. Customers can have a look at the products being sold through the website, select the required one and order at the same time. This in turn allows the website to send a notification to the organisation through an email and the company dispatches the product directly to the customer.