



CENTRAL BOARD OF SECONDARY EDUCATION

(An autonomous Organisation under the Union Ministry of Human Resource Development, Govt. of India)
"SHIKSHA KENDRA" 2, COMMUNITY CENTER, PREET VIHAR, DELHI-110092

CBSE/PO(Voc)/2012

16.05.2012

Circular No. Acad-15/2012

All Heads of Institutions

Affiliated to CBSE

Subject: **Invitation to start a Vocational Course on Retail**

Dear Principal,

The scope of the Indian retail market is very vast. And for it to reach its full potential the government and the Indian retailers are making a determined effort. In this direction, Central Board of Secondary Education (CBSE) planning to introduce a Retail Course under vocational stream at senior secondary level from the academic session 2012-13. The details are as under.

Indian Retail Industry - Scope

The scope of the Indian retail market is immense, for this sector is poised for the highest growth in the next 5 years. The **Indian retail industry** would grow in Organized Sector at a CAGR of about 23% to 25% between 2008 and 2022, thereby increasing in size from Rs. 96,500 crore (US \$ 19 billion) in 2008 and clocking Rs.17,36,000 crore (US \$ 347 to 350 billion) in 2022. On analysing the current levels of retail projected growth, it is expected that the human resource requirement would increase from the current levels of about 0.3 million to about 17.6 million by 2022, leading to an incremental employment opportunity of about 17.3 million persons.

The growth of scope in the Indian retail market is mainly due to the change in the consumers behavior. For the new generation have preference towards luxury commodities which have been due to the strong increase in income, changing lifestyle, and demographic patterns which are favorable.

The scope for growth in the Indian retail market is seen not only in the A class cities but this industry is growing at a healthy rate Tier-2 and Tier-3 cities gradually getting attracted to the network of retailers and franchisers.

The organised retail segment in India is projected to be 9 per cent of total retail market by 2015 and 20 per cent by 2020. India ranks fourth among the 30 countries that were surveyed in Global Retail Development Index and ranked sXIth in the 2011 Global Apparel Index.

Considering the aforesaid trend, CBSE has developed a new Vocational course on Retail by way of taking inputs from industry professional and academician.

The details of newly introduced retail course are as under:

1. **Retail Course** : This course will be offered under vocational stream as 4th/5th elective for class XI & XII. The curriculum includes major course of Retail combined with Business Entrepreneurship Development(Minor), Soft skills and Environment Awareness Program. The two levels are as below:
 - Level 1(Class XI) - Retail Planning & Services- 400 hrs
 - Level 2(Class XII) - Retail Management & Facility Management - 400 hrs
2. **Course Activation**: CBSE will offer the Retail Course in Session 2012-13 for classes XI on a Pilot basis. Schools opting to offer this course will be required to raise the infrastructure (normal classroom for theory and retail lab for role plays) and get the faculty trained.
3. **Course Conduct**: The course will be delivered through theory sessions supported by practical applications. CBSE will provide the student books. Since, this course requires high degree of practical training; schools will be required to create a suitable Retail Lab where students will learn the practical applications through role plays. Further, summer training at the end of the session will conclude the course.
4. **Support Services**: CBSE will establish a helpline & also host a portal in it's website for all types of queries & support systems.
5. **Faculty Qualification**: MBA (with Marketing Specialty) or M.Com with Diploma / PGD in Marketing with 1 years experience in Retail industry.

The Major Benefits of Retail Course will be as under:

1. **Employability**: All the levels of the course are complete modules by themselves and prepare the students for suitable employability in the retail industry.
2. **Entrepreneurship**: The course curriculum includes business entrepreneurship development and prepares the student for starting a small business unit (SBU).
3. **Vertical Mobility**: Most of the Universities and Higher Education Institutions are offering Degree courses in Retail Management. This course may provide a direct linkage towards career growth.
4. **School Drop Out Rate**: Such vocational course leading to employment as well as career progression, will help in reducing the currently high dropout rate and contribute towards National Skill Mission in a big way.

CBSE is in the process of formalizing collaboration with a professional group, which has linkage with University and industry who will assist the schools in implementation of Retail Course in many ways.

The schools that are interested in introducing this new course under vocational stream from academic year 2012-13 may write to the undersigned giving their willingness for the same at e-mail address i.e. pocbse@gmail.com or by post. The letter of willingness should reach the office of undersigned by May 25th 2012 to enable the Board to process the applications on priority basis.

Yours sincerely,

(Dr. Biswajit Saha)
Programme Officer (Vocational)

Copy to :

1. The Director of Education, Govt. of NCT of Delhi, Old Secretariat, Delhi-110054.
2. The Commissioner, Kendriya Vidyalaya Sangathan, 18, Institutional Area, Shaheed Jeet Singh Marg, New Delhi-110016.
3. The Commissioner, Navodaya Vidyalaya Samiti, A-28, Kailash Colony, New Delhi-110048.
4. The Director, Tibetan School Administration, ESS Plaza, Sector-3, Rohini, Delhi-85
5. The Additional Director General Director General of Army Education, A-Wing, Sena Bhawan, DHQ-PO, New Delhi.
6. The Deputy Director of Education, Border Security Force, Block-10, CGO Complex, Lodhi Road, New Delhi - 110003.
7. The Secretary, AWES, Army Headquarters, Adjutant General Branch CW-4, Army Welfare Education Society, West Block No. 3, R. K. Puram, New Delhi - 110022.
8. The Secretary & Directory Education, Govt. of Sikkim, Gangtok (Sikkim) - 737101.
9. The Director of Education, Andaman and Nicobar Islands, Port Blair-744101.
10. The Director of School Education, Govt. of Aunachal Pradesh, Civil Sectt. Ita Nagar - 70111, Arunachal Pradesh.
11. The Director of Public Instruction, Chandigarh Administration, Sector-9, Chandigarh-160017.
12. All the HODs and other officers of CBSE DELHI.
13. E. O. to Chairman, CBSE, DELHI
14. All the Regional Officers of the CBSE, DELHI
15. All the Education Officers of the CBSE, DELHI.
16. To the HOD (IT), CBSE with a request to put the circular on the Website.
17. Education Officer (Humanities & Languages), CBSE with a request to get the circular printed in the forthcoming issues of CENBOSEC.