



KAMARAJ IAS ACADEMY
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Super Power Retailer Program

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Why is in news? Skill India partners with Coca-Cola India to launch Retailer Skill Development Program

To **empower the retailer community in the states of Odisha and Uttar Pradesh**, the National Skill Development Corporation (NSDC), working under the aegis of the Ministry of Skill Development & Entrepreneurship (MSDE), announced a **partnership with Coca-Cola India** to launch the Super Power Retailer Program under the Skill India Mission.

The program is being piloted in the state of Odisha.

The Super Power Retailer Program will **facilitate the empowerment and progress of the retailers**, marking a significant milestone in Skill India's efforts to support the workforce.

The initiative **focuses on enabling retailers** by focusing on **building their capacity and capability** in today's modern retailing sector.

It aims to provide **training to small and micro retailers**, equipping them with the knowledge and skills needed to better understand consumer behaviours and their preferences.

Retailers will be **provided with skills, tools and techniques** that are required to succeed in the constantly changing retailer ecosystem and to spread knowledge of best practices, equipping traditional retailers with the right skill set necessary to make their business more profitable as well as build their business skills.

The program will **offer industry-specific skills** such as customer management, inventory and stock management, financial management etc. that are tailored to the professional needs of retailers, making the retailers proficient and enhancing their knowledge.

The **14-hour training** will comprise two hours of classroom sessions and 12 hours of digital training.

It will include physical classroom sessions along with an app-based Learning Management System (LMS) that is accessible on mobile and handheld devices for online modules.

The modules will be **hosted on Skill India Digital's platform (SID)** and the training will be executed through a multimedia approach with a blend of videos, and texts, by experienced trainers facilitating learning.

The participants will receive a certificate upon completion of classroom, online training, and assessment modules.

Under the partnership, NSDC will support Coca-Cola India in expanding the program's outreach on SID.

This involves creating and refining training content that aligns with industry-specific skill requirements.

Additionally, NSDC will facilitate the recruitment of trainers for program implementation and ensure a seamless learning experience by providing the requisite training infrastructure.

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