Organized Retailing

NVEQF Level 1 – Class IX

RS105-NQ2012 – PACKAGING AND BAGGING IN RETAIL

Students Workbook









विद्यया ऽमृतमश्नुते
एन सी ई आर टी
NCERT
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Preface

The National Curriculum Framework, 2005, recommends that children's life at school must be linked to their life outside the school. This principle makes a departure from the legacy of bookish learning which continues to shape our system and causes a gap between the school, home, community and the workplace.

The student workbook on "Packaging and Bagging in Retail" is a part of the qualification package developed for the implementation of National Vocational Education Qualification Framework (NVEQF), an initiative of Ministry of Human Resource Development (MHRD), Government of India to set common principles and guidelines for a nationally recognized qualification system covering Schools, Vocational Education and Training Institutions, Technical Education Institutions, Colleges and Universities. It is envisaged that the NVEQF will promote transparency of qualifications, cross-sectoral learning, student-centred learning and facilitate learner's mobility between different qualifications, thus encouraging lifelong learning.

This student workbook, which forms a part of vocational qualification package for student's who have passed Class VIII or equivalent examination, was created by a group of experts. The Retailer's Association of Skill Council of India (RASCI), approved by the National Skill Development Corporation (NSDC) organized Retailing Industry developed the National Occupation Standards (NOS). The National Occupation Standards are a set of competency standards and guidelines endorsed by the representatives of organized retailing Industry for recognizing an assessing skills and knowledge needs to perform effectively in the workplace.

The Pandit Sunderlal Sharma Central Institute of Vocational Education (PSSCIVE), a constituent of National Council of Educational Research and Training (NCERT) in association with SKSDC has developed modular curricula and learning materials (Units) for the vocational qualification package in organized retailing sector for NVEQ levels 1 to 4; Level 1 is equivalent to Class IX. Based on NOS, occupation related core competencies (knowledge, skills and abilities) were identified for development of curricula and learning modules (Units).

This student workbook attempts to discourage rote learning and to necessary flexibility in offering of courses, necessary for breaking sharp boundaries between different subject areas. The workbook attempt to enhance these endeavour by giving higher priority and space to opportunities contemplation and wondering, discussion in small groups and activities requiring hands on experience. Hope these measures will take us significantly further in the direction of a child centred system of education outlined in the National Policy of Education (1986).

The success of this effort depends on the steps that school Principals and Teachers will take to encourage children to reflect their own learning and to pursue imaginative and on the job activities and questions. Participation of learner in skill development exercises and inculcation of values and creativity is possible if involve children as participant in learning, and not as receiver of information. These aims imply considerable change in school routines and mode of functioning. Flexibility in the daily time table would be a necessity to maintain the rigour in implementing the activities and required number of teaching days will have to be increased for teaching and training.

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About the Workbook

This workbook is to assist you with completing the Unit of Competency **RS105-NQ2012: Packaging and Bagging in Retail.** You should work through the workbook in the classroom, at the workplace or in your own time under the guidance and supervision of your teacher or trainer. This workbook contains sessions which will help you to acquire relevant knowledge and skills (soft and hard) on various aspects of the unit of competency. Each session is small enough to be easily tackled and digested by you before you move on to the next session. Animated pictures and photographs have been included to bring about visual appeal and to make the text lively and interactive for you. You can also try to create your own illustrations using your imagination or taking the help of your teacher. Let us now see what the sections in the sessions have for you.

Section1: Introduction

This section introduces you to the topic of the Unit. It also tells you what you will learn through the various sessions covered in the Unit.

Section 2: Relevant Knowledge

This section provides you with the relevant information on the topic(s) covered in the session. The knowledge developed through this section will enable you to perform certain activities. You should read through the information to develop an understanding on the various aspects of the topic before you complete the exercise(s).

Section 3: Exercise

Each session has exercises, which you should complete on time. You will perform the activities in the classroom, at home or at the workplace. The activities included in this section will help you to develop necessary knowledge, skills and attitude that you need for becoming competent in performing the tasks at workplace. The activities should be done under the supervision of your teacher or trainer who will guide you in completing the tasks and also provide feedback to you for improving your performance. To achieve this, prepare a timetable in consultation with your teacher or trainer and strictly adhere to the stipulated norms or standards. Do not hesitate to ask your teacher or trainer to explain anything that you do not understand.

Section 4: Assessment

The review questions included in this section will help you to check your progress. You must be able to answer all the questions before you proceed to the next session.

Introduction

Packaging has become very important part of product management. Package is a container in which a product is offered for sale. Packing is the process of wrapping a product or putting a product into packages or containers. According to Philip Kotler, packaging is an activity, which is considered with protection, economy, convenience and potential consideration of a product. It is concerned with planning and designing of the packages, containers and wrappers used. It is considered as the science, art and technology of enclosing or wrapping the products for distribution, storage, sale and use. In retail business, the retailers adopt consumer packaging. It refers to package, which is directed towards a consumer or household for final consumption of the product.

In this unit, we will study the various aspects of packaging materials, equipments, procedures of bagging and packaging, marking and labeling,

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Session 1: Packaging Materials

Relevant Knowledge

Methods of Packaging

The retailing firms use various types of packaging methods such as glass, tin, paper, cardboards, cellophane, plastic, polythene, packaging, etc., according to the needs of the product.

Glass Packaging: It is the cheap and transparent method of packaging which is used to give any shape and size. It is very delicate, fragile and can be easily broken. That is why glass package requires another outer package of cardboard.









Aluminium Paper Packaging: It is used for wrapping chocolates, biscuits, cigarettes etc.











Tin Containers Packaging: It is used for liquid materials like ghee, oil etc.







Lead Packaging: It is used for making tubes of shaving creams, toothpaste, medicines etc.






Paper and Cardboards Packaging: They are used for packaging the solid materials and offer an opportunity to present colourful and attractive matter on it.








Cellophane Packaging: It is used as a substitute for paper and to protect the inner contents from moisture.






Plastic Packaging: It is very popular due to its durability, transparent, and air tight.





Polythene Packaging: It is also gaining popularity for packaging daily used items like milk, ghee, juice etc.



Exercise: Assignment

1. Visit a retail outlet nearby your locality or a mall located in your area, interact with the shopkeeper and ask the following questions and write their replies in not more than 50 words:

Questions for Shopkeeper

1. Which types of packages are used in delivering goods to the customers?

_____

_____

_____

2. Do you follow the government instructions regarding the use of polyethylene covers and which measures you have taken to avoid environmental pollution?

_____

_____

3. What are your observations regarding the consumer satisfaction on packaging policy?

_____

_____

Questions for Employees

4. Which type of packing material is preferred by the consumers and state the reasons for it.

_____

_____

5. Explain the inconvenience you have, if any, while using packaging materials for packaging goods.

_____

_____

6. Are you satisfied with the provisions made for taking care of your physical and safety while using the equipment of packaging?

_____

Assessment

Answer the following questions
(Use additional sheets of paper if necessary)

A. Fill in the blanks

1. ---------- is a container in which a product is offered for sale.
2. The process of wrapping a product or putting a product into packages is called as ----------.
3. The activity which is concerned with planning and designing of packaging is called as ----------
4. In retailing business, the retailers adopt---------- packaging.
5. The system of packaging, which is directed towards a consumer for final consumption of the product, is called as ---------- packaging.

B. Multiple Choice Questions

Tick the correct answer

1. An activity which is concerned with protection, economy, convenience and potential consideration of the product is called as;
   a) Packing
   b) Package
   c) Packaging
   d) All the above

2. Packaging has become very important part of ---------- mix.
   a) Place
   b) Price
   c) Promotion
   d) Product

3. The decision on the type of package material depends on -
   a) Cost of package inputs
   b) Nature of the product
   c) Extent of protection required
   d) All the above

Checklist for Assessment Activity

Use the following checklist to see if you've met all the requirements for Assessment Activity.

Part A

- Differentiate package, packing and packaging
- Considerations for use of specific packaging materials.
- Applicability of different packaging material for the products offered for sale.
- Differentiating between consumer packaging and manufacturers packaging.
- Identify the method of packaging used for the following products;

Part B

Discussed in class the following:

- What is packaging?
- What is packing?

- What is package?
- What is consumer packaging?

Part C

Performance Standards

The performance standard may include, but not limited to:

Performance standards covered by this assessment

Performance standards	**Yes**	**No**
Able to identify the various types of packaging materials used at retail organization. Able to understand the packaging defects at retail organization. Identify the goods which require different types of packing. Able to understand the general considerations in selecting the goods package for the products. Able to keep the packed goods in proper bins/packs.		

Name of the product in Retail Stores	**Methods of Packaging used**
a. Refrigerator b. Soaps c. Biscuits d. Toothpaste e. Medicines f. Ghee g. Clothes h. Chocolates i. Cool drinks j. Television k. Pens l. Electric Tubes m. Vegetables n. Fruits	

Session 2: Use of Packaging Equipment

Relevant Knowledge

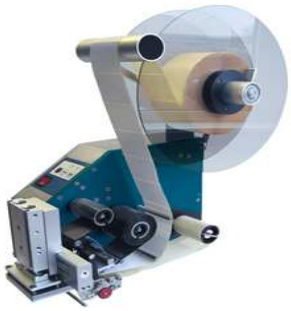
Equipment used in Packaging

The equipment which is widely used in packaging are bottle labels, bottle cap feeds cap, case packs, inkjet codes, Laser coder, blister packaging, metal detection shrink wrapper tray formers, bottling labellers, conveyors, stretch wrappers, thermoforming packaging, skin packaging equipment, etc.







Retail store packaging equipment includes, barcode reader, credit card reader, cameras, encoders readers, hand held terminals, inventory coded alarm, 2-way mirrors, MICR readers, Cash registers & Scales, contact (lead) management software etc.

Since many types of packaging methods are available the retailers have to give consideration to the following:

a. Nature of the product to be packed.

b. Requirements of the consumers.

c. Extent of protection required.

d. Time gap between receiving and delivery of goods.

e. Cost of packaging inputs and manpower required.

f. Availability of packaging materials in the market.

g. Availability of suppliers of packaging materials.

h. Re-usability of packets by the consumers and the firms.

i. Environmental protection in the use of packaging materials.

j. Need for marketing appeal.

The firms have been using different types of materials in its packaging methods. The materials used in packaging are polypropylene, oriented polystyrene, foamed polystyrene, molded fiber, polyethylene pressed paperboards, aluminum, glass metals, tin-free steel, plastics, polyolefins, nylon, paper and paperboards, laminations and co-extrusions, polystyrene, greaseproof paper, fiber board, jute made bags, paper bags, polythene bags etc.

Exercise: Assignment

1. Visit any nearby Retail store, interact with the owners and employees and ask the following questions and record their opinions/ replies in not more than 50 words.

A. Questions to Employees

1. What is the product package equipment used at your retail organisation?

2. Do you find the usage of equipment is simple and technical aspects are easy to follow?

3. Have you given any demonstration of Packaging equipment to ensure safety and security in its use?

B. Questions to Employees

1. Do you think the Packaging equipment is difficult to operate?
2. Do the employees offered any training classes to acquaint with the packaging equipment?

3. Do the employees provide the first aid in case of injury in operating the equipment?

Assessment

A. Fill in the blanks

1. Case Packer is widely used equipment in ----------
2. Pad shrink Packaging system is popularly used in ---------- Packaging.

B. Multiple choice Questions (Tick Correct Answer):

1. Cartoon loading system is used in -
   (a) Packaging (b) Marking (c) Labeling

2. Inkjet Coder is popularly applied in -
   (a) Packaging (b) Marking (c) Labeling

Checklist for Assessment Activity

Use the following check list to see if you have met all the requirements for Assessment Activity.

Part A

1. Identify the equipment which is used in Packaging, Marking and Labeling.
2. Applicability of equipment to the various products offered for sale.

Part B

Discuss the following in the classroom:

1. What are the equipments used in Packaging?
2. How the Carton Loading System is operated?
3. How Shelf Ready Packaging is used?
4. How the Case Packaging is done?

Part C

Performance Standards

The performance standard may include, but not limited to:

Performance standards covered by this assessment

Sl.No.	Performance standard	Yes	No
1.	Able to identify the various equipments used in packaging.		
2.	Apply appropriate equipment to suit the nature of the product.		
3	Differentiate between the equipment used in packaging, marking and labeling.		

Session 3: Procedure for Bagging

Relevant Knowledge

Retail Baggers in Retail Hypermarkets Perform the role of helpers who pick, pack and assemble products and supplies on the store racks/ shelves and help in delivering product and services to customers.

Baggers receive and store goods in Retail stores. They are required to assist in a variety of activities related to store operations including maintaining store clearness and hygiene help in organizing merchandise and hygiene, putting together merchandise and handling and assembling of product on retail store shelves.







Retail Baggers are required to be acquainted with basic store operation of stock-keeping and customer service/delivery.

The procedure for Bagging is as follows:

a. Check whether all the products are with you which are due for deliver to customer.
b. Check whether you have equipment and Paper work needs for delivery.
c. Check that you have all the delivery details you need and get the delivery address.
d. Plan a schedule of deliveries which ensures best use of time and other resources.
e. Transport products at the times agreed with and securely.
f. Deliver products at the time agreed with customer.
g. Treat the customer courteously throughout the delivery process..
h. Update records of delivery and non-delivery promptly and in line with company procedures.

Thus, Retailer baggers perform number of functions right from receiving goods for delivery to physical delivery of goods to the customers. A retail operation employs baggers solely for the purpose of improving this customers' Purchase experience at the point of sale. Therefore, in addition to increasing the speed and efficiency of the check-out process, baggers are a key point of customer contact. By interacting with customers in a polite, friendly and accommodating manner, baggers help to create the best possible last impression with each customer.

Exercise: Assignment

1. Visit a Retail organization nearby, interact with the owners and employees of the retail store and ask the following questions and record their replies in not more than 50 words.

Questions for Employees

(a) What are the functions entrusted to Baggers in your retail stores?

(b) Are you offering any training program to the Baggers to acquaint themselves with store operations ? If yes, what are the areas covered in the training?

Questions to the Employees

(a) What is the procedure adopted for bagging?
(b) What are the inconveniences you have been facing in the bagging of goods for delivery to the customer?

Assessment

1. Answer the following questions

A. Fill in the blanks

1. The people who pick, pack and assemble products on the store and help delivering to customers in a Retail store is called as ----------.

2. Baggers receive store and ---------- goods to the customers.

3. Baggers have to check the equipment and ---------- needs for delivery of goods.

B. Multiple choice questions (Tick the correct Answer)

1. The baggers assists in -
   a) Maintaining store cleanliness and hygiene
   b) Organizing merchandise displays
   c) Handling and assembling of products
   d) All the above

2. The baggers are required to be acquainted with:
   a) Store operations b) Purchase operations
   c) Sales operations d) All the above

checklist for Assessment Activity

Use the following Checklist to see if you have met all the requirement for Assessment Activity.

Part A

- Identify the functions of Bagger.
- Acquainted with store cleanliness and hygiene.
- Acquainted with merchandise display.
- Understand the basic operations of stock-keeping and customer service/delivery.

Part B

Discuss the following questions in the classroom.

1. Who is a bagger?
2. What functions are performed by bagger?
3. What Procedure is adopted for bagging?

Part C

Performance Standards

The performance standard may include, but not limited to:

Performance standards covered by this assessment

S.No.	Performance standard	Yes	No
1.	Able to identify the function discharged by the bagger.		
2.	Able to understand the procedure followed in bagging.		
3.	Able to differentiate the responsibilities of baggers from that of packers.		

Session 4: Marking and Labeling

Relevant Knowledge

Marking refers to symbol, design, distinctive, colouring used for recognizing the product in the retail store. The marking may be classified as Brand mark and Trade mark. Brand mark is that part of a brand which can be recognized but is not utter able. Trade mark is a legal right to protect a brand name or a brand mark used by many marketers to assure the customers that they are purchasing an authentic brand at a right time. It is registered with Government order, the Trade and Merchandise Marks Act 1958. Hence, the brand names, which are registered with government, are called as Trademarks.

The various types of markings are ISI mark, FPO mark, and Agmark. The use of ISI mark ensures the quality of product. The Indian Standard Institute certifies the quality of product and ISI marking became popular with setting up of Bureau of Indian Standard in 1986. The Food Processing Order (FPO) mark is provided in the rules framed under the Prevention of Food Adulteration, Act, 1954. The mark is mainly used for food items like jam, pickles, sauces, squashes etc. The Agmark is used for agriculture products and is issued by authorities constituted under the Agricultural Produces (Grading and Marking) Act 1937.



Fig. Marking Equipments

Various product marking equipment used by the entrepreneurs are laser marking equipment, metal marking machine, fibre laser marking etc. The laser marking is a permanent, accurate, faster and flexible method of marking. It can mark logo, alpha numeric, serial number, bar code, matrix code, image etc.

Product Labeling

Before we understand, the meaning of labeling let us know concept Label:

Label: It refers to anything- may be a piece of paper, printed statement, imprinted metal, leather- which is either a part of a package or attached to it, indicating value of - contents of price of product, name and place of producers It carries verbal information about the product, producer or such useful information to be beneficial to the user. Thus, label is an information tag, wrappers or seal attached to a product or product's package.



Fig. Labels

Labeling: It refers to the act of attaching or bagging labels.

Purposes of Labeling

The purposes of Labeling are:

a) To bring home the product features
b) To facilitate the exchange of goods
c) To encourage self-service
d) To know about the product and its producer

e) To get information on date of manufacturing and expiry.
f) To learn about the ingredients used in the product
g) To know the process of usage of product
h) To learn the name of the manufactures and to examine his credentials
i) To understand the volume and weight of the product.

Types of Labeling

There are three types of labeling viz., Brand Label, Grade Label and Descriptive Label

a. **<u>Brand Label</u>:** It is used to make a brand more popular. People may prefer to buy the goods by watching the brand only.



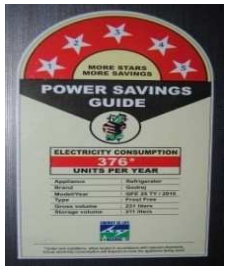


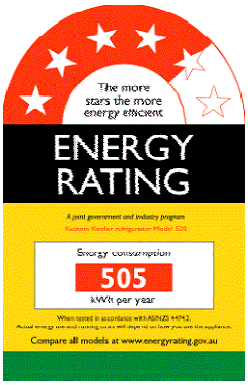


b. **<u>Grade Label</u>:** It tells about the quality or grade of the product. Grade Label uses a letter or a number or even a word for products identification. It is normally used for perishable and non-perishable products.













c. **<u>Descriptive Label</u>:** It provides maximum information about product to the consumer. It gives information on composition, usage, storage, colour, price, date of manufacturing, expiry date etc.





Labeling Equipments

















Exercise: Assignment

Visit retail stores, nearby and interact with the owner and employees of the outlet and ask the following questions and write their replies in not more than 50 words:

Questions to the owner

1. What steps have been initiated for registering brand names?

2. What are the brands, which are made, used for labeling at Retail stores?

Questions to the employees

1. What are the reactions of consumers on labeling and brand names registration?

Assessment

Answer the following questions

A. Fill in the blanks

1. A symbol, design, distinctive colour used for recognizing the product is called as - ----------

2. ---------- is that part of a brand which can be recognized but is not utterable.

3. Trade Mark is registered with Government under the ---------- Act 1958.

4. The use of ---------- mark is to ensure the quality of product.

5. The mark used for food items is called as ---------- mark.

6. The mark used for agricultural products is referred as ---------- mark.

7. The act of attaching a bagging label to a product is called as ----------

B. Multiple Choice Questions

1. A brand that is given legal protection is known as -
   (a) Brand mark (b) Trade mark
   (c) Brand name (d) Name of the above

2. The labels which give emphasis to standards are called as -
   (a) Brand labels (b) Informative labels
   (c) Descriptive labels (d) Grade labels

3. The Trade and Merchandise Marks Act is passed in the year -
   (a) 1986 (b) 1985
   (c) 1958 (d) 1968

4. The Bureau of Indian Standard for ISI mark of product was set up in the year -
   (a) 1976 (b) 1986
   (c) 1996 (d) 1968

5. The Agmark is used for -

(a) Food Product (b) Agricultural Produce

(c) Industrial products (d) None of the above

6. The label, which is used to make the brand popular, is known as -

(a) Grade label (b) Descriptive label

(c) Brand label (d) None of the above

7. The label, which gives maximum information about the product, is called as -

(a) Grade label (b) Descriptive label

(c) Brand label (d) None of the above

Checklist for Assessment Activity

A. Use the following Checklist to see if you have met all the requirements for Assessment Activity

1. Differentiated between Brand Mark, brand name and Trade mark.
2. Differentiated between ISI mark, FPO mark and Agmark.
3. Differentiated between Brand label, Grade label and Descriptive label.

B. Discuss the following questions in the classroom:

1. What is meant by Marking?
2. What is Trade Mark?
3. What is Brand Mark?
4. What are the various types of markings?
5. Differentiate label and labeling.
6. What are the Purposes of labeling?
7. What is Brand label?
8. What is Grade label?
9. What is meant by Descriptive label?

Part C

Performance standards covered by this assessment:

Sl.No.	Performance standard	Yes	No
1.	Able to identify the various types of markings.		
2.	Able to identify various types of Labeling.		
3.	Able to differentiate trade mark and Brand mark.		
4.	Able to understand the laws pertaining to markings.		