



रीटेल स्टोर ऑपरेशन असिस्टेंट

A Retail Store Operations Assistant is a key part of the floor team at a departmental store, supermarket or hypermarket. They receive incoming goods, count and check them into the stock room, fill shelves and racks (shelving),...



Scan for everything on this career

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सुशील कुमार शर्मा

प्रधानाचार्य, रा.उ.मा.वि. जेठन्तरी · मास्टर ट्रेनर
Principal, GSSS Jethantri · Master Trainer



श्री चेनाराम चौधरी

प्रधानाचार्य, डाइट बाड़मेर
Principal, DIET Barmer



श्रीमती संघमित्रा

वरिष्ठ व्याख्याता, डाइट बाड़मेर (सहयोग)
Sr. Lecturer, DIET Barmer (Support)



भरत चौधरी

अभिकल्पना व विकास · व्याख्याता (इतिहास)
Designed & developed · Lecturer (History)

विशेष धन्यवाद · SPECIAL THANKS



सुरेन्द्र सिंह राठौड़

व्याख्याता (इतिहास) · रा.उ.मा.वि. कानाना



सुरेश कुमार सैन

व्याख्याता (भूगोल) · रा.उ.मा.वि. रामसीन मूंगड़ा



वनिता कुमारी

व्याख्याता (इतिहास) · रा.उ.मा.वि. रामसीन मूंगड़ा



कमलेश चौधरी

व्याख्याता (राजनीति विज्ञान) · रा.उ.मा.वि. टापरा

करियर मार्गदर्शन कार्यशाला, डाइट बाड़मेर (14-17 जुलाई 2026) में विकसित व लोकार्पित
Developed & unveiled at the Career Guidance Workshop, DIET Barmer (14-17 July 2026)

यह एक स्वतंत्र परियोजना है, जो सरकार की आधिकारिक करियर-मार्गदर्शन सामग्री पर आधारित है। · An independent project based on the Government's official career-guidance content.

1 About this career

A Retail Store Operations Assistant is a key part of the floor team at a departmental store, supermarket or hypermarket. They receive incoming goods, count and check them into the stock room, fill shelves and racks (shelving), attach price tags and labels, and arrange products attractively (merchandising). They also help customers find products, carry out stock counts and inventory records, and keep the store clean and well organised. This is not billing/cashier work but store-floor and back-store operations — offering young people a steady start and a path to grow in India's fast-expanding organised retail industry.

2 At a glance

Minimum qualification	Class 10/12 pass + age 18 (NSQF Level 3-4)
Course duration	About 2-4 months (RASCI/NSDC)
Starting salary	₹11,000-15,000/month
Work mode	Full-time store-floor/back-store job, shift duty

3 What you need

INTERESTS

- Interest in keeping goods organised, stocked and attractive
- Keen to work with a team in a busy, active environment
- Enjoy meeting new people and helping customers

ABILITIES

- Physical fitness and stamina to stand and work for long hours
- Attention to detail, alertness and honesty
- Good communication skills and a polite, helpful nature

KEY SKILLS

- Receiving, counting, checking and stocking/shelving goods
- Stock counting, inventory records and stock-room management
- Handling price tags, labels, barcodes and expiry checks
- Store cleanliness, safety and preventing wastage/pilferage
- Arranging shelves and displays attractively (visual merchandising)
- Helping customers locate, choose and get information about products
- Using basic computer, barcode scanner and inventory software

4 How to get there

- 1 Complete Class 10 or 12 and reach the age of 18.
- 2 Enrol in the RASCI/NSDC 'Retail Store Ops Assistant' or 'Retail Trainee Associate' course (NSQF Level 3-4).
- 3 In Rajasthan, take free training and placement support from an RSLDC/PMKVY centre.
- 4 Practise basic computer, barcode scanning and customer service.
- 5 Start as a sales/store assistant in a store and build experience.
- 6 With experience and good performance, grow to team lead, department manager and store manager.

5 Where to study

GOVERNMENT INSTITUTES

- राजस्थान कौशल एवं आजीविका विकास निगम (RSLDC) — Jaipur, Rajasthan (<https://livelihoods.rajasthan.gov.in/rsldc/>)
- राष्ट्रीय कौशल विकास निगम (NSDC) - प्रशिक्षण केंद्र — All-India network incl. Rajasthan (<https://www.nsdcindia.org/find-nsdc-training-centre>)
- जन शिक्षण संस्थान (JSS) — Various districts of Rajasthan (<https://nsdcindia.org/find-nsdc-training-centre-jss/>)
- एनआईओएस व्यावसायिक प्रशिक्षण केंद्र — Online / locate nearest centre (<https://voc.nios.ac.in/registration/locate-study-centre>)

PRIVATE INSTITUTES

- रीटेलर्स एसोसिएशन स्किल काउंसिल ऑफ इंडिया (RASCI) – संबद्ध प्रशिक्षण भागीदार — All-India / Mumbai (<https://www.rasci.in/>)
- Bhartiya Skill Development University (BSDU) — Jaipur, Rajasthan (<https://www.bsdu.in/>)

ONLINE

- स्किल इंडिया डिजिटल हब — Online (<https://www.skillindiadigital.gov.in/>)
- एनएसडीसी – रिटेल ट्रेनी एसोसिएट (ऑनलाइन कोर्स) — Online (<https://nsdcindia.org/retail-trainee-associate>)

FEES

Under most government schemes (RSLDC, NSDC, PMKVY, JSS) this course is free or very low-cost and often includes placement support. Private retail-management courses can cost roughly ₹5,000–25,000.

SCHOLARSHIPS

- राष्ट्रीय छात्रवृत्ति पोर्टल (NSP) (<https://scholarships.gov.in/fresh/onlineInstituteSearchIndex>)
- Buddy4Study – ITI/Vocational Scholarships (<https://www.buddy4study.com/article/iti-scholarships>)
- SJE Rajasthan Scholarships (<https://sje.rajasthan.gov.in/>)

6 What the work is like

WHERE YOU WORK

Departmental stores, supermarkets, hypermarkets, shopping malls, fashion and electronics outlets, and grocery chain stores.

WORK CULTURE

Typically 6 days a week, 8–10 hours a day; shift duty is common and festival/sale seasons bring overtime. Most work is on your feet, moving around the floor. The environment is clean and usually air-conditioned, and the field offers opportunities for women and persons with disabilities too.

WHO HIRES

- | | |
|--|---|
| • Reliance Retail (Reliance Fresh, Smart, Trends) | • DMart (Avenue Supermarts) |
| • Croma (Tata/Infiniti Retail) and other electronics outlets | • More Retail, Spencer's and other supermarket chains |
| • Westside/Trent, Zudio and other fashion retail brands | • Lulu Hypermarket and large shopping-mall outlets |

DEMAND (2026)

India's organised retail industry is growing fast — new malls, supermarkets and chain stores are opening not only in metros but also in Rajasthan cities like Jaipur, Jodhpur and Udaipur. Every new store needs store operations assistants to stock the floor, manage inventory and help customers, so this is an entry-level field with a large number of stable jobs and quick growth with experience.

7 Career growth

- 1 Retail Store Operations Assistant
- 2 Team Lead / Senior Associate
- 3 Department Manager
- 4 Store Manager

EARNINGS

Starting	₹11,000–15,000/माह
Mid level	₹16,000–24,000/माह
Senior level	₹28,000–45,000+/माह

Per PayScale, a Retail Sales Associate in India earns on average about ₹2.2–2.8 lakh per year (roughly ₹18,000–23,000/month); at entry level it is around ₹11,000–15,000/month. With experience, strong performance and internal promotion (team lead → department manager → store manager) income rises considerably. In large retail chains, store managers earn upward of ₹40,000/month.

8 The good parts · The challenges**The good parts**

- Plenty of entry-level jobs in fast-growing organised retail
- Can start with modest schooling and a clear path to grow to store manager
- Clean, air-conditioned environment with opportunities for women and PwD too

The challenges

- Long hours on your feet, plus overtime and shift duty during sales/festivals
- Starting pay is limited
- Pressure of sales targets and a busy shop floor

9 Real-life journeys

Sachin Kumar

Retail Trainee Associate graduate to retail supervisor, Randstad India

Sachin Kumar comes from a farming family where his father was the only earner. After passing Class 12 he could not afford private training fees — until he heard about the free, NSDC-affiliated 'Retail Trainee Associate' course run by PMKK (Empower Pragati) in Amroha. Over the three-month course he attended regularly and built confidence and teamwork. On finishing, he landed a job as a supervisor at Randstad India Pvt. Ltd., earning about ₹13,342 a month and supporting his family. His story shows that even from a humble start, free retail skill training can open the door to a stable job and further growth.

National Skills Network · <https://www.nationalskillsnetwork.in/empower-pragati-2/4/>

Poulami Sur

Senior Associate to Department Manager, Reliance Trends

Poulami Sur began her retail career in 2023 as a Senior Associate at the Trends store in Nagerbazaar, Kolkata. She built her foundation in the cosmetics department and gradually took on responsibilities across store functions — stocking, merchandising and customer service. Through hard work and a willingness to learn, she moved from her hometown to become a Department Manager at Malda Trends in West Bengal. Reliance Retail highlighted her rise under its #EmpowerHer initiative. Her story inspires every girl who wants to start on the retail store floor and reach a leadership role.

TipRanks · <https://www.tipranks.com/news/private-companies/reliance-retail-emphasizes-internal-mobility-and-leadership-development-in-store-network>

10 Sources & further reading

1. Rajasthan Career Guidance – Retail Store Operations Assistant — <https://cg.rajasthan.gov.in/careerguidance/hi/career/%e0%a4%b0%e0%a5%80%e0%a4%9f%e0%a5%87%e0%a4%b2-%e0%a4%b8%e0%a5%8d%e0%a4%9f%e0%a5%8b%e0%a4%b0-%e0%a4%91%e0%a4%aa%e0%a4%b0%e0%a5%87%e0%a4%b6%e0%a4%a8-%e0%a4%85%e0%a4%b8%e0%a4%bf%e0%a4%b8%e0%a5%8d/>

2. NSDC – Retail Trainee Associate course — <https://nsdcindia.org/retail-trainee-associate>
3. Retailers Association's Skill Council of India (RASCI) — <https://www.rasci.in/>
4. PayScale – Retail Sales Associate Salary (India, 2026) — https://www.payscale.com/research/IN/Job=Retail_Sales_Associate/Salary
5. National Scholarship Portal — <https://scholarships.gov.in/fresh/onlineInstituteSearchIndex>

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