



सर्विस फुलफिलमेंट एक्जीक्यूटिव (ई-कॉमर्स एवं रिटेल)

A Service Fulfilment Executive is a key job role in the e-commerce and retail industry. Through retail operations they receive and store incoming goods, process customer orders, pack and deliver them at the premises or to the...



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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)
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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 Service Fulfilment Executive is a key job role in the e-commerce and retail industry. Through retail operations they receive and store incoming goods, process customer orders, pack and deliver them at the premises or to the customer, accept and process payments, and handle customer queries and product returns. With the rapid growth of online shopping, quick-commerce and home delivery, this role has become a stable and fast-growing employment opportunity for youth who have passed Class 10.

2 At a glance

Minimum qualification	Class 10 pass + age 18 (NSQF Level 3)
Course duration	About 2–4 months
Starting salary	₹11,000–16,000/month
Work mode	Full-time job at store/warehouse and field delivery

3 What you need

INTERESTS

- Enjoy meeting and helping customers
- Interest in handling orders, goods and time in an organised way
- Like active, on-the-move field work

ABILITIES

- Physical fitness and agility
- Punctuality and dependable honesty
- Excellent communication and customer-service skills

KEY SKILLS

- Receiving, counting, checking and storing goods
- Processing, packing and delivering customer orders on time

- Accepting payments (cash/UPI/card) and billing
- Using smartphone apps, scanners and basic inventory software
- Safe driving and route planning (for delivery)
- Handling customer queries, complaints and product returns
- Maintaining stock and delivery records and registers

4 How to get there

- 1 Complete Class 10 and reach the age of 18.
- 2 Enrol in the NSQF Level 3 'Service Fulfilment Executive / Retail Order Fulfilment' course at an NSDC/RASCI/ITI centre.
- 3 Practise basic smartphone apps, UPI payments and customer service.
- 4 Gain hands-on experience as an assistant/trainee at an e-commerce company, supermarket or food aggregator.
- 5 With experience, move from fulfilment executive to team leader/supervisor and on to fulfilment manager.
- 6 In Rajasthan, RSLDC/PMKVY centres also offer free training and placement support.

MAIN EXAMS

- RASCI/NSDC trade assessment and certification exam

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) — All-India network (<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

- Retailers Association's Skill Council of India (RASCI) — All-India / Mumbai (https://rasci.in/RetailEcommerce_NOS.php)

- अधिकृत ई-कॉमर्स/लॉजिस्टिक्स प्रशिक्षण पार्टनर (जैसे Empower Pragati) — Rajasthan & pan-India (<https://nationalskillsnetwork.in/successful-placements-empower-pragati/>)

ONLINE

- स्किल इंडिया डिजिटल हब — Online (<https://www.skillindiadigital.gov.in/>)
- एनएसडीसी – प्रशिक्षण केंद्र खोजें — Online (<https://www.nsdcindia.org/find-nsdc-training-centre>)

FEES

Under most government schemes (NSDC, RSLDC, PMKVY, JSS) this course is free or very low-cost and often comes with placement support. Retail/e-commerce courses at private institutes can cost roughly ₹5,000–15,000.

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

E-commerce companies and fulfilment centres, food aggregators, quick-commerce dark stores, supermarkets, hypermarkets and courier/logistics hubs.

WORK CULTURE

Typically 6 days a week, 9–10 hours a day; shift duty is common and overtime is required on busy days like festivals. The work involves both inside the store/warehouse and outside field delivery. The field also offers growing opportunities for women and persons with disabilities.

WHO HIRES

- | | |
|---|--|
| • E-commerce companies – Amazon India, Flipkart, Meesho, Myntra | • Quick-commerce & food aggregators – Blinkit, Zepto, Swiggy Instamart, Zomato |
| • Retail chains – Reliance Retail/JioMart, DMart, BigBasket | • Logistics & courier companies – Delhivery, Ecom Express, Blue Dart |
| • Supermarkets, hypermarkets and local retail stores | • Third-party fulfilment & staffing partners (e.g. Qess Corp, Empower Pragati) |

DEMAND (2026)

Online shopping, quick-commerce (10-minute delivery) and home delivery are booming in India, creating strong demand for Service Fulfilment Executives to pack orders, bill and deliver in every city and town. With new fulfilment centres and dark stores opening in Rajasthan cities like Jaipur, Jodhpur, Udaipur and Kota, this is a stable and fast-growing career.

7 Career growth

- 1 Trainee / Assistant, Service Fulfilment
- 2 Service Fulfilment Executive
- 3 Fulfilment Team Leader / Field Supervisor
- 4 Service Fulfilment Manager

EARNINGS

Starting	₹11,000–16,000/माह
Mid level	₹18,000–28,000/माह
Senior level	₹30,000–47,000+/माह

Per AmbitionBox, a Fulfilment Executive earns roughly ₹10,833–47,000/month (Glassdoor/Indeed show Flipkart Delivery Executives at about ₹15,000–25,000/month). Experience, incentives and overtime raise income; becoming a team leader or fulfilment manager increases pay considerably.

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

- Plentiful, stable jobs in the fast-growing e-commerce and quick-commerce industry
- Start with only Class 10, free government training and placement support
- A clear path to grow into team leader and manager with experience and incentives

The challenges

- Long hours, shift duty and overtime during festivals
- Physically demanding field delivery in sun, rain and traffic
- Limited entry-level pay and target-based pressure

9 Real-life journeys

Deepak Kumar

Courier Delivery Executive, A.G. Enterprises (Myntra process)

Despite losing a hand in an accident, Deepak Kumar did not give up. He completed skill training as a Courier Delivery Executive at PMKK (Pradhan Mantri Kaushal Kendra), Sambhal, and secured a job with the e-commerce fulfilment operator A.G. Enterprises (Myntra process), earning about ₹1,31,000 a year. His story shows that with free government skill training and determination, even a Class-10-pass youth can build a respectable, stable career in e-commerce service fulfilment.

National Skills Network (Empower Pragati) · <https://nationalskillsnetwork.in/successful-placements-empower-pragati/>

Rina Bera

Flipkart Wishmaster (Delivery/Fulfilment Executive), Kolkata

Rina Bera of Kolkata is a woman Flipkart 'Wishmaster' (delivery executive) who delivers around 40 shipments a day to customers from the Salt Lake hub on an electric scooter. In delivery work often seen as 'men's work', Rina has made her mark with full safety and the #CustomerFirst promise — a customer was so impressed that she praised Rina on social media. Now a support for her parents, Rina inspires every girl who wants a self-reliant career in service fulfilment and delivery.

Flipkart Stories · <https://stories.flipkart.com/woman-wishmaster-kolkata>

10 Sources & further reading

1. Rajasthan Career Guidance – Service Fulfilment Executive — <https://cg.rajasthan.gov.in/careerguidance/hi/career/%e0%a4%b8%e0%a4%b0%e0%a5%8d%e0%a4%b5%e0%a4%bf%e0%a4%b8-%e0%a4%ab%e0%a5%81%e0%a4%b2%e0%a4%ab%e0%a4%bf%e0%a4%b2%e0%a4%ae%e0%a5%87%e0%a4%82%e0%a4%9f-%e0%a4%8f%e0%a4%95%e0%a5%8d%e0%a4%9c%e0%a5%80%e0%a4%95/>
2. Retailers Association's Skill Council of India (RASCI) – Retail E-commerce — https://rasci.in/RetailEcommerce_NOS.php
3. National Qualification Register – Retail Order Fulfilment qualification — <https://www.nqr.gov.in/qualifications/12127>
4. AmbitionBox – Fulfilment Executive Salary — <https://www.ambitionbox.com/profile/fulfillment-executive-salary>
5. National Scholarship Portal — <https://scholarships.gov.in>



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