



WHERE WE **SKILL** & HELP YOU **SPEED AND SCALE**

## From the Chairperson's desk



**Mrs. Vandana Luthra**

Dear Friends,

Lack of skilled manpower is one of the biggest challenges faced by the Indian Beauty & Wellness sector, which, according to forecasts made by PwC, has the potential to be worth INR 1 trillion and generate direct livelihoods for 3 million people by 2015.

In 2011 itself, a study conducted by PwC, titled 'Riding the Growth Wave', had projected that the Indian Wellness Services industry will face a likely shortage of ~600,000 skilled personnel by 2016. Earlier, a separate Skill Gap study conducted by IMaCS - the consulting arm of domestic credit rating agency ICRA - on behalf of the NSDC had projected a likely shortage of 545,000 beauticians alone by 2022.

As key stakeholders in ensuring that the growth momentum of the beauty and wellness domain is maintained, it is incumbent upon all of us to ensure that our sector is not held to ransom by quality and quantity challenges on the manpower front.

The Beauty & Wellness Sector Skill Council presents us with a fantastic opportunity to achieve this goal.

As a government-backed and industry-led body, we have been made the chief architects for developing skilled and quality manpower for this sector and tasked with playing a key role in the entire training process through a larger involvement in not just curriculum development, but also in the assessment and certification mechanisms.

Considering the massive scope of the beauty & wellness domain, we owe it to the industry that has given us so much by getting deeply involved in the activities of the Beauty & Wellness Sector Skill Council so that it can not only achieve its objectives, but also emerge as a stand-out initiative in the 'Skill India' mission of the Honorable Prime Minister, Shri Narendra Modi.

## Expanding the Wings

B&WSSC was formally registered as a society on 25th June 2014 giving it a legal status thus expediting the process of growth and expansion. Since its inception the council has received tremendous response and support from the industry, and various Beauty & Wellness associations. We have reputed players from the industry making it a robust skill council, working towards one common goal of creating and establishing an effective and efficient eco-system for development and imparting of skills for Beauty and Wellness industry. This agenda includes establishing relevant curriculum courses, information database, delivery system, standardization, and accreditation and certification process to enhance the employability of the Indian workforce globally.



## ***Moving into a New Office***

Making a new beginning B&WSSC moved into its new premises at DLF City court, Sikanderpur, Gurgaon. The office was inaugurated by Mrs Vandana Luthra, Chairperson, Beauty & Wellness Sector skill council and Mr. Vikram Oberoi, Chairman Hospitality and Tourism.

## ***The Robust Skill Council***

The response from the industry is overwhelming, each member is contributing tremendously towards the growth and working of this council. We have Ms. Blossom Kocchar from Aroma Magic, Mr. Ramesh Wangal from Kerala Ayurveda Ltd., Ms. Veena Kumaravel, Naturals, Ms Gurpreet Seble, Nail Spa, Mr. Romison KSH, Bapu Nature Cure Ashram and Yogashram, Mr. Anurag Kedia, Fourfountain Spa, Mr. Nikhil Marwaha, Akara, , Ms Maya Paranjapye, Association of Beauty Therapy and Cosmetology, Ms Sangita Chauhan, Exclusive salons & All India Hair and Beauty Association. This council is headed by Mrs Vandana Luthra, Founder & Mentor VLCC as the chairperson.

## ***Reaching Out***

In our efforts towards popularizing Beauty & Wellness beyond hobby and making it a prestigious career option, we are working towards introducing Beauty & Wellness as a course curriculum at various school and college level. We have already started the pilot project in Sarvodaya School, President Estate. Talks are on with Delhi University and other premium university to provide Beauty & Wellness as a course option to the students.

We have already created 5 qualification packs- Assistant Beautician, Assistant hair stylist, Manicurist- pedicurist, Assistant spa therapist and Product sales assistant. Three of these job roles are already approved by NSDC and validated by the industry and now being executed by the training academies affiliated to us.

## ***Making the Presence***

B&WSSC participated in the professional Beauty Exhibition at Pragati Maidan hobnobbing with renowned brands in this sector. The response was tremendous, creating huge visibility for the Sector Skill council among the industry players, bringing us much closer to them. It was a great exposure for the sector skill, giving us a further insight into the industry updating us on the new techniques and methods of the industry.



## ***Taking the Stride***

We have completed the 1st phase of the government initiated star scheme and ready for the roll out of the 2nd phase of the star of the star scheme. More than 5000 students reaped the benefits of the star scheme. 10 training partners were instrumental in implementing the 1st phase of the star scheme, one of which is an NGO Amarjyoti Charitable Trust. We have affiliated with Amar Jyoti Charitable Trust as a training partner and they will be involved in implementing the scheme and policy of the government. We are making sincere efforts towards involving other NGOs working with women in our various schemes, thus empowering them. We are first sector skill council taking forward this CSR initiative.

B&WSSC is one of the two councils selected to do a pilot project with European Union in developing and aligning the QP NOS's as per the International standards. The same will enable certified students to get employment across 39 EU countries.

The Council is in the process of tying up with National Institute of Open Schools. Beauty & Wellness will now be one of the vocational courses available to the student.

# National World Skill Competition

The world skill competition is one of the events that B&WSSC conducts with the support of its members and industry players. This year we have successfully conducted the regional skill competition in North, South, North- East and West. The successful 21 contestants of the regional competition participated in the national competition held at Clarion Hotel from the 23rd- 25th September 2014. 11 icons from the beauty industry formed the jury bench, and had extremely tough time choosing the best among them. After 18 hours of marathon display of temperament, strength, tenacity, grace and of course 6 multi tasking skills, 5 winners were declared. Ms. Ravina Parmar, Ms. Manshi Bharti, Ms. Vagisha Raj, Dhurti Barad & Ms. Neha Chande.



1 Sashay to the jury by Mrs. Vandana Luthra, Chairperson Beauty & Wellness Sector Skill Council 2 Mr. K. Srikant, Cricketer at the competition

3 Competition Contestants doing Pedicure Module 4 Lamp Lighting by Mr. Dilip Chenoy, MD & CEO, NSDC and Mrs. Vandana Luthra, Chairperson B&WSSC

5 Mr. Dilip Chenoy, MD & CEO, NSDC and Mrs. Vandana Luthra, Chairperson B&WSSC with the contestants

6 Contestants during Makeup Module 7 The Winners: Ms. Manshi Bharathi, Ms. Ravina Parmar, Ms. Dhruvi Barat, Ms. Neha Chande and Ms. Vagisha Raj

## BEAUTY & WELLNESS SECTOR SKILL COUNCIL

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