



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

From the Chairperson's desk



Mrs. Vandana Luthra

The Beauty & Wellness Sector Skill Council completes a year later this month.

It seems just like yesterday that the B&W SSC was being formed and here we are getting ready to mark its 1st anniversary. How time flies!

I would like to take this opportunity to express our deep sense of gratitude to the Hon'ble Minister for Skill Development & Entrepreneurship Shri Rajiv Pratap Rudy and his excellent team at the Ministry, Shri S. Ramadorai, Chairman – NSDA & NSDC and his colleagues at both these wonderful institutions, and CII for being huge pillars of support during this period.

No words of thanks are enough for my colleagues in the Governing Council, the B&W SSC secretariat and industry members for the zest and enthusiasm with which they have gone about the task of trying to put in place the building blocks for a sustainable skills ecosystem in the fast-growing but still largely unorganized and fragmented beauty and wellness domain.

The B&W SSC has come a long way since its humble beginning last June. During this period, our SSC has tasted a fair degree of success in raising awareness about the need for enhancing the skill-sets of likely new entrants to the workforce in the beauty and wellness arena as also among those already employed to sustain the 18-20% year-on-year growth that the industry has been witnessing.

We have engaged with all key stakeholders – Governments at the Center and states, educational boards, Universities, employers and the Media – to explore how the B&W SSC may not just contribute to the development of trained manpower for our industry but also play its part in **promoting women empowerment** considering that employment in the beauty and wellness sector has traditionally had a positive bias towards women.

In the last one year, we have also worked closely with industry, the NSDC and the NSDA to develop **National Occupational Standards (NOS)** and **Qualification Packs (QPs)** for various job roles to raise the employability quotient of young men and women keen to make a career in the beauty and wellness space. As well as hold numerous **Train-the-Trainer** initiatives to make the cause of skills take deep roots in the country.

To raise the aspiration quotient for vocational training in the beauty and wellness domain, the B&W SSC took the lead in the process of selection of the Indian contestants in the Beauty Therapy and Hair Dressing disciplines for **WorldSkills 2015** to be held in Brazil this August. In this context, it gives me immense pleasure to inform you that Mumbai-based **Neha Chande** – whom the B&W SSC has chosen and is training to represent India in the Beauty Therapy category at WorldSkills 2015 - has won the gold medal in the Beauty Therapy discipline at the Oceania Skill Competition held in New Zealand from April 14th to 17th 2015. Neha's win marks the first instance of India winning a gold medal in any global skills competition.

The B&W SSC's efforts to contribute to the success of the Skill India Mission has seen it get included in the **Steering Committee** being set up by the Ministry of Skill Development & Entrepreneurship to oversee the implementation of the **Pradhan Mantri Kaushal Vikas Yojana (PMKVY)**. As well as in the **Sub-Committee** that has been formed for this purpose to evolve the operational modalities of PMKVY.

As you would have made out by now, for a newly established SSC, the B&W SSC made a pretty decent start in its first year of operations. I would be the first to admit, though, that much work still remains to be done. As we chalk out our strategy for the 2nd year, you may rest assured that the B&W SSC will go out of its way to make 2015-16 count so that we may justify the faith that the entire country has placed in us.

Vandana Luthra

Creating standards

Development of Qualification Packs (QP) & National Occupational Standards (NOS)

- Three QPs developed – Assistant Beautician/Assistant Hair Stylist & Manicurist/Pedicurist.
- Ernst & Young engaged for Occupational Mapping & development of 100 QP/NOSs in 1st phase across sub-sectors.
- Occupational Mapping completed.
- First Draft Review of 16 QPs shared with NOS committee and Industry.
- Trans-Atlantic standards being created simultaneously so that B&WSSC certificates are recognised internationally.
- B&WSSC is one of the Councils selected to do a pilot project with the European Union delegation facilitated by NSDA.
- Ms. Runa McNamara engaged as an international expert to assist in developing QP NOSs in alignment to the International standards. This will enable certified B&WSSC students to get employment across 53 EU countries.



Contract being awarded to Ernst & Young



Industry Validation workshop in Assam



RFP bid being opened by NOS Committee

Training Partner Affiliation

- 18 Training partners affiliated till date. Due diligence done for 158 institutes, 149 institutes certified and affiliated.
- Coverage – Pan India.

Certification & Assessment

Students assessed (Non Star numbers)

Assessments completed in March.

- **4746** assessments completed for Level 3 QP Assistant Beautician (Govt. of West Bengal).
- **2689** for Level 1 in Schools Haryana.
- **1719** for Level 2 in Schools Haryana.
- **30** for National Urban Livelihood Mission (NULM) Himachal Pradesh.

Participation in STAR Scheme

- **5000** trainings conducted in three QPs.
- **4093** Assessments completed.
- **10** VTPs Affiliated.
- **78** Institutes affiliated.
- **1** Assessment Agency empanelled.
- **84** Assessors assessed.



Train-the-Trainer

- 3 Train-the-Trainer workshops conducted.
- 65 Trainers assessed and certified.



Train-the-trainer programme in Delhi



Train-the-trainer programme in Jalandhar



Minister for Skill Development and Entrepreneurship Shri Rajiv Pratap Rudy with Governing Council Members at the GC Meeting on 30th January 2015

Creating the Skill Ecosystem

Central/State/Ministerial MOUs for skill development signed till date and under implementation

- MoU Signed with Rajasthan Government, Skill & Livelihood Development Corporation.
- MoU Signed with State Institute Of Capacity Building (SICB), Sikkim.
- MoU Signed with ASAP Kerala for promoting skilling initiatives in Kerala.
- MoU signed with Punjab state education board for introducing Beauty/Wellness courses from 9th Standard onwards.
- Included in search & selection Committee for identifying VTPs for Chhattisgarh Government.
- Signed MoU to participate with NULM HP (first batch of 30 students in Solan assessed) and Punjab Skill Development Mission for Skilling in Beauty & Wellness space.
- School / College initiatives for Vocational Education.



MoU signing with ASAP



MoU signing with SICB

CBSE

- Level 1 and level 2 curriculum & course book reviewed for Beauty & Wellness.
- Level 3 curriculum & course book reviewed for launch in 2015-16 academic year.
- Level 4 curriculum and Course book development with CBSE.
- Will be closely working with CBSE to introduce Modular training in sub-sectors for Level 3 and Level 4 in schools.
- Organising summer training for Student of Class 12 at the facilities of B&WSSC GC members.

Haryana schools

- Rubrics reviewed and assessments facilitated for Level 1 & Level 2 students in Haryana Schools.
- Level 2 training of teachers for Haryana schools by Resource person from the industry.

UGC

- Association with UGC to promote sector-specific trainings.
- Assessments to be conducted by SSC for the ongoing batches of students in B.Voc and Community Colleges.
- Work in progress for creation of assessment criterion for the assessments to be conducted (9 B.Voc colleges & 2 Community colleges pan India).
- Working with Delhi & Pune university to roll out Beauty/Wellness courses for both UG and PG level.

NIOS

- Restarting talks with National Institute of Open Schooling to include Beauty & Wellness courses as one of the vocational subjects for 10th & 12th standard.

DGET

- Mapping of MES courses with current QPs.
- Mapping of CTS courses with current QPs.

Reaching out



Worldskill Competition

Beauty Therapy

- B&WSSC conducted the selection for worldskill competition in BeautyTherapy discipline.
- 5 regional competition were conducted. 91 candidates participated in the regionals. 21 of them were short-listed from these regionals.
- The national selection competition was held in February 2015. 21 candidates competed to represent India at the Worldskill event in Sao Paulo, Brazil in August 2015.
- 5 candidates were short-listed from this national selection for the training with industry to determine the most suitable candidate.
- Eventually Ms Neha Chande was chosen to represent the country in Worldskill Competition 2015.
- Thereafter Neha participated at the Oceania Skill Competition held in Newzealand winning gold medal.



Short-listed national finalist (from left) Mansi Bharathi, Raveena Parmar, Dhruvi Barat, Neha Chande and Vagisha Raj

Hair Dressing

- B&WSSC was mandated to select the Indian contestant for the Hair Dressing category for Worldskill 2015.
- Mr. Pradeep Ved has been chosen to represent India in this skill at the coming Worldskill event in August.

Highlights of May 2015

A 48 member Indian team participated at the OMC Asia Cup in Malaysia under the banner of AIHBA. India won the following medals at the competition.

Bronze

- Ms Lata Kanchandani - Fantasy Hairstyle.
- Ms. Elisha Chauhan & Mr. Jai Parekh - Creative and hair by night.
- Incidentally Ms Eisha Chauhan is also part of the World Skill training team.
- India ranked 4th in open hairstyle and evening hairstyle – Ms. Shweta Paliwal, Mr. Anil Sen, Mr. Yogee Indulkar.
- India ranked 5th position – Gents Creative and classic category- Mr. Pushkar Sen, Mr. Milan Bhatia, Mr. Kamlesh Sen, Mr. Subhash Sen.

Pradhan Mantri Kaushal Vikas Yojna

- B&WSSC chairperson participated in the 2nd sub-committee on the PMKVY.
- B&WSSC mandated to skill 22700 in pilot phase.
- 17 VTPs Affiliated (10 more in pipeline).
- 138 Institutes affiliated so far.
- 1 Assessment Agency empanelled.
- 3 QPs in the Pilot phase for training.
- Will have 16 QPs ready for implementation in the 2nd phase.



Mother Touch

- B&WSSC GC member Ms Rekha Chaudhari started a unique initiative under the banner of ZEP foundation. Rural Women are trained to take care of new born babies. The natural instinct of women is enhanced through training and thus empowering them to become financially independent.



Chief Minister of Maharashtra inaugurating a Skill Van



Team AIHBA



Team AIHBA

ZEP Foundation has started Skill Mahotsav Programme in cooperation with JSWE, Mother Touch Concept and Mission Khoj. This Skill Mahotsav Programme aims to sensitize youth and elderly women population in rural India about different skilling opportunities which they may avail of to better their economic stature in life.

Skill Mahotsav Yatra Van

Branded vans moving across the state of Maharashtra covering 30 districts, 200 talukas and 5000 villages reaching 2 crore of people to promote growth through skilling.

Training in Delhi

BeautyTherapy chosen Indian representative Ms Neha Chande was in Delhi for training in the month of May.

Ms. Gurpreet Seble provided training in nails category

Ms. Samantha Kochhar provided training in Makeup.

Dr. Prerna Kohli provided Mind Training.



Rekha Chaudhari with Mother Touch volunteers



Neha with Gurpreet



Neha with Sam



Neha with Prerna

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