



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

From the Chairperson's desk



Mrs. Vandana Luthra

Dear Friends,

I am happy to share with you that the Beauty & Wellness Sector Skill Council (B&W SSC) has significantly stepped up its advocacy to industry players to hire trained and certified professionals and also create attractive career pathways for skilled staff.

The B&W SSC Team has been reaching out to organizations across the country to explain to them the benefits that could accrue to their own set-ups through hiring trained manpower in the form of higher productivity, less wastage of raw material and greater throughput from existing facilities.

From the biggest of companies to the smallest, the B&W Secretariat has been engaging in discussions with all of them in order to make the skills cause take deep roots in the growing beauty and wellness sector. Some of these efforts have already started bearing fruit with even the small salon owners in the Tier-II and Tier-III towns and cities now showing a greater receptivity to sending in their own staff for specialized training.

The B&W SSC Governing Council has been leading by example in the endeavor of promoting skills training in our domain. As we had pledged to the Hon'ble Minister for Skill Development & Entrepreneurship Shri Rajiv Pratap Rudy during our Governing Council meeting in Delhi in January, all GC Members are now hiring only skilled and certified people.

Moving on to details of our other initiatives, the B&W SSC has been simultaneously also engaged in ensuring that the National Occupational Standards (NOS) and Qualification Packs (QPs) we are developing meet the needs of the informal workforce. As you would be aware, the beauty and wellness sector is still largely unorganized and fragmented, with very few large industry players having a pan-India presence. In September, industry validation workshops on the NOS and QPs developed by the B&W SSC were held at Mumbai, Chennai and Guwahati to determine their views on this matter.

The B&W SSC has been continuing to move aggressively on the roll-out of beauty and wellness training under the *Pradhan Mantri Kaushal Vikas Yojana* (PMKVY). Most recently, we participated in the Kaushal Mela in Mohali (Chandigarh) to spread awareness among the youth there about the opportunities available for trained people in the beauty and wellness sector.

To cash in on the buzz generated through India's Medallion-winning performances in the Beauty Therapy and Hair Dressing disciplines at WorldSkills 2015, the B&W SSC took the lead in organizing a competition to select the country's representative in the beauty category at the UK Skill Competition to be held in November. We also started our preparations for the WorldSkills 2017 event to be held in Abu Dhabi.

In other activities, the B&W SSC organized a Train-the-Trainer workshop in Hyderabad.

Vandana Luthra

Validation Workshops

Industry validation workshops were held in Mumbai, Chennai and the North-East. A total of 66 Qualification Packs (QPs) for in-demand job roles in the Beauty and Salon, Fitness, Rejuvenation and Alternate Therapy categories were validated through these workshops. It was overwhelming to see the participation of industry players at these forums. All valuable inputs provided by different beauty and wellness sector representatives were incorporated in the QPs before presentation to the Qualification Review Committee (QRC).



Train-the-Trainer

A 2-day Train-the-Trainer event was conducted in Hyderabad for the benefit of 65 Trainers belonging to the B&W SSC's Training Partners in the region - Rise Technologies, Indus EduTrain, Shree Technologies and Learn & Shine. Our Master Trainers, Ms Atasi Mishra and Ms Violet Goswami, provided training in the QPs developed for the job roles of Assistant Beautician and Assistant Hair Stylist.



Kaushal Mela

B&W SSC Governing Council Member Ms Richa Agarwal, whose company Cleopatra Day Spa is also one of our Training Partners, organized a Kaushal Mela to inform the youth of Punjab of the growing career opportunities in the beauty and wellness domain. The Chief Guest at the event was the Hon'ble Member of Parliament Professor Prem Singh Chandumajra, representing the Punjab constituency of Anandpur Sahib. Other guests at this highly-attended function were Mrs. Varinder Thandi, Chairperson, Social Welfare Board, Punjab, Mrs. Shruti Shukla, Deputy Director, SCERT, Punjab, and Mrs. Sangita Vardhan, Chairperson, Vatsal Chaya Trust.



Recognition of Prior Learning

The B&W SSC participated in a discussion with the Director General of the National Skill Development Agency (NSDA), Ms. Jyotsna Sitling, to decide on the mobilization strategy, criterion of candidate selection and number allocation to Training Partners for providing training under the Recognition of Prior Learning (RPL) category.

UK Skill Competition

The B&W SSC took the lead in organizing regional selections across India to choose the contestants who will represent the country at the upcoming Skill Competition to be held in the United Kingdom in November. Industry came out in full strength to support the B&W SSC in this endeavor. The winners at the regional competitions are now undergoing specialized training so that they may be at their best when take part in the UK event.



Signature and AIHBA Awards

The 17th Signature Awards 2015 function was organized by the All Assam Aesthetician Association, which is part of our Governing Council, to recognize the good work of emerging talent in the Beauty, Hair and Make-Up categories. Dr. Sangita Chauhan, a B&W SSC Governing Council Member, was conferred the prestigious *Singbature Sarva Gunnah Sampannah Nari Award* at this event.



On September 22, another Governing Council Member of ours – the All India Hair & Beauty Association (AIHBA) – created history by organizing India's biggest national competition in the hair dressing, makeup artistry and nails categories. The winners were handed over various prizes as part of the AIHBA India Awards 2015.



BEAUTY & WELLNESS SECTOR SKILL COUNCIL

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