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**B&WSSC**  
BEAUTY & WELLNESS SECTOR SKILL COUNCIL

# Participant Handbook

Sector  
**Beauty and Wellness**

Sub-Sector  
**Beauty & Salons**

Occupation  
**Hair Care Services**

Reference ID: **BWS/Q0202, Version 1.0**  
**NSQF Level 4**



**Hair  
Stylist**





**Shri Narendra Modi**  
Prime Minister of India

“ Skilling is building a better India.  
If we have to move India towards  
development then Skill Development  
should be our mission. ”



## Certificate

### COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

**BEAUTY AND WELLNESS SECTOR SKILL COUNCIL**

for

### SKILLING CONTENT : PARTICIPANT HANDBOOK

Complying to National Occupational Standards of  
Job Role/ Qualification Pack: 'Hair Stylist' QP No. 'BWS/Q 0202 NSQF Level 4'

Date of Issuance: 21/05/2016  
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*\*Valid up to the next review date of the Qualification Pack or the  
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Authorised Signatory  
(Beauty and Wellness Sector Skill Council)



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Special thanks is extended to the persons who collaborated in the preparation of different modules. Sincere appreciation is also extended to all who provided subject matter inputs and reviewed individual modules.

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This participant handbook is dedicated to the aspiring youth who aspire to acquire special skills which would be lifelong assets in their future endeavors and help them make a bright career in the Beauty and Wellness Sector.



## About this book

The beauty and wellness industry in India is growing at a CAGR (Compound annual growth rate) of 18.6 % and is likely to reach the 100,000 crore mark soon. The sector is thriving on the increasing section of affluent and middle-class population that has started considering beauty and wellness as a necessity. Increased emphasis on a holistic wellbeing with people's desire to look good and young are other motivators for the beauty and wellness industry.

Employment in the beauty sector is expected to grow at a CAGR of 20%, with 23% in the organised and 15% in the unorganised segments with a shortage of over 600,000 skilled personnel by the end of 2016. With a shift in focus towards quality of service, the industry has been looking to hire skilled workforce to sustain growth.

This Participant Handbook has been designed to enable theoretical and practical training to become an Hair Stylist. The following National Occupational Standards, which have been covered in this Participant Handbook, are what comprise the qualification pack of a Hair Stylist.

1. Prepare and maintain work area
2. Perform basic blow drying of hair
3. Shampoo, condition the hair and scalp
4. Perform scalp massages and hair spa services
5. Perform hair cut
6. Perform hair styling and dressing
7. Perform colour and lighten hair services
8. Perm and neutralize hair
9. Perform hair relaxing and straightening services
10. Maintain health and safety at the workplace
11. Create a positive impression at the workplace

This participant handbook has been designed keeping in mind the minimum education qualification of beauticians to be preferably Class VIII pass. The key learning objectives and corresponding skills acquired thereby are defined in each unit.

We would like to thank Ms. Vandana Luthra, Chairman of Beauty and Wellness Sector Skills Council for her constant guidance and support. We would also like to acknowledge the efforts put in by the BWSSC team, master trainer, consultants and our Industry Partners who give their valuable inputs in making this participant handbook.

We hope that this participant handbook will be able to provide a sound learning support to our young friends to aspire to build their career in the beauty and wellness industry.

## Symbols Used



Key Learning  
Outcomes



Steps



Notes



Unit  
Objectives



Practical



Exercise



Summarize









# 1. Introduction to the Program



Unit 1.1 - Objectives of the Program

Unit 1.2 - Beauty and Wellness Industry





## Key Learning Outcomes

**At the end of this module, you will be able to:**

1. Understand beauty and wellness industry
2. Role and responsibilities of a Hair Stylist

## UNIT 1.1: Objectives of the Program

### Unit Objectives

**At the end of this unit, you will be able to:**

1. Understand objectives of the program
2. Describe job role and responsibility of Hair Stylist

### 1.1.1 Introduction

The beauty and wellness sector is a growing sector in India. It has shown consistent growth in the last few years and has contributed significantly to the economic growth of the country. It has created huge employment opportunities across the country and can easily be termed as a leading employer. There are many factors which contribute to this phenomenal growth including rising consumerism globalisation and the changing lifestyle of the Indian consumer as well as an increasing rate of wellness tourism.



*Fig. 1.1.1 Hair Services*

The rapid growth of the beauty and wellness industry has created a large demand for trained beauty operators both nationally and globally.

Currently a talent gap exists between the growth and expansion and the existing skilled personnel.

### 1.1.2 Hair Stylist

A Hair Stylist in the Beauty and Wellness Sector is a critical operational job-role, providing various types of beauty services in salons and spas.

A Hair Stylist should be well-versed with the beauty services and therapy operations and have basic service aptitude. Proficiency in communication and keen service orientation will help in providing world class services to the customers.

#### **Roles and Responsibilities of a Hair Stylist**

A hairstylist is a professionally trained individual who specialises in haircare treatments. A Hair Stylist performs various duties such as such as shampooing, trimming, cutting, blow drying, colouring and treatment for hair damage and repair. A Hair Stylist needs to understand the intricacies of cutting and styling hair, while also knowing how to keep hair healthy. The person also assists in salon ambience maintenance and also does various other odd jobs in the salon including sell salon retail products after obtaining knowledge on them.

### Attributes of a Hair Stylist

- Customer Orientation
  - » Understand what the customer needs even when he/she is unable to express.
  - » Keep the workplace clean as it is the first attribute which convinces customer to take your services.
- *Clean Personal Appearance* - Maintain a clean personal appearance. Customer may not like to take your services if you have a shabby or messy demeanour. Beware about body odour, bad breath, and over all hygiene.
- *Make suitable suggestions* – If you catch your customer confused and indecisive, use the opportunity to suggest the best for him/her. Customer may like it and appreciate. You are not at loss anyway.
- *Don't be in hurry* – Do not rush the customer out. If you are attending the customer, make sure you give him/her proper time.
- *Keep your knowledge updated* – You must know all the important updates about your field so that if the client has any question, you must be able to answer him appropriately.
- *Respect your customer* – Respect the decision of your customers and do not force your opinion. Ultimately it is their decision what services they wish to take from you and you must respect that.
- *Have knowledge about products* – A Hair Stylist must be able to tell what products are suitable for the customer. For instance if a customer wants to know which shampoo would suit his/her scalp, a Hair Stylist must keep the hair type in mind and suggest the best product available. This can happen only if she has knowledge about available products.
- *Proficiency in communication* – As much as a Hair Stylist needs to be efficient in his/her skills, he/she needs to have good communication skills as well. Hair Stylist first deals with customer with his/her communication skills and later with beauty skills. Therefore, he/she has to be warm and welcoming, should give details, must not fumble and be clear with what he/she says.
- *Good body language* – A Hair Stylist must not be stressed over handling customers. Her body language should be easy yet active, he/she should seem happy to work and give his/her services, must smile and be quick at her work.

### 1.1.3 This Program will Facilitate an Overview of

This program will facilitate an overview of:

- Prepare and maintain work area
- Perform basic blow drying of hair
- Shampoo, condition the hair and scalp
- Perform scalp massages and hair spa services
- Perform hair cut
- Perform hair styling and dressing



## UNIT 1.2: Beauty and Wellness Industry

### Unit Objectives

At the end of this unit, you will be able to:

1. Explain Beauty and Wellness Industry in India

### 1.2.1 The Beauty Industry in India

Though the beauty and wellness industry is new in India, there is increasing awareness about health and wellbeing. The beauty and grooming industry in the country is booming, thanks to the growing desire among, both, men and women to look stylish and feel good.

The urban beauty parlour market in India is growing rapidly. A KPMG Wellness sector report projects that the size of India's beauty and wellness market will nearly double by 2018.

The beauty business is blooming so much that many private equally firms are now investing in it. Specialised hair care is one segment that is doing particularly well.

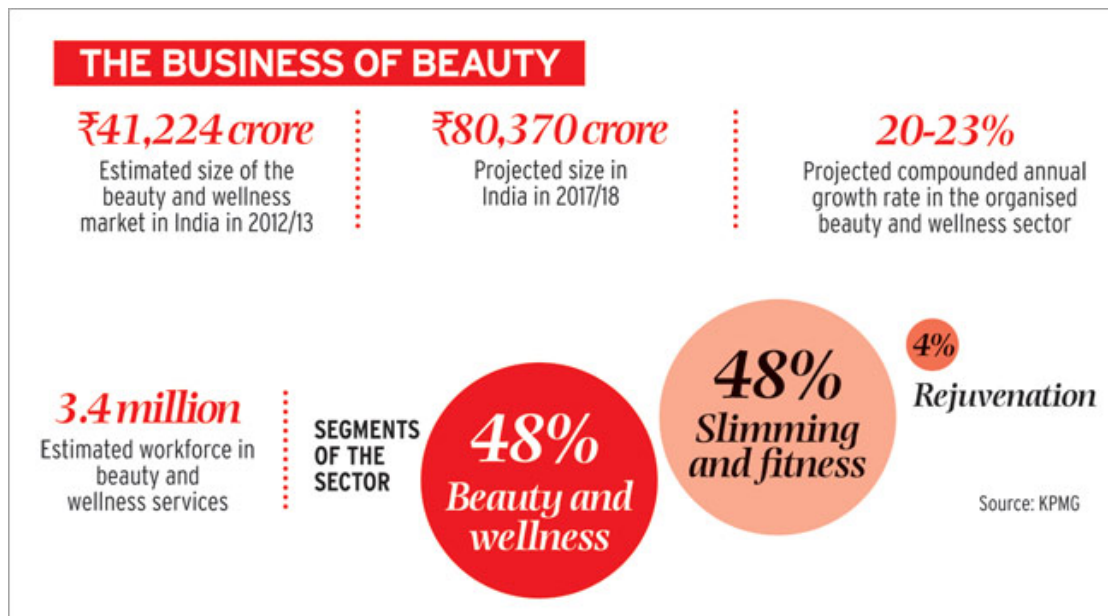


Fig. 1.2.1 The business of Beauty and Wellness in India

One segment of the beauty business that is doing particularly well is specialised haircare. An AC Nielsen report estimates the haircare market in India at Rs 3,630 crore, with average annual growth of 20 per cent.

Bridal make up is another expanding segment. With the wedding market in India growing by leaps and bounds not only does the bride but also friends and relatives visit a beauty parlour to get ready for a wedding. Most beauty parlours of special packages for the bride and her family.

Specialised knowledge is needed for quality beauty treatment. Thus, many beauty training schools have come up across the country. Many leading salon brands have their own academies. For example, VLCC, Shahnaz Hussein and Javed Habib run specialised courses.

The government's Beauty and Wellness Sector Skill Council also runs various training schemes. Naturally, employment opportunities in the sector are booming, too. The KPMG Wellness Report estimates that workforce requirements in the beauty and salon segment will grow from 3.4 million in 2013 to 12.1 million in 2022. Salaries of makeup and beauty professionals vary between Rs 15,000 and Rs 65,000 per month.

#### Reasons for growth

1. Growing consumerism, rapid urbanisation and rising disposable income
2. Young consumer population is characterised by increased exposure to media, resulting in increased aspiration for beauty
3. Obsession with looking young has put the sector on a high growth trajectory as more and more consumers ask for cosmetic treatments and anti-ageing products
4. Product innovation and an increased demand for looking good

## 1.2.2 Industry Classification

*Beauty Centres and Hair Salons*- The beauty and salon segment includes skin, hair and nail care services. Services are given in order to meet customer's requirement of mending or fixing personal physical image or look.

*Product and Counter Sales* - This includes counter sales of beauty and salon products, including cosmetics and toiletries that address age-related health and appearance issues. The products are bought for different beauty requirements.

*Fitness and Slimming* - Includes service providers involved in the fields of physical exercises, yoga, other mind-body practices and weight-loss and slimming.

*Rejuvenation Centers* - This includes the core spa industry services, including spa operations, spa education, products and events. The sector primarily offers proactive services aimed at relaxing the body and the mind.

*Alternate Therapy Centers* - Alternative therapy centres provide clinical diagnosis and treatments under alternative therapy.



Fig. 1.2.2 Beauty and Wellness Industry Classification

*Emerging Unisex Services* – Many organised segments offer such services and many Unisex beauty and wellness centers are emerging and gaining acceptance.

*Expansion in different areas/regions* – Apart from urban areas and metro cities, rising awareness is causing the expansion of industry in other areas as well. Low rental and manpower costs also play an important role.

*International beauty brands* – Growing number of customers is causing international brands to penetrate the Indian market.

### 1.2.3 List of Hair Services

1. Blow Dry
2. Shampoo and Conditioning
3. Hair Cut
4. Perform advanced hair services
5. Hair Styling

### Exercise

1. Which of the following are not the characteristics of a Hair Stylist?
  - a. Have knowledge about products
  - b. Good body language
  - c. Clean personal appearance
  - d. Being in hurry
2. What are the current Beauty & Wellness Industry trends?
  - a. Changed Consumer Psyche
  - b. Emerging Unisex Salons
  - c. International Beauty Brands
  - d. All of these
3. List different classifications of beauty and wellness industry?

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### Notes

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## 2. Prepare and Maintain Work Area



Unit 2.1 - Prepare and Maintain the Treatment Work Area



**BWS/N9001**

## Key Learning Outcomes

**At the end of this module, you will be able to:**

1. Prepare and maintain the treatment area
2. Know how to prepare client record cards
3. Know how to prepare a client for treatment
4. Know about sterilisation and disinfection methods
5. Understand about personal presentation and ideal behaviour
6. Identify ways to dispose of waste correctly