**Competency Based Curriculum** 

# National Vocational Education Qualification Programme

NVEQ Level 4

# **Sector: Beauty and Wellness**

# LabourNet Services India Pvt. Ltd.



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# NVEQ Level 4 - Beauty and Wellness - Competency Based Curriculum | 2013

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# Introduction

The National Vocational Education Qualification Framework (NVEQF) developed by the Ministry of Human Resource Development (MHRD), Government of India provides a common reference for linking various qualifications to be used for setting common principles and guidelines for a nationally recognized qualification system covering Schools, Vocational Education and Training Institutions, Technical Education Institutions, and Universities/Colleges.

As per NVEQF qualifications are to be developed in series of levels of knowledge and skills, defined in terms of learning outcomes i.e., the competencies (knowledge, skills and attitude) which the learners must possess regardless of whether they were acquired through formal, non-formal or informal education and training system. Units of competency are the specification of knowledge and skill and the application of that knowledge and skill to the standard of performance expected in the workplace.

Competency is defined in terms of what a person is required to perform, under what conditions it is done and how well it is to be done. Generic competencies are considered essential for a person to participate effectively in the workforce, whereas technical competencies are an individual's knowledge and expertise in the specific group task and its processes. An executive order F.No.1-4/2011-VE dated 3 Sept., 2012 on the various aspects of NVEQF has been issued by the MHRD. For more details on the NVEQF, please visit the website of MHRD at www: mhrd.gov.in.

A competency based curriculum describes what learners must "know" and "be able to do" by the end of a program or study. It identifies the competencies and sub-competencies each learner is expected to master. It states clearly the criteria and conditions by which performance will be assessed. It also defines the learning activities that will lead to the learner to mastery of the targeted learning outcome.

The **competency based curriculum** is broken down into parts known as **Units**. Each unit is further broken down into knowledge and skills on the basis of which evidence is to be provided by the learner and the evaluation is to be done by the teacher or trainer.



## **About the Sector**

The Beauty and Wellness sector in India is witnessing exponential growth due to consumerism, globalization and changing lifestyles. Rising disposable income of the rapidly expanding Indian middle class, demand fuelled by increasing stress levels and willingness of people to 'look and feel good' are further fueling the growth of the Beauty & Wellness industry. India is currently the 10th fastest growing market globally in Beauty & Wellness sector . This industry is presumed to reach a remarkable INR 875,000 crores by the year 2014 The Indian Beauty and Wellness sector comprises of mainly two segments: Products and Services. The Services segment alone contributes as much as 40% of total market. This lucrative market has drawn attention not only of domestic players, VCs, and angel investors but also of established international players that are also now keen to tap into this market.

The rapid growth in beauty and wellness industry along with the entry of giant organized players both nationally and globally, has led to huge demand for trained personnel. The skilled and trained personnel requirement in the next five years is an estimated 4.47 million. However, there is a huge deficit in the availability of skilled and trained personnel. This talent deficit poses extreme threat to the growth and expansion of the whole beauty and wellness industry

#### **Critical Occupations:**

Critical occupations have been identified from existing job roles in the industry based on maximum demand and minimum available skill set in the workplace. Critical occupations, identified in this sector, embrace 75% to 85% of total employee strength where employers are facing huge challenge to meet the demand of the skilled workforce:

	Salon & Beauty Center	Rejuvenation	Fitness & Slimming Centers	Alternate Therapy & Treatment	Product consultation & sales
1	. Beauty	1. Spa Therapist	1. Slimming Therapist	1. Panchakarma therapist	1. Beauty Advisor
	Therapist	2. Beauty Therapist	2. Dietician	2. Masseur	
2	2. Hair Stylist	3. Nail Technician		3. Dietician	
3	B. Pedicurist &	4. Spa Supervisor		4. Yoga Therapist	
	Manicurist				



### **Objectives of the course**

Upon completion of this course, students will be able to:

- Demonstrate advanced techniques of Ayurvedic massage, Balinese massage and Reflexology
- Perform different types of manicure and pedicure methods and will describe the use of modern technologies in manicure and pedicure
- Perform advance facial techniques and will describe the use of modern technologies in facial treatment
- Perform different types of make up for different occasions
- Perform various hair-cuts and styles and hair coloring
- Understand the fundamentals of entrepreneurship



## **Competency Based Curriculum**

### Sector: Beauty and Wellness

**<u>Course Structure:</u>** This course (vocational qualification package) is a planned sequence of instructions consisting of the following 06 modules called as Units.

	NVEQ Level 1					
S.No.	Unit Code	Unit Title	No. of Notional /Learning Hours	Pre-requisite Unit, if any		
1.	BW401-NQ2013	Body Care and Wellness III	30	Body Care and Wellness II		
2.	BW402-NQ2013	Advanced Hand Care	20	Hand Care II		
3.	BW403-NQ2013	Advanced Foot Care	20	Foot Care II		
4.	BW404-NQ2013	Face & Beauty III	40	Face & Beauty II		
5. <b>BW405-NQ2013</b> Hair Cutting & Styling II		Hair Cutting & Styling II	40	Hair Cutting & Styling I		
6.	BW406-NQ2013	Entrepreneurship	20	Salon Management		
7.	BW407-NQ2013	Work integrated learning	30			
		Total	200			

Successful completion of **80 hours** of **theory sessions** and **120 hours of practical activities and on-the-job learning** is to be done for full qualification.



### **Classroom Activities:**

The main activity in classroom will be an interactive lecture session, followed by discussions. Teachers should make effective use of a variety of instructional aids, such as Videos, Power Point Presentations, Charts, Diagrams, Models, Exhibits, Handouts, etc. to transmit knowledge in projective and interactive mode.

### **Practical Activities:**

Activities that provide practical experience are termed as practical activities such as chart preparation, collation of objects relevant to the topics, preparation of informative document, role play, games, etc; Props, tools and equipment are used for practical activities to provide hands-on experiences for students in the chosen occupation. Specialized techniques such as handling of products and equipment, maintaining safe and hygienic conditions, handling customer's complaints and requirements, etc are to be imparted to the students by expert trainers. For practical training in any organization/industry that reflects tasks to be performed and competencies to be imparted, should be as per a plan signed by the student, teacher and employer.

### **On-the-Job Training:**

On-the-job training (OJT) utilizes actual equipment and materials in a structured manner, following a training plan that reflects tasks to be performed and competencies to be imparted under the supervision of an experienced trainer or supervisor. Training plan is prepared and signed by the student, teacher, and supervisor at the organization/industry. In the first step of OJT the trainer will provide an overview of the task to the student, explaining the constructional details and use of the tools, equipment, materials, etc. in performing the tasks. In the second step trainer will tell, show, and demonstrate step by step the use of tools, materials and equipment for performing a task showing the finished products at each appropriate step which will help the leaner understand what is required as outcome. Student will directly participate in the next level while the trainer monitors the progress and provides the feedback. At the last level student practices with clearly defined targets for performance standards.

### **Certification:**

The CBSE will issue a 'National Certificate for Work Preparation'. This will be in addition to the regular CCE certificate issued to students.



UNITS					
Unit Code: BW401- NQ2013	Unit 1 Title: Body care & wellness III				
	Duration: 30 hrs				
	Learning Outcome	Knowledge Evaluation	Performance Evaluation	Teaching and Training Method	
	<ol> <li>The student will be able to identify appropriate dietary approaches and exercises for weight management</li> </ol>	<ol> <li>Describe the causes of obesity w.r.t lifestyle and health issues</li> <li>Describe the relationship between metabolism and weight</li> <li>List the behavioral changes in obese people</li> </ol>	<ol> <li>Calculate the compare the BMI of self with the standard BMI as per age</li> <li>Make a weight loss diet plan for an obese person</li> </ol>	<ul> <li>Interactive Lecture: Body Weight Management</li> <li>Activity: <ul> <li>Prepare a chart on Normal BMI and the students BMI</li> </ul> </li> <li>Student will be presented with old magazines from which they have to make a collage of people with different body shapes</li> <li>Students will showcase by preparing a nutritious dish</li> </ul>	
	2. The student will be able to explain about the body changes caused by age	<ol> <li>Describe the process of aging.</li> <li>Describe different approaches to keep up with body changes due to age</li> </ol>	<ol> <li>Identify different symptoms of aging using a picture</li> <li>List out the impact of aging on human body</li> </ol>	Interactive Lecture: Aging Activity: • Brainstorming session Topic on bodily changes	

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	3.	Differentiate between face skin changes and skeleton structure changes due to aging			will be illustrated to the students and initiate a discussion through brainstorming technique. The highlights of the sessions will be recorded by a student
3. The student will be ab to perform advance techniques of ayurvedi massage, Balinese massage and reflexolo	c	advance Ayurveda massage with their importance	2.	Demonstrate Advanced ayurvedic massage on shoulder and forehead Demonstrate advanced Balinese massage on upper back Demonstrate advance reflexology on hand and feet to heal headache	<ul> <li>Interactive Lecture: Advance technique Ayurvedic massage, Balinese massage, reflexology</li> <li>Activity: <ul> <li>Role modeling session of general massage etiquette is presented by a group of students.</li> <li>Debate: The students will have debate competing on Ayurveda massage and Balinese massage</li> </ul> </li> </ul>



Unit Code: BW402- NQ2013	Unit 2 Title: Adva	nced Hand Care				
	Duration: 20 hrs					
	Learning Outcome	Knowledge Evaluation	Performance Evaluation	Teaching and Training Method		
	<ol> <li>The student will be able to use modern technologies in manicure</li> </ol>	<ol> <li>List out the modern technologies available in the market for manicure</li> <li>Describe the process of using nail extensions</li> <li>Describe the safety precautions that need to be taken during usage of modern manicure technologies</li> </ol>	<ol> <li>Identify the different components of an electrical manicure equipment</li> <li>Demonstrate the advanced massaging technique using electrical massager</li> </ol>	<ul> <li>Interactive lecture: Modern Technologies of Manicure</li> <li>Activity: <ul> <li>Showcasing the modern technology used in Manicure, the student will describes its application to the customer through a mock interface.</li> <li>Photos of equipment are put up on the wall and students will walk around and discuss.</li> </ul> </li> </ul>		
	2. The student will be able to perform advanced nail art	<ol> <li>State the factors that could influence the choice of basic nail art techniques</li> <li>State the importance</li> </ol>	<ol> <li>Design a 2D nail art image</li> <li>Carry out nail art technique</li> </ol>	<ul> <li>Interactive lecture: Advanced Nail Art</li> <li>Activity:</li> <li>The student will be</li> </ul>		
		of the preparation procedures for basic nail art techniques		given few nail colors and asked to draw a design on her/his partne		



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3. State the products used in nail art	<ul> <li>in the class.</li> <li>The students will prepare a scrap book on nail art</li> </ul>

Unit Code: BW403- NQ2013	Unit 3 Title: Advanced Foot Care				
	Duration: 20 hrs				
	Learning Outcome	Knowledge Evaluation	Performance Evaluation	Teaching and Training Method	
	<ol> <li>The student will be able to use modern technologies in pedicure</li> </ol>	<ol> <li>List out the available modern technologies for pedicure</li> <li>Describe the safety precautions that need to be taken during usage of modern pedicure technologies</li> </ol>	<ol> <li>Identify the different components of an electrical manicure equipment</li> <li>Demonstrate the advanced massaging technique using electrical massager</li> </ol>	<ul> <li>Interactive lecture: Modern Technologies of Pedicure</li> <li>Activity: <ul> <li>Student will be taken to a shop where beauty products are sold.</li> <li>Later, students need to prepare a list of latest available products used in pedicure and will explain one of them</li> <li>Demonstration is carried out using an electrical massager.</li> </ul> </li> </ul>	



2. The student will be	1. State the factors that	1. Design a 2D nail art	Interactive lecture:
able to perform advanced nail art	could influence the choice of basic nail art techniques	image 2. Carry out nail art technique	Advanced Nail Art
	<ol> <li>State the importance of the preparation procedures for basic nail art techniques</li> <li>State the products used in nail art</li> </ol>		<ul> <li>Activity:</li> <li>A group of students will have to develop a set of 5 designs on nail art</li> <li>The students are presented with nail colors and asked to perform a nail art work on their friends hands</li> <li>Worksheet with different shapes of nails is drawn and given .Students will produce nail art on it using color pens.</li> </ul>

Unit Code: BW404- NQ2013	Unit 4 Title: Face and Beauty III							
	Duration: 40 hrs	Duration: 40 hrs						
	Learning Outcome	Knowledge Evaluation	Performance Evaluation	Teaching and Training Method				
	<ol> <li>The student will be able to explain the modern technologies and surgeries used in facial treatment</li> </ol>	<ol> <li>List out various cosmetic surgeries for the face</li> <li>Describe the steps involved in laser resurfacing</li> <li>Differentiate between CO2 laser resurfacing and Erbium laser resurfacing</li> <li>Determine the benefits of using laser facial treatment</li> </ol>	1. Identify the modern tools used for facial	<ul> <li>Interactive lecture: Modern technologies used in facial treatment</li> <li>Activity:</li> <li>Worksheet activity</li> <li>Video on various modern technologies applied in facial treatment</li> <li>Q &amp; A session on the same between groups</li> </ul>				
	2. The student will be able to apply bridal make up, party make up and other occasions make up.	<ol> <li>List the various mineral based cosmetics used for bridal make up</li> <li>List out the chemical hazards involved in make up</li> </ol>	<ol> <li>Apply make up for a lady attending a wedding</li> <li>Applying make up for a lady attending a cocktail party</li> </ol>	<ul> <li>Interactive lecture: Advanced make-up</li> <li>Activity: <ul> <li>Group activity</li> <li>Student will be dressed up for an occasion.</li> <li>Another student will play the</li> </ul> </li> </ul>				



	3. Describe the steps involved in camouflaging a pimple		<ul> <li>role of a beauty specialist wh will explain the type of make up that is going to applied on her face along with the precautions that is being take while using the cosmetic product.</li> <li>A collage is prepared by group of students on different types of bridal make up and presented to the class.</li> </ul>
3. The student will be able to demonstrate threading to obtain the appropriate shape of eyebrow as per face shape	<ol> <li>Determine the appropriate shape of eyebrow as per face shape</li> </ol>	<ol> <li>Demonstrate the technique of shaping of eyebrows</li> </ol>	Interactive Lecture: Advanced Eyebrow Threadin Activity: Students will be presented with inappropriate shapes of eyebrow on different face cut through flash cards. The students will be given another sheet of paper and are instructed to reconstruct the same by modifying the eyebrows to suit the face.



Unit Code: BW405- NQ2013	Unit 5 Title: Hair Cutting & Styling II						
	Duration: 40 hrs						
	Learning Outcome	Knowledge Evaluation	Performance Evaluation	Teaching and Training Method			
	<ol> <li>The student will be able to perform advanced haircuts- Layer cut, Feather cut, Pony tail cut, Fringes or Bangs</li> </ol>	<ol> <li>Differentiate between feather cut and layer cut</li> <li>Describe the steps involved in a pony tail cut</li> </ol>	<ol> <li>Demonstrate the method of fringe cut on a wig</li> </ol>	<ul> <li>Interactive lecture: Advanced hair cuts</li> <li>Activity: <ul> <li>With the use of different wigs students will practically demonstrate haircuts.</li> <li>Student will visit a salon and photograph different haircuts by the specialist.</li> </ul> </li> </ul>			
	2. The student will be able to perform advanced hair styles	<ol> <li>List the tools, equipment and materials required for curling of hair</li> <li>Describe the different methods of hair straightening</li> <li>Describe the steps involved in making different buns</li> </ol>	<ol> <li>Demonstrate the process of using a hair straightener</li> <li>Demonstrate the use of rollers to curl hair</li> </ol>	Interactive lecture: Advanced Hair styles Activity: • Pair activity: Team of two students will compete with other teams on designing a hairstyle in given time.			



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3. The student will be able to perform advanced hair coloring	<ol> <li>List the various brands of hair color available in the market</li> <li>Differentiate between highlights and streaks</li> <li>Determine the process of highlighting of hair</li> </ol>	<ol> <li>Identify the various hair colour shades</li> <li>Identify the color of hair that will suit the various skin complexion</li> <li>Demonstrate the process of streaking of hair</li> </ol>	<ul> <li>Interactive lecture: Advanced hair coloring</li> <li>Activity: <ul> <li>Using artificial hair in small quantities, students will color the hair using different shades and stick it to a cutout of different skin shades to prepare a poster</li> </ul> </li> </ul>



Unit Code: BW406- NQ2013	Unit 6 Title: Entrepreneurship         Duration: 20 hrs					
		<ol> <li>The student will be able to apply the knowledge of business management</li> </ol>	<ol> <li>List the important elements of business laws</li> <li>Differentiate between franchise and sole proprietor</li> <li>Describe salon business ethics</li> </ol>	<ol> <li>Calculate the space required for opening a salon for handling a minimum of 5 customers simultaneously</li> </ol>	<ul> <li>Interactive lecture:</li> <li>Business Management</li> <li>Activity: <ul> <li>Draw a plan for setting up a Beauty Salon and present it to the class.</li> <li>Students will prepare a poster of guidelines on business ethics that should be followed in the Salon.</li> <li>Group discussion is held on business laws and what is required for this business is listed down by them.</li> </ul> </li> </ul>	



<ol> <li>The student will be able to apply the knowledge of procurement and inventory management</li> </ol>	<ol> <li>List out the steps involved in managing stocks</li> <li>Explain stock- rotation and its importance</li> </ol>	<ol> <li>Demonstrate the technique of evaluating quotations from suppliers</li> <li>Demonstrate negotiation skills for stock purchase</li> <li>Identify need of product as per consumption</li> </ol>	<ul> <li>Interactive lecture:</li> <li>Procurement &amp;Inventory Management</li> <li>Activity: <ul> <li>Mock sessions-Visiting the market and procuring the products required for the salon.</li> <li>Student will negotiate the price while purchasing the products</li> <li>Student will develop an inventory checklist template for a salon</li> </ul> </li> </ul>
3. The student will be able to apply the knowledge of staff management	<ol> <li>Describe supervisory skills</li> <li>Explain the importance of team work</li> </ol>	<ol> <li>Identify the skills of different staff members and allocate work accordingly</li> <li>Demonstrate the skill of prioritization</li> </ol>	Interactive lecture:         Staff Management         Activity:         • Team building activities/games are conducted by students on the basis of case simulation given by the teacher



### BW407-NQ2013

## Work integrated learning and practice

### List of work integrated activities

- Diet and nutrition (Advance)
- Ayurvedic massage, Balinese massage and reflexology (Advance)
- Manicure & Pedicure (Advance)
- Facial (Advance)
- Make-up (Advance)
- Hair cutting & styling (Advance)



### **Assessment Guide**

Assessment is a process used for determining an individual's progress or level of mastery/competence in an occupational area. It may be formative (continuous) and/or summative (final). It is a process of collecting evidence and making judgment about the extent to which a person demonstrates the knowledge and skills set out in the standards or learning outcomes of a unit of competency. Assessment should be done on the basis of information or evidence about the individual's ability against clearly stated objectives or standards. A diversity of assessment methods is required to achieve the multiple purposes and to satisfy the requirements of competency based assessment. Appropriate evidence is to be collected from activities that can be clearly related to the Units of Competency. It should cover all the elements and performance criteria/indicators in the competency standards. Student's achievements should be assessed by using the following methods of assessment.

The final assessment will be in line with the CBSE guidelines.



### List of tools, equipment and materials

#### BW401-NQ2013: Body care & wellness III

- 1. Materials: Towel, Cleaning cloth, Cotton balls/pads, Bowl, Water, Massage oil, lotion, cream, ayurvedic oil for massage
- 2. Equipment/Furniture: Massage Table

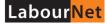
### **BW402-NQ2013: Advanced Hand Care**

#### Manicure

- 1. Tools: Nail clippers, Cuticle knife and clippers, Cuticle pusher, Nail file, emery board, Buffer, Small Scissors, Brush, Orange Stick, Spatula for cuticle creams
- 2. Materials: Towel, Cleaning cloth, Cotton balls/pads, Bowl, Water, Paraffin wax, Stones for manicure, finger separator
- 3. Cosmetics: Cuticle softener cream, Massage lotion, Nail polish, nail polish remover (Acetone), Astringent, soap or shampoo, Hand scrub, Hand cleanser, Nail paints of different colors, Nail varnish
- 4. Equipment/Furniture: Manicure table, Salon chair and manicurist's chair or stool, Boiler to heat the water, Hand massager

#### Hand Nail Art

- 1. Tools: Dotting tool, nail art striper brush, Nail art flat brush, nail art detail brush
- 2. Materials: Towel, Cleaning cloth, Cotton balls/pads, Bowl, Water, finger separator
- 3. Cosmetics: Nail polish, nail polish remover (Acetone), Nail paints of different colors, Nail varnish



### BW403-NQ2013: Unit Title: Advanced Foot Care

#### Pedicure

- 1. Tools: Nail clippers, Cuticle clippers, Cuticle pusher, Nail file, emery board, Buffer, Small Scissors, Brush, Orange Stick, Spatula for cuticle creams, Feet scraper, metal filer
- 2. Materials: Towel, Cleaning cloth, Cotton balls/pads, Bowl, Water, Pumice stone, Paraffin wax, Stones for pedicure, toe fingers separator
- 3. Cosmetics: Cuticle softener cream, Massage lotion, Nail polish, nail polish remover (Acetone), Astringent, soap or shampoo, foot scrub, foot cleanser, Nail paints of different colors, Nail varnish
- 4. Equipment/Furniture: Salon chair, Pedicure table, Boiler to heat the water, Foot steamer and massager

### **Toe Nail Art**

- 5. Tools: Dotting tool, nail art striper brush, Nail art flat brush, nail art detail brush
- 6. Materials: Towel, Cleaning cloth, Cotton balls/pads, Bowl, Water, finger separator
- 7. Cosmetics: Nail polish, nail polish remover (Acetone), Nail paints of different colors, Nail varnish

### BW404-NQ2013: Unit Title: Face & Beauty III

### Facial

- 1. Tools: Blackhead removal tool,
- 2. Materials: Towel, Distilled water, Head band,
- 3. Cosmetics: anti-bacterial soap or face wash, Cleanser for all skin types, Moisturizer for all skin types, Face scrub, facial mask, Toner for skin types, Diamond facial creams, gels/serums for galvanic facial, Anti-aging cream, Fairness Bleach

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4. Equipment/Furniture: Facial vaporizer/steamer, Face massager

#### Make-Up

- 1. Tools: Makeup brushes kit, Eye Brushes, Eyebrow brushes
- 2. Materials: Towel, Distilled water, Head band, eyelash glue
- 3. Cosmetics: Eye liner, mascara, foundation, face powder, lip liner, lipstick, lip gloss, Make-up eye color shades, eye shadow, Rouge, blush or blusher, Bronzer, Eyebrow pencils, eyelash glue, concealer, mineral make up kit
- 4. Equipment/Furniture: Salon Chair, Make up tray

### Threading

- 1. Tools: Scissors
- 2. Materials: Thread, cotton balls, threading powder, eyebrow brush
- 3. Cosmetics: Moisturizer, astringent
- 4. Equipment/Furniture: salon chair

### BW405-NQ2013: Unit Title: Hair Cutting & Styling- II

- 1. Tools: Hair brush, comb, Hair cutting scissors, Applicator
- 2. Materials: Towel, water, Apron, Hair clips, Rollers, Hair Extensions, Foil paper, Rubber bands
- 3. Cosmetics: Oil, Shampoo, Conditioner, Hair color, Hair fixer, Hair spray, Hair Serum, head massage cream
- 4. Equipment/Furniture: Wash Basin, Water spray, Blow-dryer, hair straightener, perming iron , head massager



### **Trainers Qualification**

- Graduate with Cosmetology / Beauty and Wellness certification or Diploma in Beauty and Wellness with 5+ years of experience as a beautician
- Work experience in Beauty and Wellness segment (at least 2 years)
- Good knowledge of sector related processes/ services
- With prior experience in training / teaching

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