



# Placement Counselling

**CSS for VSHSE  
Implementation in Haryana**

**2017**





## CONTENTS

Topic	Page Number
Introduction	2
Auto Service Technician : Automobile Sector	3
IT Helpdesk Assistant : IT-ITeS Sector	5
Unarmed Security Guard : Security Sector	9
Sales Associate : Retail Sector	12
Patient Care Assistant / General Duty Assistant : Healthcare Sector	15
Physical Activity Trainer : Sports Sector	17
Assistant Beauty Therapist : Beauty & Wellness Sector	19
Final Advice	21



## Introduction

### National Skills Qualification Framework (NSQF)

The National Skills Qualification Framework (NSQF) organizes qualifications according to the series of levels of knowledge, skills & aptitude. These levels are defined in terms of learning outcomes which the learner must possess regardless whether they were acquired through formal or informal learning. In other word, NSQF is quality assurance of training. The qualification framework is beneficial to schools as it gives opportunity to students to build & enhance their hard skills with their regular studies & it helps them to grow in their career. The main objective of NSQF is to accommodate the diversity of the Indian education & training system.

### About NSQF implementation in Haryana

National Skill Development Corporation (NSDC) is the linking pin between the school education and the industry through the Sector Skill Councils in scheme implementation in the states. NSDC supports skill development efforts in school education by identification of relevant trades through Skill Gap Study and integration of industry through Sector Skill Councils for outcome based trainings, Assessment & Certification.

NSDC and its Sector Skill Councils(SSCs) are helping the State Governments in the implementation of scheme including helping in the States in development of Qualification Packs-National Occupational Standards for relevant Trades/ Occupations, accrediting curriculum with PSSCIVE/CBSE, Recommendation for Appointment of Vocational (Industry) Coordinator, Quality Control of Training, Student Assessment and Certification and Industry Interface.

In the year of 2012, as per the revised scheme of CSSVHSE of MHRD, pilot was launched in 40 schools across Haryana State, in 4 sectors: IT-ITeS, Retail, Automobile and Security. Currently, the program is being implemented across 990 schools in the State across 12 sectors. In addition to the aforesaid 4 sectors; Physical Education and Sports, Healthcare, Tourism & Hospitality, Beauty & Wellness, Media & Entertainment, Agriculture, Apparel and BFSI were introduced later. More than 40,000 students are being covered in the above-mentioned scheme.

This document is to cater the placement process for students of pilot 100 schools who have successfully completing their Class 12<sup>th</sup> in May 2017, to help them prepare for the upcoming Campus interviews.



## Auto Service Technician : Automobile Sector

### Introduction

Automobile industry is quint essential part of every sector, which propels the growth of overall economy in our country. With the increasing demand backed by rising income, expanding middle class and young population base, ably supported by a large pool of skilled manpower and growing technology, has made India amongst the top five automotive manufacturers in the world.

The automobile industry accounts for 7.1 per cent of the country's manufacturing gross domestic product (GDP). The auto sector is one of the biggest job creators, both directly and indirectly. It is estimated that every job created in an auto company leads to three to five indirect ancillary jobs.

India is expected to become a major automobile manufacturing hub and the third largest market for automobiles by 2020, according to a report published by Deloitte.

### Employment opportunity

To cater the requirement of growing customers across the country, automobile industry has been recruiting large number of employees all across the country. With constant increase in the number of vehicles on the road, the requirement for repair and maintenance has also increase. Hence there is a large demand especially for job roles like automotive service technician, which is also referred in the market as auto mechanic or simply mechanic.

Automobile Skill Development Council (ASDC) is working closely with the industry to develop training standards and curriculum, which helps in imparting industry relevant skills to the youth and enhances their employability.

### Employer & their profile

Automotive Service Technicians are offered at Automobile dealership spread across the length and breadth of India. These dealers are mostly authorized by respective Automobile organization.

Below are few profiles of some of the major companies, in this domain:

1. **Mahindra & Mahindra** is an Indian multinational automobile manufacturing corporation headquartered in Mumbai, Maharashtra, India. It is one of the largest vehicle manufacturers by production in India and the largest seller of tractors across the world. It is a part of Mahindra Group, an Indian conglomerate.

It was ranked as the 10th most trusted brand in India, by The Brand Trust Report, India Study 2014. It was ranked 21<sup>st</sup> in the list of top companies of India in Fortune India 500 in 2011. Its major competitors in the Indian market include Maruti Suzuki, Tata Motors, Ashok Leyland, Toyota, Hyundai, Mercedes-Benz (Merc) and others.

2. **Hyundai** is a South Korean automotive manufacturer headquartered in Seoul, South Korea. The company was founded in 1967 and, along with its 32.8% owned subsidiary, Kia Motors, together comprise the Hyundai Motor Group, which is the world's fifth largest automaker based on annual vehicle sales in 2012. In



2008, Hyundai Motor (without Kia) was ranked as the eighth largest automaker. As of 2012, the Company sold over 4.4 million vehicles worldwide in that year, and together with Kia total sales were 7.12 million.

Hyundai is currently the fourth largest vehicle manufacturer in the world. Hyundai operates the world's largest integrated automobile manufacturing facility in Ulsan, South Korea, which has an annual production capacity of 1.6 million units. The company employs about 75,000 people worldwide. Hyundai vehicles are sold in 193 countries through some 6000 dealerships and showrooms.

3. JCB is a British multinational corporation, with headquarters in Rocester, Staffordshire, and manufacturing equipment for construction, demolition and agriculture. It is the world's third-largest construction equipment manufacturer. It produces over 300 types of machines, including diggers (backhoes), excavators, tractors and diesel engines. It has 22 factories across Asia, Europe, North America, and South America; its products are sold in over 150 countries.

JCB was founded in 1945 by Joseph Cyril Bamford, after whom it is named; it continues to be owned by the Bamford family. In the UK 'JCB' is often used colloquially as a generic description for mechanical diggers and excavators and now appears in the Oxford English Dictionary, although it is still held as a trademark.

4. Maruti commonly referred to as Maruti and formerly known as Maruti Udyog Limited, is an automobile manufacturer in India. It is a subsidiary of Japanese automobile and motorcycle manufacturer Suzuki. As of November 2012, it had a market share of 37% of the Indian passenger car markets. Maruti Suzuki manufactures and sells a complete range of cars from the entry level Maruti 800, Alto, to the hatchback Ritz, Celerio, A-Star, Swift, Wagon R, Zen and sedans DZire, Ciaz, Kizashi and SX4, in the 'C' segment Eeco, Omni, Multi-Purpose vehicle Suzuki Ertiga and Sports Utility Vehicle Grand Vitara.

The company's headquarters are at No 1, Nelson Mandela Road, New Delhi. In February 2012, the company sold its ten millionth vehicles in India.

5. Toyota is a Japanese automotive manufacturer headquartered in Toyota, Aichi, Japan. In March 2014 the multinational corporation consisted of 338,875 employees worldwide and, as of November 2014, is the twelfth-largest company in the world by revenue. Toyota was the largest automobile manufacturer in 2012 (by production) ahead of the Volkswagen Group and General Motors. In July of that year, the company reported the production of its 200-millionth vehicle. Toyota is the world's first automobile manufacturer to produce more than 10 million vehicles per year. It did so in 2012 according to OICA, and in 2013 according to company data. As of July 2014, Toyota was the largest listed company in Japan by market capitalization (worth more than twice as much as #2-ranked Soft Bank) and by revenue.

#### Employer expectation with respect to Job roles (Auto Service technician)

- Ability to communicate effectively in at-least one local language, preferably also basic Hindi and basic English
- Should be able to carry out vehicle servicing tasks in a methodical manner and by following the service manuals.

#### Employer Expectation with respect to Behavior, soft skills

- Ability to work in a team
- Willingness to work with hands and sometimes in odd hours



## Domestic IT Helpdesk Assistant : IT-ITeS Sector

### Introduction

INFORMATION TECHNOLOGY is the study or use of systems (especially computers and telecommunications) for storing, retrieving, and sending information. It is a field which is undergoing rapid evolution and is changing the shape of Indian business. Today computer networks are core of modern communication. They are needed to connect and communicate through and between them, continue to drive computer hardware, software and peripheral industry.



IT-ITeS stands for Information Technology & IT enabled services. IT sector in the country has increased at an incredible rate of 35% per year for the last 10 years reinforces the view that India is world class in IT In IT services, India is emerging as one of the most preferred destinations for BPO'S.

The sector is changing overall Indian business standards. In addition, every job created in IT-ITES sector accounts for creation of four jobs in rest of the economy. That is very giant leap by Indian economy, thanks to the IT-ITES sector. IT-ITES sectors include companies from Software Development, Consultancies, BPM (Business Process Management), Software Management and Online Services.

It is playing an important role in economic development in a broader sense, beyond just economic growth. The IT sector is one of the largest employers of women, and therefore, can play a crucial role in women empowerment and the reduction of gender inequalities.

### Some Positive Impacts of Information Technology:

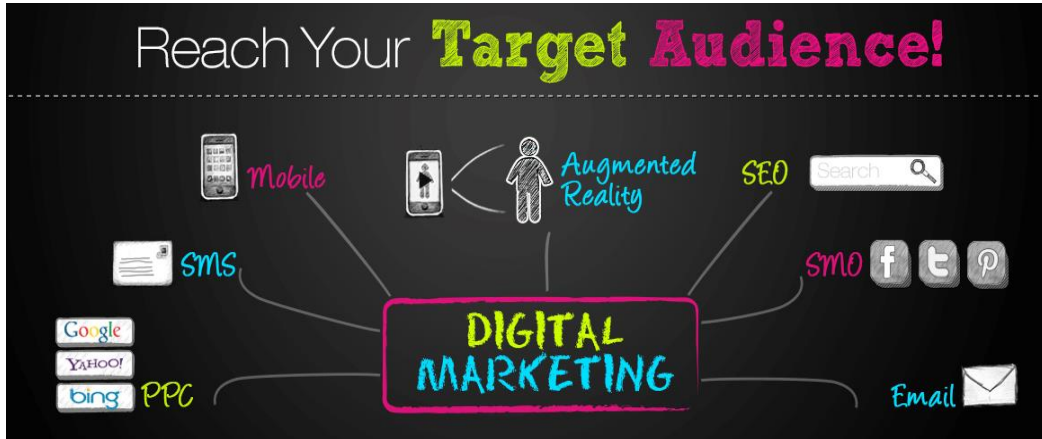
- |                     |                  |
|---------------------|------------------|
| a) Education        | g) Banking       |
| b) Employment       | h) E-Commerce    |
| c) Business         | i) Multimedia    |
| d) Health           | j) Entertainment |
| e) Communication    | And so on.....   |
| f) On-line Shopping |                  |





## SCOPE OF INFORMATION TECHNOLOGY IN THE COMING FUTURE

We all know that the world had become impossible to move without Information Technology. The technologies are developing day by day. The fast growth in technological field had made the world a better and fast-moving place. The growth is due to the increase in applications of computers in almost every field.



- IT Sectors helps to educate its employees about protecting the company's asset.
- It allows better analysis of employees and system performances.
- To support business process
- Enable Management decision
- It creates innovative business models, products and services.
- Digital Marketing
- Due to present digital disruption, now IT is used as an enabler in various verticals such as Retail, BFSI, Manufacturing, Healthcare, etc.

This is one of the fastest growing industry and are favorites among the new graduates and students. In future IT will help not only to the business but to every citizen through program like "Digital India". So Career in IT-ITES Sector will be on of the most lucrative and one can attain high success in this versatile and vast field.

### Employment opportunity

NSQF is a placement linked program & opportunity will be provided to interested students for placements. Below are the Job roles which can be offer after competition of NSQF Level-4.

1. Customer care executive
2. Data Entry Operator
3. Web designer in IT Companies especially web development
4. Technical Support Engineer
5. MIS Coordinator/executive
6. Graphic Designer
7. Internet Marketing/Search Engine Optimization



## Employer & their profile

Below are the profiles of companies.

1. **ISON BPO:** ISON BPO is a leading Business Process Outsourcing firm, with a strong focus in sub-saharan Africa, ISON BPO has now operations in 10 countries in Africa and India with 6000 employees within 3 years of ISON BPO's establishment.
2. **Serco BPO:** Serco Global Services is a leading global Business Process Outsourcing Provider supporting multinational clients with over 60,000 employees in 100 delivery centers across US, UK, Europe, India, the Philippines, Australia, Middle East & Africa.
3. **Competent Synergies:** Established in 1995, Competent is a leader in BPO, Call Centre and Manpower Outsourcing services serving leading enterprises in the banking, financial services, telecom and insurance sectors in the Northern India
4. **DR IT Planets Limited:** Dr ITM Limited is to provide value based quality services to our clientele, which adhere to the required professional standards of providing valuable and best services. Our focus is at providing domestic and international facilities and ambience to our employees so that they can perform their best. Our company promises to accomplish the targets with the hard efforts of the workforce, which intends to achieve great and tremendous success. Our portfolio of solutions covers the full range of service's needs, delivering highly flexible, reliable and cost-effective solutions to suite the various needs of our clients. Our focus is on providing value-based solutions for our clients that deliver exceptional customer experience, and do so cost effectively. We provide new ways of thinking that enable our clients to achieve their desired business outcomes both public and private.
5. **Pizza Hut:** Pizza Hut is an American restaurant chain and international franchise, known for pizza and side dishes; it is now corporately known as Pizza Hut, Inc. and is a subsidiary of Yum! Brands, Inc., the world's largest restaurant company.
6. **CCD:** Cafe Coffee Day - India's favorite coffee shop & hangout place, popularly known as CCD. Cafe menu includes signature hot & cold coffees, frappes, food, etc.

## Employer expectation with respect to Job roles

### For BPO

- Reasonable command in English Communication is must.
- Fluent in National Language (Hindi)
- Basic knowledge of computers with typing speed of 15 word per Minute
- Knowledge of MS Office – Word and Excel





### **For Pizza hut & CCD**

- Ability to understand and speak basic English.
- Basic computer Knowledge required during handling billing.
- Ability to make friends easily and contributes to a fun loving café environment
- Should be able to handle customer queries & requests , with a positive attitude
- Handling Cashiering, Stock Management and Opening & Closing of Café.

### **Employer Expectation w.r.t to Behavior, soft skills**

- Desire to work as a team
- Candidate should be young and enthusiastic, preferably between 18 – 25 yrs
- Willingness to work in shifts
- Excellent interpersonal & problem solving skills



## Unarmed Security Guard : Security Sector

A student completing Level 4 and Standard XII and who is 18 years and above in age, can aspire get into the role of Unarmed Security Guard in a Pvt. Security organization or company.

A Security guard's roles and responsibility include the following:

### **1. Basic Security Aspects**

- Preparation of Visitors Gate Pass and issuance of same
- Vehicular Movement in and out of premises
- Material Movement register & Key management
- Keeping eye on suspicious things around the premises
- Procedure to know use of First Aid box in emergency

### **2. Legal Aspects of Security**

- Filling of FIR
- Sharing of information with police

### **3. Guarding People, property and Premises**

- Preventing of data theft, assets protection.
- Crowd control
- Patrolling the area defined by superior / Security Officer

### **4. Access control**

- Biometric access
- Access card

### **5. Screening & Searching for maintaining security**

- Frisking of visitors/ workers/staff
- Vehicle searching

### **6. Parking Management**

- Vehicle parking as per designated area

### **7. Security Escort**

- Crowd Control

### **8. Health Safety**

- Preventing loss of life
- Preventing loss of property

### **9. Commercial deployments security**

- Commercial establishment guarding

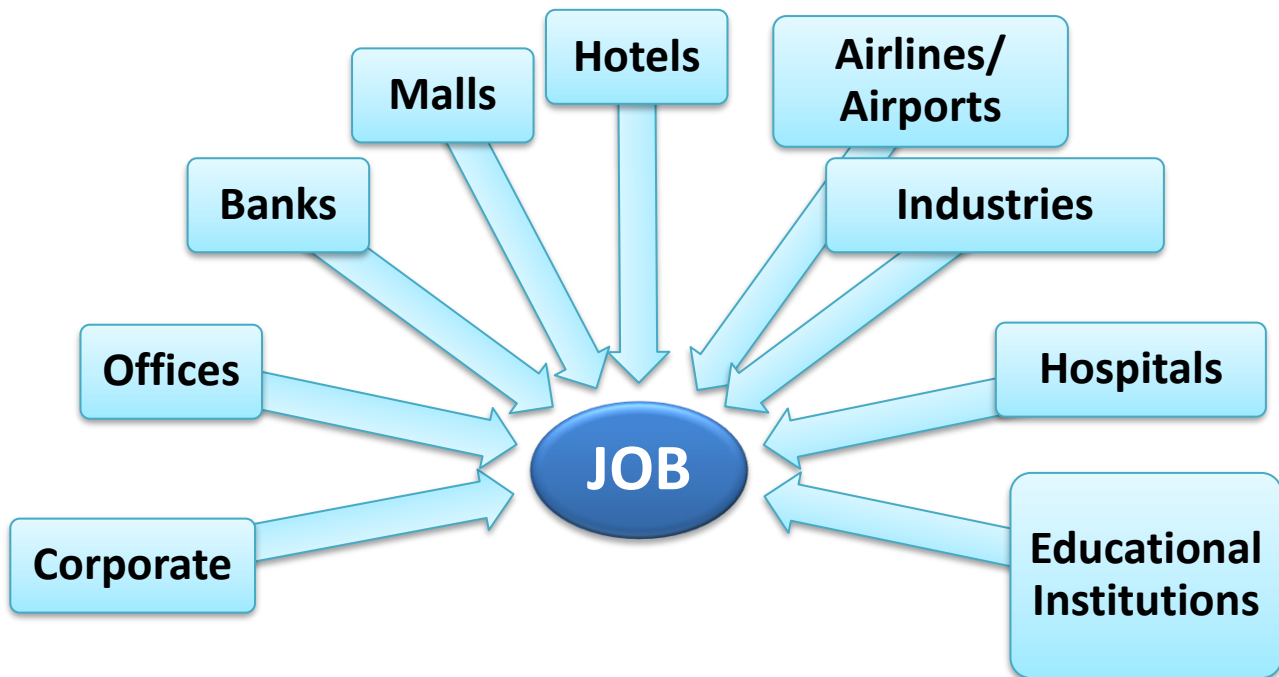
### **10. Industrial Security**

- Security in hazardous industrial
- Manufacturing units



In addition, security guard plays an important role in Disaster management and evacuation. The most common being fire, he/she should know the types of fire and use of appropriate fire extinguishers during emergencies and evacuation of people from the building and preventing the loss of life thereon.

As guard, he has potential to work in following locations / areas:



Normally security is a 24 hrs requirement as security cannot be compromised even for a minute, one needs to understand it as a round the clock job. The security guard needs to work for 8 hours or 12 hours as per the organization demands. Also security guard job involves working on Sunday and Holidays. They are eligible for a weekly off and compensation as per hours worked including overtime.

A company usually provides following benefits to security guards in addition to the salary such as

- Provident Fund
- ESIC
- Paid Leaves (as per organizational policy)
- Casual leaves / Sick Leaves ( as per organizational policy)
- Bonuses(as per organizational policy)
- Gratuity
- Individual Accommodation (as per location)

#### **Some of the big organizations in security domain**

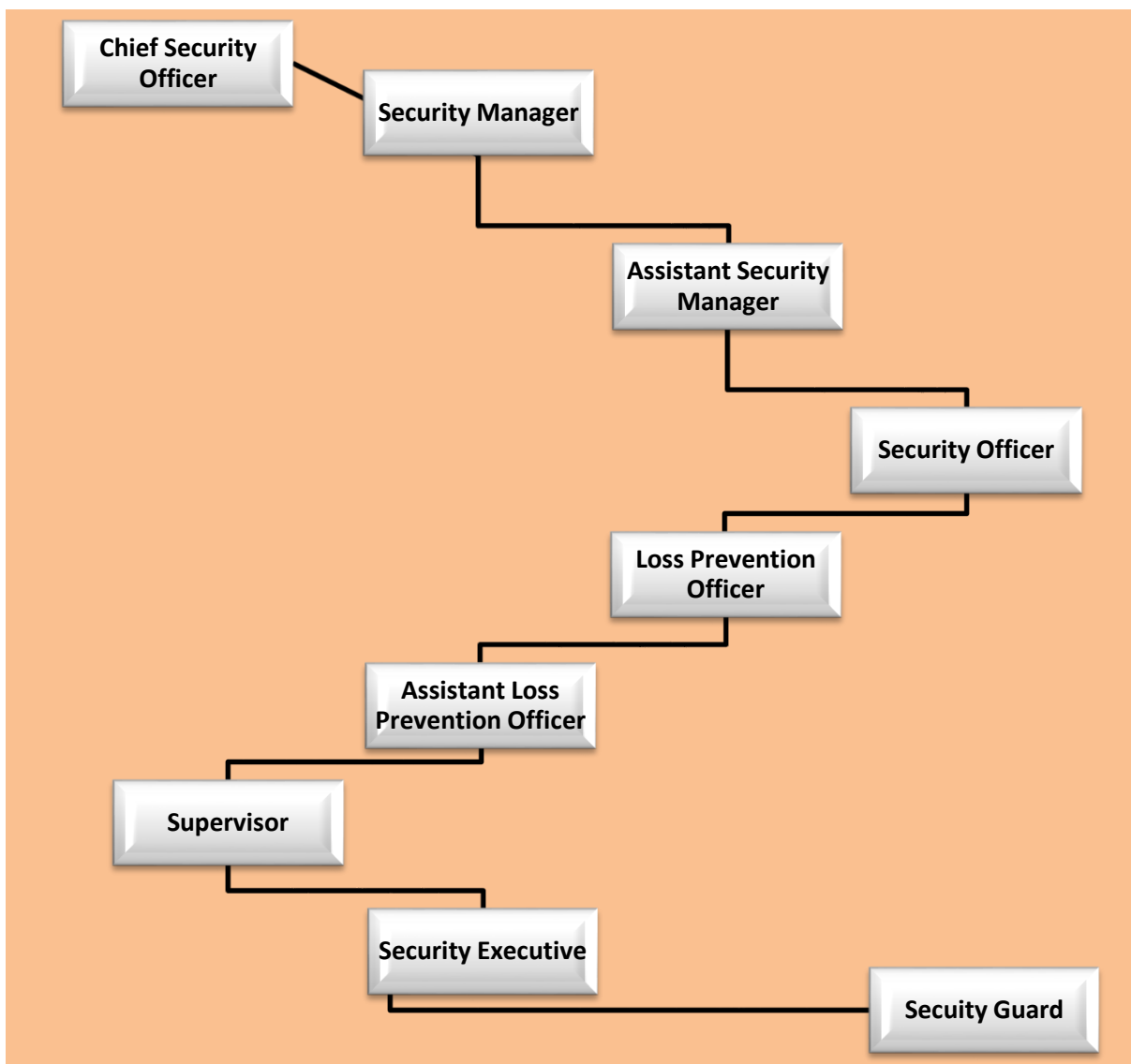
1. **G4S** : It's a one of giant & leading security Industry in world having operations in more than 120 countries since 100 yrs with workforce of total 618K headquartered in UK, it was founded in 1989 in India having



workforce of more than 1,60,000 guards . G4S is known as G4s Secure Solutions in India having business interest in Guarding, Facilities Management, Security systems, Training, Cash solutions, etc. nevertheless having 200 branches across India.

2. **NISA:** It is being in Guarding business since 1973, having PAN India presence with more than 50,000 guards across India having 45 branches. Nisa is in various business of Surveillance, housekeeping, training Etc. Nisa Group is known as Risk Management & Loss Prevention Company having membership with APSA-Asian Professional Security Association, CAPSI-Central Association of Private Security Industry of India.

### Agency Hierarchy





## Sales Associate : Retail Sector

### Introduction

India has often been called a nation of shopkeepers. Presumably the reason for this is; that, many retail enterprises exist in India. In many such units, approximately 98% are small family businesses, utilizing only household labor. Even among retail enterprises, which employ hired associates, Majority of them use less than three associates.

Retailing is the combination of activities involved in selling or renting goods or services directly to final consumers for their personal or household use. In simple words, any organization selling to final consumers whether it is a manufacturer, wholesaler or retailer is doing retailing. It does not matter how goods or services are sold - in a store, on the street, or through internet. In addition to selling, retailing includes such diverse activities as, buying, advertising, data processing and maintaining inventory. While sales people regularly call on institutional customers, to initiate and conclude transactions, most end users or final customers, go to stores. This makes store location, product assortment, timings, store fixtures, sales personnel, delivery and other factors, very critical in drawing customers to the store. Final customers make many unplanned purchases. In contrast those who buy for resale or use in manufacturing are more systematic in their purchasing. Therefore, retailers need to place impulse items in high traffic locations, organize, store layout, trains sales people in suggestion, and place related items next to each other, to stimulate purchase.

### Definitions

**Store-** The premise on which the retailing activity takes place is called a "Store". It is called a store for the simple reason that the Retailer keeps all essential goods in store until there is a need for the buy.

**Customer-** Customer is a person who buys the product and service from an individual or an organization to satisfy his need. The word is derived from "custom" meaning "habit"

**Consumer** -Consumer is the one who uses the product. Customer purchases the product but not necessarily he uses the product.

**Product** -A product is physical, concrete, it can be weighed and measured. Examples are computers, cars, furniture etc. *Person who buys product is called "Customer".*

**Service** - A service is intangible. Examples are polishing the car, repairing the computer, getting haircut at saloon. *Person who buys service is called "Client".*

**Target Market** - Target Market is a group of customers that the business has decided to aim to sell their products and/or services. One who purchases is a target customer and the one who uses it is a final user. For example, Johnson baby products are meant for infants but are not targeted at them. It is targeted at their mothers.

### Concept of Retail

The word retail has its origin in French word *retail lief* and means "*to cut a piece*" or "*to break bulk*".

Now we see the term retail, to refer as a business activity to sell the goods in small quantities as per the requirements of the customers. Retailing is seen as the final step in the distribution of products for consumption of end users. Therefore, it includes all the activities involved in the marketing of goods and services directly to



the consumers for their personal or household consumption. For instances, we often see the *kirana* shopkeepers undertaking various activities of retailing in our localities. Retailing covers diverse products such as apparels, footwear, financial services and leisure. The purpose of *Retail business* is to sell goods and services to the end users for their personal or household consumption at the right time and at the right place.

The person who does this business activity in a small quantity or one who repeats or relates is a *Retailer*.

### **Functions of Retailer**

The retailer performs five basic functions to facilitate the transaction between the retailer and the customer.

- 1. Merchandising** a process which includes the purchase of an appropriate assortment of products and to ensure the profitable sale of these products.
- 2. Operations** also known as store management, includes activities such as store maintenance, receipt and distribution of merchandise, as well as offer sales-support activities and customer service.
- 3. Promotions** include all activities that concern with communicating the retailer's message to the public through advertising, displays, publicity, public relations, special events and promotional activities of the store.
- 4. Control** which deals with the financial aspects of the business, that is, accounting procedures, employees' payroll, sales tallies, customer and supplier bills.
- 5. Personnel**, which involves employee selection, training, advancement and welfare.

All the above functions performed by retailers help to increase the value of the goods and services they sell to the consumers and facilitate the distribution of these products and services for those who produce them. The value created from these functions includes providing assortment of products, selling in single or smaller quantities, keeping stocks and providing customer services.

---

*Retailers **add value** to products by making the products available to the consumer at the **right place, right time and right price.***

---

In other words, the retailers add value to the products by:

- Ensuring the right products are bought to meet the needs of the customers
- Displaying the products for customers to touch and feel before they make a purchase decision
- Allowing the customers to buy in individual or multiple units
- Making available sales associates to demonstrate the products or answer any product queries
- Selling the product at a competitive price
- Allowing customers to exchange or refund a product that is not suitable
- Offering other personalized services such as delivery, gift wrapping, repairs, etc.



### **Why Retailing is Important**

Retailers are an important link in the channel of distribution. A typical channel of distribution consists of a manufacturer, a distributor (or wholesaler or middleman) and a retailer. The retailer is the final link between consumers and manufacturers.

Retailing business is now not the same as in the past. Retail business is undergoing rapid transformation in its marketing practices. Till a few years ago, we bought most items of daily use from small shops in our neighborhood or a market close by. These shops such as *Kirana* stores or general stores are owned by individuals, who usually sit in the shop themselves and sell their goods with the help of a few assistants. In the last few years, however, the concept of large departmental stores and malls has been introduced, which also provide us with the same products.

Today, the traditional formats like hawkers, grocers and *paan* shops co-exist with modern formats like super-markets, departmental stores, hypermarkets, shopping malls and non-store retailing units such as multi-level marketing and teleshopping. Retailer's ranges in size from small, independent and owner-operated shops to national and international giant categories. The increasing income levels, new products, standard of living, competition in the market and increasing consumption patterns have contributed for the demand creation of these varied stores.

On the other side, with the advancement of IT and communication, electronic-retailing became a reality to create a platform to the sellers to sell their products through television channels and internet for which payments can be made through online payments or e-banking.



## Patient Care Assistant / General Duty Assistant : Healthcare Sector

### Back ground of healthcare sector

The demand for highly skilled incumbent workers and job applicants in the health care industry is very high but supply is very poor. So here HSSC come forward and try to create a robust and vibrant eco-system for quality vocational education and skill development in Healthcare space in the country. This NSQF project is one of the skill development program by which we can get more skillful worker in our healthcare industry.

Healthcare has become one of India's largest sectors - both in terms of revenue and employment. Healthcare comprises hospitals, medical devices, clinical trials, outsourcing, telemedicine, medical tourism, health insurance and medical equipment. The Indian healthcare sector is growing at a brisk pace due to its strengthening coverage, services and increasing expenditure by public as well private players.

Indian healthcare delivery system is categorised into two major components - public and private. The Government, i.e. public healthcare system comprises limited secondary and tertiary care institutions in key cities and focuses on providing basic healthcare facilities in the form of primary healthcare centres (PHCs) in rural areas. The private sector provides majority of secondary, tertiary and quaternary care institutions with a major concentration in metros, tier I and tier II cities.

**Market size:** The overall Indian healthcare market is worth around US\$ 100 billion and is expected to grow to US\$ 280 billion by 2020, a Compound Annual Growth Rate (CAGR) of 22.9 per cent. Healthcare delivery, which includes hospitals, nursing homes and diagnostics centres, and pharmaceuticals, constitutes 65 per cent of the overall market. The Healthcare Information Technology (IT) market which is valued at US\$ 1 billion currently is expected to grow 1.5 times by 2020.#

Deloitte Touche Tohmatsu India has predicted that with increased digital adoption, the Indian healthcare market, which is worth around US\$ 100 billion, will likely grow at a CAGR of 23 per cent to US\$ 280 billion by 2020.

India's universal health plan that aims to offer guaranteed benefits to a sixth of the world's population will cost an estimated Rs 1.6 trillion (US\$ 23.72 billion) over the next four years.

India is a land full of opportunities for players in the medical devices industry. The country has also become one of the leading destinations for high-end diagnostic services with tremendous capital investment for advanced diagnostic facilities, thus catering to a greater proportion of population. Besides, Indian medical service consumers have become more conscious towards their healthcare upkeep.

### Healthcare Sector Skill Council (HSSC)

HSSC a Unique Initiative by CII, NSDC & key Healthcare Industry Players from both Public & Private under ambit of Ministry of Skill Development & Entrepreneurship (MSDE)

#### HSSC Mandate:

- Developing National Occupational Standards (QP-NOS)
- Accreditation of Training Providers





- Training, Assessment and Certification
- Setting up Placement Support Cell and Maintenance of Registry.
- Collaboration with Skill Development Initiatives nationally and internationally.

#### Role of Healthcare Sector Skill Council

- \* Development of National Occupational Standards (NOS)
- \* Development / Alignment of Appropriate Courses & Curriculum to NOS
- \* Accreditation & Affiliation of Training Institutes
- \* Assessment & Certification for Trainees
- \* Placement Support & partnership

#### **JOB ROLE**

**Brief Job Description:** Individual on the job provides patient care and help maintain a suitable environment. Some of the key responsibilities of the General Duty Assistant are to provide patient's daily care, patient's comfort, patient's safety and patient's health needs.

**Personal Attributes:** This job requires the individual to work in collaboration with Doctors and Nurses and other healthcare providers and deliver the healthcare services as suggested by them. The individual should be result oriented. The individual should also be able to demonstrate basic patient care skills, communication skills and ethical behaviour. The individual should be willing to work in wards or clinics in shifts.

#### **The various functions of a PCA/GDA is given below**

- Assist Nurses in looking after the patients;
- Transport the patients to the various areas of the Hospitals as or when asked;
- Perform everyday jobs and carry messages;
- Clean the dusts of beds doors windows and other furniture;
- Render first aid to the patients when required

#### **Scope in Industry**

- \* After successfully completion of level 4 they will be known as a GDA in industry and they are able to get a job as a general duty assistant or patient care assistant in public and private hospitals.
- \* Successful candidates will be preferred for job in industry.
- \* They can also do a job as Home nursing.
- \* They would be able to do some basic management for their family members.



## Physical Activity Trainer : Sports Sector

The need for physical education as an integral part of education has been recognized by the government and efforts are being made to elevate the status of physical education in schools. That is the grass roots level intervention which has eventually driven the demand for physical education and sports related industry in India.

The immediate need is of good quality physical education and sports professionals at various levels. This demand is going to explode in the coming years offering opportunities for all who want to be associated with sports and build a career in this field. Several job opportunities already exist like,

- Physical education teachers
- Sports coaches
- Fitness trainers
- Physiotherapists
- Nutritionists
- Sports doctors
- Sports officials
- Sports event managers
- Sports Journalists

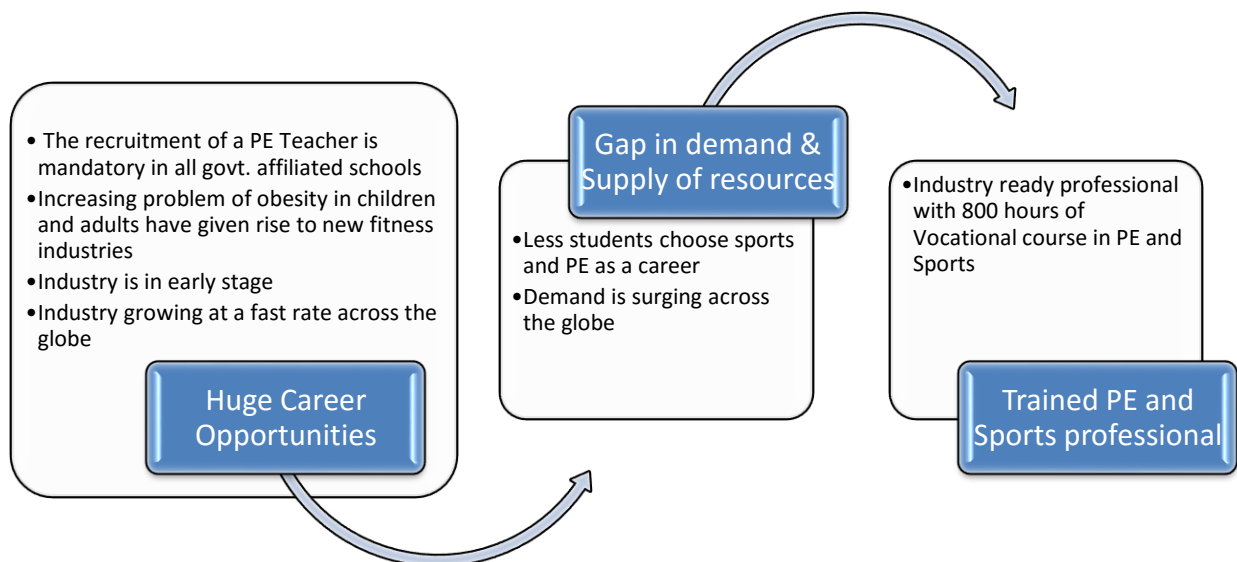
There is already a gap today in the demand and supply of professionals in this sector. Students who have completed the vocational course on physical education and sports possess the entry level knowledge and skills to fit in this sector. They cover 7 modules, each module specifically imparting, skilling the student on one aspect of the Physical Education and Sports industry. These are,

1	<b>Foundation of Physical Education</b>	Knows the importance of physical activity in maintaining health and wellness
2	<b>Health and Fitness</b>	Is able to calculate the fitness index of a child and advise on improvements
3	<b>Games and Sports</b>	Knows the rules and skills to play football, basketball, volleyball, athletics, touch rugby, Kho-Kho and kabaddi
4	<b>Developing an Athlete</b>	Is able to make a training plan for developing fitness an athlete
5	<b>Teaching-Learning</b>	Is trained on using various teaching methodologies to engage students
6	<b>Managing Sports Events</b>	Is able to plan and execute tournaments, sports days, any other events required by a school
7	<b>Nutrition</b>	Is aware of the energy balance and concept of calorific value of diet and able to advise student



Students who have successfully completed their Vocational Training in Physical Education and Sports would be skilled to work as:

1. Assistant to a Physical Education Teacher teaching age-appropriate physical activity in school
2. Assistant to any coach teaching children age appropriate sports in a sports academy
3. Member of a sports management team
4. Assistant to venue operation manager in stadiums – groundmen, equipment manager, etc.
5. As a referee, umpire at the district level tournaments
6. Yoga Instructor, Fitness trainer in gyms by doing a short additional certification course





## Assistant Beauty Therapist : Beauty & Wellness

### **About B&WSSC**

*B&WSSC is a not for profit organization promoted by CII with financial support from the National Skill Development Corporation under the aegis of Ministry of Skill Development and entrepreneurship. The aim of the sector skill council is to focus on establishing an effective and efficient eco-system for development and imparting of skills for Beauty and Wellness industry including relevant curriculum courses, information database, delivery system, standardization, and accreditation and certification process to enhance the employability of the Indian workforce globally.*

*The council is chaired by the Mrs Vandana Luthra with icons of the industry like Dr Blossom Kocchar, Ms Gurpreet Seble, Mr. Sumit Israni & Ms. Rekha Chaudhary and many more as the council members. Since its inception the council has taken steps towards organizing this sector creating 105 in demand, in need and emerging job roles.*

*Over the two years the Sector has grown exponentially making its presence across 29 states and 7 Union territories training and certifying more than 2 lakhs youth making them employable and empowered with certificate from highest certifying body (Sector Skill Council) in Beauty and wellness recognised by the government of India.*

*The Sector skill council has actively involved in the state government run schemes through MOUs signed with the state governments to partner with them in their skilling initiative.*

*In our aim to work with the NGO, underprivileged students and women empowerment the sector is working aggressively with acid victims, transgender and other marginalised segment of the society to get them to the fold of the skill eco system to making them job ready and financial independent. The Council has received various awards and recognition for the work it's been doing tirelessly in the last two year one of them being the silver award as the best SSC from ASSOCHAM last year.*

### **Brief About Assistant Beauty Therapist**

An Assistant Beauty Therapist needs to be aware of the basics of beauty therapy, health and hygiene, safety and needs to be knowledgeable about various beauty products. Assistant Beauty Therapist is expected to perform basic depilation, manicure, pedicure and basic face care services, mehendi application and also assist the Beauty Therapist in providing advanced services. The person also assists in salon ambience maintenance and also does various other odd jobs in the salon

### **Scope of Assistant Beauty Therapist**

Beauty & Wellness Industry is one of the fastest growing industries in India today, growing at a compounded annual growth rate of 20-25 per cent. While there is an increasing shift from common salon services to advanced offerings, basic services continue to attract a steady flow of customers. Qualification for entry into different sub sectors may vary; it is even possible to become a professional in this sector with minimum formal qualifications like as low as 5th standard pass. Most employers provide training on the job such that employee spend most of the time working and learning practical skills on the job. To enhance qualification, workers can take structured training or short term certified courses with a registered training provider / government institute/ non-government organization to enhance competency in various areas of beauty and wellness. These trainings help one to assess their skills, improve them and make them competent in all areas. To enhance/build qualifications, workers



even without experience can start at assistant level, acquire 1- 2 year experience in the industry and with competency in client management set ups can undergo training for developing skills and knowledge to support productivity and for their growth in the sector/industry. Acquiring knowledge/undergoing training on the following help to enhance qualification of workers in beauty and wellness:

- Practical and Technical Training including safety and hygiene standards, contribute to effective client management, understand and obtain knowledge on maintaining workplace health and keeping oneself well groomed
- Business Improvement Techniques
- Functional Skills

An Assistant beauty therapist role:

- Is an entry level profile at the salon in skin-care
- A trained candidate needs to be working in a capacity of Assistant for minimum of 6 months.
- It has varied scope and diverse in nature and open multiple career options for a learner like Beautician, Mehendi Artist, Manicurist and Pedicurist, Makeup Artist, Beauty Product Advisors.

### **Haryana**

Haryana is a potential market with many standalone salons as well as multi chain salons like Jawed Habib's, Shahnaz Hussain salons, VLCC, Plum salons etc.

### **Concerns**

- If they are willing to migrate domestically or internationally to employer's locations would be great. Especially few selected bright applicants.
- All 313 students are trained under ABT



## **Final Advice**

Getting ready to plunge into the corporate world adds to the excitement level of fresh graduates. The excitement is accompanied by anxiety as every interview call you get is important and you feel the pressure of performing good.

Here are some tips for fresh graduates aspiring to join the community of working professionals give that first best impression during their job interview:

1. Reach on time
2. Carry all required documents in a folder
3. Dress neatly and demonstrate confidence
4. Mind your actions
5. Anticipate questions
6. Listen carefully
7. Be loud enough and clear
8. Establish eye contact