



Participant Handbook

Sector
Beauty and Wellness

Sub-Sector
Beauty & Salon

Occupation
Nail Care Services

Reference ID: **BWS/Q0401, Version 2.0**
NSQF Level 3



**Assistant
Nail
Technician**



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5B, Upper Ground Floor

23, Himalaya House, Kasturba Gandhi Marg,

Connaught Place, New Delhi-110001

Office: 011-40342940, 42, 44 & 45

Email: info@bwssc.in

Website: www.bwssc.in

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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. ”



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The preparation of this manual would not have been possible without the support of the Beauty and Wellness Industry. The Industry feedback has been extremely encouraging from inception to conclusion & it is with their inputs that we have tried to bridge the skill gaps existing today in the industry. We would specially like to thank Gurpreet Seble, Nail Spa by Gurpreet who have reviewed and given input for this trainee manual.

This participant manual is dedicated to all the aspiring youth who desire to achieve special skill which would be a lifelong asset for 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 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 Beauty Sector is expected to grow at a CAGR of 20%, with 23% in organised and 15% in 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 is designed to enable theoretical and practical training to become an Assistant Nail Technician. The Qualification Pack of an Assistant Nail Technician includes the following National Occupational Standards which have all been covered in this Trainee Manual:

1. Prepare and maintain work area.
2. Perform manicure and pedicure services.
3. Provide nail enhancement services using UV gel nails and (liquid and powder) acrylic nails.
4. Perform refill.
5. Provide simple and basic nail art services.
6. Maintain health and safety at the workplace
7. Create a positive impression at the workplace.

This Participant Handbook is designed considering the minimum education qualification of Assistant Nail Technicians to be preferably Class VIII pass. The key learning objectives and the skills gained by the participant are defined in their respective units. 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 friends to aspire to build their career in the beauty and wellness industry.

Symbol Used



Key Learning
Outcomes



Steps



Notes



Objectives



Practical



Exercise

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1. Introduction

Unit 1.1 – Objectives of this Program

Unit 1.2 – Beauty and Wellness Industry



Key Learning Outcomes

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

1. Explain the objectives of this program
2. Describe the role and responsibility of an Assistant Nail Technician accurately
3. Describe the beauty and wellness industry

UNIT 1.1: Objectives of this Program

Unit Objectives

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

1. Explain objectives of this program
2. Describe the role and responsibilities of an Assistant Nail Technician

1.1.1 Introduction

Today, the beauty and wellness sector has gained prominence in India and displayed consistent and remarkable growth, making it a potentially significant contributor to economic growth and a leading employer creating millions of employment opportunities across the nation. The reason for this phenomenal growth is the rising consumerism, globalization and changing lifestyles of Indian consumers as well as increasing rate of wellness tourism.

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. However, there is a huge deficit in the availability of skilled and trained personnel. This talent deficit poses threat to the growth and expansion of the whole beauty and wellness industry. Developing skilled and trained personnel is thus a huge task at hand for both businesses and for the sector.



Fig. 1.1 Assistant Nail Technician

1.1.2 Assistant Nail Technician

An Assistant Nail Technician in the Beauty and Wellness Sector is a critical operational job-role providing various types of beauty services in salons and spas.

An Assistant Nail Technician should be well-versed with the beauty services and therapy operations and have basic service aptitude. Proficiency in communication and keen service orientation would help in providing world class services to the customers.

Technically the Assistant Nail Technician should be well versed with Human Anatomy to the extent of identifying purpose, locations of bones, muscles, arteries of the hand and feet. It is essential for them to identify nail parts and be aware of stage of growth, nail disorders and related services.

The Assistant Nail Technician should also know about various products, tools and equipment and range of services that are offered in relation to nails.

Roles and Responsibilities of an Assistant Nail Technician

An assistant nail technician needs to be aware of the basics of manicure and pedicure, health and hygiene, safety and needs to be knowledgeable about various beauty products.

The assistant technician is expected to perform basic manicure and pedicure and provide spa manicure, pedicure services too.

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.

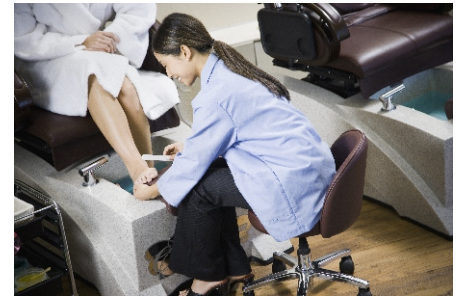


Fig. 1.2 Assistant Nail Technician providing nail services

Attributes of an Assistant Nail Technician

The following are attributes of an Assistant Nail Technician:

- **Customer Orientation** – Make the customer comfortable. 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/her 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** – An Assistant Nail Technician must be able to tell what products are suitable for the customer. For instance if a customer having dry skin ask for a face cream then an Assistant Nail Technician must keep the skin type in mind and suggest the best product available. This can happen only if she has knowledge about available products.



Fig. 1.3 Assistant Nail Technician tools and materials

- **Proficiency in communication** – As much as an Assistant Nail Technician needs to be efficient in her/his skills, she/he needs to have good communication skills as well. Assistant Nail Technician first deals with customer with her/his communication skills and later with beauty skills. Therefore, she/he has to be warm and welcoming, should give details, must not fumble and be clear with what she says.
- **Good body language** – An Assistant Nail Technician must not be stressed over handling customers. Her/his body language should be easy yet active, she/he should seem happy to work and give her/his services, must be smiling and quick.

1.1.3 Program Focus and Overview

This program will facilitate an overview of:

- Beauty and wellness industry
- Preparing and maintaining work area
- Performing manicure and pedicure services
- Spa manicure and pedicure services
- Maintaining health and safety at the workplace
- Creating a positive impression at the workplace

UNIT 1.2 : Beauty and Wellness Industry

Unit Objectives

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

1. Describe the 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 well being. 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 salon market in India is small by world standards but growing at a rapid pace. A KPMG Wellness Sector report released in April this year projected that the size of India's beauty and wellness market would nearly double to Rs 80,370 crore by 2017/18 from Rs 41,224 crore in 2012/13. Business is so good that it has caught the attention of private equity firms.

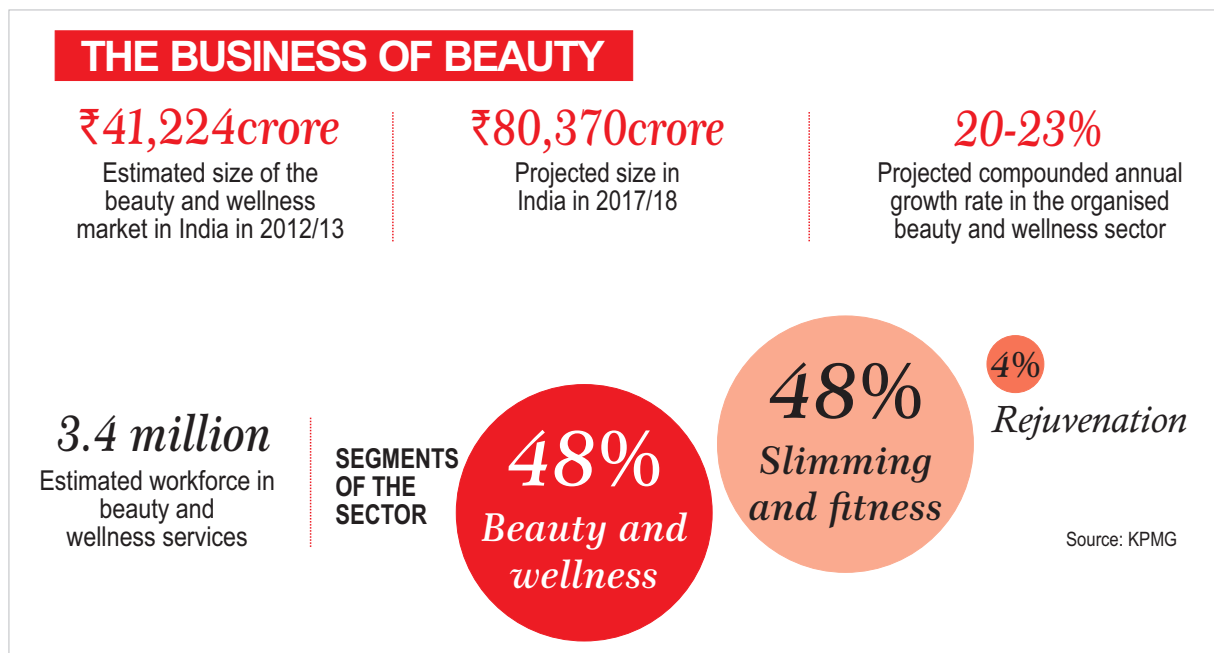


Fig. 1.4 Beauty and wellness industry statistics for India

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.

Another segment expanding rapidly is bridal makeup. Earlier, it was usually only the bride who visited the salon prior to the wedding ceremony, but now friends and relatives often join her and salons offer special packages for them.

Quality beauty treatment calls for specialised knowledge - thus training schools are also proliferating. Most salon chains have their own academies. VLCC, for instance, runs 75 different 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

The following are reasons for growth of the Beauty and Wellness Sector

- Growing consumerism, rapid urbanization and rising disposable income are said to be the most dominant factors driving this market.
- Young consumer population is characterized by the increased exposure to media so the increased aspiration for beauty.
- Excessive obsession with young looking skin has catapulted the sector towards growth as more and more consumers ask for cosmetic treatments as well as anti-ageing products to achieve the same product innovation and an increased demand for looking good has made this segment poised for significant growth in the future.

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 therapies can provide clinical diagnosis and treatments under alternative therapy.

Emerging Unisex Service – Many organised segments are offering such services and many Unisex beauty and wellness centres are emerging getting 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 customers is causing international brands to penetrate the Indian market.

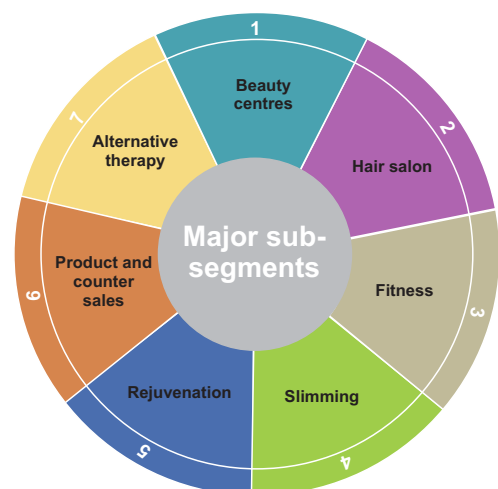


Fig. 1.5 Classification of beauty and wellness industry and wellness industry

Summary

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. However, there is a huge deficit in the availability of skilled and trained personnel. This talent deficit poses a threat to the growth and expansion of the whole beauty and wellness industry. Developing skilled and trained personnel is thus a huge task at hand for both businesses and for the sector.

An Assistant Nail Technician in the Beauty and Wellness Sector

- is a critical operational job-role providing various types of beauty services in salons and spas.
- should be well-versed with the beauty services and therapy operations and have basic service aptitude.
- requires proficiency in communication and keen service orientation is required for providing world class services to the customers.

The following are attributes of an Assistant Nail Technician:

- Customer Orientation
- Clean Personal Appearance
- Make suitable suggestions
- Don't be in hurry
- Keep your knowledge updated
- Respect your customer
- Have knowledge about products
- Proficiency in communication
- Good body language

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 following are reasons for growth of the Beauty and Wellness Sector

1. Growing consumerism, rapid urbanization and rising disposable income
2. Young consumer
3. Excessive obsession with young looking skin
4. Product innovation

Beauty Industry Classification

- Beauty Centres and Hair Salons
- Product and Counter Sales
- Fitness and Slimming
- Rejuvenation Centers
- Alternate Therapy Centers
- Emerging Unisex Service
- Expansion in different areas/ regions
- International beauty brands

Exercise



1. Which of the following are not the characteristics of a Assistant Nail Technician? Tick the MOST appropriate answer.

- a. Having knowledge about products
- b. Good body language
- c. Clean personal appearance
- d. Being in a 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 segments of the beauty and wellness industry?

Notes



A large rectangular area enclosed by an orange border, containing horizontal lines for writing notes.

2. Prepare and Maintain Work Area

Unit 2.1 - Prepare and Maintain the Service Work Areas



Key Learning Outcomes

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

1. Prepare and maintain the service work areas
2. Keep the work area clean
3. Set up the required equipment
4. Dispose-off waste correctly

UNIT 2.1 : Prepare and Maintain the Service Work Areas

Unit Objectives

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

1. Prepare the service work areas
2. Maintain the service work areas

2.1.1 Introduction

Every beauty service and service needs a work area that is clean, tidy, hygienic and inviting. This unit is about preparing and maintaining the work area for Manicure and Pedicure. Setting up involves preparing the tools, equipment and materials needed to carry out the service, as well as the seating arrangements for the client and Assistant Nail Technician.

You will also learn about the disposal of waste after services, client records and the importance of your personal hygiene and appearance.

Some key terms

- Disposal
- Incinerator
- Sterilisation
- Decor
- Record Cards

One of your main duties in the salon will be to assist more senior Assistant Nail Technician by setting up the correct materials and equipment needed for a particular service or service and by preparing the client.

You will need to know what products, tools and equipment are needed for each of the services in the range, and also be able to use a client's record card to select materials that will be suitable for that particular client.

2.1.2 Record Card

A client's record card is a professional record of services or services that the client has already had at your salon and is where an Assistant Nail Technician can record comments or suggestions for future services.

Part of your preparation for a service will involve obtaining a client's record card from reception and doing the following:

- You will need the card to find out what service the client is booked in for, so that you know what you need to set up.
- The client's record card may also give you more information about the client's likes and dislikes, skin type, previous products used and the Assistant Nail Technician methods that will be helpful to you in deciding which products to select.

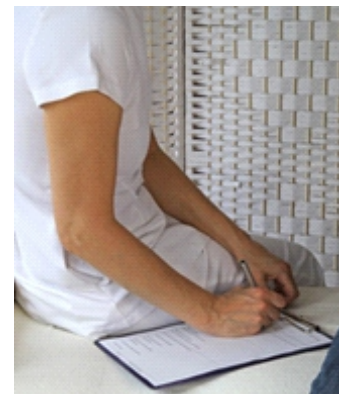


Fig: 2.1 Filling a record card

- When you collect a record for a client from reception, make sure that you check the client's first name, surname and address carefully to make sure you have the correct card.
- Make sure that you collect the correct record for the client, as some may share a surname or even a first name.
- You will need to hand over the client's record card to the Assistant Nail Technician before she/he starts the service.

2.1.3 The Nail Salon

As the nail salon room is used for a variety of different services, it is important that it can be adapted to meet the needs of a range of services and is well equipped.

For every service, the salon room should:

- be well ventilated cool in summer, warm in winter
- be clean and tidy and smell fresh
- include somewhere to hang the client's clothes
- contain shelves or storage for products and towels
- be quiet and undisturbed from outside noise; soft music can be played to enhance relaxation
- have good lighting that can be dimmed for massage
- not be cramped, with enough space for the nail technician around the room
- contain everything you need for service, and be well organised
- have a sink with running hot and cold water



Fig. 2.2 The nail salon

Setting up for service

You need to organise the work area so that everything is hygienic and within reach and the trolley or the station is set up with the necessary tools, equipment and products, as well as enough cotton wool and tissues.

Setting up the workspace for any service - A checklist:

- The client's record card and a pen should be on the trolley/table ready for the consultation.
- The gown the client will wear during the service should be ready, and there should be a coat hanger or hook available for the client's clothes in case required.

- Clean towels should be laid out nearby.
- The service couch should be prepared with a fitted bottom sheet and a disposable couch.
- The table/trolley tops and work surfaces should be disinfected and covered with fresh couch roll.
- The products to be used during the service should be laid out on the trolley/shelf/table top.
- The tools to be used during the service should be sterilised and then placed on the trolley/table/shelf top in a jar filled with antiseptic.
- There should be enough cotton wool and tissues on the trolley/table/shelf to complete the whole service.

2.1.4 Sterilisation and Disinfection Methods

It is just as important to maintain excellent standards of hygiene when setting up for services as it is when carrying out the services themselves. Micro-organisms that may cause disease must be controlled through cleaning, disinfection or sterilisation.

Cleaning is the physical process, which removes soil, dust, dirt and organic matter along with a large proportion of micro-organisms from an object. Cleaning is essential before disinfection or sterilisation of instrument and equipment.

The client and the therapist must wash their hands with a liquid soap and water before commencing any service. Soap should be stored in a clean dispenser. Disposable paper towels are recommended to dry hands.



Fig. 2.3 Lotion being dispensed from a bottle

Creams, lotions and sprays should be dispensed from purpose-specific pump or spray bottles where possible. Otherwise, products must be distributed with a disposable spatula.

For the purpose of services, all surfaces that can be disinfected (e.g. metal re-usable implements and work surfaces) must be disinfected after thorough cleaning between services.

Disinfection will destroy most micro-organisms except for some spores and some viruses. Disinfectants are used to limit and prevent the growth of microbes. They can be used to clean service areas like couches, trolleys, walls, and floors. Disinfecting jars are useful for disinfecting and storing items during the service use but must be changed regularly

Disinfection is a sufficient level of micro-organism control when skin is not cut or broken.

Disinfectants should kill most bacteria, fungi and viruses and must be used in line with manufacturers' instructions. For disinfectants in which tools/equipment are submerged, e.g. roller/clipper heads, scissor and tweezers, the disinfectant solution should be changed regularly in line with manufacturer's instructions.

Sterilisation is a process which completely destroys all living organisms, including spores, most commonly by use of an autoclave. Sterilisation may only be performed on metal implements, e.g. scissors and tweezers. Using single-use, disposable equipment and sterilising equipment or both will significantly reduce this risk. Sanitising greatly reduces micro-organisms from the surface of the skin using antibacterial agents, e.g. pre-wax lotions and hand cleansers. Clean towels and linen must be provided for each client. It is recommended that a wipe-able plastic couch covering is used in conjunction with a disposal couch roll. Dirty linen must be laundered at a minimum of 60 degree Celsius.

Methods of sterilization – there are 3 main methods namely heat, radiation and chemical.

- Heat – can be moist heat (autoclave) or dry heat (oven or glass bead sterilizer). This method is used to sterilize small metal tools. It is used in beauty salons for tweezers, scissors etc.
- Radiation – UV light cabinet
- Chemical – such as glutaraldehyde , alcohol etc.

Some sterilizing chemicals become less effective after a period of time and need to be replaced as per manufacturers instructions.

Sanitization is a process that destroys some but not all known harmful micro-organisms e.g. bacteria and viruses. Sanitization is used to prevent the spread of diseases and includes disinfectants and antiseptics.

Antiseptics are used to limit and prevent the growth of microbes and can be used on skin. They should be used to wash hands and wipe over hands and feet.

Some sanitization products need to be diluted before use. Always read and follow manufacturers instructions on the use of sterilization and sanitizations products and equipment.

2.1.5 Personal Protective Equipment (PPE)

Personal Protective Equipment (PPE) relates to equipment available during services to reduce the risk of cross-infection or injury.

A new pair of disposable gloves should be put on immediately before each service services and a disposable apron is advisable to protect clothing during the service. This should be disposed of directly after service.



Fig. 2.4 Always wear gloves during service

The client's clothing should be well protected throughout the service.

2.1.6 Prepare the Service Work Areas



Fig: 2.5 Cleaning the workplace

Environmental Conditions

It is important that the environmental conditions in the service room are suitable for the client and the service. A comfortable service area will help to make sure that a salon visit is enjoyable for the client and a satisfying work environment for the Assistant Nail Technician.

Lighting: Lighting gives a salon atmosphere, so it can have a powerful effect on how the client feels when she walks into the reception, her level of relaxation once in the service room, and whether she feels as though she has had a satisfying service at the end.

The lighting should in any case be:

- Bright enough to carry out services.
- Soft enough to enable clients to relax.

Therefore, it is recommended that a service room has a good overhead light on a dimmer switch, and a magnifying lamp for close work such as skin inspection.

Make sure that:

- You can always see clearly.
- You and your client don't squint because lighting is poor, or become dazzled by lights that are too bright.
- You always report flickering or faulty lights to your supervisor.

Heating: Clients tend to relax when they have services, and therefore their body temperature can drop, so it is important that the salon is warm but not so hot and stuffy that it is uncomfortable or encourages germs to multiply. A comfortable temperature for beauty therapy work is between 20 and 24°C, with the level of moisture in the air between 40 and 60 per cent. It is also important that the salon is warm enough for clients to undress for services.

Ventilation: Circulation of fresh air is needed to make sure that clients and staff don't become drowsy and lacking in energy as

well as making sure that people are not made uncomfortable by fumes from products.

- Fresh air may be gained from open doors and windows, and by having an air-conditioning system in the salon.
- In salons and spas that have steam and sauna areas, it is important that the air does not become too damp and humid, so good ventilation is essential.
- If there is a lack of fresh air:
 - Illnesses spread because of germs and bacteria circulating around the salon a smelly and stuffy atmosphere is created, which is unpleasant for staff and clients.
 - There is a build-up of fumes from glues, varnish and cleaning products, which can cause headaches and sickness.

Methods of ventilation include extractor fans, windows, air vents and doors.

2.1.7 Preparing a Client for Service

When the client is brought through to you, or you go to collect her/him from reception, make sure that you have an open, confident expression.

Smile and make eye contact. Greet the client by her/his name, then introduce yourself and explain that you will be preparing her/him for her/his service.

Ask the client to follow you through to the service room/area.

Before the service begins, make polite conversation to build a good relationship and help the client to feel at ease.

Polite conversation is:

- Asking if she/he has visited the salon before.
- Asking if she/he has regular services.
- Enquiring about other services the client has had in the past.
- Enquiring whether this service is for a special occasion.
- Asking questions about the client's holidays or family.
- Discussing the weather or light news topics.

Polite conversation is not:

- Ignoring the client in order to talk to other members of staff.
- Talking about yourself or another person, and not asking the client about her/him.
- Moaning about your last client or your job.
- Telling the client your life story and about your problems at home.
- Discussing serious news topics, religion or politics.



Fig. 2.6 Preparing a Client for Service



Fig. 2.7 making polite conversation with the customer

2.1.8 Client Care

The general comfort of the client includes making sure that:

- She/he is seated comfortably.
- She/he is warm.
- She/he is happy with her surroundings.
- The noise levels are not too high.
- There is relaxing music playing in the background.
- There are nice smells.
- The decor is pleasant and welcoming.
- The staff are polite, respectful and professional.
- Remove and hang up the client's coat, then show her/him to her/his seat.
- Make sure that she is comfortable and provide help where necessary.
- Protect the client's clothes with a towel or gown.
- For manicure: be especially careful that she/he is protected from varnish or other products that might stain her/him. clothes. For protection, roll up the client's sleeves to the elbow and then tuck tissue around them.

2.1.9 Just before you Start

Clients should be asked to remove any jewellery and placed inside their handbag or in a tissue-lined bowl which is in sight of the client at all times. Ask the client to remove their jewellery and show her the bowl in which you will be placing it. Point out that, if they prefer, the client (not you) could put the jewellery in their handbag. Cleaning your hands, explain to the client that you are going to wash your hands as this gives them confidence in your cleanliness. Make sure that you dry your hands thoroughly, because wet hands are not clean hands.

Offer a clean, lightweight gown to the client to protect their clothing from any accidental spillage of products during procedure.

2.1.10 Personal Presentation and Behaviour

Remember that it is important to demonstrate a professional approach to all aspects of the client's visit. Your own personal presentation and behaviour are very important at all times. Looking smart and wearing appropriate protective clothing, such as a salon uniform, will give the client confidence in you.

Assistant Nail Technicians are on their feet a lot and work very closely with clients, make sure that you maintain good standards of personal hygiene will mean that the client's comfort will not be affected by any body odour.



Fig: 2.8 Well groomed salon technician

Appearance - A Checklist:

- Wear smart clothes or uniform – they should be freshly laundered and not smell of smoke or strong perfume.
- Your uniform or clothes should not be too short or too tight, and must allow for easy movement while carrying out services.
- Your hair should be clean and neat.
- Wear light, but attractive, day make-up – definitely not heavy make-up.
- Your nails should be neatly manicured – no chipped nail varnish.
- Keep your breath fresh – no tobacco smells.
- If you wear jewellery, it should be simple and kept to a minimum.

2.1.11 Maintain the Service Work Areas

It is not enough to prepare a perfect work area. It is also your responsibility to keep it clean, hygienic and looking professional at all times. To do this you must tidy up as you go along, ensure waste disposal is safe and, after the service, make sure that the area is left in a state that is suitable for the next service (remembering of course that it may be a different Assistant Nail Technician and different client that could be using it next).

2.1.12 Safe Disposal of Waste

As soon as you have used cotton wool, tissues or other disposables you must put them in a foot pedal bin immediately.

Tidy up as you go – it will save time later.

Replace bottle tops straight away.

Place waste in the bin straight away.

This is also good practice with regard to health and safety because:

- Nail varnish gives off very strong fumes
- Used cotton wool and tissues contain germs

During manicures and pedicures, use the nail varnish drying time to clear things away such as dirty towels and water in the manicure bowl.

Clean tools and place them back in the steriliser.

If you are assisting as your senior Assistant Nail Technician is carrying out other services, keep an eye out for:

- Bits on the floor that may need to be put in the bin or swept up.
- Tools and equipment that may need washing or disinfection.
- Bottle tops that may need replacing.



Fig: 2.9 Used cotton contains germs



Fig: 2.10 Clear used towels in the bin/waste basket

2.1.13 Checking and Cleaning Equipment

The life of the equipment used depends on thorough and safe cleaning methods that follow the manufacturer's instructions. Each piece of equipment when new comes with instructions on how to clean and maintain it so that it lasts a long time. It is your responsibility to report any possible problems that you may see with the equipment such as:

- Trailing wires
- Faulty plugs
- Dirty machines and attachments
- Broken parts.
- All equipment should be checked annually by a qualified electrician.

After it has been checked it will have a green safety sticker put on it which tells people that it is safe to use and has been checked. The sticker also has the date that it was tested on and when the next test is due.

2.1.14 Leaving Work Areas Clean and Hygienic

When the client has left the service area, the following things need to be done:

- All bedding and towels washed.
- Products are cleaned and put away.
- Workshops, surfaces and trolleys disinfected.
- Tools sterilised.
- Disposables thrown away.
- Equipment cleaned.
- New bedding or couch roll laid out.

When you have finished the service, make sure that you leave the workspace perfect.

2.1.15 Storage of Records, Materials and Equipment Client Records

Storage and confidentiality

All client records re to be duly filed to protect client privacy and confidentiality, so all client records must be stored in a secure way such as in a lockable filing cabinet or, if stored electronically on a computer, this must be password protected.

All client records are confidential and must not be shown to anyone.

Information recorded must be accurate.

Client records must be made available to the client for viewing if needed.

2.1.16 Tools and Equipment

Make sure that all tools and equipment are cleaned, disinfected and sterilised before they are put away to avoid cross contamination.

Sharp tools should always be stored so that they cannot be knocked off a shelf as they could land on someone's feet. They should also never be stored in uniform pockets.

Electrical equipment must always be turned off and unplugged when not in use and the electrical leads must not be left trailing on the floor.

An important thing to remember when storing magnifying lamps is that they should never be left in sunlight, as this could cause a reflection that may result in a fire.



Click/Scan this QR Code to access the related video

Summary

Every beauty service needs a work area that is clean, tidy, hygienic and inviting. This unit is about preparing and maintaining the work area for Manicure and Pedicure. Setting up involves preparing the tools, equipment and materials needed to carry out the service, as well as the seating arrangements for the client and Assistant Nail Technician.

One of your main duties in the salon will be to assist more Senior Assistant Nail Technician by setting up the correct materials and equipment needed for a particular service or service and by preparing the client.

Record Cards – A client's record card is a professional record of services or services that the client has already had at your salon and is where an Assistant Nail Technician can record comments or suggestions for future services. Part of your preparation for a service will involve obtaining a client's record card from reception, referring and updating it.

For every service, the service room should:

- be well ventilated cool in summer, warm in winter.
- be clean and tidy and smell fresh.
- include somewhere to hang the client's clothes.
- contain shelves or storage for products and towels.
- be quiet and undisturbed from outside noise; soft music can be played to enhance relaxation.
- have good lighting that can be dimmed for massage.
- not be cramped, with enough space for the beauty therapist around the room.
- contain everything you need for services, and be well organised.
- have a sink with running hot and cold water.

Cleaning is the physical process, which removes soil, dust, dirt and organic matter along with a large proportion of micro-organisms from an object. Cleaning is essential before disinfection or sterilisation of instrument and equipment.

Disinfection will destroy most micro-organisms except for some spores and some viruses. Disinfectants are used to limit and prevent the growth of microbes. They can be used to clean service areas like couches, trolleys, walls, and floors.

Sterilisation is a process which completely destroys all living organisms, including spores, most commonly by use of an autoclave. Sterilisation may only be performed on metal implements, e.g. scissors and tweezers. Using single-use, disposable equipment and sterilising equipment or both will significantly reduce this risk. Sterilisation methods include heat, chemical and radiation.

Sanitization is a process that destroys some but not all known harmful micro-organisms e.g. bacteria and viruses. Sanitization is used to prevent the spread of diseases and includes disinfectants and antiseptics.

Antiseptics are used to limit and prevent the growth of microbes and can be used on skin. They should be used to wash hands and wipe over hands and feet.

Personal Protective Equipment (PPE) relates to equipment available during services to reduce the risk of cross-infection or injury. A new pair of disposable gloves should be put on immediately before each service services and a disposable apron is advisable to protect clothing during the service. This should be disposed of directly after service. The client's clothing should be well protected during all service services.

It is important that the environmental conditions in the service room are suitable for the client and the service. A comfortable service area will help to make sure that a salon visit is enjoyable for the client and a satisfying work environment for the Assistant Nail Technician. This includes lighting, heating and ventilation.

Before the service begins, make polite conversation to build a good relationship and help the client to feel at ease.

Polite conversation is:

- Asking if she has visited the salon before
- Asking if she has regular services
- Enquiring about other services the client has had in the past
- Enquiring whether this service is for a special occasion
- Asking questions about the client's holidays or family
- Discussing the weather or light news topics
- Polite conversation is not:
 - Ignoring the client in order to talk to other members of staff
 - Talking about yourself or another person, and not asking the client about herself
 - Moaning about your last client or your job
 - Telling the client your life story and about your problems at home
 - Discussing serious news topics, religion or politics
- Apart from this one also has to maintain the work area to be safe, clean and orderly. Waste must be disposed-off safely and hygienically.

Exercise



Tick the MOST appropriate answer

1. Sterilisation involves:

- a. Boiling
- b. Baking
- c. Steaming
- d. All of these

2. The basic sanitation practices in a salon involves:

- a. Ventilated rooms
- b. Safe drinking water
- c. Cleans towels and gowns
- d. All of these

3. Which of the following is a disinfectant?

- a. Lysol
- b. Alcohol
- c. Salt
- d. Both a) & b)

Notes



A large rectangular area with a thin orange border, containing 25 horizontal lines for writing notes.





3. Provide Manicure and Pedicure Services

Unit 3.1 – Body Systems and Anatomy

Unit 3.2 – Manicure

Unit 3.2 – Pedicure



Key Learning Outcomes

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

1. Clean the hands and feet
2. File nails as per client request
3. Massage the hands/ feet
4. Paint the nails as per client's desire

UNIT 3.1 : Body Systems and Anatomy

Unit Objectives

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

1. Identify and list body systems and location of bones, muscles, arteries
2. Explain nail parts and anatomy, nail and skin disorders
3. Identify, select and arrange tools and equipment for manicure
4. Perform manicure

3.1.1 Introduction

Anatomy is the study of the structure of the body and what it is made of- for example bones, muscles and skin.

Body Systems

Systems are groups of organ that cooperate for a common purpose, namely the welfare of the entire body.

The human body is made up of important systems.



Fig. 3.1 Main Body Systems

Some system have particular importance for Nail and Beauty Industry workers especially since they work on these systems through application of products and provision of services such as massages, etc. These body systems include:

The INTEGUMENTARY (in-TEG-yoo-men-ta-ree) system is made up of the skin and its various accessory organs, such as the oil and sweat glands, sensory receptors, hair and nails. The system is composed of two distinct layers, the dermis and epidermis. It functions as a protective covering and contains sensory receptors that give us our sense of touch. The system plays an important role in regulating the temperature of the body.

THE SKIN

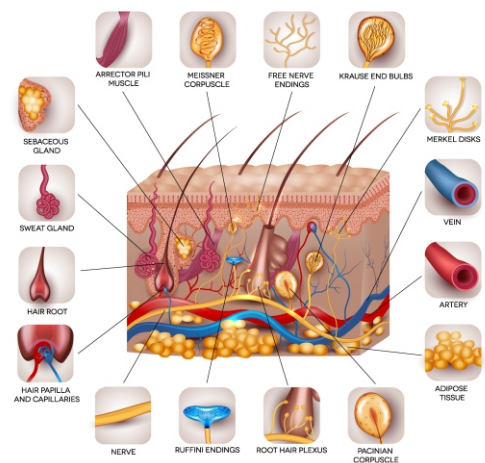
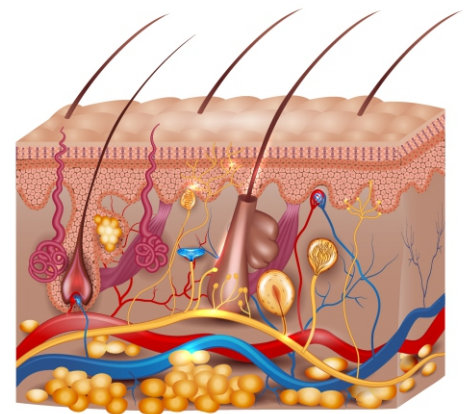
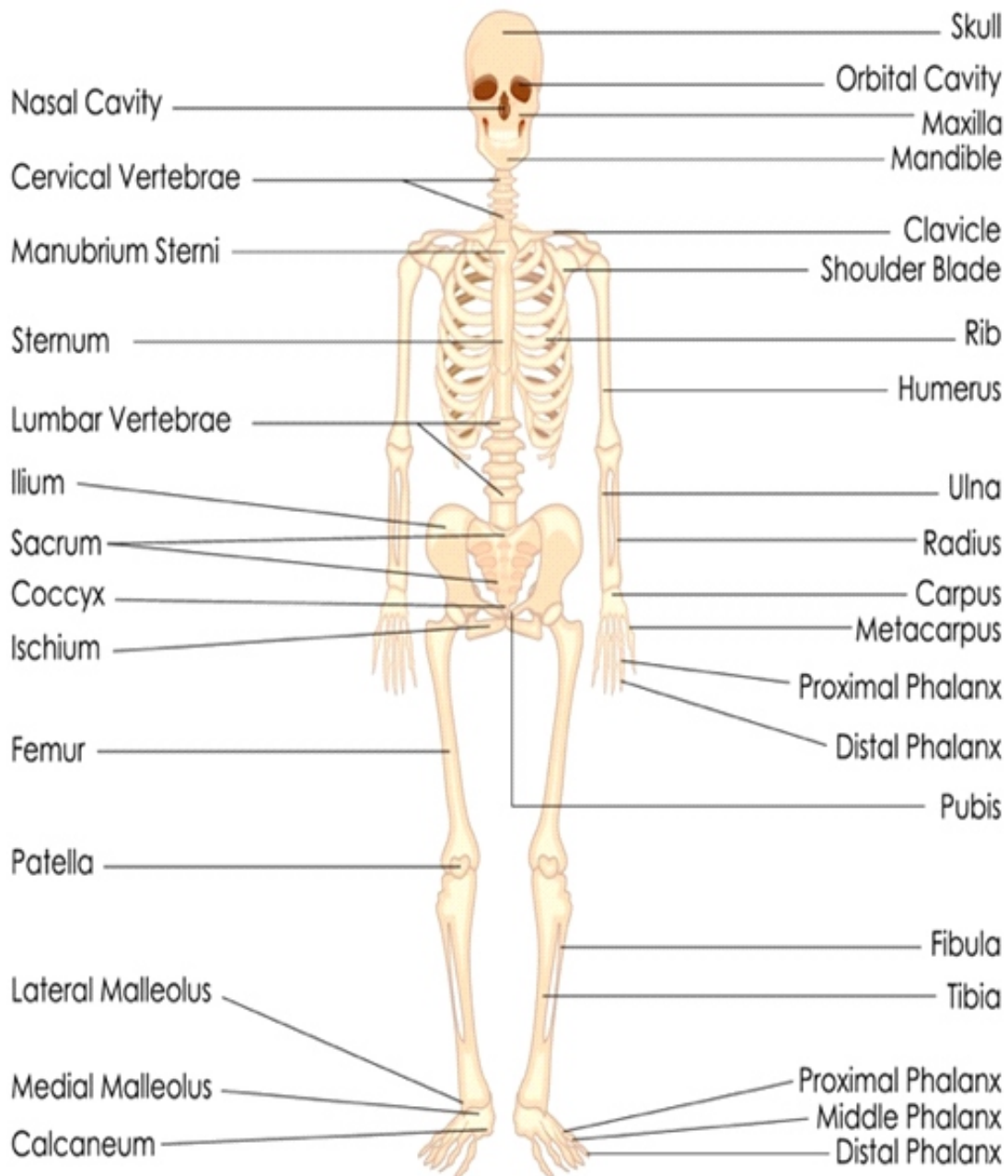


Fig. 3.2 Skin Anatomy (Integumentary system)

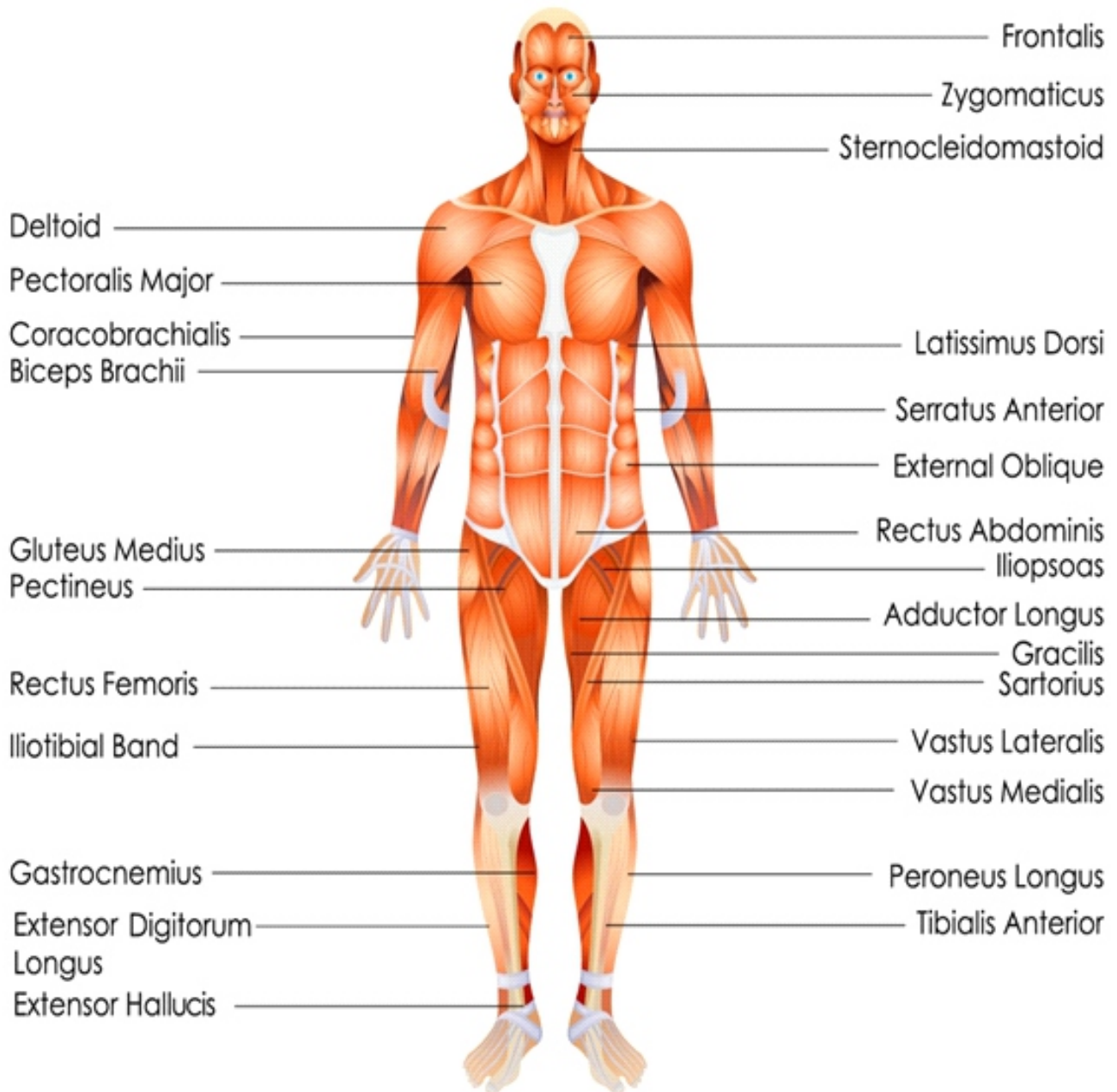
The SKETETAL SYSTEM is the physical foundation or framework of the body. The bones of the skeleton system serve as a mean of protection, support and locomotion (movement).



HUMAN SKELETON

Fig. 3.3 Human Skeleton

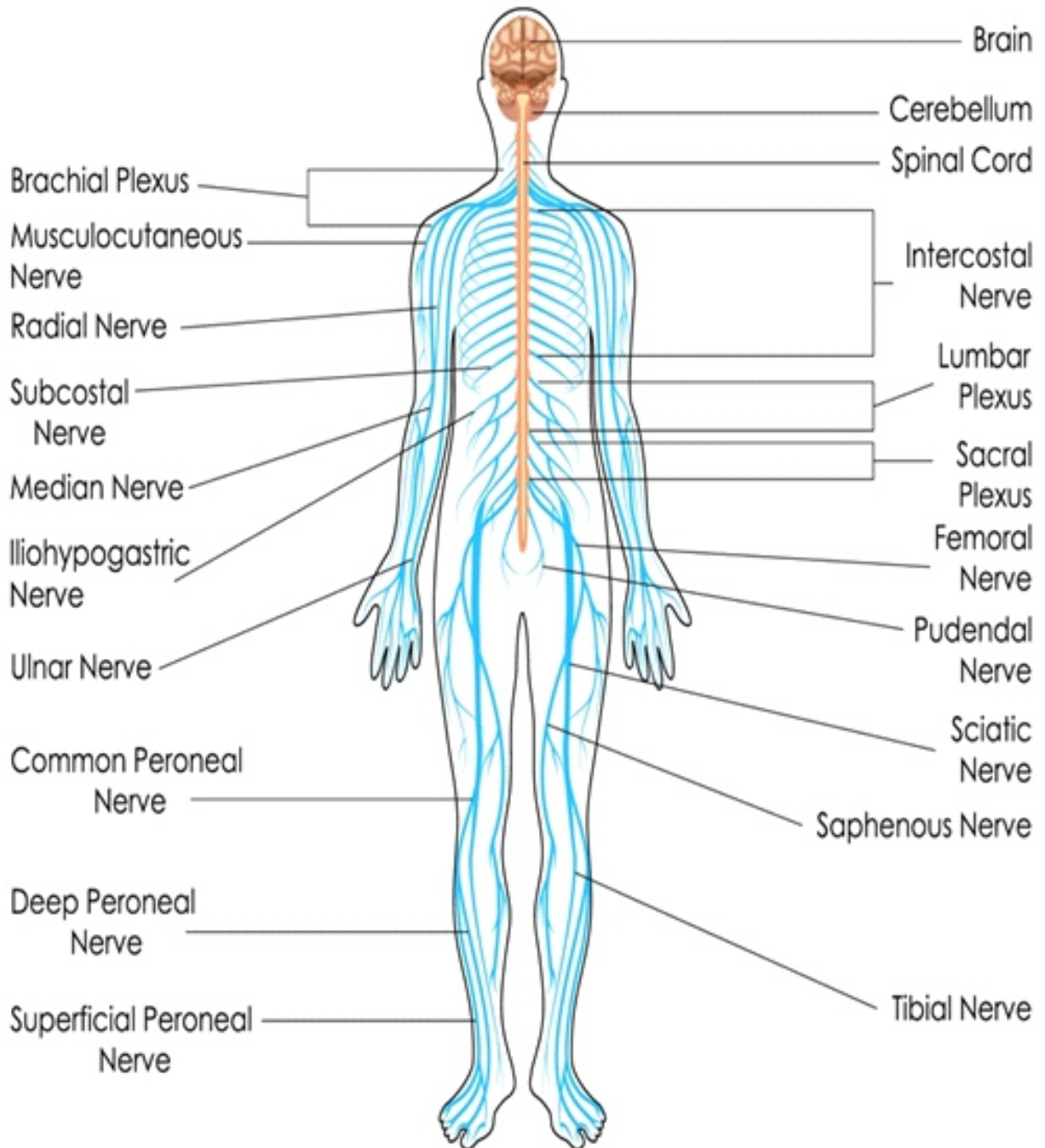
The MUSCULAR SYSTEM covers shapes and support the skeleton. Its function is to produce all the movements of the body.



MUSCULAR SYSTEM

Fig. 3.4 Muscular System

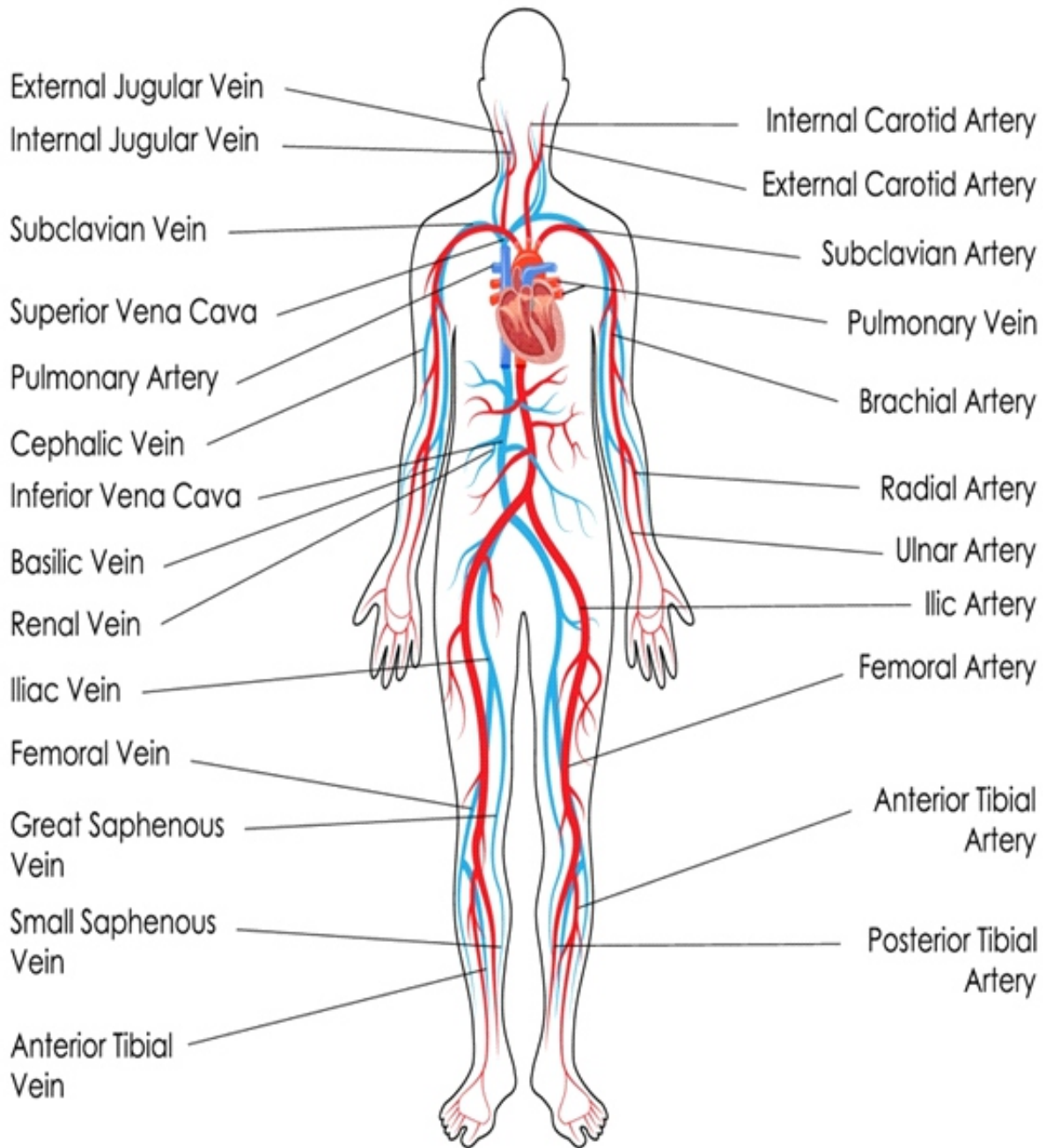
The NERVOUS SYSTEM controls and coordinates the functions of all the other systems of the body.



NERVOUS SYSTEM

Fig. 3.5 Nervous System

The CIRCULATORY (SUR-kyoo-lay-tohr-ee) system supplies blood throughout the body.



CIRCULATORY SYSTEM

Fig. 3.6 Circulatory System

The ENDOCRINE (EN-doh-krin) SYSTEM is made up of ductless glands that secrete hormones into the

HUMAN ENDOCRINE SYSTEM

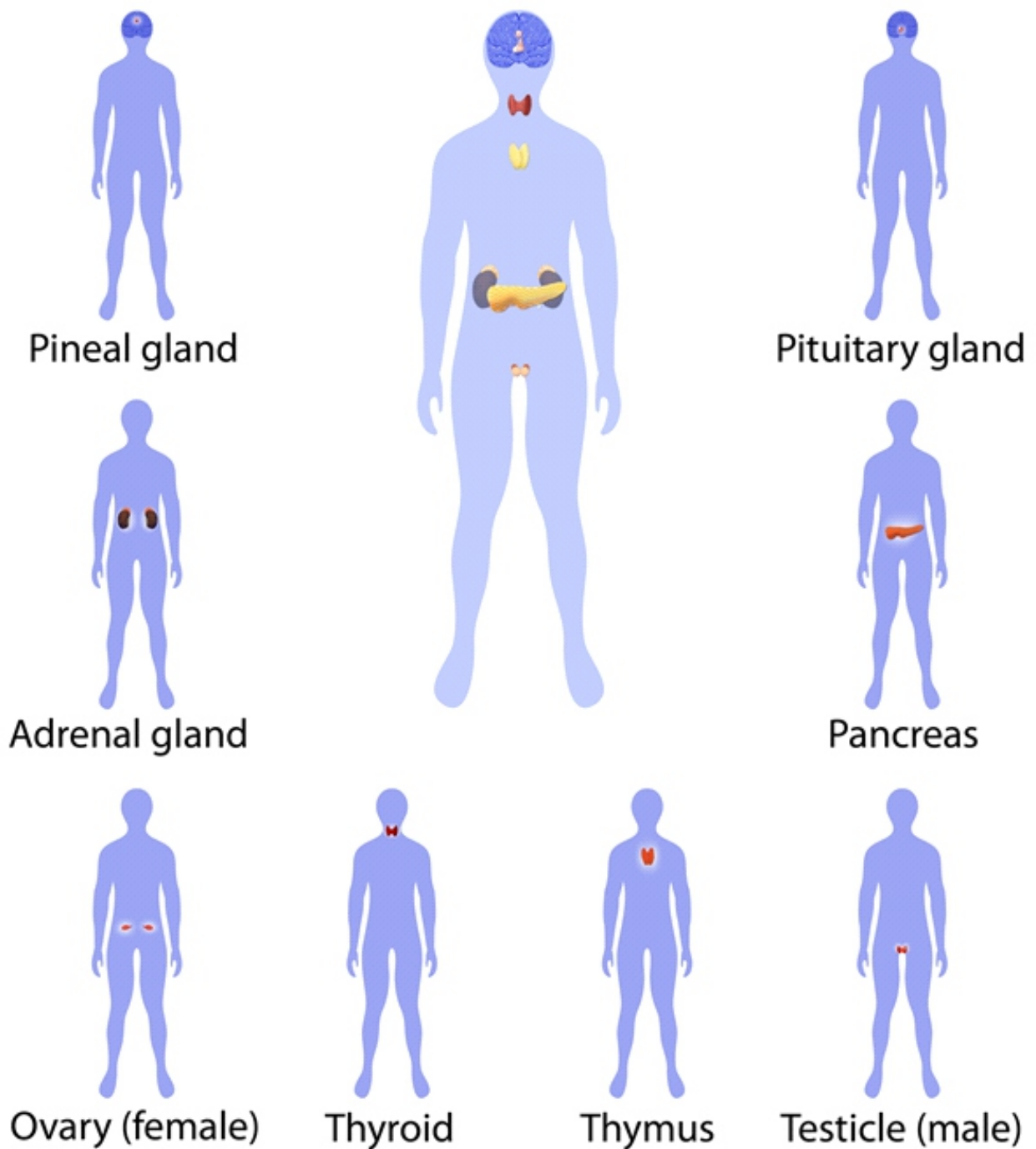
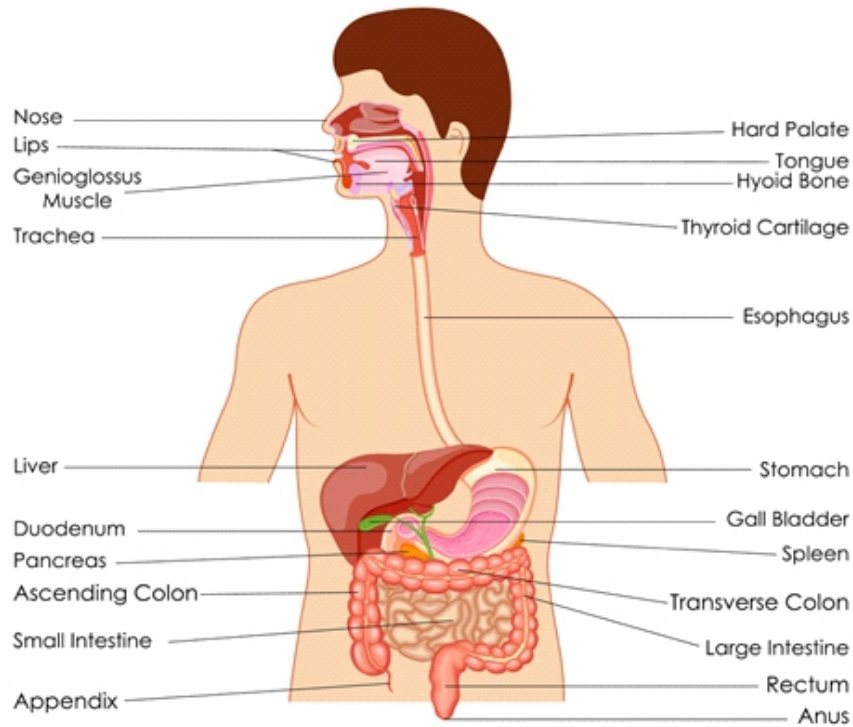


Fig. 3.7 Human Endocrine System

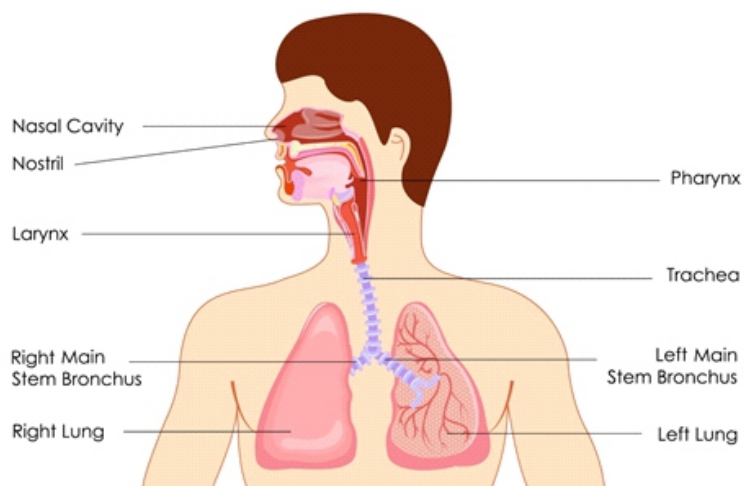
DIGESTIVE SYSTEM changes food into substances that can be used by the cells of the body.



DIGESTIVE SYSTEM

Fig. 3.8 Digestive System

The RESPIRATORY SYSTEM supplies oxygen to the body.



RESPIRATORY SYSTEM

Fig. 3.9 Respiratory System

Other systems include:

- The EXCRETORY SYSTEM eliminates waste from body
- The REPRODUCTIVE SYSTEM enables human beings to reproduce. Together, also called the UROGENITAL system.

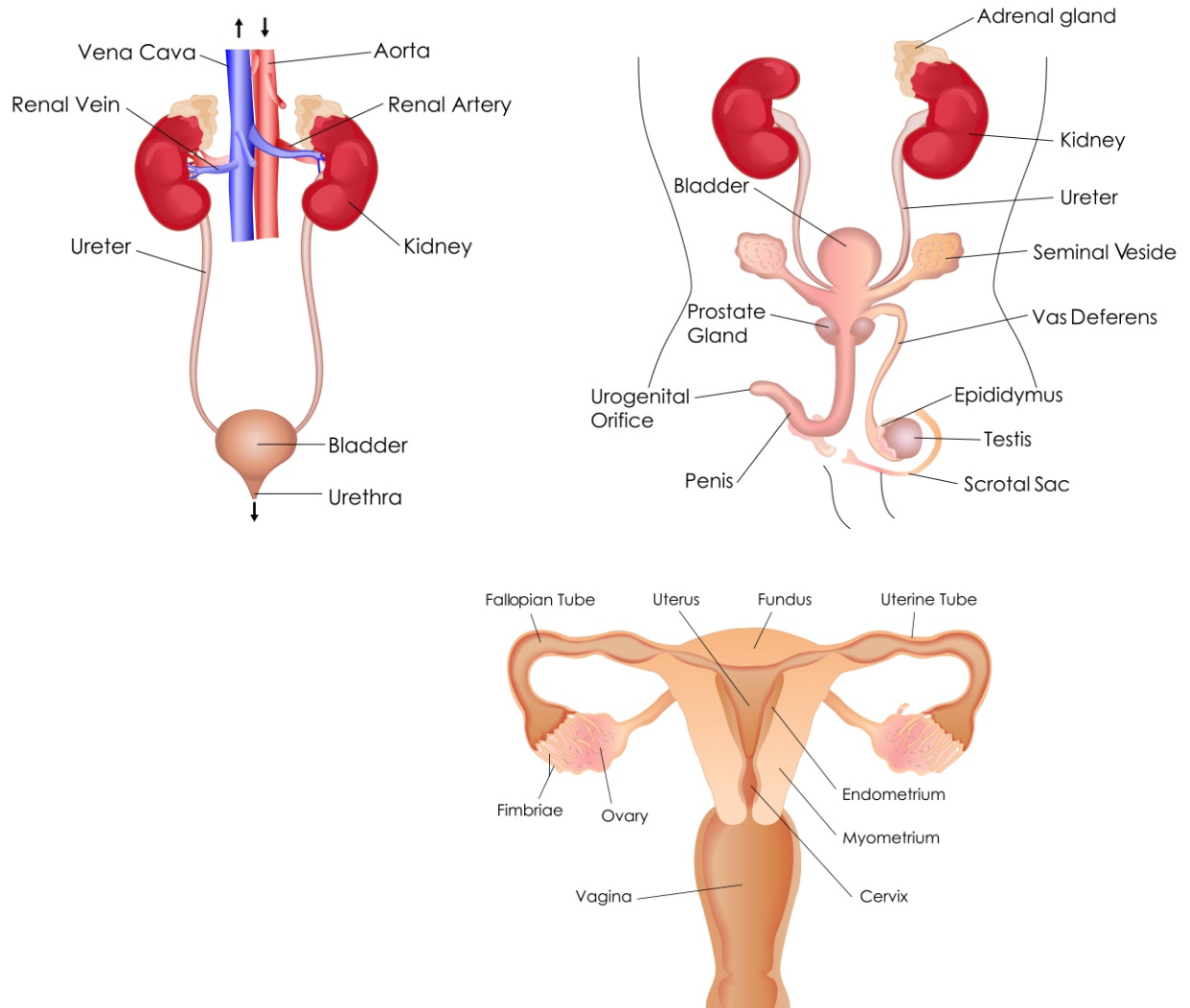


Fig. 3.10 Urogenital System

3.1.2 Bones, Muscles and Arteries of Arm and Leg

For a Nail technician (including Assistants) it is important to know anatomy of the arms and legs as for manicure and pedicure services these parts are relevant, given that these parts are massaged and various techniques are based on the position of these internal body parts. Given below are details of these.

Bones of the arm and leg

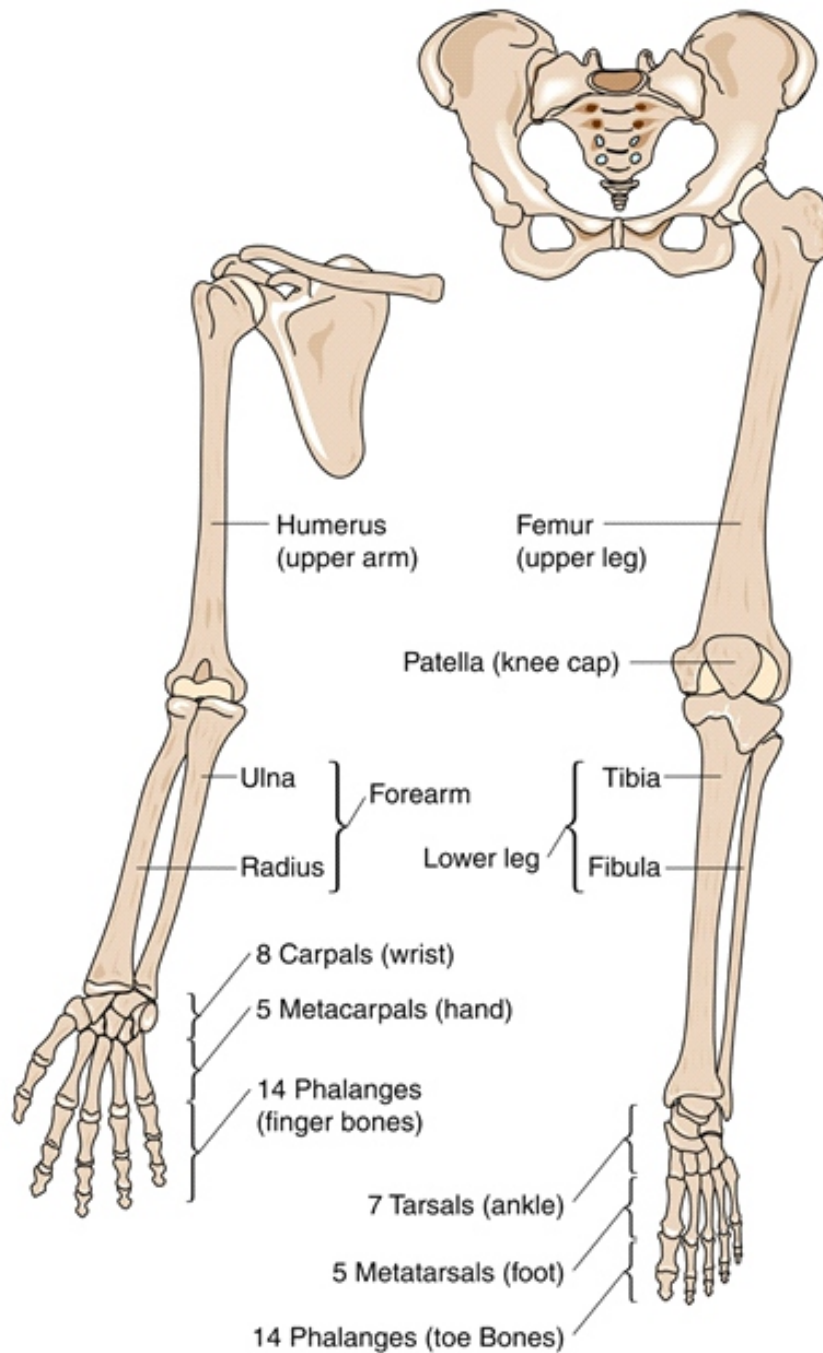


Fig. 3.11 Bones of the arm and leg

Bones of human hand and wrist

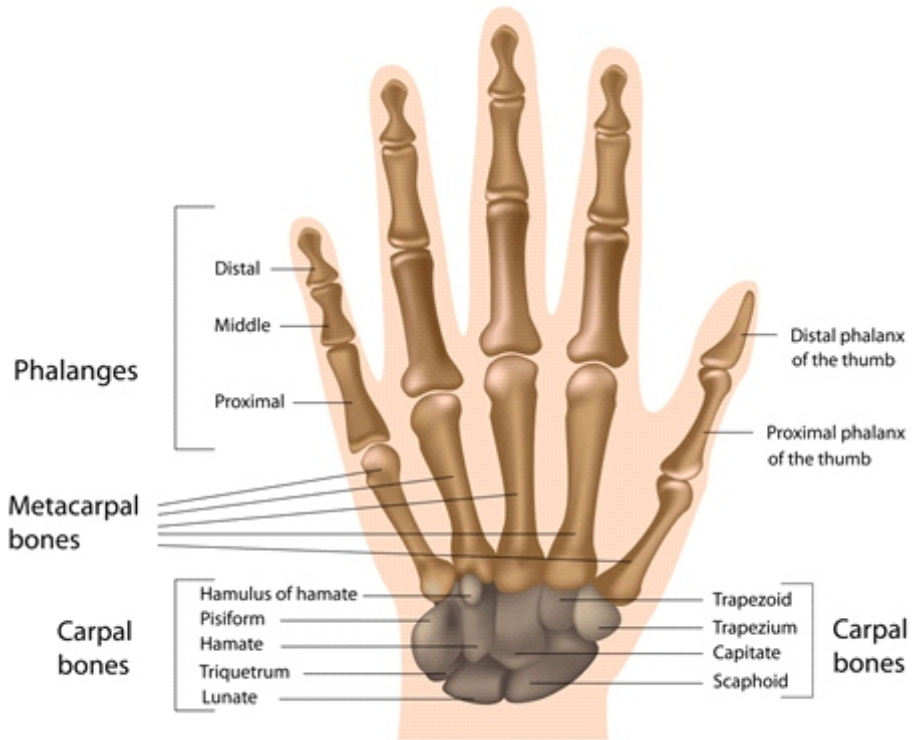
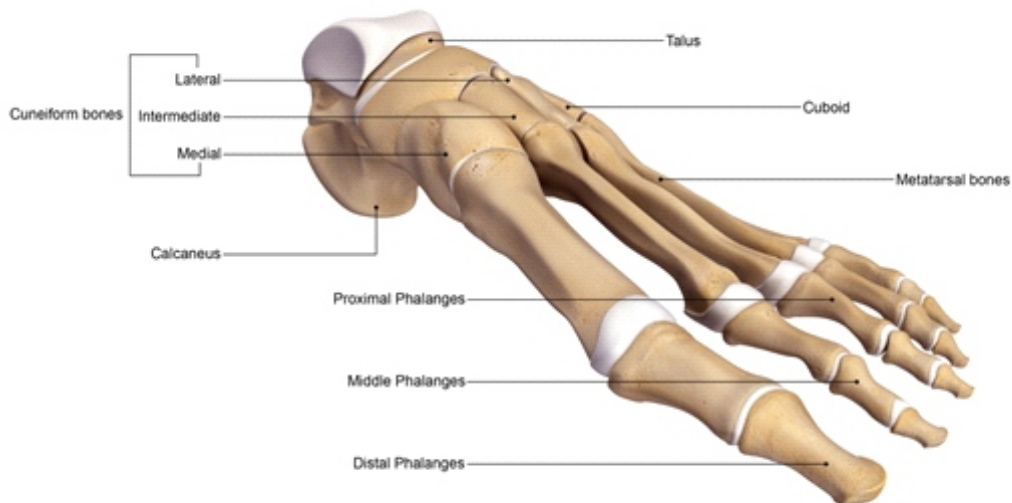


Fig. 3.12 Bones of human hand and wrist



Bones of foot: Perspective view

Fig. 3.13 Bones of foot

Muscles of the arm

Muscles of the Forearm
(right arm, anterior compartment)

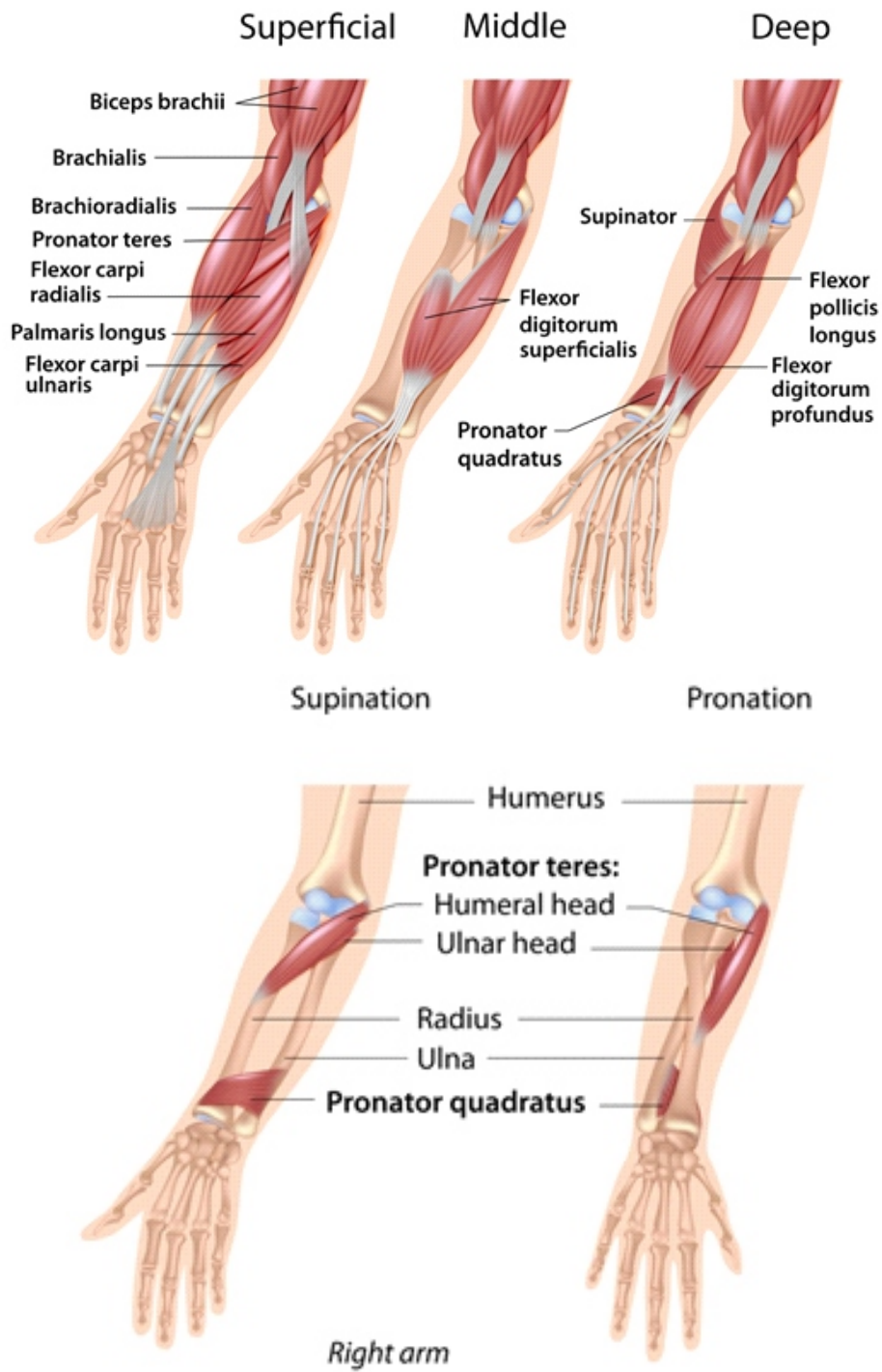
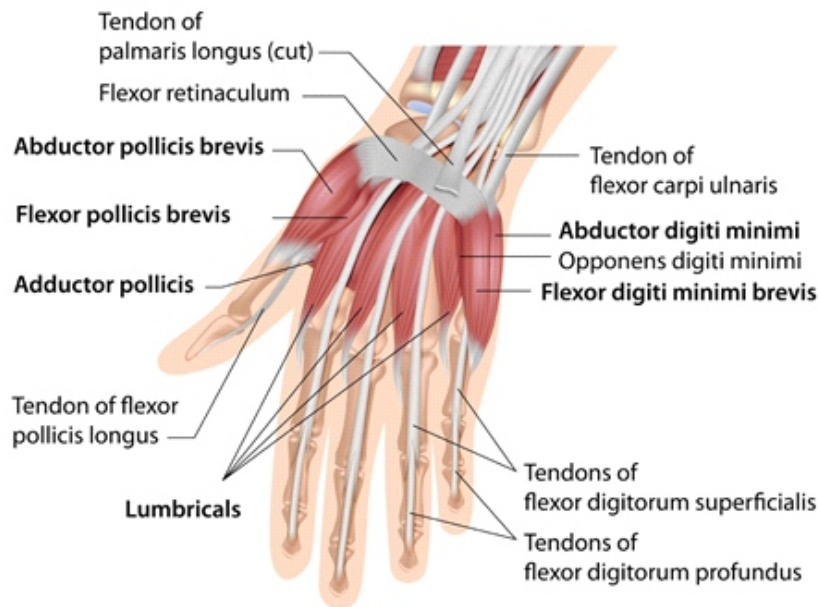


Fig. 3.14 Muscles of the forearm

Muscles of the Hand (right hand, palmar view)

Superficial



Muscles of the Hand (right hand, palmar view)

Deep

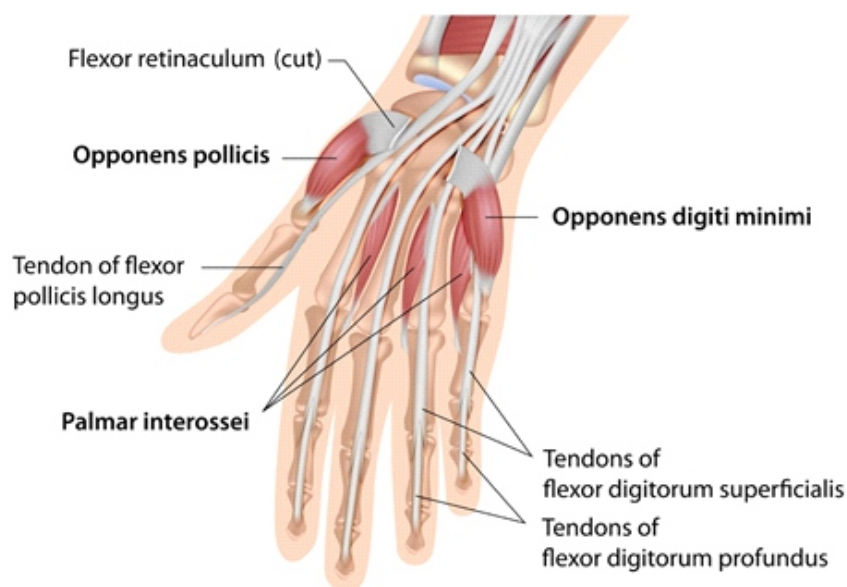


Fig. 3.15 Muscles of the hand (Right hand palmar view)

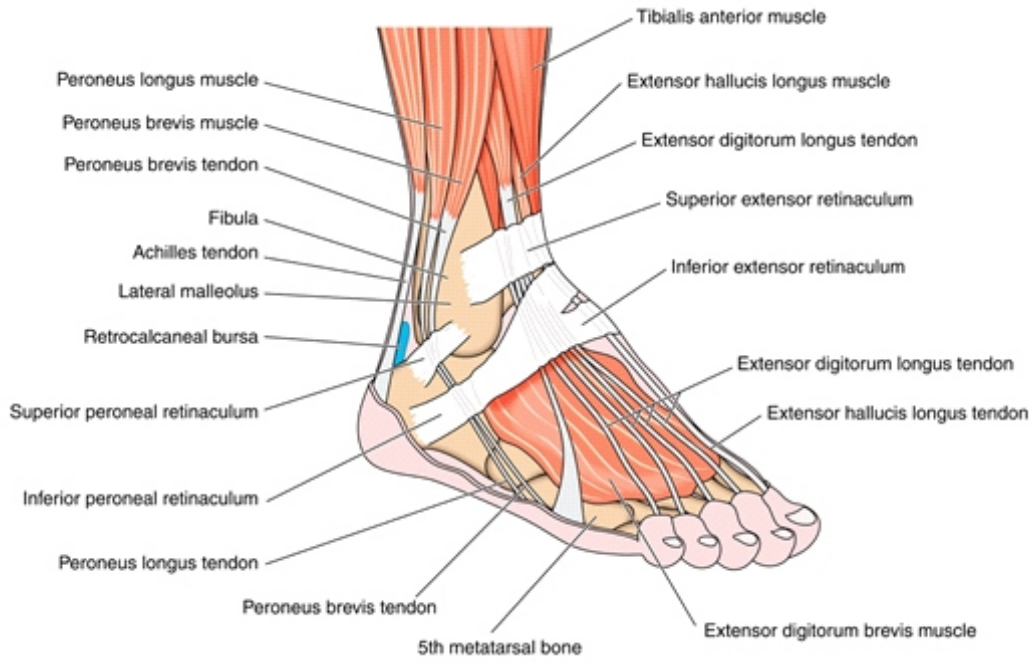


Fig. 3.16 Muscles of the lower leg and feet

Arteries of the body

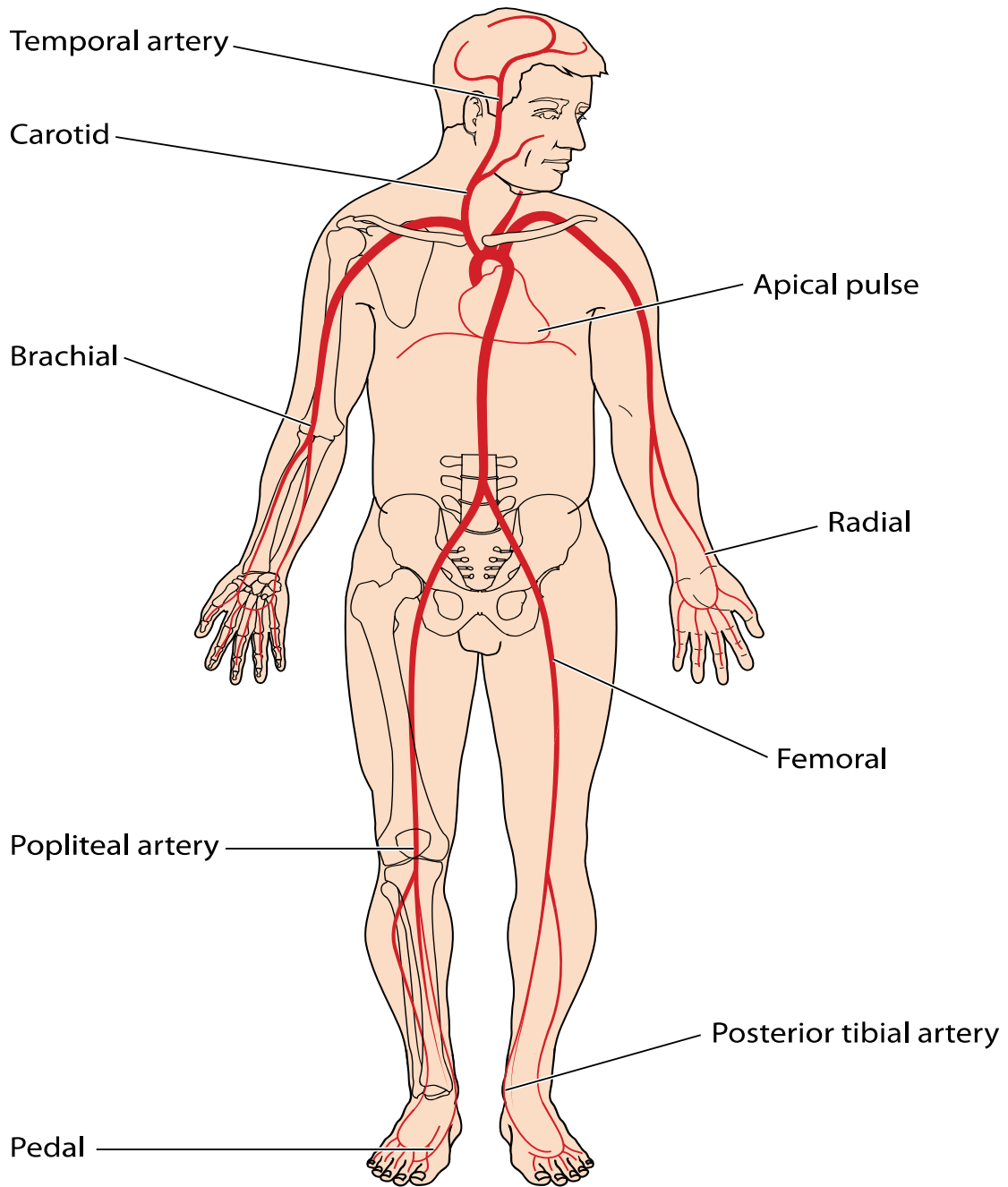


Fig. 3.17 Arteries of the body

3.1.3 Pressure points in the hand

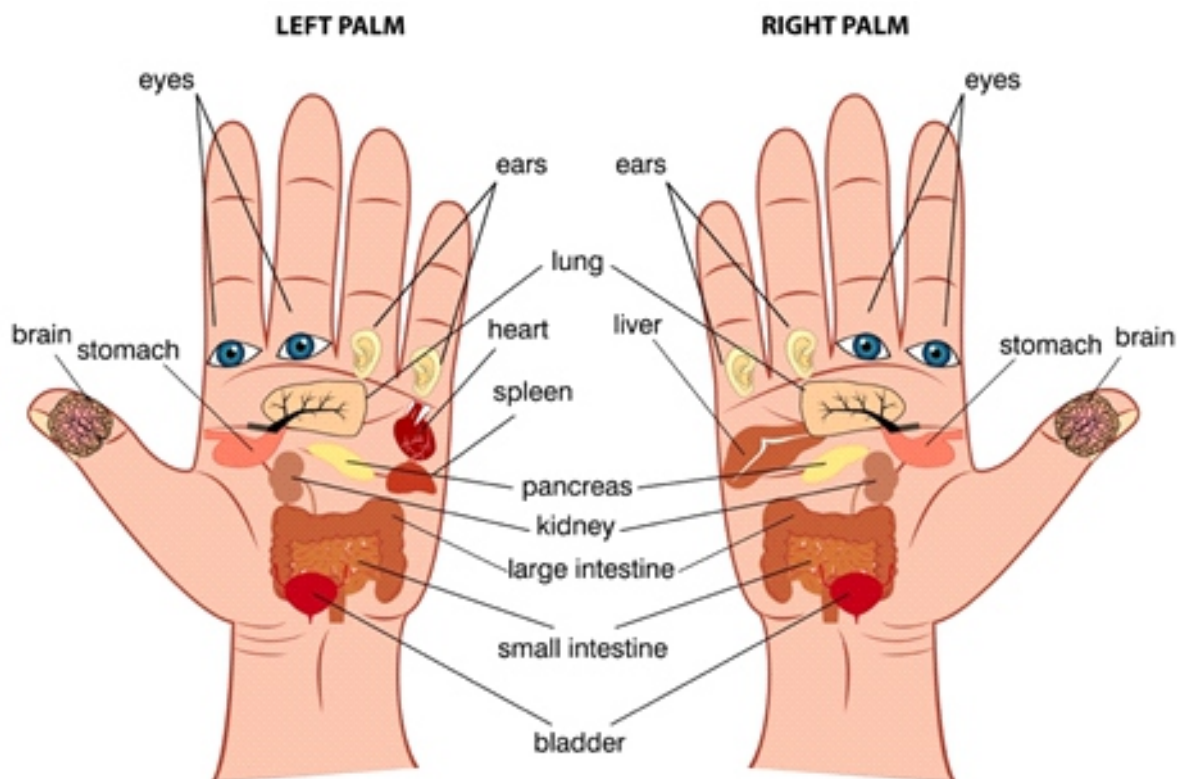


Fig. 3.18 Pressure point in the hand

3.1.4 Structure of the Nail

To give your client professional and responsible service and care you need to learn about the structure and function of the nails. You also must be able to know when it is safe to work on clients and when they need to see the dermatologist, a medical doctor who is a skin specialist.

Nails are an interesting and surprising part of human body. They are small mirrors of general health of the body. Healthy nails are smooth, shiny and translucent pink. Systematic problems in the body can show in the nails as nail disorders or poor nail growth.

Nails are made up of the protein called KERATIN as skin and hair. The purpose of nails is to protect the ends of fingers and toes and to help the fingers grasp small objects. Adult fingernails grow at an average rate of 1/8 inch a month; toenails grow more slowly. Ordinarily, nails replace themselves every 4 months and grow more quickly in summer than in the winter. The nail grows fastest on the middle finger and slowest on the thumb.

Structure of a Nail

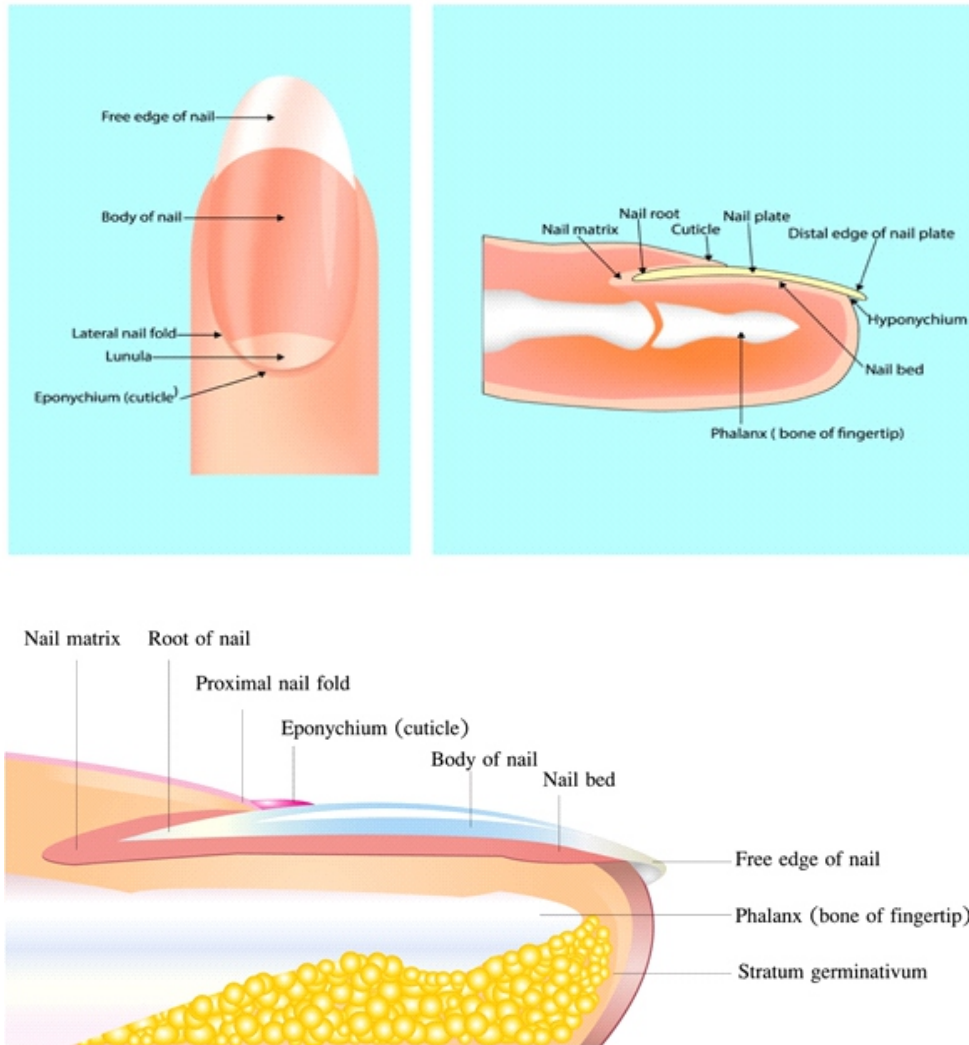


Fig. 3.19 Structure of a nail

3.1.5 Nail Growth and Structure

Nail Growth

Nails grow all the time, but their rate of growth slows down with age and poor circulation. Fingernails grow faster than toenails at a rate of 3mm per month. It takes 6 months for a nail to grow from the root to the free edge. Toenails grow about 1 mm per month and take 12-18 months to be completely replaced.

Nail Structure

The structure we know of as the nail is divided into six specific parts - the root, nail bed, nail plate, eponychium (cuticle), perionychium, and hyponychium. Each of these structures has a specific function, and if disrupted can result in an abnormal appearing fingernail.

Nail Root

The root of the fingernail is also known as the germinal matrix. This portion of the nail is actually beneath the skin behind the fingernail and extends several millimetres into the finger. The fingernail root produces most of the volume of the nail and the nail bed. This portion of the nail does not have any melanocytes, or melanin producing cells. The edge of the germinal matrix is seen as a white, crescent shaped structure called the lunula.

Nail Bed

The nail bed is part of the nail matrix called the sterile matrix. It extends from the edge of the germinal matrix, or lunula, to the hyponychium. The nail bed contains the blood vessels, nerves, and melanocytes, or melanin producing cells. As the nail is produced by the root, it streams down along the nail bed, which adds material to the under surface of the nail making it thicker. It is important for normal nail growth that the nail bed be smooth. If it is not, the nail may split or develop grooves that can be cosmetically unappealing.

Nail Plate

The nail plate is the actual fingernail, made of translucent keratin. The pink appearance of the nail comes from the blood vessels underneath the nail. The underneath surface of the nail plate has grooves along the length of the nail that help anchor it to the nail bed.

Cuticle

The cuticle of the fingernail is also called the eponychium. The cuticle is situated between the skin of the finger and the nail plate fusing these structures together and providing a waterproof barrier.

Perionychium

The perionychium is the skin that overlies the nail plate on its sides. It is also known as the paronychia edge. The perionychium is the site of hangnails, ingrown nails, and an infection of the skin called paronychia.

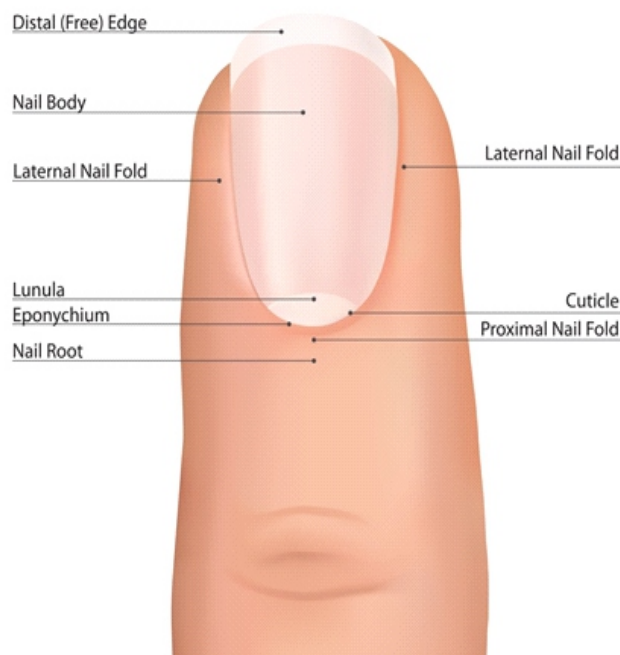


Fig. 3.20 Perionychium

Hyponychium

The hyponychium is the area between the nail plate and the fingertip. It is the junction between the free edge of the nail and the skin of the fingertip, also providing a waterproof barrier.

3.1.6 Manicure and Pedicure

The practices of improving the appearance of the natural nail and cuticle are known as manicure and pedicure. This unit focuses on the treatment of natural nails and cuticles on hands and feet.

Manicure – the care of hands and fingernails.

Pedicure – the professional treatment of feet, toes and nails.

Manicure is a popular service in salons as smooth skin, well-shaped and varnished nails are vital in promoting a well-groomed appearance. As an Assistant Nail Technician carrying out treatments in manicure and pedicure you need to be aware that there is a code of practice that should be followed when providing this service. The code of practice for nail services provides guidelines to protect both the Assistant Nail Technician and the client, and it is important that you know what it says.

Regular professional attention will help prevent minor nail damage. This service is becoming increasingly popular with men who have regular treatments as part of their professional lives.

Pedicure is the professional treatment of feet, toes and nails. This service greatly enhances the appearance of feet and toenails, which are often a neglected part of the body.

Professional attention to the nails and surrounding skin encourages nail growth, keeps cuticles pushed back and can prevent minor skin conditions.



Fig. 3.21 Manicure treatment

Benefits for the client:

- Improves the appearance of the nails
- Softens the surrounding skin
- Enhances overall appearance of grooming (important for men as well as women)
- Immediate and visual effect.

Benefits for the Assistant Nail Technician:

- Mainstay salon service
- Variety of treatments can be performed to enhance basic treatments and increase salon revenue
- Can be used as part of a salon promotion, e.g. leg wax and pedicure for the summer.

3.1.7 Preparing the Work Area and Environment

Preparation is the key to being a professional therapist regardless of the treatment being carried out. Many salons have a designated working area for manicure and pedicure treatments. Wherever you carry out a treatment you should ensure all materials, equipment and products are within easy reach.

Hygiene

- Wipe trolleys/work surfaces/shelves with surgical spirit.
- Wipe down work surfaces prior to use.
- Use clean warm towels and bedroll for each client
- Use disposable products.
- Use spatula to remove products from containers.
- Clean enamel bottle neck prior to putting lid on.
- Maintain a clean lean/tidy work area.
- The therapist should wash their hands before and after each treatment.
- Sterilise all tools before and after use or dispose of them depending on type.

The area required for manicure and pedicure varies greatly, with more versatility in manicure than pedicure.

Manicure	Pedicure
Client across a couch	Sitting only – can be combined with a manicure
Sitting across a table	
At a manicure station	
In a hair salon while having hair done	
Client lying on a beauty couch while having a facial	

3.1.8 Manicure and Pedicure Equipment and Materials

To ensure that no cross-infection or contamination occurs, the manicurist must make sure everything is clean.

Emery board

This has two sides: a coarse side for shortening nails and a fine side, which is used for shaping and bevelling.

Emery boards are difficult to clean although some manufacturers have developed special cleansers for this purpose.

If you cannot clean the file, it should be disposed of, or given to the client.

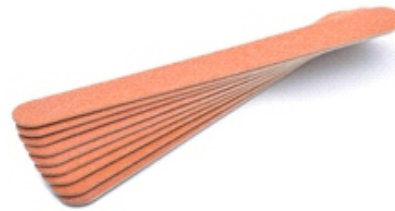


Fig. 3.22 Emery board

Orange stick

The two ends of the orange stick each have a different purpose. The pointed side is used to apply cuticle or buffing cream.

The other side, when tipped with cotton wool, can be used to clean under the free edge, remove excess enamel and ease back the cuticle. When tipped with cotton wool this should be disposed of after each use. If not tipped, they are only for one use.



Fig. 3.23 Orange stick

Cuticle knife

This is used to mould back the cuticle and remove any excess attached to the nail plate



Fig. 3.24 Cuticle knife

Cuticle nipper

Used to remove hangnails and dead skin around the cuticle



Fig. 3.25 Cuticle nipper

Nail scissors

Used to cut nails.



Fig. 3.26 Nail scissors

Toe nail clippers

Used to cut and shorten nails prior to filing.



Fig. 3.27 Too nail clippers

Nail buffer

A pad covered with chamois leather and with a handle. Used in conjunction with buffing paste. Buffing adds sheen, stimulates circulation and growth at the matrix.

Useful in pedicure, male manicure or when nail varnish is not going to be applied. To clean, wipe with a suitable cleansing solution



Fig. 3.28 Nail buffer

3-way buffer

This is used to smooth the nail and to remove any longitudinal and horizontal lines. Wipe between uses with a suitable cleansing solution

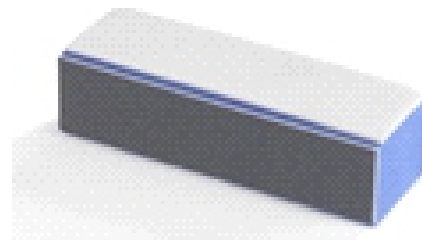


Fig. 3.29 3-way buffer

Nail brush

To brush the nails and clean them effectively. Also used to clean the therapist's nails. Wash in hot soapy water or sterilise in a chemical solution. Usually plastic, may be wooden, with a rubber end to ease back the cuticle. Pointed, and may be tipped with cotton wool to clean under free edge. When using from nail to nail, clean with a steriliser.

On completion of treatment, sterilise in a cold sterilising solution.



Fig. 3.30 Nail brush

Hoof stick

Usually plastic, may be wooden, with a rubber end to ease back the cuticle. Pointed, and may be tipped with cotton wool to clean under free edge. When using from nail to nail, clean with a steriliser. On completion of treatment, sterilise in a cold sterilising solution.



Fig. 3.31 Hoof stick

Hard skin rasp/grater

To be used after the feet have been soaked and can be used in conjunction with hard skin remover. Use on areas of hard skin in a rubbing action with light pressure. Wash after use in hot soapy water and remove debris; sterilise in chemical solution



Fig. 3.32 Hard skin rasp/grater

Pumice stone

As with hard skin rasp.



Fig. 3.33 Pumice stone

3.1.9 Contra-Indications

A contra-indication is a reason, a symptom, or a situation that prevents all or part of the treatment from being safely carried out.

Classifications of contra-indications are:

- Contra-indications that prevent the treatment (Can-not treat)
- Contra-indications that restrict the treatment (Work around)

Following are a number of contra-indications, which you must be able to recognize during a client consultation.

- Skin disorders e.g. eczema and psoriasis
- Bacterial infection e.g. paronychia and whitlow
- Viral infection e.g. warts and verruca
- Ingrowing toenail
- Swelling
- Broken bones
- Fungal infection e.g. ringworm or athletes foot
- Bruising
- Parasites e.g. scabies
- Nail disorders e.g. furrows
- Cut and abrasions

Contra-indications that prevent the treatment

- Haemophilia- is a rare bleeding disorder in which the blood doesn't clot normally
- Arthritis- is the swelling of one or more joints in the body
- Acute rheumatism
- Nervous conditions
- Recent hand operations
- Diabetes/Inflamed nerve/Undiagnosed pain

Contra-Indications that may restrict the Service

- There are also other conditions that may require an amendment in treatment but are not necessarily a reason for stopping treatment.

Nail Separation

- This is a disorder where the nail separates from the nail bed (usually only part of and not the whole nail). It results from a build-up of debris found in the moist warm space between the digits, which attracts bacterial and fungal organisms, and in severe cases turns the nail plate a dark green or black colour. The infected nail plate grows faster than those that are uninfected.
- In feet, this occurs through wearing a tight-pinching shoe, poor general circulation and lack of attention to foot care.
- Non-infectious nails can be manicured or pedicured as long there is no fungal or bacterial infection.
- However, severe separation should not be treated.

Ingrowing Nails

This may affect either the fingers or toes. In this condition, the nail grows into the sides of the flesh and may cause infection. Filing the nails too much in the corners or over vigorous cutting is often responsible for ingrowing nails. If the area is open or infection is present, this would prevent the treatment from taking place.

Split Nails, Brittle Nails

Normally these are the result of abuse with drying agents, like those found in harsh detergents, cleaners, paint strippers and film-developing fluids. Cotton-lined, rubber gloves are good protection. Since the nail begins forming at almost the last finger joint, sometimes injury to the finger or diseases like arthritis can result in split nails.

If accompanied by an overall dryness of skin and hair, split nails could indicate poor circulation.

- Treatment will increase the circulation, bringing more nutrients and oxygen to help with cell regeneration. Hydrate the nail plate and surrounding skin with hot oil or paraffin wax. The use of a cuticle cream or oil for home use will be effective between treatments. Manicure should be given.



Fig. 3.34 Paronychia club and ingrowing nail

3.1.10 Identification of Nail Conditions

Weak Nails - Weak nails are soft. They get split and peeled. And when they break – they tear and leave a jagged edge. One of the main contributors to nails of this type is soaking them in water. This usually happens when a person does dishes or has a soak in the bath. The water soaks into your nail, expanding it. When water dries out, the nail contracts. The constant expanding and contracting eventually weakens nails.

Brittle Nails - They snap leaving a straight edge that is smooth. They are hard to bend. They tend to crack. A common reason is lack of moisture in your nails. Unlike weak nails that suffer from having too much moisture, this nail type does not have enough.

Ridged nails – Vertical lines on one's nails are a common phenomenon that often gets more pronounced with age. It is associated with normal aging and nail's increasing inability to retain moisture. Horizontal ridges are more likely to signal a problem. One condition, Beau's lines, is characterized by indentations across the nail bed, is a sign of disrupted growth due to illness.



Fig. 3.35 Ridged nail

Overgrown Cuticles - Cuticles grow wildly and may cover an inappropriate surface area of the nail, setting up for bacterial infections, hangnails, split cuticles and similar issues.

3.1.11 Skin disorders

As a nail technician you must have a basic understanding of the skin and nails and also their disorders in order to serve your clients responsibly and professionally. You will have the opportunity to improve the appearance of the skin on the hands and feet and therefore enhance your client's appearance. The finished nails will look their best when set off by beautiful, healthy skin. In addition, it is your responsibility to know when you cannot work on a client or must not use certain products on your client due to skin or nail condition. Knowledge of skin and nails will help you avoid the spread of infectious disease and aggravation of skin conditions or sensitivities. Before you can judge whether a particular service or product is appropriate for your client's skin is or nails are and how they function.

Healthy skin is slightly moist and acid, soft and flexible. Unless the skin is aged, healthy skin has elasticity that allows it to regain its shape immediately after being pulled away from the bone. Healthy skin is free of blemishes and disease and texture is smooth and fine-grained. The skin on the human body varies in thickness. It is thinnest on the eyelids and thickest on the palms of the hands and soles of the feet. As nail technician you need to learn about the skin disorders so you can decide when is safe and appropriate to work on a client. Your goal is to prevent the spread of an infectious disease and to avoid worsening a condition your client already has. You will observe the skin of the client during consultation and use your special knowledge to make an informed decision about servicing your client. The GOLDEN rule of skin disorders is that if the area of skin to be worked on is infected, inflamed, broken or raised a nail technician should not service the client.

The client should be referred to dermatologist.

- Inflamed skin is red, sore and swollen. Inflamed skin is not the same as infected skin
- Infected skin will have evidence of pus
- Broken skin occurs when the epidermis is cut or torn, exposing the deeper layer of skin
- Raised skin is a symptom of a variety of skin conditions, some of which are lesions and will be described below. If skin is raised at all, do not work on it refer your client to doctor.

i) Lesions of the skin

A lesion is a structural change in tissue caused by injury and disease. There are two main types:

- Primary lesions are the original lesions manifesting a disease.
- Secondary lesions are those that develop in the later stages of the disease.

The symptoms or signs of diseases of the skin are divided into two groups

- Subjective symptoms are those that can be felt, such as itching, burning or pain
- Objective symptoms are those that are visible, such as pimple, pustules, or inflammation.
- A BULLA (BYOO-lah) is a blister containing watery fluid.
- A CRUST is an accumulation of serum and pus mixed with epidermal flakes. An example of crust is a scab on sore.
- A CYST (SIST) is a semisolid or fluid lump above and below the skin surface.
- EXCORAIATION (ed-skohr-i-AY-shun) is a sore or abrasion caused by scratching or scraping.
- A FISSURE (FISH-ur) is a crack in the skin that penetrates that dermis. Chapped hands or lips are an example.
- A MACULE (MAK-ul) is a small, discolored spot or patch on the surface of the skin. Some macules are safe and some are not.
- A Papule (PAP-yool) is small pimple that does not contain fluid but can develop pus.
- A Pustule (pus-chool) is lump on the skin with an inflamed base and a head containing pus
- Scales are produced during the shedding of the epidermis. Severe dandruff is an example of scales.
- A Scar is a light – colored, slightly raised mark on the skin formed after an injury or lesion of the skin has healed.

- Scales are produced during the shedding of the epidermis. Severe dandruff is an example of scales.
- A Scar is a light – colored, slightly raised mark on the skin formed after an injury or lesion of the skin has healed.
- A Stain is an abnormal discoloration that remains after moles, freckles, or liver spots disappear, or after certain diseases.
- A Tubercle (TOO-ber-kyool) is a solid lump larger than a papule; it varies in size from a pea to hickory nut.
- A Tumor is an abnormal cell mass that varies in size, shape and color. Nodules are small tumors.
- An Ulcer is an open lesion on the skin or mucous membrane of the body. Ulcer is accompanied by pus and loss of skin depth.
- A Vesicle (VES-i-kell) is a blister containing clear fluid. Poison ivy is an example of a condition that produces vesicles.
- Wheals (HWEELS) or hives are swollen, itchy bumps on the skin that last for several hours. They are often caused by insect bites or by allergic reactions.

ii) Inflammations of the skin

There are several types of inflammations of the skin also known as dermatitis. If inflammation, infection or raised or broken skin is present, do not work on the inflamed area. Be very cautious when working on the client who suffer from these disorders because the skin is sensitive and condition can be aggravated by the use of chemicals

ECZEMA (EK-se-mah) is a chronic, long lasting disorder of unknown cause. It is characterized by itching, burning and the formation of scales and oozing blisters. It is non-infectious



Fig. 3.36 Eczema

PSORIASIS (so-REYE-a-sis) is a chronic inflammation with round, dry patches covered with coarse silvery scales. It is usually found on the scalp, elbows, knees, chest and lower back, rarely on the face. It is non-infectious.



Fig. 3.37 Psoriasis

DERMATITIS this is an inflammatory skin disorders in which skin to a particular itchy, swollen and red .It is caused by an intolerance of the skin to a particular substance, which results in the skin becoming red, swollen and sometimes blisters may occur. If the skin reacts to an irritant outside the body the reaction is localized. If the irritant gains entry to the body it can be transported by the bloodstream and may cause a general skin reaction.



Fig. 3.38 Dermatitis

iii) Infections of the skin

You cannot perform nail service on a customer who has either a

Fungus infection

Viral infection

Client with either type of infection should be referred to a physician.

ATHELETE'S FOOT also known as Tinea Pedis or **RINGWORM** of the foot is a fungus infection of the foot. The symptoms are small, pink spots or blisters and itching around the toes and on the sole of one or both feet. In extreme cases the nail can become infected. Athlete's foot is highly contagious and should not be touched by a nail technician.



Fig. 3.39 Athlete's Foot

HERPES SIMPLEX is a skin infection common in dental staff and other involved with care of the mouth. It may start as painful paronychia (bacterial infection). This is a serious viral infection that may occur periodically.



Fig. 3.40 Herpes Simplex

RINGWORM of the hand is a highly contagious disease caused by fungus. The principle symptoms are red lesions occurring in patches or rings over the hands. Itching may be slight or severe.



Fig. 3.41 RINGWORM

SCABIES often appear in between the fingers and on the palm of the hands. They appear as grey/black ridges in the skin and cause constant itching. It is highly infectious



Fig. 3.42 Scabies

WARTS vary in size, shape, color and texture usually raised and with a rough surface often found on the hands. It is infectious.



Fig. 3.43 Warts

iv) Pigmentation of the skin

The color of the skin is determined in part by the blood supply to the skin, but mostly by melanin or coloring matter. Abnormal pigmentation conditions may be caused by internal or external factors. Certain medications are also known to cause pigmentary irregularities. Clients with these irregularities can receive nail services.

- LUECODERMA is a congenital absence of melanin pigment in the body, including the skin, hair and eyes. The hair is silky white. The skin is pinkish white and does not tan. the eyes are pink and skin ages early.



Fig. 3.44 Leucoderma

- CHLOASMA (kloh-AZ-mah) are brown spots on the skin, especially the face and hands. Chloasma are also called "liver spots or moth patches"
- LENTIGINES (Len-ti-JEE-neeZ) are a malformation of the skin due to abnormal pigmentation or dilated capillaries. The condition may be inherited.
- A TAN is the darkening of the skin caused by exposure to the ultraviolet rays of the sun.

v) Hypertrophies (new growth) of the skin

- A KERATOMA OR CALLUS is an acquired superficial, round and thickened patch of epidermis due to pressure or friction on the hands and feet. If the thickening grows inward it is called a corn.
- A MOLE is a small, brown spot on the skin. Moles are believed to be inherited. They range in color from pale tan to brown or bluish black. Some moles are small and flat and look like freckles. Others are raised and darker than freckles in color. Moles often have hairs growing out of them. DO NOT TOUCH or remove hair from moles.



Fig. 3.45 Hypertrophies (new growth) of the skin

UNIT 3.2: Manicure

Unit Objectives

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

1. Identify, select and arrange tools and equipment for manicure
2. Perform manicure

3.2.1 Manicure

A manicure is a cosmetic beauty treatment for the fingernails and hands performed at home or in a nail salon. The English word manicure is derived from the French usage, meaning "care of the hands", which in turn originates from the Latin words manus, for "hand", and cura, for "care. Manicures began 5,000 years ago. French manicures can be made with artificial nails, which are designed to resemble natural ones, and are characterized by lack of base colour, or natural pink base nails with white tips.

3.2.2 Suggested Manicure Procedure

A manicure consists of filing, shaping of the free edge, treatments, massage of the hand and the application of polish. For the hands, the soaking of a softening substance and the application of a lotion is a common speciality.

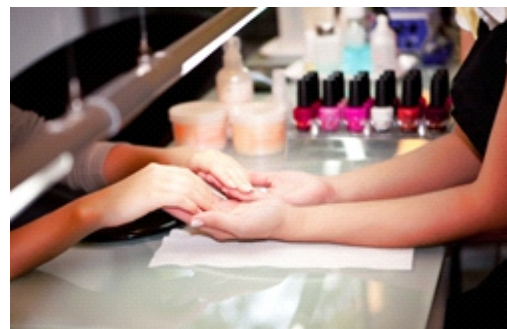
The basic principles for manicure and pedicure are the same.

Before starting the treatment, always carry out the following steps.

- Ensure equipment is sterile and all materials and products are easily accessible.
- Complete a consultation form, check for contra-indications (see above) and discuss and agree with the client a service that meets their needs.
- Remove all the client's jewellery, including watches, so that a thorough treatment can be carried out. Keep in a safe place.

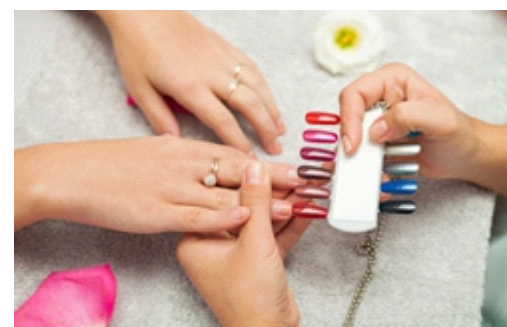
Step-by-step manicure

During the consultation discuss the needs of the client and adapt the service to suit. You should cover preferred nail length and shape and the type of polish required. If there are no contra-indications present you are ready to begin.



Ask the client to pick her choice of varnish – dark, plain, frosted or French manicure. You should recommend a nail finish suitable for the client.

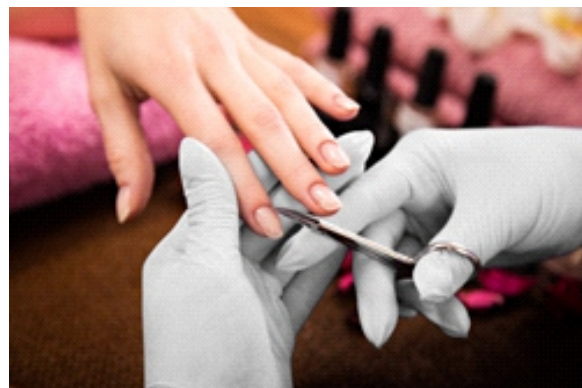
Remember, dark colours will make the nails appear shorter, so this may not be a suitable colour for short or bitten nails.



Remove the old varnish and check the nails for ridges and problems as you go. Removing the polish will allow the nail plate to be examined in a natural condition. Sanitise the hand to prevent cross infection while you do a manual contraindication check.



Cut the nails into shape if required, using sterilised scissors. Nail clippings need to be caught in a tissue and disposed of.



File the nails using an emery board working outside in one way one side and then the other – avoid using a sawing action.



Bevelling seals the free edge layers to prevent water loss and damage.



Using an orange stick decant and apply cuticle cream around the cuticles.



Gently massage the cream into the cuticles. This softens the skin, making removal easier.



Soak the hands in warm water (tested by you first) to absorb the cuticle cream and to soften them.



Remove one hand at a time and dry the hands thoroughly.



Apply cuticle remover with a cotton wool bud. It is caustic, so take care to apply sparingly and not on to the surrounding skin.



You may need to use the cuticle knife to ease the excess cuticle away from the nail plate. This should be kept flat and the nail plate should be damp so that the nail plate is not scratched. The knife should also be kept flat to avoid cutting the cuticle.



Cuticle nippers may be used to trim off the excess cuticle; use a tissue to dispose of the waste. Bevel again, to give a smooth finish to the free edge.



Using a suitable medium begin your hand massage with light effleurage movements. Support the hand and effleurage right up to the elbow.



Circular thumb frictions get rid of tension in the flexors and extensors of the forearm



Do circular friction over the back of the hand



Support the hand and give gentle circular manipulations to each finger – this will free tension in the knuckles. Do not pull on the finger or make the circles too big.



Grip the client's finger between your bent first and middle fingers and pull and twist gently down the length of the finger.



3.2.3 Applying Nail Polish:

Base Coat: Apply the base coat starting at the cuticle. Allow the brush to fan out over the nail as you brush it toward the tip. Always work from the left to the right of your nail, this way you are sure not to miss a spot.

Choose your color

Prep the Brush: Dip your brush into the bottle. Drag the brush up out of the bottle while wiping the brush on the rim of the bottle. Without re-dipping the brush, slowly wipe the other side of the brush on the opposite side of the rim; pressing firmly so the brush slightly fans. Continue to pull the brush all the way out of the bottle while wiping the paint off on the rim.

The goal is to push the paint toward the tip on one side of the brush. When done successfully the brush should have a slight crescent shape.

First Coat: Starting at the cuticle, apply the tip of the brush to the nail. Press down, allowing the brush to fan out, and draw the brush to the tip of the nail, again moving from left to right to get an even coat.

Second Coat: After applying the first coat to the fingernails on both hands, you may begin with the second coat.

- **Sealing the Tips:** After applying the second coat, go back to the left most tip of the nail and drag your brush along the edge. This seals the paint off on the tip of the nail and prolongs the life of the manicure.
- **Top Coat:** Do exactly as we did when applying the base coat.



Fig. 3.46 Application of nail paint

3.2.4 After Care Advice

To make the best of your newly manicured hands, follow these simple guidelines:

- Leave adequate time after your treatment for your nails to dry
- Wear protective gloves when gardening, or doing housework
- Dry hands thoroughly after washing
- Use hand cream regularly
- Do not use your fingernails as tools, use pads of fingers instead
- Always use a base coat under polish to prevent staining, and use a good quality top coat to prevent chipping
- Use an acetone-free nail polish remover
- Never use metal files
- Keep nails a workable length
- Use cuticle cream or oil daily to moisturise dry cuticles
- Drink plenty of water and eat well
- Do simple hand exercise to keep joints supple
- Avoid harsh and drying soaps
- Return to your manicurist for regular, professional manicures at least every 2-4 weeks for maintenance and further treatments

3.2.5 Additional Reading - Nail Shapes

Nails naturally come in a variety of shapes and sizes, and each person has nail features that are unique. There are long fingers with wide nail beds, short fingers with short nail beds, and every combination in between. But good therapist knows how to complement an individual's natural features, and the foundation of this is the nail shape.

Most clients lean toward one of the five basic shapes: square, round, oval, squoval, or pointed. Though other blended combinations of these shapes exist, these five are definitely the most common.



Fig. 3.47 Different shapes of nails

3.2.6 The Oval

The oval shape is an attractive nail shape for most women's hands. It can accentuate femininity and gracefulness. Ovals can be longer to accentuate a long nail bed, or they can be shorter to complement a shorter nail bed. The oval can add length to a nail while retaining the softer curves of the round shape.

How to File

- To achieve the oval shape,
- First straighten your sidewalls and making sure they are even.
- File from the side of the nail toward the top, using smooth, arching motions with the file.
- Work on the angles from the both sides and around the free edge to smooth into the oval shape you're looking for.
- The finished oval should have a nice balance between the cuticle shape and the free edge.



Fig. 3.48 Oval shaped nail

3.2.7 The Square

The square nail is the classic acrylic shape — straight side walls, two sharp points on the tips, and a balanced C-curve. It is the staple shape for the traditional French manicure and is used frequently for detailed nail art designs. But the square nail is not always the best choice for certain nail beds as a sharp square nail could make the nail appear shorter and stubbier. But for longer nail beds, the square can complement the nail and add length to the finger.

How to File

To file into the classic square shape,

- A medium-grade file (150 grit) should be used to shape the free edge and side walls first.
- Turn the hand around to straighten the free edge, noting that when looking at it the file should be perpendicular to the nail to achieve the hard square.
- File the side wall straight up and then change the angle to blend. Repeat this on the other side.
- Once both sides are finished, use angles to lightly feather and bevel the nail and to sharpen the corners.



SQUARE

Fig. 3.49 Square shaped nail

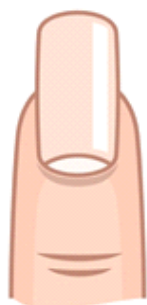
3.2.8 The Squoval

Conservative square with the length of a square nail but the softer edges of an oval, hence the name is the squoval shape. Squoval nails add versatility, enabling short, wide nail beds to carry the length without appearing oversized.

How to File

To file the squoval,

- First begin with the square. This is a practice for every shape.
- First builds it square so that one can make sure the sidewalls are straight.
- Once the side walls are straight, tilt the file underneath the corners and file back and forth from the underneath up. This will gradually take the corners off.
- Keep in mind that you only want to round the part of the tip that is past the free edge, this way you do not take anything away from the side walls at the stress area.



**SQUARED OVAL
SQUOVAL**

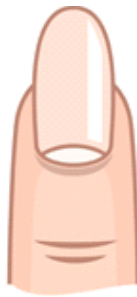
Fig. 3.50 Squoval shaped nail

3.2.9 The Round

The round shape is more conservative. It is frequently used to create a softer, less noticeable look, and it's also a common choice for male clients because the shape mirrors the natural contours of the nail. If a client has wide nail beds and large hands, then the rounded shape can make the hands look a bit thinner. Round nails can also soften hand features by providing a well-kept and subtle nail outline.

How to File

- To get the round shape,
- File the side walls straight out, and then to just round out the edges into a nice curved shape.
- Be careful not to take too much off on each side or else it will look imbalanced.
- A good tip to remember is to visualize making a square, filing the side walls straight out, then simply round the corners with moderate angles to complete the shape.
- The finished round nail should be slightly tapered and extend just past the tip of the finger.



ROUNDED

Fig. 3.51 Oval shaped nail

3.2.10 The Pointed

The pointed nail is not seen as often as other shapes. A pointed shape is a little more adventurous than shapes like the oval, squoval, or even square, but given the right circumstances a pointed nail can create length and have a slandering effect on the hand. Smaller hands with smaller nail beds can use a pointed nail to create a subtle appearance of length, while long, slender nail beds take pointed nails to a more noticeable and extreme level.

How to File

- The technique is based on the letter "I" where the centre of the "I" shape is the upper arch that forms a line running down the nail bed. The top of the "I" is bending the cuticle flush with the natural nail, and the bottom of the "I" is looking down the barrel of the nail to make sure the C-curve is even.
- The pointed tip requires taking the top of the "I" to a point that meets at the centre of the apex.
- Once the "I" is in formation, it is just a matter of blending everything in so you have perfect harmony in the nail shape.



**MOUNTAIN
PEAK**

Fig. 3.52 Pointed nail



Click/ Scan this QR Code to access the related video

UNIT 3.3: Pedicure

Unit Objectives

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

1. Identify, select and arrange tools and equipment for pedicure
2. Perform pedicure

3.3.1 Introduction

A pedicure is a way to improve the appearance of the feet and the nails. It provides a similar service to a manicure. The word pedicure refers to superficial cosmetic treatment of the feet and toenails. A pedicure can help prevent nail diseases and nail disorders. Pedicures are done for cosmetic, therapeutic and medical purposes. They are extremely popular throughout the world, primarily among women.

Pedicures are not just limited to nails; usually dead skin cells on the bottom of feet are rubbed off using a rough stone called a pumice stone. Additionally, leg care below the knee became a common and now expected service included in pedicures. Leg care includes depilation via either shaving or waxing followed by granular exfoliation, application of moisturizing creams, and a brief leg massage.

People are gradually becoming more informed about the importance of foot care and a regular monthly treatment should keep the feet and toe nails in good condition, although excessive hard skin problems may need more frequent treatments at two or three intervals.

Purpose of the Pedicure:

- Improve the appearance of the feet and nails
- Relax aching and tired feet
- Reduce hard skin on the feet
- Offer advice on care of the feet and referral as necessary to the chiropodist

The Pedicure will include:

- Shaping the nails
- Cuticle treatment
- Removal of hard skin
- Specialised foot treatment
- Foot and leg massage
- Nail varnish application as required

Much of the routine for Manicure applies to Pedicure, the major differences are:

- The positioning of the client
- The treatment of hard skin
- Foot and leg massage routine



Fig.3.53 Pedicure process elements

3.3.2 Tools and Equipment for Pedicure

Tools	Nail Cosmetics
Acetone	Base coat
Cotton balls	Cuticle creams
Cuticle cream	Cuticle oil
Cuticle pusher or Cuticle nipper	Cuticle remover
Foot bath	Dry nail polish
Lotion	Liquid nail polish
Nail file	Nail bleach
Nail polish	Nail conditioner
Orangewood sticks	Nail dryer
Toenail clippers	Nail polish remover
Towels	Nail polish thinner
Pedicure Spa	
Pumice stone (removes dead skin from sole of foot)	
Paper towels (rolled between toes to separate them)	

A Contra-Indication

- This is a condition that either prevents treatment or may restrict treatment.
- Eg a bruised nail may restrict treatment to that nail whilst a bacterial or fungal infection will prevent treatment completely due to the risk of cross-infection.

Contra-Indications that Prevent Treatment

- Multiple warts.
- Fungal infections.
- Bacterial infections.

Contra-indications that restrict treatment

- Bruised nail.
- Cut and abrasions to one hand or finger.

3.3.3 Pedicure Routine

- Wash your hands
- Check client for contra indications
- Soak both feet in Pedi antiseptic soaking solution
- Choose nail enamel colour and check texture
- Dry both feet thoroughly and rest on a clean towel
- Remove old enamel from both feet and examine the nails
- Shorten with clippers if required (straight across to avoid in growing nails)
- Foot 1 file and smooth free edge with emery board
- Apply cuticle cream and massage and place foot to soak. Repeat steps on foot 2
- Use the callus file and or a scrub or Exfoliator on hard skin
- Dry foot 1 pay particular attention between the toes
- Apply cuticle remover, push back, lift and clean around the cuticle and free edge
- Use cuticle knife or dual tool and nippers if required. Repeat on foot 2
- Scrub nails clean rinse and dry
- File away any rough edges on the nails
- Massage alternate legs
- Squeak and clean nail, plate to ensure ALL grease is removed
- Separate toes with dividers or tissue
- Apply base coat, nail enamel and top coat if required
- Advise the client about products which may purchased for home care, record details of treatment
- Give home care advice

*Fig. 3.54 Soaking feet**Fig. 3.55 Pumice stone exfoliation**Fig. 3.56 Nail buffing**Fig. 3.57 Nail polish*

3.3.4 Pedicure Massage Routine

- Support the ankle with one hand and effleurage 6 times to knee with each hand separately. Cover the front, sides and back of the lower leg
- Circular finger kneading to the knee
- Palm kneading to the calf
- Circular thumb kneading up front of the leg from ankle to knee
- Effleurage to knee three times
- Circular finger kneading around the ankle
- Knead the Achilles tendon (back of ankle) 6 times
- Thumb frictions to top of foot from toes to ankle
- Deep palm stroking to dorsal (top) and plantar (bottom) aspect of foot (together)
- Palm kneading to toes (both hands together)
- Palm kneading to sole of foot 6 times
- Deep thumb frictions to sole of foot (sawing action) from toes to heel and back
- Friction circles to individual toes
- Whip toes 10 times
- Effleurage foot to knee 6 times
- Use firm pressure on the foot area to prevent over sensitivity and giggling



Fig. 3.58 Types of massage done during pedicure

3.3.5 Homecare Advice

Home care advice should be given following every pedicure treatment. It should reflect the condition of the feet and nails presented and the lifestyle of the client. Based on information given during consultation and observations made by therapist during treatment.

- Apply moisturising lotion daily to the feet after bathing
- Dry feet thoroughly after washing, especially between toes

- Multiple warts.
- Fungal infections.
- Bacterial infections.
- Bruised nail.
- Cut and abrasions to one hand or finger.
- Apply talc or special foot powder between the toes to help absorb moisture
- Foot sprays containing peppermint or citrus oil are useful to refresh the feet during the day and massage cuticles with cuticle cream or oil
- Use non-acetone varnish remover and for long term improvements book in for regular pedicures
- Apply a cream to moisturize your nails, especially after removing nail polish since most removers contain chemicals that dry the nails.
- To prevent infection, never cut or forcefully push back your cuticles. If you must push them back, only do so gently after a shower or bath.
- Shave your lower legs after getting a pedicure, not before. That means not shaving your lower legs for at least 24 hours before you get a pedicure. If you nick yourself while shaving, a pedicure could put you at risk for an infection.
- If you get frequent manicures and pedicures, consider purchasing your own tools to be used at the salon.

3.3.6 Additional Reading - Nail Disease and Nail Disorder

Determining the difference between a nail disease and a nail disorder is very important, because they are not the same and require different types of attention.

The basic manicure or pedicure rule- If the nail or skin is infected, inflamed, broken or swollen, do not work on it- particularly, if the cause is unknown.

A disease or infection will have evidence of pus, inflammation and infection. If an infection is present in the nail, your health advisor should be consulted. Do not manicure/pedicure these nails.

A disorder is a condition caused by an injury or an imbalance in the body. The condition of one's nails and hair is often an outward manifestation of inward nutrition.

Common Nail Diseases and Disorders

- **Tinea or Ringworm**- This disorder causes different kinds of nail deformities. Specifically, the nail plate may become soft with parts of nail actually breaking away, or the nail may become thick and irregular. *Suggested Action*- Consult a doctor.
- **Infection of the Cuticle** - Common among hands which are constantly exposed to moisture. This condition often results in inflammation, pus and pain in or around the cuticle. *Suggested Action*- Keep hands dry. Consult a doctor.
- **Blue Nails**- Blue nails are bluish in colour often indicating circulatory or heart trouble. *Suggested Action*- Consult a doctor.
- **Atrophied Nails**- This condition results in nails that lack lustre, are small and may be separating from the nail. Often caused by injury to the matrix or ill health. The nail's re-growth depends on the extent of the damage. *Suggested Action*- Mild cases may be treated with a fine emery board and gentle care. Do not use alkaline soaps or detergents.



Fig. 3.59 Tinea or Ringworm

- **Thickening of the Nail**- This is a rare congenital defect, a hypertrophy or overgrowing of the nail with an extreme thickening and curving of the nail plate. May be caused by injury or ill health.
- **Claw Nail**- Claw nails are those with extreme thickening, twisting or inward curving of the nail, often caused by an injury.
- **Nail Separation** – In this situation the nail separates from the nail bed. Although psoriasis and ringworm are common causes, it may result from certain antibiotics.
Suggested Action- Consult a doctor.
- **Nail Fragility**- This condition is indicated by parallel splits running from free edge to nail fold. May be caused by damage or injury to nail matrix.
Suggested Action: Hot oil treatments may help in mild cases.
- **Common Warts**- Warts are commonly found on the fingers and hands and often vary in shape.
Suggested Action: Manicure/pedicure depends on location and severity of warts. Lemon essence oil can be applied to help ease warts.



Click/Scan this QR Code to access the related video

Summary

The practices of improving the appearance of the natural nail and cuticle are known as manicure and pedicure.

Manicure – the care of hands and fingernails.

Pedicure – the professional treatment of feet, toes and nails.

Benefits for the client:

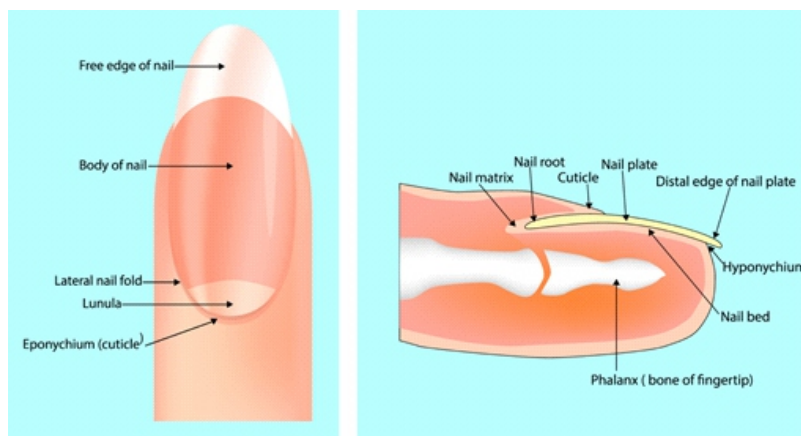
- Improves the appearance of the nails
- Softens the surrounding skin
- Enhances overall appearance of grooming (important for men as well as women)
- Immediate and visual effect.

Benefits for the Assistant Nail Technician:

- Mainstay salon service
- Variety of treatments can be performed to enhance basic treatments and increase salon revenue
- Can be used as part of a salon promotion, e.g. leg wax and pedicure for the summer.

Nail Growth

- Nails grow all the time, but their rate of growth slows down with age and poor circulation. Fingernails grow faster than toenails at a rate of 3mm per month. It takes 6 months for a nail to grow from the root to the free edge. Toenails grow about 1 mm per month and take 12-18 months to be completely replaced.



Tools and equipment for Manicure

- Emery board
- Orange stick
- Cuticle knife
- Cuticle nipper
- Nail scissors
- Toe nail clippers
- Nail buffer
- 3-way buffer
- Nail brush
- Hoof stick
- Hard skin rasp/grater
- Pumice stone

A contra-indication is a reason, a symptom, or a situation that prevents all or part of the treatment from being safely carried out

Classifications of contra-indications are:

- Contra-indications that prevent the treatment (Can-not treat)
- Contra-indications that restrict the treatment (Work around)

Contra-indications that prevent the treatment

- Haemophilia- is a rare bleeding disorder in which the blood doesn't clot normally
- Arthritis- is the swelling of one or more joints in the body
- Acute rheumatism
- Nervous conditions
- Recent hand operations
- Diabetes/Inflamed nerve/Undiagnosed pain

Contra-Indications that may restrict the Service

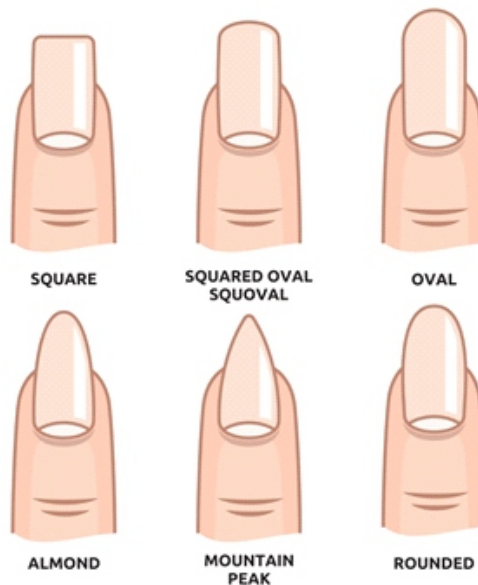
There are also other conditions that may require an amendment in treatment but are not necessarily a reason for stopping treatment.

- Nail Separation
- Ingrowing Nails
- Split Nails, Brittle Nails

Manicure Steps:

- During the consultation discuss the needs of the client and adapt the service to suit. You should cover preferred nail length and shape and the type of polish required. If there are no contra-indications present you are ready to begin.
- Ask the client to pick her choice of varnish – dark, plain, frosted or French manicure. You should recommend a nail finish suitable for the client.
- Remember, dark colours will make the nails appear shorter, so this may not be a suitable colour for short or bitten nails.
- Remove the old varnish and check the nails for ridges and problems as you go. Removing the polish will allow the nail plate to be examined in a natural condition. Sanitise the hand to prevent cross infection while you do a manual contra-indication check.
- Cut the nails into shape if required, using sterilised scissors. Nail clippings need to be caught in a tissue and disposed of.
- File the nails using an emery board working outside in one way one side and then the other – avoid using a sawing action.
- Beveling seals the free edge layers to prevent water loss and damage.
- Using an orange stick decant and apply cuticle cream around the cuticles.
- Gently massage the cream into the cuticles. This softens the skin, making removal easier.
- Soak the hands in warm water (tested by you first) to absorb the cuticle cream and to soften them.
- Remove one hand at a time and dry the hands thoroughly.
- Apply cuticle remover with a cotton wool bud. It is caustic, so take care to apply sparingly and not on to the surrounding skin.
- Using a hoof stick flat to the nail plate, gently push the cuticle back using circular motions.
- You may need to use the cuticle knife to ease the excess cuticle away from the nail plate. This should be kept flat and the nail plate should be damp so that the nail plate is not scratched. The knife should also be kept flat to avoid cutting the cuticle.
- Cuticle nippers may be used to trim off the excess cuticle; use a tissue to dispose of the waste.
- Bevel again, to give a smooth finish to the free edge.

- Using a suitable medium begin your hand massage with light effleurage movements. Support the hand and effleurage right up to the elbow.
- Circular thumb frictions get rid of tension in the flexors and extensors of the forearm
- Do circular friction over the back of the hand
- Support the hand and give gentle circular manipulations to each finger – this will free tension in the knuckles. Do not pull on the finger or make the circles too big.
- Grip the client's finger between your bent first and middle fingers and pull and twist gently down the length of the finger.



Common Nail shapes:

Purpose of the Pedicure:

- Improve the appearance of the feet and nails
- Relax aching and tired feet f Reduce hard skin on the feet
- Offer advice on care of the feet and referral as necessary to the chiropodist

The Pedicure will include:

- Shaping the nails
- Cuticle treatment
- Removal of hard skin
- Specialised foot treatment
- Foot and leg massage
- Nail varnish application as required

Much of the routine for Manicure applies to Pedicure, the major differences are:

- The positioning of the client
- The treatment of hard skin
- Foot and leg massage routine

Tools and Equipment for Pedicure

Tools	Nail Cosmetics
Acetone	Base coat
Cotton balls	Cuticle creams
Cuticle cream	Cuticle oil
Cuticle pusher or Cuticle nipper	Cuticle remover
Foot bath	Dry nail polish
Lotion	Liquid nail polish
Nail file	Nail bleach
Nail polish	Nail conditioner
Orangewood sticks	Nail dryer
Toenail clippers	Nail polish remover
Towels	Nail polish thinner
Pedicure Spa	
Pumice stone (removes dead skin from sole of foot)	
Paper towels (rolled between toes to separate them)	

A Contra-Indication

- This is a condition that either prevents treatment or may restrict treatment.

Contra-Indications that Prevent Treatment

- Multiple warts.
- Fungal infections.
- Bacterial infections.

Contra-indications that restrict treatment

- Bruised nail.
- Cut and abrasions to one hand or finger.
- Wash your hands
- Check client for contra indications
- Soak both feet in Pedi antiseptic soaking solution
- Choose nail enamel colour and check texture
- Dry both feet thoroughly and rest on a clean towel
- Remove old enamel from both feet and examine the nails
- Shorten with clippers if required (straight across to avoid in growing nails)
- Foot 1 file and smooth free edge with emery board
- Apply cuticle cream and massage and place foot to soak. Repeat steps on foot 2
- Use the callus file and or a scrub or Exfoliator on hard skin
- Dry foot 1 pay particular attention between the toes
- Apply cuticle remover, push back, lift and clean around the cuticle and free edge
- Use cuticle knife or dual tool and nippers if required. Repeat on foot 2

- Scrub nails clean rinse and dry
- File away any rough edges on the nails
- Massage alternate legs
- Squeak and clean nail, plate to ensure ALL grease is removed
- Separate toes with dividers or tissue
- Apply base coat, nail enamel and top coat if required
- Advise the client about products which may purchased for home care, record details of treatment
- Give home care advice

Exercise



1. Tick the MOST appropriate answer

A. What from the following does not make the part of the nail structure?

- a. Nail plate
- b. Nail bed
- c. Cuticle
- d. All of these

B. Which of the following is not the nail shape?

- a. Oval
- b. Square
- c. Pointed
- d. Triangle

C. While removing nail paint remember to:

- a. Choose good quality remover
- b. Moisturise nails after removing nail paint
- c. Changing cotton once it's fully used
- d. All of these

2. List the proper nail polish removing procedure.

3. List the function of the top coat of Nail Polish.

4. What is the use of cuticle cream?

5. What is the cause of blue nails?

4. UV Gel and Acrylic Nail Enhancements



- Unit 4.1 – Prepare Self and Client for Service
- Unit 4.2 – UV Gel Nail Enhancements
- Unit 4.3 – Acrylic Nail Enhancements



Key Learning Outcomes

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

1. Prepare self and client for Nail enhancements
2. Set expectations for Nail enhancement services
3. Identify contra-indications for nail services
4. Apply UV Gel Nail overlays
5. Apply Acrylic Nail overlays

UNIT 4.1: Prepare Self and Client for Service

Unit Objectives

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

1. Prepare self and client for Nail enhancements
2. Set expectations for Nail enhancement services
3. Identify contra-indications for nail services

4.1.1 Preparing for the Nail Enhancements

Ensure the work area is safe and clean. Check electrical fixtures, physical hazards, unstable items, etc. Rectify any problems that may add any risks to the service, the client or the staff.

Check for validity of products and safe usability of all equipment.

Ask relevant and effective questions to check and establish the client's understanding, requirements and expectation prior to commencement and clarify doubts, if any. Ask the client their need and preference for nail enhancements, what service they are seeking and the look that they want.

Contra-indications

Check for any contra-indications that may exist, that may prevent or restrict the service.

Contraindication	Cause	Description	Prevent or Restrict
Paronychia	Bacterial infection	Inflammation of the skin, throbbing and pus present	Restrict
Eczema of the hands	Irritant of the skin	Dry inflamed skin	Restrict
Bruised Nail	Injury to the nail bed	Discoloured nail	Prevent

Psoriasis of the Nail	Non contagious disorder	Deep pitting of the nail bed	Prevent
Onychorrhhexis	Dry and Brittle	Vertical splitting of the nail	Restrict
Onycholysis	Trauma to the free edge	Separation of the nail from the bed	Prevent
Leukonychia	Injury to the nail	White spots within the nail plate	Restrict
Furrows	Trauma, age, injury, ill health	Ridges in the nail	Restrict
Tinea Unguium	Ring worm (fungal infection)	Yellow or white patches leading to peeling of the nail plate	Prevent
Beaus Lines	Ill health or poor manicure	Ridges across the nail	Restrict
Onychophagy	Biting of the nail and surrounding skin	Very little free edge sore skin	Restrict

Inform the client of the procedure and the time it is going to take. In case of contraindications inform the client accordingly whether service is possible or not, if it is possible any restrictions it may have on the service and results.

Set-up products, tools, equipment and techniques to efficiently and safely deliver services suiting client's needs prepare products for application, by mixing the ingredients in the correct proportions as per manufacturer instructions and organisation standards and place for ease of use. Position self in a manner to ensure that both client's private space is not encroached on and work can be carried out effectively.

Prepare the client for the treatment and provide suitable protective apparel such as an apron or drape. Sanitize own hands prior to treatment commencement using a hand sanitiser or by washing with anti-bacterial soap and sanitising spray.

Clean the client nails to ensure they are free from bacteria use a soak, hand wash, sanitizer, dis-incrustation wipes, anti-septic solutions, doing this prior to beginning any service improves sanitation and helps prevent growth of mold and fungus beneath nail enhancements. Follow instructions for preparing the solutions and mixtures.



Fig. 4.1 Nail soak in anti-septic solution

Remove any existing nail polish or nail enhancement to restore the nails to a natural condition, if required. Identify the condition of the nails and any corrective work to suit the client's natural nail shape and condition. This may include fill-in, backfill, overlay or adding nail tips.



Fig. 4.2 Remove nail polish

UNIT 4.2: UV Gel Nail Enhancements

Unit Objectives

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

1. Identify and organise materials for UV gel enhancements
2. Apply UV Gel Nail overlays
3. Use UV lamps for curing UV gel enhancements

4.2.1 UV Gel Nail Application

Gel Nail enhancements are natural-looking, these are clear, thin, light-weight, flexible, nonporous, have numerous design capabilities, resist lifting and discoloration.

Gel nails are used for:

- tip overlays
- natural nail overlays often to protect from cracking, peeling, splitting, chipping etc.
- sculpted onto forms for short extensions
- covering a damaged free-edge that grows out.

Gel Nails give clients both a natural nails look and feel combined with the convenience and durability of acrylic nails. Gel nails are created with a layer of base gel, brushed into a mold then cured by UV Lamps. UV lamps are available with different wattage, such as 9 watts, 18 watts, or 36 watts and can be used depending on cure rate desired. Sometimes fibreglass or silk is added to gels for extra strength.

Materials and equipment required to apply UV Gel Nail enhancements: 

- Manicure table set-up
- Files
- Buffers
- Nail tips
- Cotton buds
- Nail clippers
- Towels
- Soak bowl
- Cuticle knife and pusher
- Nail glue
- UV Light Lamp
- Gels: Primer, Bonder, Basecoat gels, Builder Gels Multi-purpose, Gloss coat, Sealers White builder, White free-edge, Coloured gels, etc.
- Gel Brushes Gel Cleanser
- Gel Wipes (lint free)

Steps to follow for UV Gel Nail Enhancements



To create UV gel nails the following is required:

- Nail File to dehydrate your natural nail plate before any gel is applied
- Cuticle pusher to push in the cuticle before the nails are applied
- Gel brushes to apply the gels and dusting brush to remove dust around the nails
- False nail tips if tips are being applied
- Nail glue for the tips
- Nail dehydrator to remove moisture from the nail
- Nail polish remover & cotton pad to remove any old nail polish
- UV gel primer which is for the first clear gel used as a base coat
- UV builder gel. This is a gel that is generally thicker than the primer & top coat to give your nails a strong overlay – comes in a variety of colours
- UV gel top coat. This is another clear gel that is used to secure the whole design with a great shine
- UV lamp to cure or harden the gel
- Cleanser to remove the sticky residue from your brush and nails after curing
- Cotton pad or lint free wipes for the cleansing

Prepare the nail plate by removing debris, filing the free edge remove shine and dehydrate the natural nail.



Fig. 4.3 Filing of nails before gel application

Cuticles need to be cut or gently pushed back. This is depending on how much they have grown. This stops the UV gel from lifting near the cuticle. Cuticle knives or nippers can be used for cutting the cuticle. A cuticle pusher or a wood stick can be used for pushing the cuticle back. File the tip (or free edge) of the nails after cutting to your desired length, if required.

After dehydrating and filing, the UV gel primer is applied. A thin layer is applied over the natural nail. The primer will help the rest of the applications to adhere to the natural nail. This is applied only on the natural nail and not the tips.

Hold under your UV lamp for 2 minutes for curing (hardening) the primer. One must monitor UV curing timing to ensure adherence to product manufacturer's instructions. The curing time will be dependent on the wattage of the lamp, therefore, it is important to follow instructions.

Once the gel is cured the builder gel is applied. The gel is placed in the middle of the nail and gently spread upwards to the end of the tip. When spreading downwards, get it as close to the cuticle area as possible without touching any skin. The same goes for the side walls. If the gel gets on the skin, then it has more chance of lifting once it has been cured. Use the cotton bud to remove any gel off the skin before placing the nails under the UV lamp for hardening.

For those nails where there are tips one must get the gel thickest around the smile line because that's where the nails receive most pressure.

Once the coat is cured, one has to apply the top coat of the gel to the nails. Apply a nice even layer over the nail, being careful not to spread any on the surrounding skin. One can apply single or multiple layers with curing between each layer depending on how thick a coat one wants. Once cured any sticky residue left on the nail can be removed using a lint free wipe or cleanser.

Perform buffing techniques correctly on UV gel enhanced nail and seal to create a high shine finish, achieving the desired shape and thickness. This can be done using a three-way buffer.

UNIT 4.3: Acrylic Nail Enhancements

Unit Objectives

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

1. Identify and organise materials for acrylic nail enhancements
2. Apply acrylic Nail overlays

4.3.1 Acrylic Nail Enhancements

Acrylics are the oldest form of nail extension in the modern beauty industry and are considered to be very strong and durable. The acrylic is a mixture of liquid monomer and a powder polymer, which when combined form a hard protective layer that is sculpted over the natural nail. These are generally cheaper than UV gel nails and unlike UV Gel nails which have to be cured under UV lamps, acrylic nail extensions will only become hard when exposed to air. The hardening completes the nail enhancement process to make these as a strong and glossy base that is a fantastic for colour application. These look more artificial than UV Gel nails and are also criticised as these cause the underlying nail to not breathe and thus can make the nails weak and/or brittle. Acrylic extensions can be removed by soaking the nail in acetone, while UV gel nails must be buffed to remove the gel, they will not come off with acetone.

Safety requirements

The following needs to be borne in mind while working to apply acrylic nail enhancements:

Acrylic nail applications involve chemicals that give out fumes, and therefore require utmost caution on part of both technicians and clients.

- The room should be well ventilated.
- Most acrylic nail products are flammable, these should be kept away from heat and direct sunlight and stored in a cool and dry place.
- Acrylic nail products can be harmful to the body and the environment when used incorrectly. Follow the manufacturers' instructions regarding their safe use, handling, storage and disposal.
- One must not use acrylic nail products if suffering from nail and/or skin disease/disorders.
- Pregnant women should not use acrylic nail products or be applying these.
- It is highly recommended to wear safety glasses and disposable masks while applying acrylic products.
- Any discomfort or feeling of uneasiness while applying acrylic nail enhancements requires immediate stoppage of application. If any rashes/redness or contra-action occurs, contact the doctor immediately.
- Skin, eyes and mouth must be protected from contact with Acrylic powder and liquid
- Follow acrylic nail removal procedure correctly. Never force to remove acrylic nails from natural nails.
- Follow manufacturer instructions for disposal of acrylic products and never drain acrylic nail products in the wash basin/sink. Always use paper towels to absorb liquids and dispose of these safely.
- Wash your hands thoroughly after handling acrylic nail products.

Materials and equipment required to apply UV Gel Nail enhancements:

- Nail File (180 – 240 grit)
- Cuticle Knife
- Dust Brush
- Anti-bacterial Spray
- Paper Towel
- Acrylic Liquid
- Acrylic Powder (White & Clear/Pink)
- Acrylic Nail Brushes
- Monomer (ethyl methacrylate)
- Dehydrator
- Primer
- Tip clippers
- Pushers
- Dappen dish and brush

Application of Acrylic nail enhancements

The procedure is a multi-step process that usually involves preparing the natural nail by cleaning, shaping, buffing and cuticle work, before then applying artificial tips to add length (if required) and the acrylic on top. Prepare nails as mentioned earlier in section 4.1

Prepare the nail plate by removing debris, filing the free edge remove shine and dehydrate the natural nail. Cuticles need to be cut or gently pushed back. This is depending on how much they have grown.

Preparing the mixture

Read the ingredients so the monomer does NOT contain MMA (Methyl methacrylate) which is a dental acrylic. MMA is too hard for the natural nail. EMA - Ethyl Methacrylate is what is required. The powder and the liquid should be poured into different bowls or dappen dishes in a well ventilated room.

Dip the brush into the acrylic liquid and let it absorb enough liquid. Remove any excess liquid by grazing against the edge of the dish. Lightly and briefly press the surface of acrylic powder with one side of the brush to pick the acrylic powder. Form a ball and take out the brush slowly. This wet acrylic ball is called Acrylic Mixture.



Fig. 4.4 Acrylic mixture application

The mixture can turn out too dry or too wet depending on the amount of liquid in the brush. If this happens wipe it on paper towel to discard and pick a new mixture. If the mixture turns out just a little bit too soft, lightly place the brush onto a paper towel to remove the excess liquid. Practice to be able to pick mixtures in different sizes. It is important to wipe the brush on a paper towel in between each pick to keep both the brush and liquid clean. Absorb the leftover liquid with paper towel pieces and put them in a rubbish bag. Do not drain in the sink.

Applying the mixture

Place this ball on your nail's base and carefully flatten it with the brush, spreading it all over the nail, moving the brush from the base towards the tip. Apply additional balls of acrylic where necessary. Now, shape and paint your nails as desired. Ensure the acrylic is dried before moving on to the next step.

Following the application use a buffer to buff the surface of the nails, with an increasing grit file to achieve the desired shine. Use a coat of clear polish or paint them with coloured nail polish as required.

Summary

Assistant Nail Technician (AST) during practice Nail enhancement techniques must keep following points in mind to ensure quality work:

- Ensure the work area is safe and clean.
- Ask the client their need and preference for nail enhancements, what service they are seeking and the look that they want.
- Gel Nail enhancements are natural-looking, these are clear, thin, light-weight, flexible, nonporous, have numerous design capabilities, resist lifting and discoloration.
- Acrylics are the oldest form of nail extension in the modern beauty industry and are considered to be very strong and durable.
- The acrylic is a mixture of liquid monomer and a powder polymer, which when combined form a hard protective layer that is sculpted over the natural nail.

AST perform techniques to clean the client nails to ensure they are free from bacteria use a soak, hand wash, sanitizer, dis-incrustation wipes, anti-septic solutions, doing this prior to beginning any service improves sanitation and helps prevent growth of mold and fungus beneath nail enhancements.

UV Gel Nail Application

Gel nails are used for:

- 1) tip overlays
- 2) natural nail overlays often to protect from cracking, peeling, splitting, chipping etc.
- 3) sculpted onto forms for short extensions
- 4) covering a damaged free-edge that grows out.

Gel nails are created with a layer of base gel, brushed into a mold then cured by UV Lamps.

Steps to follow for UV Gel Nail Enhancements

To create UV gel nails the following is required:

- Nail File to dehydrate your natural nail plate before any gel is applied
- Cuticle pusher to push in the cuticle before the nails are applied
- Gel brushes to apply the gels and dusting brush to remove dust around the nails
- False nail tips if tips are being applied
- Nail glue for the tips
- Nail dehydrator to remove moisture from the nail
- Nail polish remover & cotton pad to remove any old nail polish
- UV gel primer which is for the first clear gel used as a base coat
- UV builder gel. This is a gel that is generally thicker than the primer & top coat to give your nails a strong overlay – comes in a variety of colours
- UV gel top coat. This is another clear gel that is used to secure the whole design with a great shine
- UV lamp to cure or harden the gel
- Cleanser to remove the sticky residue from your brush and nails after curing
- Cotton pad or lint free wipes for the cleansing

Prepare the nail plate by removing debris, filing the free edge remove shine and dehydrate the natural nail.

Note: With gel nails, if it chips or the nail starts growing out, one has to remove all of the gel and start over again.

Acrylic Nail Enhancements

Acrylics are the oldest form of nail extension in the modern beauty industry and are considered to be very strong and durable. The acrylic is a mixture of liquid monomer and a powder polymer, which when combined form a hard protective layer that is sculpted over the natural nail.

Preparing the mixture

Keep following points in minds while preparing mixture to use:

- The powder and the liquid should be poured into different bowls or dappen dishes in a well ventilated room.
- Dip the brush into the acrylic liquid and let it absorb enough liquid.
- Remove any excess liquid by grazing against the edge of the dish.
- Lightly and briefly press the surface of acrylic powder with one side of the brush to pick the acrylic powder.
- Form a ball and take out the brush slowly. This wet acrylic ball is called Acrylic Mixture.

The mixture can turn out too dry or too wet depending on the amount of liquid in the brush. If this happens wipe it on paper towel to discard and pick a new mixture.

Applying the mixture

AST should apply following steps while applying the mixture on nails:

- Place this ball on your nail's base and carefully flatten it with the brush, spreading it all over the nail, moving the brush from the base towards the tip.
- Apply additional balls of acrylic where necessary. Now, shape and paint your nails as desired.
- Ensure the acrylic is dried before moving on to the next step.
- Following the application use a buffer to buff the surface of the nails, with an increasing grit file to
- Achieve the desired shine.
- Use a coat of clear polish or paint them with coloured nail polish as required.

Exercise



1. Write cause and description of following Contra-indications

Contradictions	Cause	Description
Eczema of the hands		
Bruised Nail		
Leukonychia		
Furrows		
Beaus Lines		

2. Why should the monomer NOT contain MMA?

- a. It is too soft for the natural nail
- b. It is too hard for the natural nail
- c. Monomer contains MMA is very costly
- d. Monomer contains MMA use to sharpen nail polish

3. Which is the desirable compound in the monomer?

- a. FMA
- b. EMA
- c. MMA
- d. DMA

4. List the materials and equipment required to apply UV Gel Nail enhancements.

5. Write any 5 safety requirements to ensure safe acrylic nail applications



5. Perform Refill

Unit 5.1 – Perform Refill



Key Learning Outcomes

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

1. Identify tools and materials required for a fill or backfill service
2. Use various tools used for fill and backfill service
3. Perform a fill-in service
4. Perform a backfill service

UNIT 5.1: Perform Refill

Unit Objectives

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

1. Identify tools and materials required for a fill or backfill service
2. Use various tools used for fill and backfill service
3. Perform a fill-in service
4. Perform a backfill service

5.1.1 Introduction

Refill, known as fill and backfill (French fill-in) maybe required at approximately two and four weeks' timelines from the date of the nail application under normal circumstances, but depending on usage and wear and tear due to other reasons this may vary.

The two-week fill is required as the nails will have grown by some measure and they need a Fill-up. By 2-3 weeks' time the nails have grown, because of which there will be no acrylic near the cuticle.

The shape would have changed as the arch would have moved up. The smile line will have also shifted and therefore no longer suitable. Also due to wear and tear there may be other problems that may affect the nail, such as appearance of cracks, air bubbles, breaks around the corner or more.

The purpose of the fill-up procedure, therefore is to balance the shifts and make amends for the wear to ensure that the nails remain as new, shiny, fitting and thin as they were when first applied.

The backfill to the French Nail is done on French nails that have grown out, where the white is moved back to original position, and then the cuticle area is filled in also. For this exercise we will use the following zones:

- Zone 1 is the free edge (where the nail leaves the finger)
- Zone 2 is the middle part of the nail
- Zone 3 is the Eponychium (sometimes known as the cuticle area)

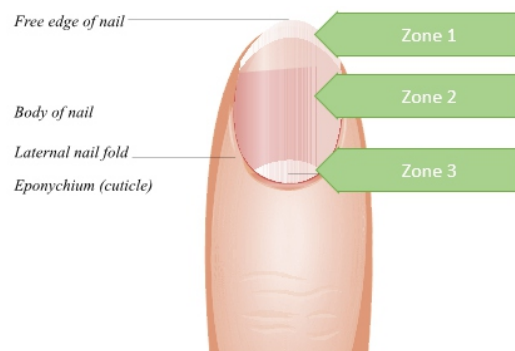


Fig.5.1 Zones of the Finger Nail

Tools and Materials

Tools and Materials required for Refill include:

- Nail File (100/180/240 grit)
- Cuticle Knife and pusher
- Nail Machine with either a French fill diamond bit or a barrel-shape Swiss carbide bit
- Acrylic Powder (White and Clear or Pink)
- Acrylic Nail Brush (Different sizes)
- Acrylic Liquid (EMA)
- Dappen Dishes
- Dust Brush
- Anti-bacterial Spray
- Paper Towel
- Shine or Sealer
- Dehydrator

Procedure for Fill

Sanitize own and client's hands by washing with anti-bacterial soap and sanitising spray, at the beginning of the service improves sanitation and helps prevent growth of mold and fungus beneath nail enhancements.

Begin by pushing back the cuticle and cutting it depending on the growth of the cuticle. Using a 100/180 File, thin the nail by about half. File to reduce the thickness of the acrylics at the base with a 180 grit file. When the acrylics are thin enough, switch to a 240 grit file to remove the lifting.

Inexperienced technicians often cause an increase in the thickness of their customers' acrylic nails. This is because the technician did not remove enough base acrylic before applying the new, white acrylic. Almost the entire layer of acrylic should be removed from the free edge before the application of new product. Only the thinnest layer of acrylic should remain on the nail plate, so that the thick build-up is avoided.



Fig. 5.2 Removing old product from nail with and without machine

French fill-in (Back fill)

Acrylic Back Fill repositions the smile lines which have moved forward with the nail growth. This method is also called Realign. This may be required in about 4-5 weeks from the application based on the speed of nail growth.

There are two ways to rebalance French Nails. The first method uses an electric file and involves carving out a groove at the free edge and then applying the new product. This method uses a nail machine with a French fill diamond bit or a barrel-shape Swiss carbide bit.



Fig. 5.3 French fill diamond bit



Fig. 5.4 Swiss carbide bit

The second method is to reduce the previous product on the entire nail by about two-thirds, then apply white and pink as one would for the first time. This can be done with a hand file.

Backfill Procedure

Use a nail file and file following above the smile line, create a groove between the free edge and Zone 2 for a new nail look. After creating the groove along the smile line, remove the excess acrylic on the free edge. On the first pink- and-white fill, the acrylic may not be able to be removed entirely because there may not be a natural nail under the acrylic. Remove as much as possible without weakening the tip and causing it to snap off. During subsequent fills, remove all the old acrylic from the free edge.



Fig. 5.5 Technician using a nail machine

Apply the adherent or primer to any exposed natural nail.

The acrylic powder and the liquid should be poured into different bowls or Dappen dishes in a well ventilated room.

Dip the brush into the acrylic liquid and let it absorb enough liquid. Remove any excess liquid by grazing against the edge of the dish forming a medium-sized ball. Lightly and briefly press the surface of acrylic powder with one side of the brush to pick the acrylic powder. Form a ball and take out the brush slowly.

Apply the white ball to Zone 1 to create the smile line. Fill in the tip first in order to give the white acrylic time to set before applying the pink.

Lay the ball in the middle of the free edge and, using the body of the brush, guide the product up to one corner and then to the other, creating the depth of the smile. Using the tip of the brush, define and shape the smile. Wipe the brush clean on a wipe between applications of acrylic.

Create the second ball with the powder colour of the choice and place in Zone 2. Allow the mixture to level on its own for a few seconds before pressing the product from side to side and lightly extending over the free edge. Zone 2 is extremely important. This is the thickest part of the nail and reinforces the stress area. The final ball will be placed in Zone 3. This smaller ball of product will be pressed from side to side and lightly extended through Zones 2 and 1. Leave a product-free margin around the side walls and cuticle area.

Finishing Options

Apply shine or sealer and cure under a UV lamp if necessary to achieve a high gloss shine, durability and long-lasting protection. Avoid applying this to the cuticle area and extend over the free edge to allow for shrinkage. An approximate cure time of three minutes will suffice.

Summary

Refill

Refill, known as fill and backfill (French fill-in) maybe required at approximately two and four weeks' timelines from the date of the nail application under normal circumstances.

The purpose of the fill-up procedure, is to balance the shifts and make amends for the wear to ensure that the nails remain as new, shiny, fitting and thin as they were when first applied, but depending on usage and wear and tear due to other reasons this may vary.

The two-week fill is required as the nails will have grown by some measure and they need a Fill-up.

By 2-3 weeks' time the nails have grown, because of which there will be no acrylic near the cuticle.

The shape would have changed as the arch would have moved up.

The smile line will have also shifted and therefore no longer suitable.

Also due to wear and tear there may be other problems that may affect the nail, such as appearance of cracks, air bubbles, breaks around the corner or more.

Note: The backfill to the French Nail is done on French nails that have grown out, where the white is moved back to original position, and then the cuticle area is filled in also.

Procedure for Fill

- Sanitize own and client's hands by washing with anti-bacterial soap and sanitising spray, at the beginning of the service improves sanitation and helps prevent growth of mold and fungus beneath nail enhancements.
- Begin by pushing back the cuticle and cutting it depending on the growth of the cuticle. Using a *100/180 File*, thin the nail by about half.
- While removing the acrylic, remain careful to not file the client's natural nail. File along the cuticle area, making sure the margin of product is flush with the natural nail.
- Remove dust with a clean manicure scrub brush. Dehydrate the surface with a dehydrator and wipe dry with a lint free wipe.

French fill-in (Back fill)

Acrylic Back Fill repositions the smile lines which have moved forward with the nail growth.

This method is also called Realign.

There are two ways to rebalance French Nails:

- The first method uses an electric file and involves carving out a groove at the free edge and then applying the new product.
- The second method is to reduce the previous product on the entire nail by about two-thirds, then apply white and pink as one would for the first time. This can be done with a hand file.

Finishing Options

Apply shine or sealer and cure under a UV lamp if necessary to achieve a high gloss shine, durability and long-lasting protection. Avoid applying this to the cuticle area and extend over the free edge to allow for shrinkage. An approximate cure time of three minutes will suffice.

Exercise

- List the materials and equipment required for Refill.

- Match the following

Zone 1	the middle part of the nail	
Zone 2	the Eponychium (sometimes known as the cuticle area)	
Zone 3	the free edge (where the nail leaves the finger)	

1. State True or False

- During the two-week fill procedure, the acrylic ball is first set in ZONE 3. ()
- During the backfill procedure the acrylic ball is first set in Zone 1. ()
- The Smile line is in Zone 3 and is part of the Lunula. ()
- Weather conditions may require modification to the acrylic powder ratio mix in certain cases. ()
- Inexperienced technicians often cause an increase in the thickness of their customers' acrylic nails because the technician don't put enough liquid before applying the new, white acrylic. ()



6. Assist the Nail Technician in Providing Advance Nail Care Services



Unit 6.1 – Nail Enhancement Services



Key Learning Outcomes

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

1. Offer services to the client after consultation.
2. Carry out assistive tasks for delivering advanced nail care services.
3. Affix nail tips as per requirements.
6. Provide simple nail art services under instructions.

UNIT 6.1: Nail Enhancement Services

Unit Objectives

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

1. Offer services to the client after consultation.
2. Carry out assistive tasks for delivering advanced nail care services.
3. Affix nail tips as per requirements.
4. Provide simple nail art services under instructions.

6.1.1 Introduction

Nail enhancement services include repairing damaged nails, providing artificial nails, nail tips and nail art services. The nail services segment is steadily growing and more and more people are using these services to repair and mask damaged nails or for beauty purposes.

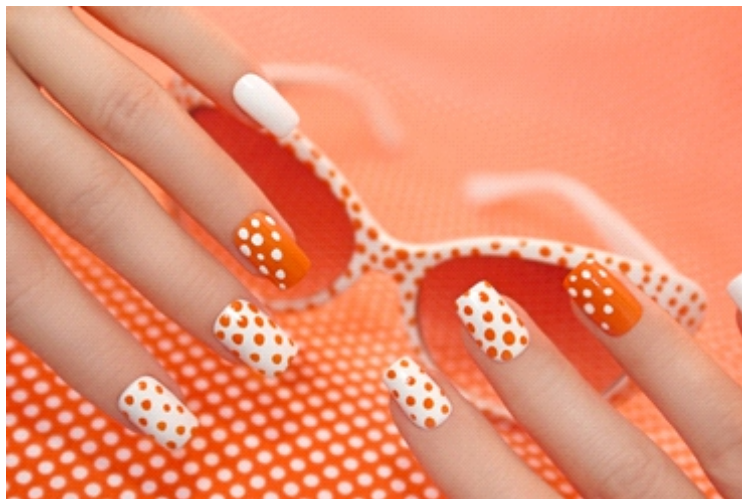


Fig. 6.1 Matching nail enhancement

There are two main approaches to creating artificial nails – tips and forms.

Tips are made of lightweight plastic plates that are nail-shaped. They are glued on the end of the natural nail and liquid acrylic is then applied over the entire nail.

Forms are fitted over the nail. Then an artificial nail is molded out of acrylic. Then the form is removed and the new nail shaped and buffed to a shine.

Some important nail enhancement terms:

Nail overlays: An overlay is when acrylic, gel, fiberglass or silk is used to just coat natural nails without adding any length and its normally used to strengthen natural nails or mask damaged nails.

Nail extensions: Acrylic, Gel, Fiberglass or silk nails that are applied over a nail tip or are sculpted on a form and the finished nails are longer than the natural nail length.

Nail Art: Nail art refers to nail decoration and is a broad term that includes different forms of decoration such as with polish, paint, patterns, stickers and appliques.

Nail Stamps: Application of a particular pattern to nails: a stamp is coated in nail polish and pressed onto each nail for a uniform look.

Nail stickers: Another method to decorate nails is with stickers and transfers; these are available in small and in large sizes for covering part or whole of the nail.

Appliques: These are popular nail-art decorations and include rhinestones, flat pearls, beads, etc.



Fig. 6.2 Different styles of nail enhancement

6.1.2 Client Consultation

It's always important to carry out a client consultation before carrying out a nail service. If the client has never visited the salon before it will give you a chance to welcome the client, make them feel relaxed and find out what services they would like. If it is a regular client you will still need to check that the client is having the same services and that they are satisfied with their service results.

If you are not sure that the client is suitable for the service remember to always tactfully refer to a senior nail technician for further service advise and make sure that the clients consultation details are checked by the senior before continuing with the service.

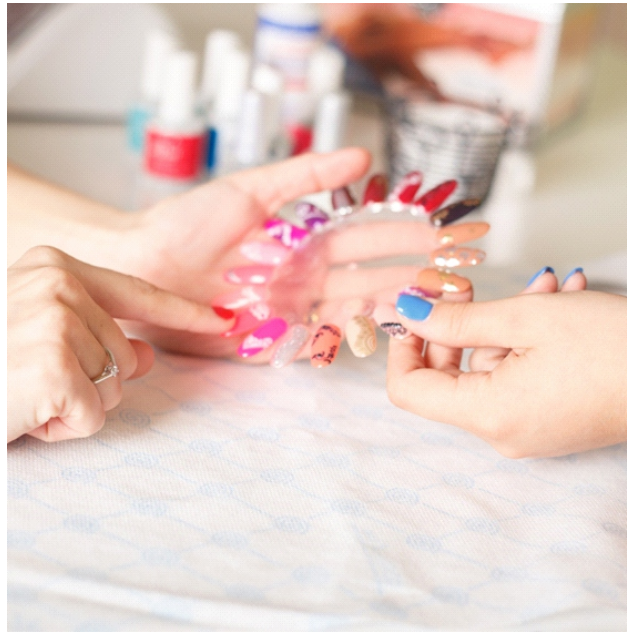


Fig. 6.3 Client consultation

It is important to carry out a consultation before every service in order to do the following:

- Find out what the client expects from the service.
- The reason for their visit.
- Conditions and disorders that may restrict or prevent the service from taking place.
- The area to be treated and agree on a suitable service.
- Make the client feel relaxed and comfortable.
- Talk of any other services available.
- Answer any of the clients questions.

Clients have different reasons for visiting a salon some of these may include:

- To treat themselves.
- To keep their hands and nails in good condition.
- To improve the appearance of their hands and nails.
- To boost their confidence.
- For a special occasion.

Client Consultation – Methods of Communication

It is important that the client enjoys their visit to the salon and that they feel totally relaxed and comfortable. How a beauty therapist communicates and responds to a client will play an important part in the client's enjoyment and satisfaction of the service.

Even before you speak to the client, the way in which you approach them will be a form of communication. It might be through your facial expression, your appearance or even how you walk towards the client. All these things send a message to the client.

here are two types of communication that you need to be aware of:

- Non-verbal communication
- Verbal communication

Non-verbal communication

- This is how you show how you feel without even speaking to the client. You will be communicating with the client through body language e.g. your facial expression. If you do not have an eye contact when you are talking to the client, or the client is talking to you, this may suggest you are not very confident and feel uncomfortable. This may then make the client feel uncomfortable.

Verbal communication

- This is how you speak with the client. It is important to speak clearly without shouting, always be polite and communicate in a confident manner. You must also think about the tone of your voice and the language you use. Try to avoid slang or technical terminology that the client may not understand.
- As well as talking it is very important to listen, so that you can find out exactly what the client would like and can provide a service that they will be happy with.
- Avoid interrupting the client when they are speaking. You will have to ask questions during the consultation, but try to explain why you need to ask these questions to the client.
- Give the client an opportunity to ask questions and try to make them feel relaxed.
- It is always a good idea to make a note on the client's record card of topics you have talked about e.g. a recent party or holiday. If they return for another visit they will be pleased that you have remembered these details.
- It is important to gain the clients trust not only in your practical skills but also in your personal relationship. When a client gets to know you they may talk to you about personal and private matters such as health or family life. You must always remember to maintain a client's confidence and never discuss with others what you have been told.

6.1.3 Nail Tips and their Application

Artificial nail tips are a growing in popularity. There are mainly two types of artificial nail tips, Gel and Acrylic.



Fig. 6.4 Acrylic Nail tips

These tips are applied to the nail and then hardened.

The gel tips are hardened under UV lamp exposure and the acrylic applied nails are hardened with exposure to air.



Fig. 6.5 Gel Nail tips being hardened under UV lamp

Gel tips are usually more expensive than Acrylic tips.

There are different types of tips available including coloured, pre-designed and glitter tips.



Fig. 6.6 Pre-designed nail tips

Nail Application service

Before starting the service, always carry out the following steps

- Ensure equipment is sterile and all materials and products are easily accessible.
- Complete a consultation form, check for contra-indications (see above) and discuss and agree with the client a service that meets their needs.
- Remove all the client's jewellery, including watches, so that a thorough service can be carried out. Keep in a safe place.

6.1.4 Nail Tip Application Equipment

Equipment list:

Nail desk set up

- Terry towel
- Hand rest / rolled terry towel
- Metal bin with lid and liner
- Hard surface disinfectant
- Suitable chairs and nail table



Fig. 6.7 Nail desk

Disposable

- Lint/cotton wool pads
- Roll of paper towel
- Toothpick or Birchwood stick

Tools/equipment

- Steel Cuticle pusher or Birchwood stick
- Cuticle nipper
- Emery boards (100 to 180 grit)
- Block buffer (100 to 120 grit)
- Tip clipper
- Nail cleaning brush
- Poofy brush

Products

- Hand sanitizer
- Acetone free remover
- Instant nail glue
- Nail tips



Fig. 6.8 Artificial nail enhancements materials

Nail tip application pre-service

- Complete pre service sanitation procedure.
- Set up your standard manicuring table. Add emery board, block buffer, nail glue and nail tips.
- Greet client and ask her to wash hands with antibacterial soap or hand sanitizer.
- Do client consultation, using client record/health card to record responses and observation. Check for nail disorders and decide if it is safe and appropriate to perform a service on this client.

Nail tip application procedure

- Remove old polish-begin client's left hand little finger and work towards the thumb. Then repeat on the right hand.
- Push back cuticles- use Birchwood stick or Steel Pusher to gently push back cuticle. Use light touch because cuticle is dry.

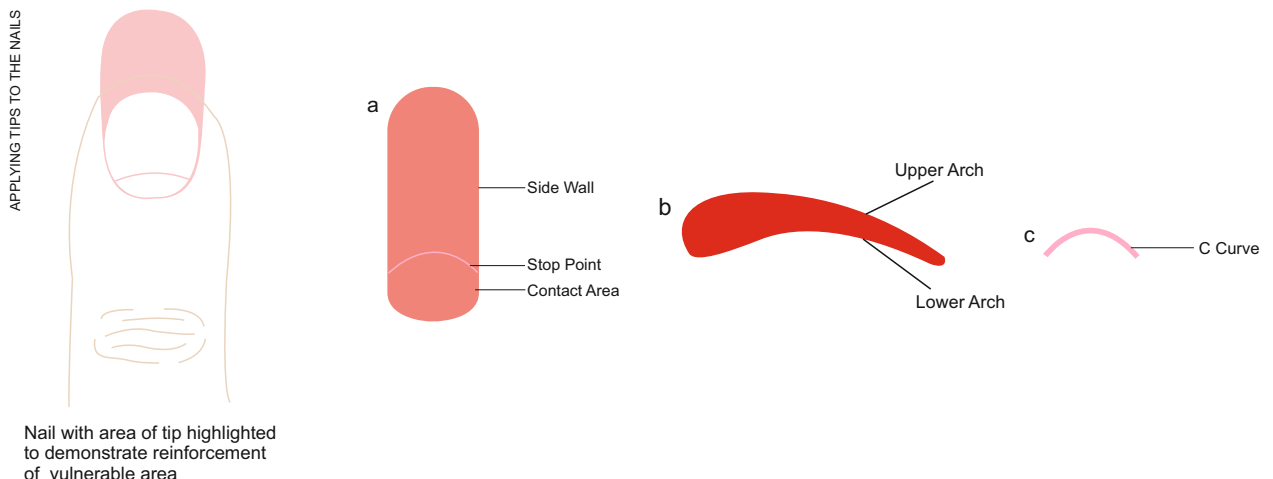


Fig. 6.9 Artificial nail tip features

- Buff nail to remove shine- use block buffer 120 grit sides to remove shine from the natural nails. Be extremely careful not to over buff the nail plate.
- Shape free edge with emery board shape the free edge to fit the well of the tip.
- Nail tip size-select proper size tips. Make sure the tips you choose completely cover the nail plate from sidewall to sidewall.
- Apply Nail Glue- put one drop of nail glue in order to cover the nail tip well. Do not let nail glue flow into the skin.
- Slide on tips- Remember the stop, rock and hold procedure. Stop –find stop against free edge at 65 degree angle. Rock – rock tip on slowly. Hold – hold in place 5 to 10 seconds until dry. Make sure that there is no air bubbles trapped in nail glue.
- Blending the tip- with emery board start blending the nail tip. Please ensure while blending the blend line you don't over buff the nail natural and the nail tip.
- Shaping nail tips- cut the nail tip with cuticle clipper to the approximate finished length. Shape the nail by using emery board- as required square, soft square, oval, round.

6.1.5 Nail Art

Nail art is a creative way to decorate nails. It is type of art which can be done on fingernails and toes.

Nail art is an exciting part of Nail technician's job. It turns nails into small canvases on which you can paint pictures, create designs make collages with gems, foils, tapes, or whatever your clients will wear.



Fig. 6.10 Various nail art



Fig. 6.11 Nail enhancement materials

There are a number of different nail art techniques you can use to create unique designs. They can be used alone or combined with others to create a look. Some of them are easy to learn and you will need practice to get a great look.

- Brush art-triple zero, flat, striper, fan, slant brushes
- Marbling/dotting pen
- Glitters
- Mylars
- Decal Tattoos
- Gemstones/Diamonties
- Water nail art
- Stripping tapes
- Sponging
- Stamping
- Foils
- Tattoos/3D tattoos
- Brush Art



Fig.6.12 Various nail art techniques

When it comes to nail art, it isn't enough to have one brush that will do all kind of art work. With a proper brush, a tech can create everything from thin detailed lines to color-blended shadows and even elaborate flowers. Following description of brushes will help you find the right brush for your desired nail art.

Detail Brush/Liner Brush

Excellent for short strokes, a liner brush can be used to draw smile lines and details. Its accurate for outlining images and adding contours. This brush offers a lot of control and precision for doing complex painting. It can be used to do leopard spots, zebra stripes on nails, flowers, cartoon nails or tribal nails etc.

- Flat Brush/One Stroke- this brush is also known as shader brush. These brushes help in creating long fluid strokes on the nails. It also helps in creating one stroke patterns, blending and shading. They are also helpful in doing gel art.
- Striper Brush –the nail art striper brush is a precision thin brush for striping and detailed work. Create nail art designs using lines, checkered nails, netting and outlining etc.



Fig. 6.13 Different nail art brushes

- Slanted Brush- It is used for tapered points or gel nail art that needs one thick stroke. The slanted nail brush is also great for blending gel nail polish colors and applying loose glitter. With one small movement you can create perfect petals.
- Fan brush – the nail art fan brush is great for layering and blending nail polishes colors to create ombre or feathered nail effects. The fan brush can also be used for flicking to create splashes of polish.

Marbling and dotting

The marbling and dotting tool is one of the most useful nail art tools. It's the easiest way to do polka dot nails as well as hearts flowers nail art designs. You can also swirl blobs of color together to create marbled effect. The marbling and dotting tool can also be very useful if you are using rhinestones and gems in your nail design. Use with a tiny dot of top coat to pick up and place rhinestones and gems neatly. It's good for pick and stick nail art too.

Gemstones

Gemstones come in variety of shape and colors. They are used to highlight a design or lots can be added to give effect of gem encrusted sparkles. Gemstones are very similar to rhinestones, flat stones, flat backed pearl, metal shaped stones and studs.

The underside of the gemstone is flat and is stuck to the nail using wet enamel or nail glue and then secured with another coat of clear topcoat. Recommend to the client that additional coats of clear topcoat will help protect the design.

Glitters

Glitter can create a complete, eye catching design or can be used to accent a design. They are available in either nail polish form or as a glitter dust. If using a dust a clear topcoat is required. Using fine detailer brush, dip in the clear topcoat to form a bead into the glitter to pick up a small amount of glitter. Apply to the nail and paint into the required shape/design. The finished designs will need a clear top coat to seal.

Mylars

These are small poly pieces that reflect light. Using clear polish, these pieces can be applied directly on natural nail or on other colored polishes.

Water decals

These tattoos are released from the paper base by dipping in water. They are then applied directly on the natural nail or on the polished nail.

Tattoos/3D tattoos

These are lifted from the paper base and applied directly on to polished nails. 3D tattoos have more dimension but the application procedure is the same.

Water marbling nail art

This technique involves dropping nail polish into a bowl of water and moving the nails through it to lift the colors on to the nails.

Stripping tapes

These have varied applications like using it as a French guide, highlighting as nail art etc.

Sponging

Nails can be highlighted by using different colors with a soft sponge on the nail.

Stamping

This is a kit that has pre-designed art and colors along with a stamping stem. Designs are applied instantly on the nails.



Fig. 6.14 Stamping on nails

Foils

This involves a silver leaf that goes on to the nails in geometric, abstract shape using clear polish.

Water based acrylic paints

These are readily available and are a useful and easy way to paint designs. The colors are usually bold and opaque giving good coverage. They can be mixed together and are available in a wide variety of colors. Intricate designs or simple dots and stripes can be created. Since they are water based mistakes can be wiped away with lint dipped in water. Finish the nail art with clear topcoat for shine and gloss.

6.1.6 The Importance and Reasons for Keeping Records of Services

- Beauty therapists deal with many clients each day and although most are very good when it comes to remembering what services they carried out some things must not be left to memory.
- Client records can be held on a computer or in a manual system. Records must be kept for each individual client so that they can be identified and services provided to them can be correctly repeated. They must also contain personal information that helps to identify each individual client such as their name, address, contact telephone number etc
- Consultation records must be kept to include a list of questions and answers given by the client. The client must be questioned on any recent medical condition or any other reason that would prevent the service from being carried out, such as contra – indications. As an assistant nail technician you must be able to recognize common skin and nail conditions that may restrict or prevent the service from taking place but it will always be under supervision and guidance of a senior therapist.
- Client records must include the present condition of the client's skin and nails, the products they use at home and the products used during the service. An assistant nail technician, you will have to assess the skin and nail condition to be able to choose the correct products.
- It is important that the client signs the record card to confirm that they are happy with what has been recorded and the service can take place. You may also want to record the client's feedback to help you improve the standard of your service.
- Each client's record should be completed neatly, thoroughly and brought up to date at the end of each service. Remember, if the nail technician is sick, on holiday or leaves the salon and another nail technician has to treat the client, they will find these details very helpful. It will also help you to set up and prepare the work area, as the client's records will tell you which products and equipment are required for the service.

Summary

Nail enhancement services include repairing damaged nails, providing artificial nails, nail tips and nail art services.

There are two main approaches to creating artificial nails:

- Tips
- Forms

Some important nail enhancement terms:

- Nail overlays
- Nail extensions
- Nail Art
- Nail Stamps
- Nail stickers
- Appliques

Client consultation: There are two types of communication that you need to be aware of:

Non-verbal communication - This is how you show how you feel without even speaking to the client.

Verbal communication - This is how you speak with the client

Nail tips and their application: Artificial nails tips are a growing in popularity. There are mainly two types of artificial nail tips

- **Gel** - The gel tips are hardened under UV lamp exposure
- **Acryli-** the acrylic applied nails are hardened with exposure to air.

Nail tip application equipment

Nail desk set up

- Terry towel
- Hand rest / rolled terry towel
- Metal bin with lid and liner
- Hard surface disinfectant
- Suitable chairs and nail table

Disposable

- Lint/cotton wool pads
- Roll of paper towel
- Toothpick or Birchwood stick

Tools/equipment

- Steel Cuticle pusher or Birchwood stick
- Cuticle nipper
- Emery boards (100 to 180 grit)
- Block buffer (100 to 120 grit)
- Tip clipper
- Nail cleaning brush
- Poofy brush

Products

- Hand sanitizer
- Acetone free remover
- Instant nail glue
- Nail tips

Nail tip application pre-service

- Remove old polish
- Push back cuticles
- Buff nail to remove shine
- Shape free edge
- Nail tip size
- Apply Nail Glue
- Slide on tips
- Blending the tip
- Shaping nail tips

Nail Art: Nail art is a creative way to decorate nails. It is type of art which can be done on fingernails and toes. Nail art is an exciting part of Nail technician's job. Nail art technique includes:

- Brush art-triple zero, flat, striper, fan, slant brushes
- Marbling/dotting pen
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- Mylars
- Decal Tattoos
- Gemstones/Diamonties
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- Brush Art

The importance and reasons for keeping records of services

- Client records can be held on a computer or in a manual system.
- Consultation records must be kept to include a list of questions and answers given by the client.

Client records must the present condition of the client's skin and nails, the products they use at home and the products used during the service.

- It is important that the client signs the record card to confirm that they are happy with what has been recorded and the service can take place.
- Each client's record should be completed neatly, thoroughly and brought up to date at the end of each service.

Exercise



1. List the three types of artificial nails.

a) _____

b) _____

c) _____

2. List at least 3 types of nail art materials used.

a) _____

b) _____

c) _____

3. List at least 3 nail art techniques used.

a) _____

b) _____

c) _____

d) _____

Notes



A large rectangular area with a thin orange border, containing 25 horizontal lines for writing notes.





7. Professional and Language Skills

Unit 7.1 – Professional Skills
Unit 7.2 – Language Skills



Key Learning Outcomes

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

1. Display a professional behaviour while dealing with clients
2. State the importance of Language skills

UNIT 7.1: Professional Skills

Unit Objectives

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

1. Display a professional behaviour while dealing with clients

7.1.1 Introduction

When starting a career as an Assistant Nail Technician, it is imperative to develop professional ethics. Strong work ethics shows that a person is self-motivated, conducts works in a professional manner, and is able to self-evaluate. It is necessary to possess these qualities because they will determine success that one can get in this industry. The first important fundamental of a strong work ethic is self-motivation. Self-motivation is the ability to satisfy a desire, expectation, or goal without being influenced to do so by another person. Developing and following a code of ethics for your salon business helps you set the tone for your employees, reassure your clients that you have their best interests at heart, and establish your salon as a reputable workplace.



Fig.7.1 Components of Performance: Knowledge, Skills & Abilities

7.1.2 Decision Making and Problem Solving

Problem solving is an essential part of every job role. As an Assistant Nail Technician you will encounter various problems where you will need to take a decision. For example, breakdown and malfunction of equipment, unsafe and hazardous working conditions, security breaches etc.

Steps in decision making and problem solving:

1. Recognize that there is a problem.
2. Identify the problem.
3. Generate alternative solutions.
4. Weigh the pros and cons of each solution and decide on the best solution.
5. Implement the chosen solution.
6. Evaluate the solution.



Fig. 7.2 Steps for Problem Solving

Imagine the following scenario:

An angry client comes into the salon complaining that the Spa manicure you did on her yesterday has led to a severe rash on her arm. she is very angry and demands her money back. It is not within the limits of your authority to do this, so here are some guidelines to help you handle this difficult situation.

- Be sympathetic and listen carefully to the client.
- Ask her politely to take a seat while you find someone in authority to speak to her.
- Inform your employer or the most senior member of staff that you have a client at reception who would like to discuss her last perm as there seems to be a problem.
- You should then explain the situation in as much detail as possible so your superior is able to talk knowledgeably to the client
- You should be present at the following discussion so that you can see what the exact problem is and how the problem is dealt with.
- Only offer input to the conversation if asked.

Here are some of things you should not do:

- Do not get angry with the client.
- Do not be rude and tell her that nothing is wrong with her hand.
- Do not lie and say there is nobody who can deal with her and ask her to come back on your day off!

In another situation, a regular client comes into the salon for a treatment without an appointment. You should never make a client feel unwelcome and should try to be as accommodating as possible. If it really is not possible to fit the person in at that time, make an appointment. This also applies to a client who is late for an appointment or where a therapist has been over-booked. Re-scheduling appointments can work both ways. It might be as a result of staff sickness; clients may have to be juggled into other time slots. If you always deal with clients in an open, genuinely apologetic manner, most will be flexible! When a client changes a booking, again be flexible. If time permits and the client's needs can be accommodated, then do so. The receptionist will need to be made aware, so that the time slot isn't double-booked. Flexibility is the way to encourage new and repeat business.

7.1.3 Planning and Organising

Planning involves setting objectives and determining a course of action for achieving those objectives. Organizing is the function of management that involves developing an organisational structure and allocating human resources to ensure the accomplishment of objectives. For planning your task of the day you need to prioritize your task and complete it in time.

Priortising Tasks

For efficient working, we should priortise our work. Let's see what can be the possible steps.

The first step is to itemise the tasks. Then create a 'TO DO' list, create a list each day. There will be common tasks that occur daily or weekly and these will be carried over each day. As new tasks are given to you, add them to the list. When you have completed your task list, you would then be ready to tackle the tasks you need to do in order of importance. Dealing with a customer's enquiry is more important than putting the products on shelves/ at their place.

Getting customer billed is more important than talking to your colleague. Some tasks are needed to be completed before specific deadlines for example, cleaning and setting the work area at the end of the day for next day. This is called prioritising your tasks

.As an Assistant Nail Technician, you should be:

- Planning and organizing service feedback files/documents
- Planning and managing work routine based on beauty salon procedure
- Understanding the client scheduling and bookings and maintain the work area, equipment and product stocks to meet the schedule
- Maintaining accurate records of clients, treatments and product stock levels
- Accepting feedback in a positive manner and develop on the shortcomings

7.1.4 Time Management

Time management refers to managing time effectively so that the right time is allocated to the right activity. Effective time management allows individuals to assign specific time slots to activities as per their importance. Time Management refers to making the best use of time as time is always limited.

Effective Time Management includes:

- Effective Planning for setting goals and objectives.
- Prioritizing activities and delegation of responsibilities.
- Spending the right time on the right activity and avoiding time robbers such as gossiping, extended tea breaks etc.



Fig. 7.3 Time Management

Your priorities may be quite clear - serving customers and performing daily routines. So on your list, the highest priority will be to serve the customer. The worst enemy to personal effectiveness is 'time-wasters'. They include:

- Being disorganised – not doing enough thinking or planning before starting a task.
- Not being able to say 'NO'. Taking on too much can mean nothing gets done.
- Making personal telephone calls. You are at work. Calls should be restricted to urgent or emergency calls.
- Failing to listen to and understand instructions.
- Leaving tasks incomplete. Not feeling like doing it, or becoming bored.
- Being easily distracted, or spending too much time talking about personal topics with other staff members.

In a busy salon you will be asked or instructed to carry out many different services. Your job list may contain a number of items and instructions may be fired at you in quick succession.

Here are some guidelines to help you:

- Make a list of the jobs you have been asked to do.
- Check with the relevant person that you have written them all down.
- Ask which ones are priorities, i.e. which ones need to be done first.
- Tick off the jobs/services as you carry them out.
- If you are unsure of any of the tasks that you are expected to carry out, confirm with another member of the team before you begin.
- If a list has been left for you and you cannot understand the writing, ask a colleague to have a look. Urgent and Important Matrix

This matrix will help you plan and organize your targets and your schedule to help you meet the company's expectation from you.

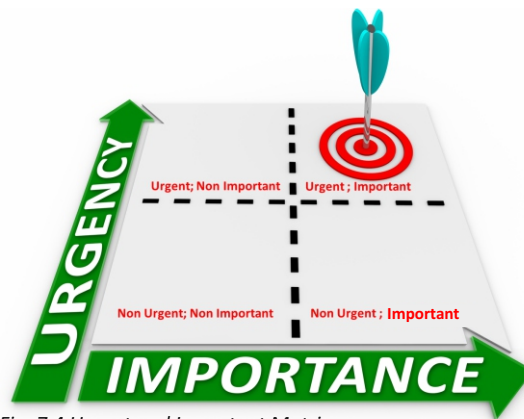


Fig. 7.4 Urgent and Important Matrix

This matrix helps you understand:

1. What should be done?
2. What should be planned?
3. What should be resisted?
4. What should be rejected?

1. The Urgent and the important tasks

DO NOW

- Emergencies and complaints from customers
- Demands from superiors
- Planned tasks
- Meetings with superiors/colleagues

2. The Non-Urgent but important tasks

REJECT AND EXPLAIN

- Trivial requests from others
- Apparent emergencies
- Misunderstandings appearing in work
- Pointless routines or activities

3. The Non-Important but Urgent tasks

PLAN TO DO THEM

- Planning of displaying products in the store
- Scheduling of daily activities
- Organising Inventory
- Managing customer's details

4. The Non-Important and Non-Urgent tasks

RESIST AND CEASE

- Comfort activities
- Computer games, net surfing
- Excessive cigarette breaks
- Chat, gossips, social communications
- Reading irrelevant and useless material

7.1.5 Customer Centricity

Customer centricity doesn't mean, simply being there, opening the store, stocking products, and having someone to collect money. Being customer-centric means that everything you do from the environment that you place them in, and the way you serve those customers is centered on and about customers and their experience in the salon and this approach not only limits to external customers (daily customers, frequent customers, clients etc.) but also to the internal customers (other colleagues etc.).

As an Assistant Nail Technician, you should be:

- Committed to service excellence, courteous, pleasant personality
- Able to manage relationships with customers who may be stressed, frustrated, confused, or angry
- Able to build customer relationships and use customer centric approach
- Cleaning, sporting the professional uniform, neat combed hair, closed-in footwear, personal hygiene and cleanliness (shower/bath), oral hygiene (clean teeth, fresh breath)
- Maintaining a hygienic work area adhering to the salon and applicable legal health and safety standards
- Sanitizing the hands and clean all working surfaces, use disposable products and sterilized tools
- Able to manage the storage/ disposal/ cautions of use of products, fire precautions, occurrences, hygiene practice, disposal of waste and environmental protection
- Handling, use and store products, tools and equipment safely to meet with the manufacturer's instructions

UNIT 7.2: Language Skills

Unit Objectives

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

1. State the need and importance of Language skills

7.2.1 Introduction

As a Beauty Assistant Nail Technician you a client facing job role. Hence the way you speak, listen and understand the client needs is very important. This section focuses on understanding and building “Listening, Speaking, Reading and Writing (LSRW)” skills.

Listening: Focus on your client by using your eyes and ears to absorb what they are telling and showing you. Also, listening to your clients talk about their jobs, activities and home life will also give you an indication of what works best for them. For eg: If a girl wants to get ready for a party and she describes the theme of the party then with the help of effective listening you must be able to understand the kind of make-up she is demanding.

Speaking: Speaking is the way of communicating your thoughts and opinion to the other person using your voice and words. For an Assistant Nail Technician effective speaking helps in convincing customers, informing them about products and services and ensuring through words about effective and exclusive services.

As an Assistant Nail Technician, you need to:

- Discuss task lists, schedules, and work-loads with co-workers
- Question customers/ clients appropriately in order to understand the nature of the problem and make a diagnosis
- Keep customers/ clients informed about progress
- Avoid using jargon, slang or acronyms when communicating with a customer/ client, unless it is required
- Manner and tone, professional, supportive, respectful, sensitive to client
- Speak clearly and precisely in a courteous manner and develop a professional relationship with the client
- Ability to listen and understand the local language in dealing with clients and maintain client confidentiality



Figure 7.5 Effective Communication

Reading: Reading refers to the specific abilities that enable a person to read with independence and interact with the message.

An Assistant Nail Technician need to:

1. Update your knowledge through regular reading of information regarding your field.
2. Read your customer queries sent in written.
3. Use your reading skills to read and analyse the billing during any discrepancy.
4. Read about new products and services with reference to the organization and also from external forums such as websites and blogs.
5. Keep abreast with the latest knowledge by reading brochures, pamphlets, and product information sheets.
6. Reading and writing comprehension to understand, communicate and maintain processes, techniques, records, policies and procedures.

Understanding: As you are listening and consulting with your clients about their needs and wants, summarize what they said and repeat it back to them. If things are still not perfectly clear make sure you ask enough questions and demonstrate what you think the style will look like. Also, help your clients understand you; make sure you speak clear and use specific words. Avoid using slang and jargon. If a client says they want to take some of the weight off the back of their hair and you thought they meant cut the length but really they just wanted it thinned out, which is a big difference and can result in a very unsatisfied customer.

Writing: Writing is a medium of communication that represents language through the inscription of signs and symbols.

As an Assistant Nail Technician, you need to:

- Maintain accurate records of client, treatments, operating and closing checklists, product stock status.
- Reading and writing comprehension to understand, communicate and maintain processes, techniques, records, policies and procedures.

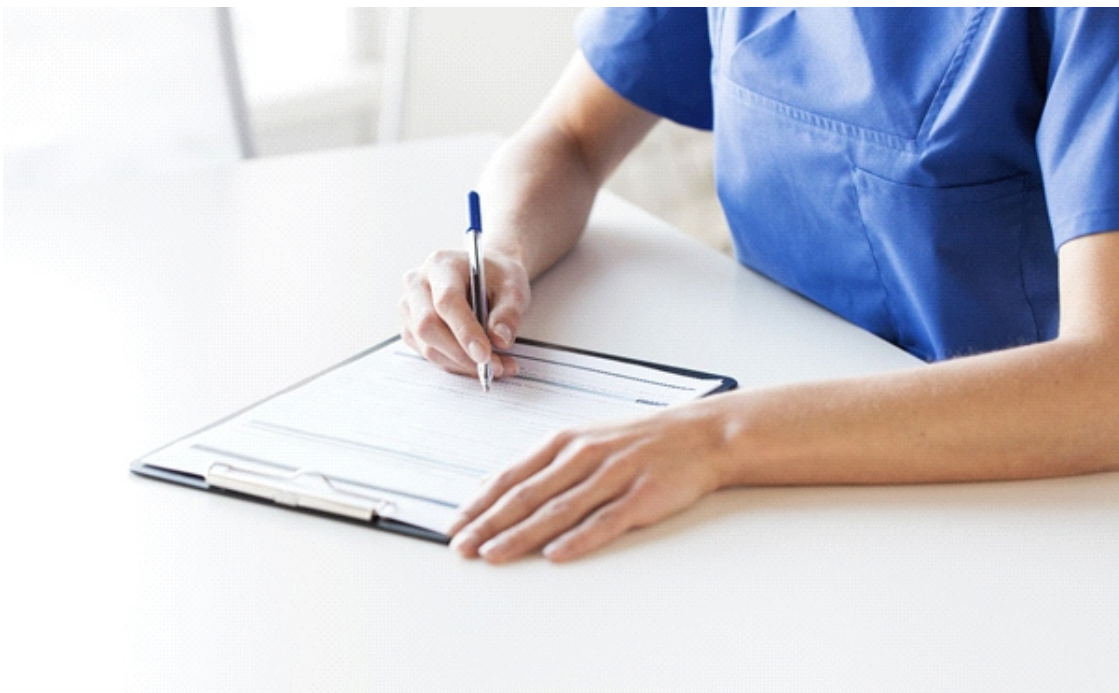


Fig. 7.6 Maintaining Records

Summary



When starting a career as an Assistant Nail Technician, it is imperative to develop professional ethics. Strong work ethics shows that a person is self-motivated, conducts works in a professional manner, and is able to self-evaluate. It is necessary to possess these qualities because they will determine success that one can get in this industry.

The first important fundamental:

- Self-motivation
- Self-motivation is the ability to satisfy a desire, expectation, or goal without being influenced to do so by another person.

Decision Making and Problem Solving

As an Assistant Nail Technician you will encounter various problems where you will need to take a decision. Remember following steps in decision making and problem solving:

1. Recognize that there is a problem.
2. Identify the problem.
3. Generate alternative solutions.
4. Weigh the pros and cons of each solution and decide on the best solution.
5. Implement the chosen solution.
6. Evaluate the solution.

Here are some of things you should not do.

- Do not get angry with the client.
- Do not be rude and tell her that nothing is wrong with her hand.
- Do not lie and say there is nobody who can deal with her and ask her to come back on your day off!

Planning and Organizing

Planning: Planning involves setting objectives and determining a course of action for achieving those objectives.

Organizing: Organizing is the function of management that involves developing an organisational structure and allocating human resources to ensure the accomplishment of objectives.

Prioritising Tasks

Remember following Point while Peritonising the task:

- Getting customer billed is more important than talking to your colleague.
- Some tasks are needed to be completed before specific deadlines for example, cleaning and setting the work area at the end of the day for next day.
- This is called prioritising your tasks. As an Assistant Nail Technician, you should be:
- Planning and organizing service feedback files/documents
- Planning and managing work routine based on beauty salon procedure
- Understanding the client scheduling and bookings and maintain the work area, equipment and product stocks to meet the schedule
- Maintaining accurate records of clients, treatments and product stock levels
- Accepting feedback in a positive manner and develop on the shortcomings

Time Management: Time management refers to managing time effectively so that the right time is allocated to the right activity.

Effective Time Management includes:

- Effective Planning for setting goals and objectives.
- Prioritizing activities and delegation of responsibilities.
- Spending the right time on the right activity and avoiding time robbers such as gossiping, extended tea breaks etc.

Customer Centricity: Customer centricity doesn't mean, simply being there, opening the store, stocking products, and having someone to collect money. Being customer-centric means that your approach must be customer oriented and aim is to satisfied customer fully to bring them back to your service in future.

Language Skills: As an Assistant Nail Technician you are at client facing job role. Hence the way you speak, listen and understand the client needs is very important.

Listening: Focus on your client by using your eyes and ears to absorb what they are telling and showing you. Also, listening to your clients talk about their jobs, activities and home life will also give you an indication of what works best for them.

Speaking: An Assistant Nail Technician effective speaking helps in convincing customers, informing them about products and services and ensuring through words about effective and exclusive services.

Reading: Reading refers to the specific abilities that enable a person to read with independence and interact with the message.

Understanding: As you are listening and consulting with your clients about their needs and wants, summarize what they said and repeat it back to them.

Writing: Writing is a medium of communication that represents language through the inscription of signs and symbols.

Exercise



1. What are the steps involved on decision making and problem solving?

2. What is the importance of time management for an Assistant Nail Technician?

3. What does customer centricity mean?

4. What is the importance of analytical and critical thinking for an Assistant Nail Technician?

Practical Exercise

1. Prepare a decision making template on any one decision of your work life.

2. Prepare an urgent important matrix of your own.

3. Write the 'Dos' and 'Don'ts' of building rapport with the customers.

Practical Activities

1. In a group of four, discuss how you will talk to the customer who has come to get the quotes for Manicure. Demonstrate how you will talk to her, what details you will give and how to convince that you will give her best services. Two can be the customer and other two can be the Assistant Nail Technician Use communication skills.
2. In a group of two, prepare and demonstrate how you will solve the issue of complaint of a customer who had mailed saying that one of the Assistant Nail Technician at salon cut his elbow in the process. Use reading and writing skills.
3. Form a group of two. One can be the Assistant Nail Technician and other can be the customer. Make an individual script. Customer should prepare the list of services she wants and read it out to the Assistant Nail Technician Assistant Nail Technician then using her listening skills and understanding should prepare the list of things customers wants to get done.



8. Workplace Health and Safety



Unit 8.1 – Workplace Health and Safety



Key Learning Outcomes

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

1. Identify risk and threat in the workplace and respond to them appropriately

UNIT 8.1: Workplace Health and Safety

Unit Objectives



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

1. Know how to maintain workplace safety and respond to several threats

8.1.1 Introduction

Beauty therapy is an exciting, fast-moving industry, but just as it presents you with some great opportunities, it also involves responsibilities. You will be working with clients and using certain tools and products, and there are procedures that you must follow in order to ensure that your actions do not create any health and safety hazards and that you do not ignore hazards that present risks in your workplace.

Your health and safety responsibilities at work include making sure that your actions protect the health and safety of yourself and others, meet any legal responsibilities and follow workplace instructions.

In this unit you will learn about:

- Maintaining hygiene in the workplace
- Identifying the hazards and evaluating the risks in your workplace
- Health and safety laws
- Workplace policies

8.1.2 Parlour Health and Safety

Role of Assistant Nail Technician in maintaining parlour's hygiene is of prime importance. As all the services in a parlour concern customer's external body, it is important to be alert and careful about spreading of any infection. More than denting the image of the salon, it risks the health and safety of the people trusting the parlour and its employees. Be careful about the following.

Hands and Hygiene

Hands come into contact with more items throughout a normal day than any other part of our body. Consequently, they can pose the biggest risk to our health if they are not washed on a regular basis. The salon is no exceptions. Shaking hands with people, taking their coat even removing a used coffee cup - can pose the potential risk of cross infection.

Hands must be washed regularly throughout the day and especially in between clients. Remember to keep wash areas clean and tidy too! Use soap and sanitizer as and when required. If your daily routine includes manicures or pedicures or other such direct skin-to-skin contact, ensure that your client's hands or feet are also thoroughly washed before starting. After washing, you can use sanitizer which will provide further protection to both you and your client from cross infection. Always use clean towels and coats.



Fig. 8.1 Washing of hands



Fig. 8.2 Sanitizing of hands



Fig. 8.3 Steps for proper Cleaning/Sanitising of hands

Work surfaces

It is crucial that work surfaces are kept clean to prevent the risk of cross-infection. It also has the advantage of making the salon look far more attractive too!

Don't be tempted to buy cheap products not only can these be ineffective but would serve no purpose. Use a professional product that is designed for the job in hand. Hard surface disinfectant available in the market should be used to clean the surfaces. Alternatively, you could use a spray product for cleaning glasses and mirrors.

Salon chairs & couches

Most salon chairs and couches are made from PVC or vinyl. This has the advantage in that they are easy to clean. However, make sure you use the right product. Any disinfectant containing alcohol (ethanol) should be avoided as it is likely to react with the PVC or vinyl, making it brittle, which will eventually make it crack. Once you get a cracked surface it is extremely difficult to disinfect it properly, resulting in an area where germs can easily multiply.

Chairs and couches should be cleaned on a regular basis. Whilst you may think the risk of cross infection is small, it is still there and good housekeeping can help eliminate the problem.



Fig. 8.4 Couch/chair of salon

Instruments & Tools

All instruments and tools should be thoroughly sanitized in between clients (or sterilized where required). Fortunately, there are now technically advanced products that make this quick, easy and cost-effective. Do not be tempted to short cut this procedure. Follow the manufacturer's instructions precisely. Instruments and tools are not cheap, so don't be tempted to use poor quality disinfectant solution. Ensure it contains rust inhibitors to protect your metal equipment.

Some instruments cannot be immersed in a disinfectant solution such as nail files. The debate continues as to whether files should be disinfected in between clients or whether each client should have a new file. The simple fact is this: If the file has not come into contact with any bodily fluids, then sanitizing is adequate - use a good quality broad spectrum disinfectant spray. If the file has come into contact with any bodily fluids, then throw it away.

Floors

Floors should be kept clean as a matter of routine. If you have hard surface, use a good quality floor disinfectant. If you have clients walking bare foot on your floors, it would be preferable to mop the floor after treatment. Clean the floor immediately even if the smallest drop of wax has been dropped on it and after a haircut.



Fig. 8.5 Use of a disinfectant spray for sanitising

8.1.3 Identifying the Hazards and Evaluating the Risks in your Workplace

This section covers the health and safety responsibilities for everyone in the beauty therapy industry. You must always make sure that your actions do not create a health and safety risk. In the workplace, many things can cause accidents, injury or illness if they are not recognised and made safe.

Risk assessment and control

Risk assessment and control are the responsibility of everyone and any health and safety risks you spot should be reported immediately. For your own safety, you cannot always act upon the risk, and in such cases you will have to inform a higher authority so that it can be dealt with.

It is crucial that you understand the terms 'hazard', 'risk' and 'control'.

- A hazard is something with the potential to cause harm; something that could cause an accident or injury.
- A risk is the likelihood that the hazard will actually cause harm; the threat of something dangerous happening because of the hazard.
- Control refers to the measures that you put into place to remove risks or to reduce them to acceptable levels.

Almost anything may be a hazard, but may or may not become a risk. Some hazards could be thought of as 'accidents waiting to happen', as they pose such a high risk. Other hazards are less of a risk, but need to be identified and controlled nevertheless.

For example, in a salon, many deliveries are made. If some boxes of products were delivered and set down on the floor beside reception, these boxes would be a hazard. The risk would be the chance that someone could trip over the boxes and hurt themselves. The risk would be high if the boxes were in the middle of the floor, directly in the path of the staff and clients in the salon, but the risk could be controlled by moving the boxes to a place where they are less likely to be in the way of people who are moving about in the salon.

You need to be aware of the hazards that may exist in your workplace, and you will need to be able to spot hazards, identify the risks that they pose, and take steps to make sure that they do not cause a problem to you, your clients or other staff.

Hazard	Risk	Control measure
Electrical leads trailing on the floor	Tripping over leads	Run flexes alongside the wall
A light bulb that has blown	Accidents because of poor light	
Highly polished floors	Slipping	
Badly fitting carpet	Tripping up	
Trolleys and desks overloaded with equipment and products	Furniture tipping over	

Plugs that have loose or frayed leads	Possible electric shock or risk of fire	
Rushing about too much, without concentrating	Bumping into people and causing an injury	
Staff carrying tools in the pocket of her uniform	Cuts or wounds if someone bumps into her	
Carrying too much at once	Can't see where you are going which results in an accident or a bad back	
Breakages or spills that are not cleared up instantly	Cuts or slipping over	
Unsterilized tools	Cross infection	

8.1.4 Health and Safety Rules

Hot and Cold Running Water

The salon must have a constant supply of hot and cold running water. For Beauty Therapy treatment rooms should have a separate sink with hot and cold running water.

However, if a large treatment room has been separated into treatment bays by curtains, then a central sink will do. The water supply is used for sanitising hands and tools, cleaning the salon, and for parts of the treatment, for example, mask removal or shampooing hair.

Your Responsibilities at Work

Report to your supervisor immediately in case of the following:

- Blocked sinks, so that they don't overflow.
- Water that comes out of the tap an unusual colour.
- Any leak, loose tap or cracked pipe.

Don't:

- Leave taps running, especially the hot water tap as this is wasteful and very expensive for the salon.
- Flush mask products or other semi-solid products down the sink.

Staff areas

Your employer has a duty to provide a space in which employees can rest and eat. A staff room or separate area is important because it is not acceptable to eat in the reception or client areas. Even drinks in the salon should be reserved for clients, in order to maintain a professional image.

The staff room should have an area for staff coats and preferably lockers for valuables such as handbags and expensive tools. A separate toilet and washing facility would also be ideal, but this is not always possible and staff may have to share the toilet with clients. If this is the case, staff must give their clients preference and make sure that they leave the room spotless at all times. A staff area with comfortable seating, tea- and coffee making facilities and a microwave would also benefit the wellbeing of staff.

In the hair and beauty industry, you are there to provide a service to clients, so there is not much time to relax and unwind. If you work in a successful salon, you will be rushed off your feet. The area that your employer provides for your rest periods is therefore very important.

8.1.5 Common Workplace Threats

Few common workplace security threats and their responses are detailed below:

Threats	Responses
<p>Fire: Fire is a significant hazard for most businesses.</p> <p>There are three main causes:</p> <ul style="list-style-type: none"> ▪ It is started deliberately. ▪ It occurs because people are not alert to fire hazards. ▪ It occurs because people are careless. 	<ul style="list-style-type: none"> ▪ Safe storage of materials. ▪ Maintain fire exit routes. ▪ Routine checks/end of day checks. ▪ Fire fighting/protection equipment.
<p>Electric shock: There are hazards presented by the electrical installation (the fixed wiring, plug sockets, distribution boards, etc.) and portable electrical equipment (any equipment that plugs into the electrical installation).</p>	<ul style="list-style-type: none"> ▪ Routine inspection of equipment. ▪ Routine inspection of installation. ▪ Inspection, maintenance and testing carried out by competent person. ▪ Effective defect reporting system.

Shoplifting: It is the act of stealing products from parlour by customers. The salon may face loss on losing expensive beauty care products.

- Observe any suspicious behaviour of customers.
- Frequently check CCTV surveillance.
- Ensure that the guards/salon manager are there in case such incident comes to notice.

Violence: May be either verbal or physical and could arise during robberies, terrorist activities or customer complaints

- Provide panic alarms, training etc.
- Cameras.
- Immediately reporting to police/authorities.

This is a list of common threats that effect workplace security; there are a number of other situations that might impact workplace security like theft by staff, aggressive customer, vandalism and even terrorist activities. An employee has to be vigilant all the time and also report any threats/situations immediately to the supervisors or to authorities. For instance, in case of fire the employee should immediately inform the fire department or in case of any violence/theft/robbery/terrorist act the police have to be informed. Also, if the situation involves physical harm to a person, hospital or emergency, medical services should be informed.

8.1.6 Electrical Equipment

Electrical equipment is safe to use and safely maintained. All electrical appliances must be checked regularly. In a busy salon, this may be every six months. These checks must be carried out either by a qualified electrician or a skilled person who is trained and experienced in the use of that particular appliance, for example, a person employed by the company who supplies the equipment. All electrical checks must be written in a book that is kept specifically for this reason. The date and signature of the person who carried out the check must be entered along with the reason for the check, for example, whether it was a repair or just a maintenance check. Information must be given about the nature of the repair or check. The book must be available for inspection by the health and safety authority.

Report to your supervisor immediately if there are any faulty plugs, frayed wires or loose connections and any flickering or faulty lights.

Do:

- Switch off and unplug all machines after use.
- Check that all equipment trolleys are stable and not on uneven floors.
- Wind up wires and cables neatly.

Don't:

- Touch electrical equipment, plugs or switches with wet hands or place bowls of water nearby.
- Leave trailing wires.
- Plug in or use any equipment that has been reported as faulty.

8.1.7 Posture, Lifting and Carrying

People who work with their arms and elbow in an elevated postures are at risk for musculoskeletal disorders especially in the neck and shoulders just like everyone else. In-addition the constant standing and bending over can contribute to pain in your low back and knees as well. Such is the duty of a beauty Assistant Nail Technician where he/she often needs to work with their arms in elevated position and stand for long hours while working.

Injury can be caused by:

- Wrong lifting methods.
- Poor posture.
- Regular and continual strain on the same part of the body.
- Moving objects by force that may be too heavy.

In the salon, you need to be careful how you lift and carry stock. You also need to take care over the way you sit, whether at reception or while carrying out a treatment – it is important that the chair or couch is the right height for you. To enable your body to change position regularly while working, it is better if you carry out a variety of treatments. In addition, you need to know how to hold tools correctly, and give your hands a chance to rest after a treatment.



Fig. 8.6 Correct posture for sitting

It is a good idea to:

- use height-adjustable couches and cutting stools.
- get help when carrying large, heavy or awkward things.
- move and stretch your body regularly if you remain in the same position for a long time.
- do exercises to keep your hands flexible.
- maintain good posture.

Safe lifting method

As a member of staff, you will have a lifetime of bending and standing in one position and it is essential that you look after your back. The safe lifting method is shown below; make sure that you follow it.

Think about the lift. Where is the load to be placed? Do you need help? Are handling aids available?

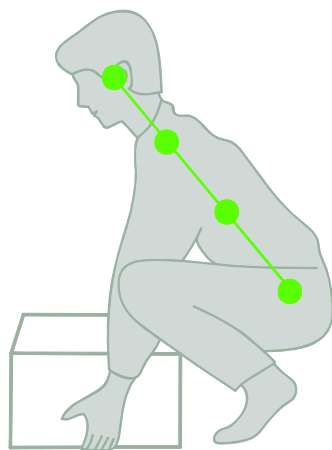
With your feet close to the load, bend your knees and keep your back straight. Tuck in your chin. Lean slightly forward over the load to get a good grip.

When you are sure of your grip on the load, straighten your legs and lift smoothly. Remember to keep your back straight.

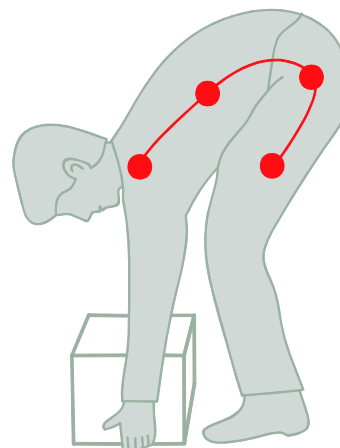
Carry the load close to your body.

When picking up a large or heavy item:

- bend at the knee.
- use both hands to grasp the item.
- use the strength in your legs to help lift the weight.
- never bend from the waist, as this could damage your lower back.



correct
up



incorrect
up

Fig. 8.7 Safe lifting methods of an object

8.1.8 Equipment and Clothing

Your responsibilities at work - Equipment and clothing

- Never use any equipment for which you have not received training.
- Always wear the recommended protective clothing.

All products that could be harmful must be:

- used safely according to the manufacturer's instructions.
- stored safely.
- cleaned up safely when spilt.
- thrown away safely.

You must write down all the products you use, how they are used, stored, cleaned up and thrown away (including cleaning agents). You must do this because the products you use could:

- be inflammable.
- be poisonous if swallowed.
- cause irritation.
- give out strong fumes.
- be dangerous if inhaled.
- be slippery if spilt.

The simplest way to record information about the different products used by a salon is in a table, which is clear and easy to read. An example is given below.

Product	Hazard	Correct use	Storage	Disposal of waste	Caution
Nail varnish remover	Inhalation of fumes; highly flammable	Inhalation of fumes; highly flammable	Inhalation of fumes; highly flammable	Inhalation of fumes; highly flammable	If spilt, clear up immediately as it can dissolve some plastics such as cushion flooring and mark trolleys and equipment. If spilt on clothes, minimise the fumes by sponging with water



Click/Scan this QR Code to access the related PPT

Summary



1. When picking up a large or heavy item:

1. Bend at the knee.
2. Use both hands to grasp the item.
3. Use the strength in your legs to help lift the weight.
4. Never bend from the waist, as this could damage your lower back.

2. It is a good idea to:

1. Use height-adjustable couches and cutting stools.
2. Get help when carrying large, heavy or awkward things.
3. Move and stretch your body regularly if you remain in the same position for a long time.
4. Do exercises to keep your hands flexible.
5. Maintain good posture.

3. Important points to keep in mind while handling electrical machines

Do:

1. Switch off and unplug all machines after use.
2. Check that all equipment trolleys are stable and not on uneven floors.
3. Wind up wires and cables neatly.

Don't:

1. Touch electrical equipment, plugs or switches with wet hands or place bowls of water nearby.
2. Leave trailing wires.
3. Plug in or use any equipment that has been reported as faulty.

Exercise



1. Parlour hygiene includes cleaning of:
 - a. Floors
 - b. Instruments and tools
 - c. Chairs and furniture
 - d. All of these
2. What is the response towards shoplifting?
 - a. Review CCTV footage
 - b. Notice suspicious behaviour
 - c. Make sure guards are on duty
 - d. All of these
3. An Assistant Nail Technician may suffer headache and migraine due to:
 - a. Muscle tightness
 - b. Long conversation with clients
 - c. Hair-dressing
 - d. None of these
4. List workplace threats and response to them.

Notes



Lined area for taking notes, enclosed in a large orange border. It contains 20 horizontal lines for writing.

9. Creating Positive Impression at Workplace

Unit 9.1 – Creating Positive Impression at Workplace



Key Learning Outcomes

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

1. Maintain good appearance and behaviour
2. Execute tasks as per organization's standards
3. Communicate and record information

UNIT 9.1: Creating Positive Impression at Workplace

Unit Objectives

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

1. Create a positive impression at the workplace

9.1.1 Introduction

Professional service depends on the effectiveness of the operator and also on the efficient way the salon is run. Effective salon procedures maintain consistent standards, allocate job responsibilities and help to ensure that routine jobs are not forgotten when it is busy.

Good housekeeping is very important to maintaining a good salon image as well as being essential for health and safety.

9.1.2 Reception Area

To create a positive impression you must ensure that:

- Reception desk is always tidy
- Flowers are replaced at least once a week
- Current magazines are available for the customer
- Empty cups are removed as soon as possible



Fig. 9.1 Reception area

9.1.3 Staff Room

After using the Staff Room, please ensure:

- All books, manuals and magazines have been put away in the correct places
- Your dishes have been washed and put away
- Your client's dishes have been washed and put away

9.1.4 Providing a Caring Environment

Clients like to feel comfortable and relaxed while they are having their treatments done. They like to think you are relating to them and their needs. For your client to feel comfortable with you, your behaviour must be genuine and sincere. How well you communicate your care, courtesy and your competence will encourage them to become a regular client.

To provide a caring environment you must:

- Demonstrate a positive attitude towards work and other people.



Fig. 9.2 Prepared treatment area for the customer

- Have a clean neat appearance
- Show a friendly and courteous attitude to each other and to the clients. Always acknowledge the client, even if you are on the phone or with someone else.
- Have high personal standards of behaviour and conduct.
- Be punctual, reliable and efficient. If you are running late for work, call the salon immediately. If you are running behind schedule, explain the delay to your client; most will understand. Apologise for the inconvenience and do not blame anyone.
- Be reassuring to your client and put them at ease by your behaviour. This includes devoting your full attention to the client. It is rude to chat with other staff while attending to your client, however professional discussion with co-workers is permissible.

9.1.5 Making the Clients Comfortable

The client's physical comfort is also an important part of customer service. As a professional you must:

- Provide current beauty and wellness, other general magazines for the clients to read
- Offer a choice of refreshments including tea or coffee
- Ensure the heating/air conditioning is turned on each morning, if required

9.1.6 Communication

All living beings communicate with each other. Humans are the only living beings who communicate by a variety of ways. Communication is the process or activity of sharing/conveying information through the help of messages using methods like speech, writing, visuals, signals or behaviour. This process of conveying a message is considered to be complete only when the person receiving the message has fully understood the message. The process of communication has four major components:

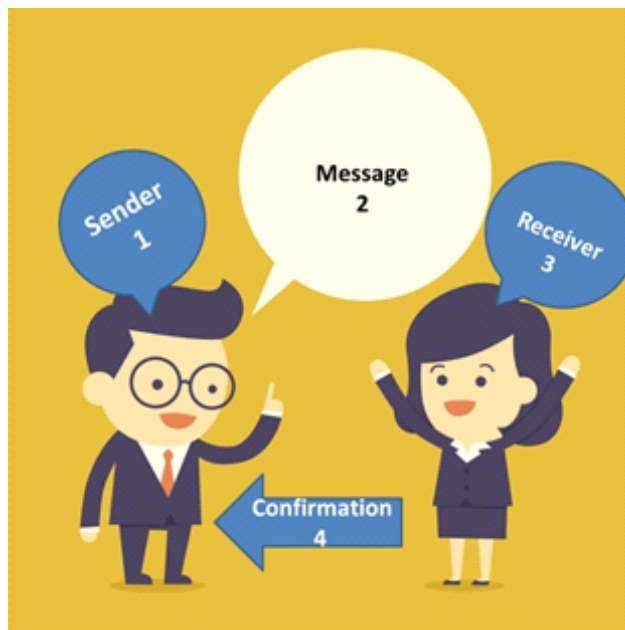


Fig. 9.3 Communication Cycle

Answering the Telephone

Opinions of a salon can be formed by the operator's telephone technique and customers can be lost through poor telephone service. Therefore it is important that you use good telephone techniques to provide a high standard of customer service.

Communicating by telephone

Speaking on the telephone is a little different to communicating with a person face to face. On the phone you can hear (tone of voice, intonation, volume), but you cannot see (facial expressions, gestures, body language). Telephone communication is approximately 25% words and 95% tone, or the way the words are said.

Therefore when you are communicating on the phone you will need to compensate for what you cannot see.

Your Voice

When you are speaking on the telephone:

- Speak clearly
- Speak directly into the mouthpiece
- If you are sitting, don't slump, your posture can affect your voice
- Be efficient but friendly and smile

Your words:

Choose your words carefully because the listener cannot see you. Repeat and check names, times, dates and phone numbers.

Your body language:

Even when the phone is answered with Hello? You can tell if that person is happy, bored or hassled. Smiling when you announce yourself can help to make you sound pleased to receive the call.

Use body language even though it can't be seen, otherwise your voice may sound stilted.

- Smile even though it can't be seen, it will be heard
- Focus your eyes on something that will help you concentrate on your communication
- Listen for body language eg. pauses and breathing patterns



Fig. 9.4 Telephone handling skills (smiling while talking; taking notes)

Telephone communication difficulties

- Not seeing the other person
- Noise – in the background or on the line
- Distractions – someone trying to attract your attention while you're on the phone
- Language- poor enunciation or an unfamiliar accent

Ways to reduce these difficulties

- Listen actively
- Turn your back on any distraction
- Keep noise around you to a minimum
- Focus solely on the phone call
- Speak clearly
- Check for understanding

Answering the phone - Announce yourself

A good greeting is: "Good morning/afternoon, this is XYZ salon, (your name) speaking. How may I help you?"

Answer a call promptly

A good practice is to answer the phone within three rings wherever possible.

Three rings will give you time to:

- Stop what you are doing
- Prepare to answer the phone

Answer the phone efficiently, when answering the phone:

- Smile!
- Say "Good morning" or "Good afternoon"
- Announce yourself and the salon name clearly
- Have a pen and paper ready to take notes
- Listen carefully to the caller
- Ask questions to clarify the caller's needs
- Repeat all the relevant information to make sure that you have the correct details

Remember, you don't know who is on the end of the phone, and first impressions count.

Responding to the Customer's Needs - Using Questions on the Telephone

Good telephone techniques include using questions to structure and control your conversation.

Type of question	When receiving a call	Example
Open	Establishing the nature of the	“How may I help you?”
Closed	To establish or confirm information	“Did you want an appointment today?”
Probing	Gathering specific details of requirements	“Exactly what do you want done to your hair today?”
Reflective	Checking for and showing understanding	“So I am writing that Mrs Sharma you would like to take the 2.30 appointment today for a Facial and hair
Closed	Ending the conversion	“Is there anything else I can help you with Mrs. Sharma? Thank you for calling.

Get on the same “wavelength”. Tune in to your caller's requirements. Callers will have different needs.

A caller who:

- Is in a hurry, wants you to be brisk and efficient
- Has a complaint, wants understanding and action
- Is distressed, needs your empathy

Taking Messages

Sometimes people will call the salon to speak to an operator who is unavailable, or will want to leave a message. In these situations it will be necessary to write down a message. Do not rely on your memory.

All messages must be written neatly and accurately. Accurate message taking is very simple and should include:

- Name of the person the message is for
- The caller's name
- A return phone number
- Message details
- Time of call
- Date of call
- Name of person who took the call

Personal telephone call ethics for the Staff

- Messages will be taken and left at the reception desk. It is your responsibility to check for them on your break.
- Emergency calls are accepted, however, please tell your friends and family not to call unless it is an emergency.
- Please keep your calls to a minimum so that you do not hold up the salon or inconvenience customers who may find the phone line engaged if someone is taking a personal call.
- Mobile phones should be used for any other personal calls on your lunch break. Please keep it switched off the rest of the time and keep it in the Staff Room.

9.1.7 Hygiene and Personal Appearance

A beauty operator works in very close proximity with their clients. It is very unpleasant for a client to have an operator bending over them with either bad breath or body odours. Practicing a high standard of personal hygiene is vital.

- Shower each morning before work
- Groom your hair every day. Maintain clean hair, short or neatly tied back
- Keep your teeth and gums healthy by regular cleaning and dental attention. Be conscious of how your breath smells. Avoid eating strongly flavoured foods
- Do not smoke
- Keep your nails and hands in excellent condition. Nails should be:
 - Short and unpolished for beauty/spa/massage therapists
 - Hairdressers and nail technicians should have carefully polished nails
- Wash your hands before attending to a client. Wash your hands after eating, smoking or going to the toilet
- Eat good food and practice a healthy diet and get plenty of exercise
- Most salons and spas provide a uniform for you to wear whilst working. You will be responsible for maintaining the cleanliness and appearance of that garment. Wear fresh clean, ironed uniform/clothing
- Wear light day make-up, not too heavy or bold
- Men should be clean shaven or have neat facial hair
- Wear clean, functional shoes and keep your salon shoes separate from your street shoes.



Fig. 9.5 Personal Hygiene

9.1.8 Things to Avoid

There are certain habits that have severe ill-effects on one's health. Such habits should be avoided for a healthy life. These include:

Alcoholism

It's the tendency in which one consumes alcohol to cope with difficulties or to avoid the feeling sadness. The ill effects of alcoholism are:

- Increases risk of heart diseases, cancer, impaired immune system, liver infection (Cirrhosis) etc.
- Reduced work focus and drop in performance.
- Degradation in social and economic status.
- Induces withdrawal symptoms like anxiety, trembling, fatigue, headache, depression etc.

Tobacco

Tobacco is the second largest cause of death in the world. It claims one death in every six seconds. Its effects are:

- It is a major reason for oral cancer which affects mouth, tongue, cheek, gums and lips.
- Chewing tobacco lessens a person's sense of taste and ability to smell.
- Smokers face a greater risk of suffering from lung cancer.

Ghutka

Each sachet contains 4000 chemicals, including 50 that cause cancer like betal nut, tobacco, and flavouring. Impact of Gutkha on health:

- Loss of sensation in tongue
- Disfigured mouth
- Increased sensitivity to heat, cold and spices
- Inability to open the mouth
- Swelling, lumps, rough spots on gums or in other places inside the mouth
- Unexplained bleeding in mouth
- Difficulty in swallowing and finally Mouth Cancer

9.1.9 Work Effectively as Part of Team

The goal of any beauty salon is to anticipate and fulfil clients' needs within a healthy and happy salon environment thereby promoting a thriving business. In order to achieve your salon's objectives, you and your colleagues need to agree ways of working together in the salon towards a common goal.

A salon team will always be made up of people with different strengths and weaknesses and it is important to make full use of everyone's strengths and try to improve the weaknesses.

A team will also be made up of different personalities and it is important for everyone to get on when working together as part of a team. The team will only be effective if everyone feels they are working equally and resentment will build up if some team members are not working as hard as others. Make sure you are an effective team member by working as hard as you can.

Regular team meetings (ideally weekly) will help to maintain a good working relationship, as any problems can be sorted out in a business-like forum.

How to be an effective team member

On joining a salon you will become part of a team and will be expected to work with other team members, your colleagues to ensure the smooth running of the salon.

A good team has:

- Clear objectives and a sense of direction
- Good balance of planning and action
- The right number of people
- Good communication
- Flexibility and tolerance
- Clear job roles

- A sense of humour!
- The right mix of skills
- Good listening skills and exchange of ideas
- Enthusiastic, committed team members
- A fair but decisive leader

If we act irresponsibly, it may affect the whole team.

Team spirit can be lost:

- if one member of the group works on his or her own, that is, not as part of the team
- if there is a breakdown in communications
- if team member(s) are unwilling to be flexible and tolerant of others' mistakes
- when there is too much work for too few people
- when job roles become blurred and people encroach upon areas they should not.

As a team member, it is your responsibility to know:

- Who all the staff are in the salon
- Who is responsible for what
- Who to go to for information and support.

Remember

- If you need help or information, you should ask for it politely. Stating why you require assistance will explain to other members of staff how they are helping you. Being polite and professional at all times will promote team spirit.
- When a colleague asks for your help you should respond willingly and politely to the request.
- Anticipating the needs of others and offering prompt assistance
- Being capable and competent means doing a job as well as you have been trained to do. Do not attempt to bluff your way through a job this could put a client or colleague at risk.
- Being responsible for your actions involves taking responsibility for any mistakes you may make and taking the appropriate action to minimise any further damage.

Remember

- Treat others as you wish to be treated.
- Never attempt to do a job that you have not been trained to do.
- Never try to cover up mistakes this will only make things worse.
- Never carry out a task if you are unsure.
- Always check with a colleague who has more experience or is in authority so that you get it right.
- Always make sure you understand what is being asked of you. The ability to listen carefully is an important skill.
- Show that you understand by nodding your head.

9.1.10 Acting within the Limits of your Responsibility

When we are working in a salon we must execute all tasks as per the organizational standards within the limits of our authority.

Scenario A

You do a spa pedicure for a teenager. At the end of the service she tells you that her mum is going to come in later to pay. You allow the client to go and the mother never comes into the salon with the money. Your manager is upset because you have cost the salon money and tells you it will be deducted from your wages!

In your group, discuss the limits of your authority in this situation.

Appropriate Behaviour with Customers

As an Assistant Nail Technician, your major work and time is invested in dealing with salon clients and customers. Your business depends solely on the number of customers attracted to take services

from and how happy they are at the end. When dealing with customers, it is of utmost importance that their interest should be kept in mind. While dealing with customers, always remember:

- Customer's choice and decision should be at the top. Never force any one to take a specific service. You may suggest but do not force.
- If customer do not wish to go for a particular service you are suggesting, do not feel bad and that shouldn't affect the service you are giving.
- Never get too personal with the customer.
- Never get indulged in personal conversation with colleagues or on phone while customer is waiting for you to start the process.
- Be calm if at all a customer complains. Do not be too defensive. You can always apologise and give a service free or discount.

Summary

Assistant Nail Technician's professional service depends on the effectiveness of the operator and also on the efficient way the salon is run. Effective salon procedures maintain consistent standards, allocate job responsibilities and help to ensure that routine jobs are not forgotten when it is busy.

Reception Area

- Reception desk is always tidy
- Flowers are replaced at least once a week
- Current magazines are available for the customer
- Empty cups are removed as soon as possible

Staff Room

- All books, manuals and magazines have been put away in the correct places
- Your dishes have been washed and put away
- Your client's dishes have been washed and put away

Providing a Caring Environment

- Demonstrate a positive attitude towards work and other people.
- Have a clean neat appearance
- Show a friendly and courteous attitude to each other and to the clients.
- Have high personal standards of behaviour and conduct.
- Be punctual, reliable and efficient.
- Be reassuring to your client and put them at ease by your behaviour.

Making the Clients Comfortable

- Provide current hair and general magazines for the clients to read
- Offer a choice of refreshments including tea or coffee
- Ensure the heating/air conditioning is turned on each morning, if required

Communication: The process of communication has four major components:

- Answering the Telephone
- Communicating by telephone
- Your Voice
- Your words
- Your body language

Telephone communication difficulties:

- Not seeing the other person
- Noise – in the background or on the line
- Distractions – someone trying to attract your attention while you're on the phone
- Language- poor enunciation or an unfamiliar accent

Ways to reduce these difficulties:

- Listen actively
- Turn your back on any distraction
- Keep noise around you to a minimum
- Focus solely on the phone call
- Speak clearly
- Check for understanding

Answering the phone - Announce yourself: A good greeting is: “Good morning/afternoon, this is XYZ salon, (your name) speaking. How may I help you?”

Answer a call promptly: A good practice is to answer the phone within three rings wherever possible.

Answer the phone efficiently, when answering the phone:

- Smile!
- Say “Good morning” or “Good afternoon”
- Announce yourself and the salon name clearly
- Have a pen and paper ready to take notes
- Listen carefully to the caller
- Ask questions to clarify the caller's needs
- Repeat all the relevant information to make sure that you have the correct details

Taking Messages: All messages must be written neatly and accurately. Accurate message taking is very simple and should include:

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- Time of call
- Date of call
- Name of person who took the call

Personal telephone call ethics for the Staff

- Messages will be taken and left at the reception desk.
- Emergency calls are accepted
- Please keep your calls to a minimum
- Mobile phones should be used for any other personal calls on your lunch break.

Code of conduct

- Show respect and be fair and courteous to others. Do not criticise other staff or salons.
- Be honest and always keep your word
- Unlawful discrimination or harassment should not be tolerated and should be reported immediately.
- It is inappropriate to speak about religion, politics, another person's sex life, gossip or to swear.

Tolerance and Respect: As an Assistant Nail Technician you will come into contact with many different people, and not always will you agree and understand many of their values. However you must learn to recognise different values and respect the rights of anyone who thinks differently to you.

Confidentiality: Clients will often discuss their personal life with you. You should always be polite and listen.

- Always remember the professional nature of your relationship with the client.
- If possible, discourage your client from divulging extremely personal and intimate information.
- Likewise, you should not burden your client with your own personal problems

Hygiene and Personal Appearance: A beauty operator works in very close proximity with their clients. It is very unpleasant for a client to have an operator bending over them with either bad breath or body odours. Practicing a high standard of personal hygiene is vital.

Things to avoid

- Alcoholism
- Tobacco
- Ghutkha

Team Work: A salon team will always be made up of people with different strengths and weaknesses and it is important to make full use of everyone's strengths and try to improve the weaknesses.

Appropriate Behaviour with Customers: When dealing with customers, it is of utmost importance that their interest should be kept in mind. While dealing with customers.

Exercise

1. Personal grooming of a personal involves:
 - a. Bathing and Showering
 - b. Hair care
 - c. Nail care
 - d. All of these
2. Choose the right behaviour attribute with customer:
 - a. Being warm with customer
 - b. Not preferring his opinion
 - c. Getting upset if he does not agree with you
 - d. None of these
3. Tobacco is the main reason for:
 - a. Oral Cancer
 - b. Skin Cancer
 - c. Malaria
 - d. None of these
4. One should never have _____ and _____ specially during duty hours.
5. List four important tips for behaviour with customers.

Notes



10. Employability & Entrepreneurship Skills



Unit 10.1 – Personal Strengths & Value Systems

Unit 10.2 – Digital Literacy: A Recap

Unit 10.3 – Money Matters

Unit 10.4 – Preparing for Employment & Self Employment

Unit 10.5 – Understanding Entrepreneurship

Unit 10.6 – Preparing to be an Entrepreneur



Key Learning Outcomes



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

1. Explain the meaning of health
2. List common health issues
3. Discuss tips to prevent common health issues
4. Explain the meaning of hygiene
5. Understand the purpose of Swacch Bharat Abhiyan
6. Explain the meaning of habit
7. Discuss ways to set up a safe work environment
8. Discuss critical safety habits to be followed by employees
9. Explain the importance of self-analysis
10. Understand motivation with the help of Maslow's Hierarchy of Needs
11. Discuss the meaning of achievement motivation
12. List the characteristics of entrepreneurs with achievement motivation
13. List the different factors that motivate you
14. Discuss how to maintain a positive attitude
15. Discuss the role of attitude in self-analysis
16. List your strengths and weaknesses
17. Discuss the qualities of honest people
18. Describe the importance of honesty in entrepreneurs
19. Discuss the elements of a strong work ethic
20. Discuss how to foster a good work ethic
21. List the characteristics of highly creative people
22. List the characteristics of highly innovative people
23. Discuss the benefits of time management
24. List the traits of effective time managers
25. Describe effective time management technique
26. Discuss the importance of anger management
27. Describe anger management strategies
28. Discuss tips for anger management
29. Discuss the causes of stress
30. Discuss the symptoms of stress
31. Discuss tips for stress management
32. Identify the basic parts of a computer
33. Identify the basic parts of a keyboard
34. Recall basic computer terminology
35. Recall basic computer terminology

36. Recall the functions of basic computer keys
37. Discuss the main applications of MS Office
38. Discuss the benefits of Microsoft Outlook
39. Discuss the different types of e-commerce
40. List the benefits of e-commerce for retailers and customers
41. Discuss how the Digital India campaign will help boost e-commerce in India
42. Explain how you will sell a product or service on an e-commerce platform
43. Discuss the importance of saving money
44. Discuss the benefits of saving money
45. Discuss the main types of bank accounts
46. Describe the process of opening a bank account
47. Differentiate between fixed and variable costs
48. Describe the main types of investment options
49. Describe the different types of insurance products
50. Describe the different types of taxes
51. Discuss the uses of online banking
52. Discuss the main types of electronic funds transfers
53. Discuss the steps to prepare for an interview
54. Discuss the steps to create an effective Resume
55. Discuss the most frequently asked interview questions
56. Discuss how to answer the most frequently asked interview questions
57. Discuss basic workplace terminology
58. Discuss the concept of entrepreneurship
59. Discuss the importance of entrepreneurship
60. Describe the characteristics of an entrepreneur
61. Describe the different types of enterprises
62. List the qualities of an effective leader
63. Discuss the benefits of effective leadership
64. List the traits of an effective team
65. Discuss the importance of listening effectively
66. Discuss how to listen effectively
67. Discuss the importance of speaking effectively
68. Discuss how to speak effectively
69. Discuss how to solve problems
70. List important problem solving traits

71. Discuss ways to assess problem solving skills
72. Discuss the importance of negotiation
73. Discuss how to negotiate
74. Discuss how to identify new business opportunities
75. Discuss how to identify business opportunities within your business
76. Understand the meaning of entrepreneur
77. Describe the different types of entrepreneurs
78. List the characteristics of entrepreneurs
79. Recall entrepreneur success stories
80. Discuss the entrepreneurial process
81. Describe the entrepreneurship ecosystem
82. Discuss the government's role in the entrepreneurship ecosystem
83. Discuss the current entrepreneurship ecosystem in India
84. Understand the purpose of the Make in India campaign
85. Discuss the relationship between entrepreneurship and risk appetite
86. Discuss the relationship between entrepreneurship and resilience
87. Describe the characteristics of a resilient entrepreneur
88. Discuss how to deal with failure
89. Discuss how market research is carried out
90. Describe the 4 Ps of marketing
91. Discuss the importance of idea generation
92. Recall basic business terminology
93. Discuss the need for CRM
94. Discuss the benefits of CRM
95. Discuss the need for networking
96. Discuss the benefits of networking
97. Understand the importance of setting goals
98. Differentiate between short-term, medium-term and long-term goals
99. Discuss how to write a business plan
100. Explain the financial planning process
101. Discuss ways to manage your risk
102. Describe the procedure and formalities for applying for bank finance
103. Discuss how to manage your own enterprise
104. List important questions that every entrepreneur should ask before starting an enterprise

UNIT 10.1: Personal Strengths & Value Systems

Unit Objectives



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

1. Explain the meaning of health
2. List common health issues
3. Discuss tips to prevent common health issues
4. Explain the meaning of hygiene
5. Understand the purpose of Swacch Bharat Abhiyan
6. Explain the meaning of habit
7. Discuss ways to set up a safe work environment
8. Discuss critical safety habits to be followed by employees
9. Explain the importance of self-analysis
10. Understand motivation with the help of Maslow's Hierarchy of Needs
11. Discuss the meaning of achievement motivation
12. List the characteristics of entrepreneurs with achievement motivation
13. List the different factors that motivate you
14. Discuss how to maintain a positive attitude
15. Discuss the role of attitude in self-analysis
16. List your strengths and weaknesses
17. Discuss the qualities of honest people
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25. Describe effective time management technique
26. Discuss the importance of anger management
27. Describe anger management strategies
28. Discuss tips for anger management
29. Discuss the causes of stress
30. Discuss the symptoms of stress
31. Discuss tips for stress management

10.1.1 Health, Habits, Hygiene: What is Health

As per the World Health Organization (WHO), health is a “State of complete physical, mental, and social well-being, and not merely the absence of disease or infirmity.” This means being healthy does not simply mean not being unhealthy – it also means you need to be at peace emotionally, and feel fit physically. For example, you cannot say you are healthy simply because you do not have any physical ailments like a cold or cough. You also need to think about whether you are feeling calm, relaxed and happy.

Common Health Issues

Some common health issues are:

- Allergies
- Asthma
- Skin Disorders
- Depression and Anxiety
- Diabetes
- Cough, Cold, Sore Throat
- Difficulty Sleeping
- Obesity

Tips to Prevent Health Issues

Taking measures to prevent ill health is always better than curing a disease or sickness. You can stay healthy by:

- Eating healthy foods like fruits, vegetables and nuts
- Cutting back on unhealthy and sugary foods
- Drinking enough water everyday
- Not smoking or drinking alcohol
- Exercising for at least 30 minutes a day, 4-5 times a week
- Taking vaccinations when required
- Practicing yoga exercises and meditation

How many of these health standards do you follow? Tick the ones that apply to you.

1. Get minimum 7-8 hours of sleep every night.
2. Avoid checking email first thing in the morning and right before you go to bed at night.
3. Don't skip meals – eat regular meals at correct meal times.
4. Read a little bit every single day.
5. Eat more home cooked food than junk food.

6. Stand more than you sit.
7. Drink a glass of water first thing in the morning and have at least 8 glasses of water through the day.
8. Go to the doctor and dentist for regular checkups.
9. Exercise for 30 minutes at least 5 days a week.
10. Avoid consuming lots of aerated beverages.

What is Hygiene?

As per the World Health Organization (WHO), “Hygiene refers to conditions and practices that help to maintain health and prevent the spread of diseases.” In other words, hygiene means ensuring that you do whatever is required to keep your surroundings clean, so that you reduce the chances of spreading germs and diseases.

For instance, think about the kitchen in your home. Good hygiene means ensuring that the kitchen is always spick and span, the food is put away, dishes are washed and dustbins are not overflowing with garbage. Doing all this will reduce the chances of attracting pests like rats or cockroaches, and prevent the growth of fungus and other bacteria, which could spread disease.

How many of these health standards do you follow? Tick the ones that apply to you.

1. Have a bath or shower every day with soap – and wash your hair with shampoo 2-3 times a week.
2. Wear a fresh pair of clean undergarments every day.
3. Brush your teeth in the morning and before going to bed.
4. Cut your fingernails and toenails regularly.
5. Wash your hands with soap after going to the toilet.
6. Use an anti-perspirant deodorant on your underarms if you sweat a lot.
7. Wash your hands with soap before cooking or eating.
8. Stay home when you are sick, so other people don't catch what you have.
9. Wash dirty clothes with laundry soap before wearing them again.
10. Cover your nose with a tissue/your hand when coughing or sneezing.

See how healthy and hygienic you are, by giving yourself 1 point for every ticked statement!

Then take a look at what your score means.

Your Score

0-7/20: You need to work a lot harder to stay fit and fine! Make it a point to practice good habits daily and see how much better you feel!

7-14/20: Not bad, but there is scope for improvement! Try and add a few more good habits to your daily routine.

14-20/20: Great job! Keep up the good work! Your body and mind thank you!

Swachh Bharat Abhiyan

We have already discussed the importance of following good hygiene and health practices for ourselves. But, it is not enough for us to be healthy and hygienic. We must also extend this standard to our homes, our immediate surroundings and to our country as a whole.

The 'Swachh Bharat Abhiyan' (Clean India Mission) launched by Prime Minister Shri Narendra Modi on 2nd October 2014, believes in doing exactly this. The aim of this mission is to clean the streets and roads of India and raise the overall level of cleanliness. Currently this mission covers 4,041 cities and towns across the country. Millions of our people have taken the pledge for a clean India. You should take the pledge too, and do everything possible to keep our country clean!

What are Habits?

A habit is a behaviour that is repeated frequently. All of us have good habits and bad habits. Keep in mind the phrase by John Dryden: "We first make our habits, and then our habits make us." This is why it is so important that you make good habits a way of life, and consciously avoid practicing bad habits.

Some good habits that you should make part of your daily routine are:

- Always having a positive attitude
- Making exercise a part of your daily routine
- Reading motivational and inspirational stories
- Smiling! Make it a habit to smile as often as possible
- Making time for family and friends
- Going to bed early and waking up early

Some bad habits that you should quit immediately are:

- Skipping breakfast
- Snacking frequently even when you are not hungry
- Eating too much fattening and sugary food
- Smoking, drinking alcohol and doing drugs
- Spending more money than you can afford
- Worrying about unimportant issues
- Staying up late and waking up late

Tips



- Following healthy and hygienic practices every day will make you feel good mentally and physically.
- Hygiene is two-thirds of health – so good hygiene will help you stay strong and healthy!

10.1.2: Safety: Tips to Design a Safe Workplace

Every employer is obligated to ensure that his workplace follows the highest possible safety protocol. When setting up a business, owners must make it a point to:

- Use ergonomically designed furniture and equipment to avoid stooping and twisting
- Provide mechanical aids to avoid lifting or carrying heavy objects
- Have protective equipment on hand for hazardous jobs
- Designate emergency exits and ensure they are easily accessible
- Set down health codes and ensure they are implemented
- Follow the practice of regular safety inspections in and around the workplace
- Ensure regular building inspections are conducted
- Get expert advice on workplace safety and follow it

Non-Negotiable Employee Safety Habits

Every employer is obligated to ensure that his workplace follows the highest possible safety protocol. When setting up a business, owners must make it a point to:

- Immediately report unsafe conditions to a supervisor
- Recognize and report safety hazards that could lead to slips, trips and falls
- Report all injuries and accidents to a supervisor
- Wear the correct protective equipment when required
- Learn how to correctly use equipment provided for safety purposes
- Be aware of and avoid actions that could endanger other people
- Take rest breaks during the day and some time off from work during the week

Tips

- Be aware of what emergency number to call at the time of a workplace emergency
- Practice evacuation drills regularly to avoid chaotic evacuations

10.1.3 Self Analysis – Attitude, Achievement Motivation: What is Self-Analysis

To truly achieve your full potential, you need to take a deep look inside yourself and find out what kind of person you really are. This attempt to understand your personality is known as self-analysis. Assessing yourself in this manner will help you grow, and will also help you to identify areas within yourself that need to be further developed, changed or eliminated. You can better understand yourself by taking a deep look at what motivates you, what your attitude is like, and what your strengths and weaknesses are.

What is Motivation?

Very simply put, motivation is your reason for acting or behaving in a certain manner. It is important to understand that not everyone is motivated by the same desires – people are motivated by many, many different things. We can understand this better by looking at Maslow's Hierarchy of Needs.

Maslow's Hierarchy of Needs

Famous American psychologist Abraham Maslow wanted to understand what motivates people. He believed that people have five types of needs, ranging from very basic needs (called physiological needs) to more important needs that are required for self-growth (called self-actualization needs). Between the physiological and self-actualization needs are three other needs – safety needs, belongingness and love needs, and esteem needs. These needs are usually shown as a pyramid with five levels and are known as Maslow's Hierarchy of Needs.

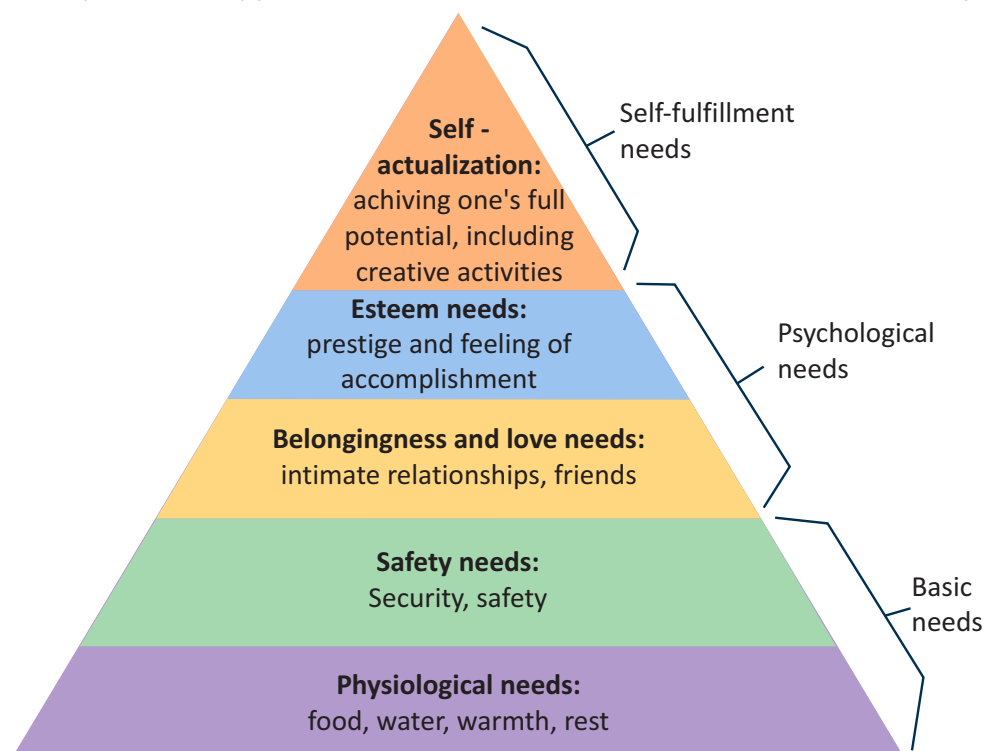


Fig. 10.1 Maslow's Hierarchy

As you can see from the pyramid, the lowest level depicts the most basic needs. Maslow believed that our behaviour is motivated by our basic needs, until those needs are met. Once they are fulfilled, we move to the next level and are motivated by the next level of needs. Let's understand this better with an example.

Rupa comes from a very poor family. She never has enough food, water, warmth or rest. According to Maslow, until Rupa is sure that she will get these basic needs, she will not even think about the next level of needs – her safety needs. But, once Rupa is confident that her basic needs will be met, she will move to the next level, and her behaviour will then be motivated by her need for security and safety. Once these new needs are met, Rupa will once again move to the next level, and be motivated by her need for relationships and friends. Once this need is satisfied, Rupa will then focus on the fourth level of needs – her esteem needs, after which she will move up to the fifth and last level of needs – the desire to achieve her full potential.

Understanding Achievement Motivation

We now know that people are motivated by basic, psychological and self-fulfillment needs. However, certain people are also motivated by the achievement of highly challenging accomplishments. This is known as Achievement Motivation, or 'need for achievement'.

The level of motivation achievement in a person differs from individual to individual. It is important that entrepreneurs have a high level of achievement motivation – a deep desire to accomplish something important and unique. It is equally important that they hire people who are also highly motivated by challenges and success.

What Motivates You?

What are the things that really motivate you? List down five things that really motivate you. Remember to answer honestly!

I am motivated by:

Characteristics of Entrepreneurs with Achievement Motivation

Entrepreneurs with achievement motivation can be described as follows:

- Unafraid to take risks for personal accomplishment
- Love being challenged
- Future-oriented
- Flexible and adaptive
- Value negative feedback more than positive feedback
- Very persistent when it comes to achieving goals
- Extremely courageous
- Highly creative and innovative
- Restless - constantly looking to achieve more
- Feel personally responsible for solving problems

Think about it:

- How many of these traits do you have?
- Can you think of entrepreneurs who display these traits?

How to Cultivate a Positive Attitude

The good news is attitude is a choice. So it is possible to improve, control and change our attitude, if we decide we want to! The following tips help foster a positive mindset:

- Remember that you control your attitude, not the other way around
- Devote at least 15 minutes a day towards reading, watching or listening to something positive
- Avoid negative people who only complain and stop complaining yourself
- Expand your vocabulary with positive words and delete negative phrases from your mind
- Be appreciative and focus on what's good in yourself, in your life, and in others
- Stop thinking of yourself as a victim and start being proactive
- Imagine yourself succeeding and achieving your goals

What is Attitude?

Now that we understand why motivation is so important for self-analysis, let's look at the role our attitude plays in better understanding ourselves. Attitude can be described as your tendency (positive or negative), to think and feel about someone or something. Attitude is the foundation for success in every aspect of life. Our attitude can be our best friend or our worst enemy. In other words:

“The only disability in life is a bad attitude.”

When you start a business, you are sure to encounter a wide variety of emotions, from difficult times and failures to good times and successes. Your attitude is what will see you through the tough times and guide you towards success. Attitude is also infectious. It affects everyone around you, from your customers to your employees to your investors. A positive attitude helps build confidence in the workplace while a negative attitude is likely to result in the demotivation of your people.

What Are Your Strengths and Weaknesses?

Another way to analyze yourself is by honestly identifying your strengths and weaknesses. This will help you use your strengths to your best advantage and reduce your weaknesses.

Note down all your strengths and weaknesses in the two columns below. Remember to be honest with yourself!

Strengths	Weaknesses

Tips



- Achievement motivation can be learned.
- Don't be afraid to make mistakes.
- Train yourself to finish what you start.
- Dream big.

10.1.4 Honesty & Work Ethics: What is Honesty?

Honesty is the quality of being fair and truthful. It means speaking and acting in a manner that inspires trust. A person who is described as honest is seen as truthful and sincere, and as someone who isn't deceitful or devious and doesn't steal or cheat. There are two dimensions of honesty – one is honesty in communication and the other is honesty in conduct.

Honesty is an extremely important trait because it results in peace of mind and builds relationships that are based on trust. Being dishonest, on the other hand, results in anxiety and leads to relationships full of distrust and conflict.

Qualities of Honest People

Honest individuals have certain distinct characteristics. Some common qualities among honest people are:

1. They don't worry about what others think of them. They believe in being themselves – they don't bother about whether they are liked or disliked for their personalities.
2. They stand up for their beliefs. They won't think twice about giving their honest opinion, even if they are aware that their point of view lies with the minority.
3. They are thick-skinned. This means they are not affected by others judging them harshly for their honest opinions.
4. They forge trusting, meaningful and healthy friendships. Honest people usually surround themselves with honest friends. They have faith that their friends will be truthful and upfront with them at all times.

They are trusted by their peers. They are seen as people who can be counted on for truthful and objective feedback and advice.

- **Honesty and employees:** When entrepreneurs build honest relationships with their employees, it leads to more transparency in the workplace, which results in higher work performance and better results.
- **Honesty and investors:** For entrepreneurs, being honest with investors means not only sharing strengths but also candidly disclosing current and potential weaknesses, problem areas and solution strategies. Keep in mind that investors have a lot of experience with startups and are aware that all new companies have problems. Claiming that everything is perfectly fine and running smoothly is a red flag for most investors.
- **Honesty with oneself:** The consequences of being dishonest with oneself can lead to dire results, especially in the case of entrepreneurs. For entrepreneurs to succeed, it is critical that they remain realistic about their situation at all times, and accurately judge every aspect of their enterprise for what it truly is.

Importance of Honesty in Entrepreneurs

One of the most important characteristics of entrepreneurs is honesty. When entrepreneurs are honest with their customers, employees and investors, it shows that they respect those that they work with. It is also important that entrepreneurs remain honest with themselves. Let's look at how being honest would lead to great benefits for entrepreneurs.

- **Honesty and customers:** When entrepreneurs are honest with their customers it leads to stronger relationships, which in turn results in business growth and a stronger customer network.

What are Work Ethics?

Being ethical in the workplace means displaying values like honesty, integrity and respect in all your decisions and communications. It means not displaying negative qualities like lying, cheating and stealing.

Workplace ethics play a big role in the profitability of a company. It is as crucial to an enterprise as high morale and teamwork. This is why most companies lay down specific workplace ethic guidelines that must compulsorily be followed by their employees. These guidelines are typically outlined in a company's employee handbook.

Elements of a Strong Work Ethic

An entrepreneur must display strong work ethics, as well as hire only those individuals who believe in and display the same level of ethical behavior in the workplace. Some elements of a strong work ethic are:

- **Professionalism:** This involves everything from how you present yourself in a corporate setting to the manner in which you treat others in the workplace.
- **Respectfulness:** This means remaining poised and diplomatic regardless of how stressful or volatile a situation is.
- **Dependability:** This means always keeping your word, whether it's arriving on time for a meeting or delivering work on time.
- **Dedication:** This means refusing to quit until the designated work is done, and completing the work at the highest possible level of excellence.
- **Determination:** This means embracing obstacles as challenges rather than letting them stop you, and pushing ahead with purpose and resilience to get the desired results.
- **Accountability:** This means taking responsibility for your actions and the consequences of your actions, and not making excuses for your mistakes.
- **Humility:** This means acknowledging everyone's efforts and hard work, and sharing the credit for accomplishments.

How to Foster a Good Work Ethic

As an entrepreneur, it is important that you clearly define the kind of behaviour that you expect from each and every team member in the workplace. You should make it clear that you expect employees to display positive work ethics like:

- **Honesty:** All work assigned to a person should be done with complete honesty, without any deceit or lies.
- **Good attitude:** All team members should be optimistic, energetic, and positive.
- **Reliability:** Employees should show up where they are supposed to be, when they are supposed to be there.
- **Good work habits:** Employees should always be well groomed, never use inappropriate language, conduct themselves professionally at all times, etc.
- **Initiative:** Doing the bare minimum is not enough. Every team member needs to be proactive and show initiative.
- **Trustworthiness:** Trust is non-negotiable. If an employee cannot be trusted, it's time to let that employee go.

- **Respect:** Employees need to respect the company, the law, their work, their colleagues and themselves.
- **Integrity:** Each and every team member should be completely ethical and must display above board behaviour at all times.
- **Efficiency:** Efficient employees help a company grow while inefficient employees result in a waste of time and resources.

Tips



- Don't get angry when someone tells you the truth and you don't like what you hear.
- Always be willing to accept responsibility for your mistakes.

10.1.5 Creativity & Innovation : What is Creativity

Creativity means thinking outside the box. It means viewing things in new ways or from different perspectives, and then converting these ideas into reality. Creativity involves two parts: thinking and producing. Simply having an idea makes you imaginative, not creative. However, having an idea and acting on it makes you creative.

Characteristics of Highly Creative People

Some characteristics of creative people are:

- They are imaginative and playful
- They see issues from different angles
- They notice small details
- They have very little tolerance for boredom
- They detest rules and routine
- They love to daydream
- They are very curious

What is Innovation?

There are many different definitions of innovation. In simple terms, innovation means turning an idea into a solution that adds value. It can also mean adding value by implementing a new product, service or process, or significantly improving on an existing product, service or process.

Characteristics of Highly Innovative People

Some characteristics of highly innovative people are:

- They embrace doing things differently
- They don't believe in taking shortcuts
- They are not afraid to be unconventional
- They are highly proactive and persistent
- They are organized, cautious and risk-averse

Tips



- Take regular breaks from your creative work to recharge yourself and gain fresh perspective.
- Build prototypes frequently, test them out, get feedback, and make the required changes.

10.1.6 Time Management: What is Time Management?

Time management is the process organizing your time, and deciding how to allocate your time between different activities. Good time management is the difference between working smart (getting more done in less time) and working hard (working for more time to get more done). Effective time management leads to an efficient work output, even when you are faced with tight deadlines and high pressure situations. On the other hand, not managing your time effectively results in inefficient output and increases stress and anxiety.

Benefits of Time Management

Time management can lead to huge benefits like:

- Greater productivity
- Better professional reputation
- Higher chances for career advancement
- Higher efficiency
- Reduced stress
- Greater opportunities to achieve goals

Not managing time effectively can result in undesirable consequences like:

- Missing deadlines
- Substandard work quality
- Stalled career
- Inefficient work output
- Poor professional reputation
- Increase in stress and anxiety

Traits of Effective Time Managers

Some traits of effective time managers are:

- They begin projects early
- They set daily objectives
- They modify plans if required, to achieve better results
- They are flexible and open-minded
- They inform people in advance if their help will be required
- They know how to say no
- They break tasks into steps with specific deadlines
- They continually review long term goals
- They think of alternate solutions if and when required
- They ask for help when required
- They create backup plans

Effective Time Management Techniques

You can manage your time better by putting into practice certain time management techniques. Some helpful tips are:

- Plan out your day as well as plan for interruptions. Give yourself at least 30 minutes to figure out your time plan. In your plan, schedule some time for interruptions.
- Put up a “Do Not Disturb” sign when you absolutely have to complete a certain amount of work.
- Close your mind to all distractions. Train yourself to ignore ringing phones, don’t reply to chat messages and disconnect from social media sites.

- Delegate your work. This will not only help your work get done faster, but will also show you the unique skills and abilities of those around you.
- Stop procrastinating. Remind yourself that procrastination typically arises due to the fear of failure or the belief that you cannot do things as perfectly as you wish to do them.
- Prioritize. List each task to be completed in order of its urgency or importance level. Then focus on completing each task, one by one.
- Maintain a log of your work activities. Analyze the log to help you understand how efficient you are, and how much time is wasted every day. Create time management goals to reduce time wastage.

Tips



- Always complete the most important tasks first.
- Get at least 7 – 8 hours of sleep every day.
- Start your day early.
- Don't waste too much time on small, unimportant details.
- Set a time limit for every task that you will undertake.
- Give yourself some time to unwind between tasks.

10.1.7 Anger Management: What is Anger Management

Anger management is the process of:

1. Learning to recognize the signs that you, or someone else, is becoming angry
2. Taking the best course of action to calm down the situation in a positive way

Anger management does not mean suppressing anger.

Importance of Anger Management

Anger is a perfectly normal human emotion. In fact, when managed the right way, anger can be considered a healthy emotion. However, if it is not kept in check, anger can make us act inappropriately and can lead to us saying or doing things that we will likely later regret.

Extreme anger can:

- **Hurt you physically:** It leads to heart disease, diabetes, a weakened immune system, insomnia, and high blood pressure.
- **Hurt you mentally:** It can cloud your thinking and lead to stress, depression and mental health issues.
- **Hurt your career:** It can result in alienating your colleagues, bosses, clients and lead to the loss of respect.
- **Hurt your relationships:** It makes it hard for your family and friends to trust you, be honest with you and feel comfortable around you.

This is why anger management, or managing anger appropriately, is so important.

Anger Management Strategies

Here are some strategies that can help you control your anger:

Strategy 1: Relaxation

Something as simple as breathing deeply and looking at relaxing images works wonders in calming down angry feelings. Try this simple breathing exercise:

1. Take a deep breath from your diaphragm (don't breathe from your chest)
2. Visualize your breath coming up from your stomach
3. Keep repeating a calming word like 'relax' or 'take it easy' (remember to keep breathing deeply while repeating the word)
4. Picture a relaxing moment (this can be from your memory or your imagination)

Follow this relaxation technique daily, especially when you realize that you're starting to feel angry.

Strategy 2: Cognitive Restructuring

Cognitive restructuring means changing the manner in which you think. Anger can make you curse, swear, exaggerate and act very dramatically. When this happens, force yourself to replace your angry thoughts with more logical ones. For instance, instead of thinking 'Everything is ruined' change your mindset and tell yourself 'It's not the end of the world and getting angry won't solve this'.

Strategy 3: Problem Solving

Getting angry about a problem that you cannot control is a perfectly natural response. Sometimes, try as you may, there may not be a solution to the difficulty you are faced with. In such cases, stop focusing on solving the problem, and instead focus on handling and facing the problem. Remind yourself that you will do your best to deal with the situation, but that you will not blame yourself if you don't get the solution you desire.

Strategy 4: Better Communication

When you're angry, it is very easy to jump to inaccurate conclusions. In this case, you need to force yourself to stop reacting, and think carefully about what you want to say, before saying it. Avoid saying the first thing that enters your head. Force yourself to listen carefully to what the other person is saying. Then think about the conversation before responding.

Strategy 5: Changing Your Environment

If you find that your environment is the cause of your anger, try and give yourself a break from your surroundings. Make an active decision to schedule some personal time for yourself, especially on days that are very hectic and stressful. Having even a brief amount of quiet or alone time is sure to help calm you down.

Tips for Anger Management

- The following tips will help you keep your anger in check:
- Take some time to collect your thoughts before you speak out in anger.
- Express the reason for your anger in an assertive, but non-confrontational manner once you have calmed down.
- Do some form of physical exercise like running or walking briskly when you feel yourself getting angry.
- Make short breaks part of your daily routine, especially during days that are stressful. Focus on how to solve a problem that's making you angry, rather than focusing on the fact that the problem is making you angry.

Tips

- Try to forgive those who anger you, rather than hold a grudge against them.
- Avoid using sarcasm and hurling insults. Instead, try and explain the reason for your frustration in a polite and mature manner.

10.1.8 Stress Management: What is Stress

We say we are 'stressed' when we feel overloaded and unsure of our ability to deal with the pressures placed on us. Anything that challenges or threatens our well-being can be defined as a stress. It is important to note that stress can be good and bad. While good stress keeps us going, negative stress undermines our mental and physical health. This is why it is so important to manage negative stress effectively.

Causes of Stress

Stress can be caused by internal and external factors.

Internal causes of stress

- Constant worry
- Rigid thinking
- Unrealistic expectations
- Pessimism
- Negative self-talk
- All in or all out attitude

External causes of stress

- Major life changes
- Difficulties with relationships
- Having too much to do
- Difficulties at work or in school
- Financial difficulties
- Worrying about one's children and/or family

Symptoms of Stress

Stress can manifest itself in numerous ways. Take a look at the cognitive, emotional, physical and behavioral symptoms of stress.

Cognitive Symptoms	Emotional Symptoms
<ul style="list-style-type: none"> • Memory problems • Concentration issues • Lack of judgement • Pessimism • Anxiety • Constant worrying 	<ul style="list-style-type: none"> • Depression • Agitation • Irritability • Loneliness • Anxiety • Anger

Physical Symptoms	Behavioral Symptoms
<ul style="list-style-type: none"> • Aches and pain • Diarrhea or constipation • Nausea • Dizziness • Chest pain and/or rapid heartbeat • Frequent cold or flu like feelings 	<ul style="list-style-type: none"> • Increase or decrease in appetite • Over sleeping or not sleeping enough • Withdrawing socially • Ignoring responsibilities • Consumption of alcohol or cigarettes • Nervous habits like nail biting, pacing etc.

Tips to Manage Stress

The following tips can help you manage your stress better:

- Note down the different ways in which you can handle the various sources of your stress.
- Remember that you cannot control everything, but you can control how you respond.
- Discuss your feelings, opinions and beliefs rather than reacting angrily, defensively or passively.
- Practice relaxation techniques like meditation, yoga or tai chi when you start feeling stressed.
- Devote a part of your day towards exercise.
- Eat healthy foods like fruits and vegetables. Avoid unhealthy foods especially those containing large amounts of sugar.
- Plan your day so that you can manage your time better, with less stress.
- Say no to people and things when required.
- Schedule time to pursue your hobbies and interests.
- Ensure you get at least 7-8 hours of sleep.
- Reduce your caffeine intake.
- Increase the time spent with family and friends.

Tips



- Force yourself to smile even if you feel stressed. Smiling makes us feel relaxed and happy.
- Stop yourself from feeling and thinking like a victim. Change your attitude and focus on being proactive.



Click/Scan this QR Code to access the related video

UNIT 10.2: Digital Literacy: A Recap

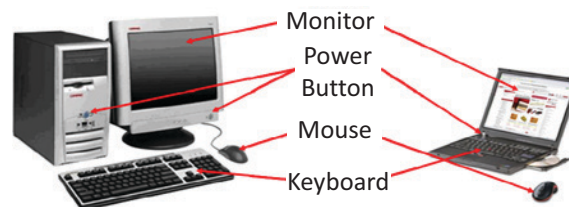
Unit Objectives



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

1. Identify the basic parts of a computer
2. Identify the basic parts of a keyboard
3. Recall basic computer terminology
4. Recall basic computer terminology
5. Recall the functions of basic computer keys
6. Discuss the main applications of MS Office
7. Discuss the benefits of Microsoft Outlook
8. Discuss the different types of e-commerce
9. List the benefits of e-commerce for retailers and customers
10. Discuss how the Digital India campaign will help boost e-commerce in India
11. Describe how you will sell a product or service on an e-commerce platform

10.2.1 Computer and Internet basics: Basic Parts of a Computer



Basic Parts of a Keyboard

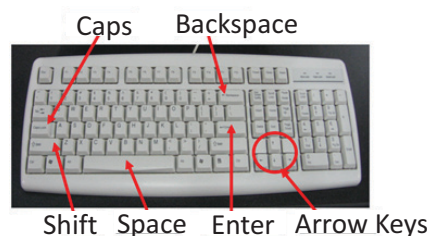


Fig. 10.2 Basic part of computer

Basic Parts of a Computer

- **Central Processing Unit (CPU):** The brain of the computer. It interprets and carries out program instructions.
- **Hard Drive:** A device that stores large amounts of data.
- **Monitor:** The device that contains the computer screen where the information is visually displayed.
- **Desktop:** The first screen displayed after the operating system loads.
- **Background:** The image that fills the background of the desktop.

Basic Parts of a Computer

- **Mouse:** A hand-held device used to point to items on the monitor.
- **Speakers:** Devices that enable you to hear sound from the computer.
- **Printer:** A device that converts output from a computer into printed paper documents.
- **Icon:** A small picture or image that visually represents something on your computer.
- **Cursor:** An arrow which indicates where you are positioned on the screen.
- **Program Menu:** A list of programs on your computer that can be accessed from the Start menu.
- **Taskbar:** The horizontal bar at the bottom of the computer screen that lists applications that are currently in use.
- **Recycle Bin:** A temporary storage for deleted files.

Basic Internet Terms

- **The Internet:** A vast, international collection of computer networks that transfer information.
- **The World Wide Web:** A system that lets you access information on the Internet.
- **Website:** A location on the World Wide Web (and Internet) that contains information about a specific topic.
- **Homepage:** Provides information about a website and directs you to other pages on that website.
- **Link/Hyperlink:** A highlighted or underlined icon, graphic, or text that takes you to another file or object.
- **Web Address/URL:** The address for a website.
- **Address Box:** A box in the browser window where you can type in a web address.

Basic Computer Keys

- **Arrow Keys:** Press these keys to move your cursor.
- **Space bar:** Adds a space.
- **Enter/Return:** Moves your cursor to a new line.
- **Shift:** Press this key if you want to type a capital letter or the upper symbol of a key.
- **Caps Lock:** Press this key if you want all the letters you type to be capital letters. Press it again to revert back to typing lowercase letters.
- **Backspace:** Deletes everything to the left of your cursor.

Tips



- When visiting a .com address, there no need to type http:// or even www. Just type the name of the website and then press Ctrl + Enter. (Example: Type 'apple' and press Ctrl + Enter to go to www.apple.com)
- Press the Ctrl key and press the + or - to increase and decrease the size of text.
- Press F5 or Ctrl + R to refresh or reload a web page.

10.2.2 MS Office and Email: About MS Office

MS Office or Microsoft Office is a suite of computer programs developed by Microsoft. Although meant for all users, it offers different versions that cater specifically to students, home users and business users. All the programs are compatible with both, Windows and Macintosh.

Most Popular Office Products

Some of the most popular and universally used MS Office applications are:

- **Microsoft Word:** Allows users to type text and add images to a document.
- **Microsoft Excel:** Allows users to enter data into a spreadsheet and create calculations and graphs.
- **Microsoft PowerPoint:** Allows users to add text, pictures and media and create slideshows and presentations.
- **Microsoft Outlook:** Allows users to send and receive email.
- **Microsoft OneNote:** Allows users to make drawings and notes with the feel of a pen on paper.
- **Microsoft Access:** Allows users to store data over many tables.

Why Choose Microsoft Outlook

A popular email management choice especially in the workplace, Microsoft Outlook also includes an address book, notebook, web browser and calendar. Some major benefits of this program are:

- **Integrated search function:** You can use keywords to search for data across all Outlook programs.
- **Enhanced security:** Your email is safe from hackers, junk mail and phishing website email.
- **Email syncing:** Sync your mail with your calendar, contact list, notes in One Note and...your phone!
- **Offline access to email:** No Internet? No problem! Write emails offline and send them when you're connected again.

Tips



- Press Ctrl+R as a shortcut method to reply to email.
- Set your desktop notifications only for very important emails.
- Flag messages quickly by selecting messages and hitting the Insert key.
- Save frequently sent emails as a template to reuse again and again.
- Conveniently save important emails as files.

10.2.3 E-Commerce: What is E-Commerce

E-commerce is the buying or selling of goods and services, or the transmitting of money or data, electronically on the internet. E-Commerce is the short form for “electronic commerce.”

Examples of E-Commerce

Some examples of e-commerce are:

- Online shopping
- Online auctions
- Online ticketing
- Electronic payments
- Internet banking

Types of E-Commerce

E-commerce can be classified based on the types of participants in the transaction. The main types of e-commerce are:

- **Business to Business (B2B):** Both the transacting parties are businesses.
- **Business to Consumer (B2C):** Businesses sell electronically to end-consumers.
- **Consumer to Consumer (C2C):** Consumers come together to buy, sell or trade items to other consumers.
- **Consumer-to-Business (C2B):** Consumers make products or services available for purchase to companies looking for exactly those services or products.
- **Business-to-Administration (B2A):** Online transactions conducted between companies and public administration.
- **Consumer-to-Administration (C2A):** Online transactions conducted between individuals and public administration.

Benefits of E-Commerce

The e-commerce business provides some benefits for retailers and customers.

Benefits for retailers:

- Establishes an online presence
- Reduces operational costs by removing overhead costs
- Increases brand awareness through the use of good keywords
- Increases sales by removing geographical and time constraints

Benefits for customers:

- Offers a wider range of choice than any physical store
- Enables goods and services to be purchased from remote locations
- Enables consumers to perform price comparisons

Digital India Campaign

Prime Minister Narendra Modi launched the Digital India campaign in 2015, with the objective of offering every citizen of India access to digital services, knowledge and information. The campaign aims to improve the country's online infrastructure and increase internet connectivity, thus boosting the e-commerce industry.

Currently, the majority of online transactions come from tier 2 and tier 3 cities. Once the Digital India campaign is in place, the government will deliver services through mobile connectivity, which will help deliver internet to remote corners of the country. This will help the e-commerce market to enter India's tier 4 towns and rural areas.

E-Commerce Activity

Choose a product or service that you want to sell online. Write a brief note explaining how you will use existing e-commerce platforms, or create a new e-commerce platform, to sell your product or service.

Tips



- Before launching your e-commerce platform, test everything.
- Pay close and personal attention to your social media.

UNIT 10.3: Money Matters

Unit Objectives



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

1. Discuss the importance of saving money
2. Discuss the benefits of saving money
3. Discuss the main types of bank accounts
4. Describe the process of opening a bank account
5. Differentiate between fixed and variable costs
6. Describe the main types of investment options
7. Describe the different types of insurance products
8. Describe the different types of taxes
9. Discuss the uses of online banking
10. Discuss the main types of electronic funds transfers

10.3.1 Personal Finance – Why to Save: Importance of Saving

We all know that the future is unpredictable. You never know what will happen tomorrow, next week or next year. That's why saving money steadily through the years is so important. Saving money will help improve your financial situation over time. But more importantly, knowing that you have money stashed away for an emergency will give you peace of mind. Saving money also opens the door to many more options and possibilities.

Benefits of Saving

Inculcating the habit of saving leads to a vast number of benefits. Saving helps you:

- **Become financially independent:** When you have enough money saved up to feel secure you can start making your choices, from taking a vacation whenever you want, to switching careers or starting your own business.
- **Invest in yourself through education:** Through saving, you can earn enough to pay up for courses that will add to your professional experience and ultimately result in higher paying jobs.
- **Get out of debt:** Once you have saved enough as a reserve fund, you can use your savings to pay off debts like loans or bills that have accumulated over time.
- **Be prepared for surprise expenses :** Having money saved enables you to pay for unforeseen expenses like sudden car or house repairs, without feeling financially stressed.
- **Pay for emergencies:** Saving helps you deal with emergencies like sudden health issues or emergency trips without feeling financially burdened.

- **Afford large purchases and achieve major goals:** Saving diligently makes it possible to place down payments towards major purchases and goals, like buying a home or a car.
- **Retire:** The money you have saved over the years will keep you comfortable when you no longer have the income you would get from your job.

Tips



- Break your spending habit. Try not spending on one expensive item per week, and put the money that you would have spent into your savings.
- Decide that you will not buy anything on certain days or weeks and stick to your word.

10.3.2 Types of Bank Accounts, Opening a Bank Account: Types of Bank Accounts

In India, banks offer four main types of bank accounts. These are:

- Current Accounts
- Savings Accounts
- Recurring Deposit Accounts
- Fixed Deposit Accounts

Current Accounts

Current accounts offer the most liquid deposits and thus, are best suited for businessmen and companies. As these accounts are not meant for investments and savings, there is no imposed limit on the number or amount of transactions that can be made on any given day. Current account holders are not paid any interest on the amounts held in their accounts. They are charged for certain services offered on such accounts.

Savings Accounts

Savings accounts are meant to promote savings, and are therefore the number one choice for salaried individuals, pensioners and students. While there is no restriction on the number and amount of deposits made, there are usually restrictions on the number and amount of withdrawals. Savings account holders are paid interest on their savings.

Recurring Deposit Accounts

Recurring Deposit accounts, also called RD accounts, are the accounts of choice for those who want to save an amount every month, but are unable to invest a large sum at one time. Such account holders deposit a small, fixed amount every month for a pre-determined period (minimum 6 months). Defaulting on a monthly payment results in the account holder being charged a penalty amount. The total amount is repaid with interest at the end of the specified period.

Fixed Deposit Accounts

Fixed Deposit accounts, also called FD accounts, are ideal for those who wish to deposit their savings for a long term in return for a high rate of interest. The rate of interest offered depends on the amount deposited and the time period, and also differs from bank to bank. In the case of an FD, a certain amount of money is deposited by the account holder for a fixed period of time. The money can be withdrawn when the period expires. If necessary, the depositor can break the fixed deposit prematurely. However, this usually attracts a penalty amount which also differs from bank to bank.

Opening a Bank Account

Opening a bank account is quite a simple process. Take a look at the steps to open an account of your own:

Step 1: Fill in the Account Opening Form

This form requires you to provide the following information:

- Personal details (name, address, phone number, date of birth, gender, occupation, address)
- Method of receiving your account statement (hard copy/email)
- Details of your initial deposit (cash/cheque)
- Manner of operating your account (online/mobile banking/traditional via cheque, slip books)

Ensure that you sign wherever required on the form.

Step 2: Affix your Photograph

Stick a recent photograph of yourself in the allotted space on the form.

Step 3: Provide your Know Your Customer (KYC) Details

KYC is a process that helps banks verify the identity and address of their customers. To open an account, every individual needs to submit certain approved documents with respect to photo identity (ID) and address proof. Some Officially Valid Documents (OVDs) are:

- Passport
- Driving License
- Voters' Identity Card
- PAN Card
- UIDAI (Aadhaar) Card

Step 4: Submit All your Documents

Submit the completed Account Opening Form and KYC documents. Then wait until the forms are processed and your account has been opened!

Tips

- Select the right type of account.
- Fill in complete nomination details.
- Ask about fees.
- Understand the rules.
- Check for online banking – it's convenient!
- Keep an eye on your bank balance.

10.3.3 Costs: Fixed vs Variable: What are Fixed and Variable Costs

Fixed costs and variable costs together make up a company's total cost. These are the two types of costs that companies have to bear when producing goods and services.

A fixed cost does not change with the volume of goods or services a company produces. It always remains the same.

A variable cost, on the other hand, increases and decreases depending on the volume of goods and services produced. In other words, it varies with the amount produced.

Differences Between Fixed and Variable Costs

Let's take a look at some of the main differences between fixed and variable costs:

Criteria	Fixed Costs	Variable Costs
Meaning	A cost that stays the same, regardless of the output produced.	A cost that changes when the
Nature	Time related.	Volume related.
Incurred	Incurred irrespective of units being produced.	Incurred only when units are produced.
Unit cost	Inversely proportional to the number of units produced.	Remains the same, per unit.
Examples	Depreciation, rent, salary, insurance, tax etc.	Material consumed, wages, commission on sales, packing expenses, etc.

Tips



- When trying to determine whether a cost is fixed or variable, simply ask the following question: Will the particular cost change if the company stopped its production activities? If the answer is no, then it is a fixed cost. If the answer is yes, then it is probably a variable cost.

10.3.4 Investment, Insurance and Taxes:

Investment

Investment means that money is spent today with the aim of reaping financial gains at a future time. The main types of investment options are as follows:

- **Bonds:** Bonds are instruments used by public and private companies to raise large sums of money – too large to be borrowed from a bank. These bonds are then issued in the public market and are bought by lenders.
- **Stocks:** Stocks or equity are shares that are issued by companies and are bought by the general public.
- **Small Savings Schemes:** Small Savings Schemes are tools meant to save money in small amounts. Some popular schemes are the Employees Provident Fund, Sukanya Samridhi Scheme and National Pension Scheme.
- **Mutual Funds:** Mutual Funds are professionally managed financial instruments that invest money in different securities on behalf of investors.
- **Fixed Deposits:** A fixed amount of money is kept aside with a financial institution for a fixed amount of time in return for interest on the money.
- **Real Estate:** Loans are taken from banks to purchase real estate, which is then leased or sold with the aim of making a profit on the appreciated property price.
- **Hedge Funds:** Hedge funds invest in both financial derivatives and/or publicly traded securities.
- **Private Equity:** Private Equity is trading in the shares of an operating company that is not publicly listed and whose shares are not available on the stock market.
- **Venture Capital:** Venture Capital involves investing substantial capital in a budding company in return for stocks in that company.

Insurance

There are two types of insurance – Life Insurance and Non-Life or General Insurance.

Life Insurance

Life Insurance deals with all insurance covering human life.

Life Insurance Products

The main life insurance products are:

- **Term Insurance:** This is the simplest and cheapest form of insurance. It offers financial protection for a specified tenure, say 15 to 20 years. In the case of your death, your family is paid the sum assured. In the case of your surviving the term, the insurer pays nothing.
- **Endowment Policy:** This offers the dual benefit of insurance and investment. Part of the premium is allocated towards the sum assured, while the remaining premium gets invested in equity and debt. It pays a lump sum amount after the specified duration or on the death of the policyholder, whichever is earlier.
- **Unit-Linked Insurance Plan (ULIP):** Here part of the premium is spent on the life cover, while the remaining amount is invested in equity and debt. It helps develop a regular saving habit.

- **Money Back Life Insurance:** While the policyholder is alive, periodic payments of the partial survival benefits are made during the policy tenure. On the death of the insured, the insurance company pays the full sum assured along with survival benefits.
- **Whole Life Insurance:** It offers the dual benefit of insurance and investment. It offers insurance cover for the whole life of the person or up to 100 years whichever is earlier.

General Insurance

General Insurance deals with all insurance covering assets like animals, agricultural crops, goods, factories, cars and so on.

General Insurance Products

The main general insurance products are:

- **Motor Insurance:** This can be divided into Four Wheeler Insurance and Two Wheeler Insurance.
- **Health Insurance:** The main types of health insurance are individual health insurance, family floater health insurance, comprehensive health insurance and critical illness insurance.
- **Travel Insurance:** This can be categorised into Individual Travel Policy, Family Travel Policy, Student Travel Insurance and Senior Citizen Health Insurance.
- **Home Insurance:** This protects the house and its contents from risk.
- **Marine Insurance:** This insurance covers goods, freight, cargo etc. against loss or damage during transit by rail, road, sea and/or air.

Taxes

There are two types of taxes – Direct Taxes and Indirect Taxes.

Direct Tax

Direct taxes are levied directly on an entity or a person and are non-transferrable.

Some examples of Direct Taxes are:

- **Income Tax:** This tax is levied on your earning in a financial year. It is applicable to both, individuals and companies.
- **Capital Gains Tax:** This tax is payable whenever you receive a sizable amount of money. It is usually of two types – short term capital gains from investments held for less than 36 months and long term capital gains from investments held for longer than 36 months.
- **Securities Transaction Tax:** This tax is added to the price of a share. It is levied every time you buy or sell shares.
- **Perquisite Tax:** This tax is levied on perks that have been acquired by a company or used by an employee.
- **Corporate Tax:** Corporate tax is paid by companies from the revenue they earn.

Indirect Tax

Indirect taxes are levied on goods or services.

Some examples of Indirect Taxes are:

- **Sales Tax:** Sales Tax is levied on the sale of a product.

- **Service Tax:** Service Tax is added to services provided in India.
- **Value Added Tax:** Value Added Tax is levied at the discretion of the state government. The tax is levied on goods sold in the state. The tax amount is decided by the state.
- **Customs Duty & Octroi:** Customs Duty is a charge that is applied on purchases that are imported from another country. Octroi is levied on goods that cross state borders within India.
- **Excise Duty:** Excise Duty is levied on all goods manufactured or produced in India.

Tips



- Think about how quickly you need your money back and pick an investment option accordingly.
- Ensure that you are buying the right type of insurance policy for yourself.
- Remember, not paying taxes can result in penalties ranging from fines to imprisonment.

10.3.5 Online Banking, NEFT, RTGS etc.: What is Online Banking

Internet or online banking allows account holders to access their account from a laptop at any location. In this way, instructions can be issued. To access an account, account holders simply need to use their unique customer ID number and password.

Internet banking can be used to:

- Find out an account balance
- Transfer amounts from one account to another
- Arrange for the issuance of cheques
- Instruct payments to be made
- Request for a cheque book
- Request for a statement of accounts
- Make a fixed deposit

Electronic Funds Transfers

Electronic funds transfer is a convenient way of transferring money from the comfort of one's own home, using integrated banking tools like internet and mobile banking.

Transferring funds via an electronic gateway is extremely convenient. With the help of online banking, you can choose to:

- Transfer funds into your own accounts of the same bank.
- Transfer funds into different accounts of the same bank.
- Transfer funds into accounts in different banks, using NEFT.
- Transfer funds into other bank accounts using RTGS.
- Transfer funds into various accounts using IMPS.

NEFT

NEFT stands for National Electronic Funds Transfer. This money transfer system allows you to electronically transfer funds from your respective bank accounts to any other account, either in the same bank or belonging to any other bank. NEFT can be used by individuals, firms and corporate organizations to transfer funds between accounts.

In order to transfer funds via NEFT, two things are required:

- A transferring bank
- A destination bank

Before you can transfer funds through NEFT, you will need to register the beneficiary who will be receiving the funds. In order to complete this registration, you will require the following

- Recipient's name
- Recipient's account number
- Recipient's bank's name
- Recipient's bank's IFSC code

RTGS

RTGS stands for Real Time Gross Settlement. This is a real time funds transfer system which enables you to transfer funds from one bank to another, in real time or on a gross basis. The transferred amount is immediately deducted from the account of one bank, and instantly credited to the other bank's account. The RTGS payment gateway is maintained by the Reserve Bank of India. The transactions between banks are made electronically.

RTGS can be used by individuals, companies and firms to transfer large sums of money. Before remitting funds through RTGS, you will need to add the beneficiary and his bank account details via your online banking account. In order to complete this registration, you will require the following information:

- Name of the beneficiary
- Beneficiary's account number
- Beneficiary's bank address
- Beneficiary's bank's IFSC code

IMPS

IMPS stands for Immediate Payment Service. This is a real-time, inter-bank, electronic funds transfer system used to transfer money instantly within banks across India. IMPS enables users to make instant electronic transfer payments using mobile phones through both, Mobile Banking and SMS. It can also be used through ATMs and online banking. IMPS is available 24 hours a day and 7 days a week. The system features a secure transfer gateway and immediately confirms orders that have been fulfilled.

To transfer money through IMPS, the you need to:

- Register for IMPS with your bank
- Receive a Mobile Money Identifier (MMID) from the bank
- Receive a MPIN from the bank

Once you have both these, you can login or make a request through SMS to transfer a particular amount to a beneficiary.

For the beneficiary to receive the transferred money, he must:

1. Link his mobile number with his respective account
2. Receive the MMID from the bank

In order to initiate a money transfer through IMPS, you will need to enter the following information:

1. The beneficiary's mobile number
2. The beneficiary's MMID
3. The transfer amount
4. Your MPIN

As soon as money has been deducted from your account and credited into the beneficiary's account, you will be sent a confirmation SMS with a transaction reference number, for future reference.

Differences Between NEFT, RTGS & IMPS

Criteria	NEFT	RTGS	IMPS
Settlement	Done in batches	Real-time	Real-time
Full form	National Electronic Fund Transfer	Real Time Gross Settlement	Immediate Payment Service
Timings on Monday – Friday	8:00 am – 6:30 pm	9:00 am – 4:30 pm	24x7
Timings on Saturday	8:00 am – 1:00 pm	9:00 am – 1:30 pm	24x7
Minimum amount of money transfer limit	₹ 1	₹ 2 lacs	₹ 1
Maximum amount of money transfer limit	₹ 10 lacs	₹ 10 lacs per day	₹ 2 lacs
Maximum charges as per RBI	Upto 10,000 – ₹ 2.5 above 10,000 – 1 lac – ₹ 5 above 1 – 2 lacs – ₹ 15 above 2 – 5 lacs – ₹ 25 above 5 – 10 lacs – ₹ 25	above 2 – 5 lacs – ₹ 25 above 5 – 10 lacs – ₹ 50	Upto 10,000 – ₹ 5 above 10,000 – 1 lac – ₹ 5 above 1 – 2 lacs – ₹ 15

Tips



- Never click on any links in any e-mail message to access your online banking website.
- You will never be asked for your credit or debit card details while using online banking.
- Change your online banking password regularly.

UNIT 10.4: Preparing for Employment & Self Employment

Unit Objectives



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

1. Discuss the steps to prepare for an interview
2. Discuss the steps to create an effective Resume
3. Discuss the most frequently asked interview questions
4. Discuss how to answer the most frequently asked interview questions
5. Discuss basic workplace terminology

10.4.1 Interview Preparation: How to Prepare for an Interview

The success of your getting the job that you want depends largely on how well your interview for that job goes. Therefore, before you go in for your interview, it is important that you prepare for it with a fair amount of research and planning. Take a look at the steps to follow in order to be well prepared for an interview:

1. **Research the organization that you are having the interview with.**
 - Studying the company beforehand will help you be more prepared at the time of the interview. Your knowledge of the organization will help you answer questions at the time of the interview, and will leave you looking and feeling more confident. This is sure to make you stand out from other, not as well informed, candidates.
 - Look for background information on the company. Try and find an overview of the company and its industry profile.
 - Visit the company website to get a good idea of what the company does. A company website offers a wealth of important information. Read and understand the company's mission statement. Pay attention to the company's products/services and client list. Read through any press releases to get an idea of the company's projected growth and stability.
 - Note down any questions that you have after your research has been completed.
2. **Think about whether your skills and qualifications match the job requirements.**
 - Carefully read through and analyze the job description.
 - Make a note of the knowledge, skills and abilities required to fulfill the job requirements.
 - Take a look at the organization hierarchy. Figure out where the position you are applying for fits into this hierarchy.
3. **Go through the most typical interview questions asked, and prepare your responses.**
 - Remember, in most interviews a mix of resume-based, behavioral and case study questions are asked.
 - Think about the kind of answers you would like to provide to typical questions asked in these three areas.
 - Practice these answers until you can express them confidently and clearly.

4. **Plan your attire for the interview.**

- It is always safest to opt for formal business attire, unless expressly informed to dress in business casual (in which case you should use your best judgement).
- Ensure that your clothes are clean and well-ironed. Pick neutral colours – nothing too bright or flashy.
- The shoes you wear should match your clothes, and should be clean and suitable for an interview.
- Remember, your aim is to leave everyone you meet with the impression that you are a professional and highly efficient person.

5. **Ensure that you have packed everything that you may require during the interview.**

- Carry a few copies of your resume. Use a good quality paper for your resume print outs.
- Always take along a notepad and a pen.
- Take along any information you may need to refer to, in order to fill out an application form.
- Carry a few samples of your work, if relevant.

6. **Remember the importance of non-verbal communication.**

- Practice projecting confidence. Remind yourself to smile and make eye contact. Practice giving a firm handshake.
- Keep in mind the importance of posture. Practice sitting up straight. Train yourself to stop nervous gestures like fidgeting and foot-tapping.
- Practice keeping your reactions in check. Remember, your facial expressions provide a good insight into your true feelings. Practice projecting a positive image.

7. **Make a list of questions to end the interview with.**

- Most interviews will end with the interviewer(s) asking if you have any questions. This is your chance to show that you have done your research and are interested in learning more about the company.
- If the interviewer does not ask you this question, you can inform him/her that you have some queries that you would like to discuss. This is the time for you to refer to the notes you made while studying the company.
- Some good questions to ask at this point are:
 - What do you consider the most important criteria for success in this job?
 - How will my performance be evaluated?
 - What are the opportunities for advancement?
 - What are the next steps in the hiring process?
- Remember, never ask for information that is easily available on the company website.

Tips



- Ask insightful and probing questions.
- When communicating, use effective forms of body language like smiling, making eye contact, and actively listening and nodding. Don't slouch, play with nearby items, fidget, chew gum, or mumble.

10.4.2 Preparing an Effective Resume: How to Create an Effective Resume

A resume is a formal document that lists a candidate's work experience, education and skills. A good resume gives a potential employer enough information to believe the applicant is worth interviewing. That's why it is so important to create a résumé that is effective. Take a look at the steps to create an effective resume:

Step 1: Write the Address Section

The Address section occupies the top of your resume. It includes information like your name, address, phone number and e-mail address. Insert a bold line under the section to separate it from rest of your resume.

Example:

Jasmine Watts
Breach Candy, Mumbai – India
Contact No: +91 2223678270
Email: jasmine.watts@gmail.com

Step 2: Add the Profile Summary Section

This part of your resume should list your overall experiences, achievements, awards, certifications and strengths. You can make your summary as short as 2-3 bullet points or as long as 8-10 bullet points.

Example:

Profile Summary

- A Content Writer graduated from University of Strathclyde having 6 years of experience in writing website copy.
- Core expertise lies in content creation for e-learning courses, specifically for the K-12 segment.

Step 3: Include Your Educational Qualifications

When listing your academic records, first list your highest degree. Then add the second highest qualification under the highest one and so on. To provide a clear and accurate picture of your educational background, it is critical that include information on your position, rank, percentage or CPI for every degree or certification that you have listed.

If you have done any certifications and trainings, you can add a Trainings & Certifications section under your Educational Qualifications section.

Example:

Educational Qualifications

- Masters in International Management (2007) from Columbia University with 8.8 CPI.
- Bachelor of Management Studies (2004) from Mumbai University with 87% marks.
- 10+2 with Math, Stats (2001) from Maharashtra Board with 91% marks.
- High School (1999) from Maharashtra Board with 93% marks.

Step 4: List Your Technical Skills

When listing your technical skills, start with the skills that you are most confident about. Then add the skills that you do not have as good a command over. It is perfectly acceptable to include just one skill, if you feel that particular skill adds tremendous value to your résumé. If you do not have any technical skills, you can omit this step.

Example:**Technical Skills**

- Flash
- Photoshop

Step 5: Insert Your Academic Project Experience

List down all the important projects that you have worked on. Include the following information in this section:

- Project title
- Organization
- Platform used
- Contribution
- Description

Example:**Academic Projects**

Project Title: Different Communication Skills

Organization: True Blue Solutions

Platform used: Articulate

Contribution: Content writing and graphic visualization

Description: Development of storyboards for corporate induction & training programs

Step 6: List Your Strengths

This is where you list all your major strengths. This section should be in the form of a bulleted list.

Example:**Strengths**

- Excellent oral, written and presentation skills
- Action-oriented and result-focused
- Great time management skills

Step 7: List Your Extracurricular Activities

It is very important to show that you have diverse interests and that your life consists of more than academics. Including your extracurricular activities can give you an added edge over other candidates who have similar academic scores and project experiences. This section should be in the form of a bulleted list.

Example:**Extracurricular Activities**

- Member of the Debate Club
- Played tennis at a national level
- Won first prize in the All India Camel Contest, 2010

Step 8: Write Your Personal Details

The last section of your résumé must include the following personal information:

- Date of birth
- Gender & marital status
- Nationality
- Languages known

Example:**Personal Details**

- Date of birth: 25th May, 1981
- Gender & marital status: Female, Single
- Nationality: Indian
- Languages known: English, Hindi, Tamil, French

Tips

- Keep your resume file name short, simple and informational.
- Make sure the resume is neat and free from typing errors.
- Always create your resume on plain white paper.

10.4.3 Interview FAQs

Take a look at some of the most frequently asked interview questions, and some helpful tips on how to answer them.

Q1. Can you tell me a little about yourself?

Tips to answer:

- Don't provide your full employment or personal history.
- Offer 2-3 specific experiences that you feel are most valuable and relevant.
- Conclude with how those experiences have made you perfect for this specific role.

Q2. How did you hear about the position?

Tips to answer:

- Tell the interviewer how you heard about the job – whether it was through a friend (name the friend), event or article (name them) or a job portal (say which one).
- Explain what excites you about the position and what in particular caught your eye about this role.

Q3. What do you know about the company?

Tips to answer:

- Don't recite the company's About Us page.
- Show that you understand and care about the company's goals.
- Explain why you believe in the company's mission and values.

Q4. Why do you want this job?

Tips to answer:

- Show that you are passionate about the job.
- Identify why the role is a great fit for you.
- Explain why you love the company.

Q5. Why should we hire you?

Tips to answer:

- Prove through your words that you can not only do the work, but can definitely deliver excellent results.
- Explain why you would be a great fit with the team and work culture.
- Explain why you should be chosen over any other candidate.

Q6. What are your greatest professional strengths?

Tips to answer:

- Be honest – share some of your real strengths, rather than give answers that you think sound good.
- Offer examples of specific strengths that are relevant to the position you are applying for.
- Provide examples of how you've demonstrated these strengths.

Q7. What do you consider to be your weaknesses?

Tips to answer:

- The purpose of this question is to gauge your self-awareness and honesty.
- Give an example of a trait that you struggle with, but that you're working on to improve.

Q8. What are your salary requirements?**Tips to answer:**

- Do your research beforehand and find out the typical salary range for the job you are applying for.
- Figure out where you lie on the pay scale based on your experience, education, and skills.
- Be flexible. Tell the interviewer that you know your skills are valuable, but that you want the job and are willing to negotiate.

Q9. What do you like to do outside of work?**Tips to answer:**

- The purpose of this question is to see if you will fit in with the company culture.
- Be honest – open up and share activities and hobbies that interest and excite you.

Q10. If you were an animal, which one would you want to be?**Tips to answer:**

- The purpose of this question is to see if you are able to think on your feet.
- There's no wrong answer – but to make a great impression try to bring out your strengths or personality traits through your answer.

Q11: What do you think we could do better or differently?**Tips to answer:**

- The purpose of this question is to see if you have done your research on the company, and to test whether you can think critically and come up with new ideas.
- Suggest new ideas. Show how your interests and expertise would help you execute these ideas.

Q12: Do you have any questions for us?**Tips to answer:**

- Do not ask questions to which the answers can be easily found on the company website or through a quick online search.
- Ask intelligent questions that show your ability to think critically.

Tips

- Be honest and confident while answering.
- Use examples of your past experiences wherever possible to make your answers more impactful.

10.4.4 Work Readiness – Terms & Terminologies:

Basic Workplace Terminology

Every employee should be well versed in the following terms:

- **Annual leave:** Paid vacation leave given by employers to employees.
- **Background Check:** A method used by employers to verify the accuracy of the information provided by potential candidates.
- **Benefits:** A part of an employee's compensation package.
- **Breaks:** Short periods of rest taken by employees during working hours.
- **Compensation Package:** The combination of salary and benefits that an employer provides to his/her employees.
- **Compensatory Time (Comp Time):** Time off in lieu of pay.
- **Contract Employee:** An employee who works for one organization that sells said employee's services to another company, either on a project or time basis.
- **Contract of Employment:** When an employee is offered work in exchange for wages or salary, and accepts the offer made by the employer, a contract of employment exists.
- **Corporate Culture:** The beliefs and values shared by all the members of a company, and imparted from one generation of employees to another.
- **Counter Offer/Counter Proposal:** A negotiation technique used by potential candidates to increase the amount of salary offered by a company.
- **Cover Letter:** A letter that accompanies a candidate's resume. It emphasizes the important points in the candidate's resume and provides real examples that prove the candidate's ability to perform the expected job role.
- **Curriculum Vitae (CV)/Resume:** A summary of a candidate's achievements, educational background, work experience, skills and strengths.
- **Declining Letter:** A letter sent by an employee to an employer, turning down the job offer made by the employer to the employee.
- **Deductions:** Amounts subtracted from an employee's pay and listed on the employee's pay slip.
- **Discrimination:** The act of treating one person not as favourably as another person.
- **Employee:** A person who works for another person in exchange for payment.
- **Employee Training:** A workshop or in-house training that an employee is asked to attend by his or her superior, for the benefit of the employer.
- **Employment Gaps:** Periods of unemployed time between jobs.
- **Fixed-Term Contract:** A contract of employment which gets terminated on an agreed-upon date.
- **Follow-Up:** The act of contacting a potential employer after a candidate has submitted his or her resume.
- **Freelancer/Consultant/Independent Contractor:** A person who works for him or herself and pitches for temporary jobs and projects with different employers.
- **Holiday:** Paid time-off from work.
- **Hourly Rate:** The amount of salary or wages paid for 60 minutes of work.

- **Internship:** A job opportunity offered by an employer to a potential employee, called an intern, to work at the employer's company for a fixed, limited time period.
- **Interview:** A conversation between a potential employee and a representative of an employer, in order to determine if the potential employee should be hired.
- **Job Application:** A form which asks for a candidate's information like the candidate's name, address, contact details and work experience. The purpose of a candidate submitting a job application, is to show that candidate's interest in working for a particular company.
- **Job Offer:** An offer of employment made by an employer to a potential employee.
- **Job Search Agent:** A program that enables candidates to search for employment opportunities by selecting criteria listed in the program, for job vacancies.
- **Lay Off:** A lay off occurs when an employee is temporarily let go from his or her job, due to the employer not having any work for that employee.
- **Leave:** Formal permission given to an employee, by his or her employer, to take a leave of absence from work.
- **Letter of Acceptance:** A letter given by an employer to an employee, confirming the offer of employment made by the employer, as well as the conditions of the offer.
- **Letter of Agreement:** A letter that outlines the terms of employment.
- **Letter of Recommendation:** A letter written for the purpose of validating the work skills of a person.
- **Maternity Leave:** Leave taken from work by women who are pregnant, or who have just given birth.
- **Mentor:** A person who is employed at a higher level than you, who offers you advice and guides you in your career.
- **Minimum wage:** The minimum wage amount paid on an hourly basis.
- **Notice:** An announcement made by an employee or an employer, stating that the employment contract will end on a particular date.
- **Offer of Employment:** An offer made by an employer to a prospective employee that contains important information pertaining to the job being offered, like the starting date, salary, working conditions etc.
- **Open-Ended Contract:** A contract of employment that continues till the employer or employee terminates it.
- **Overqualified:** A person who is not suited for a particular job because he or she has too many years of work experience, or a level of education that is much higher than required for the job, or is currently or was previously too highly paid.
- **Part-Time Worker:** An employee who works for fewer hours than the standard number of hours normally worked.
- **Paternity Leave:** Leave granted to a man who has recently become a father.
- **Recruiters/Headhunters/Executive Search Firms:** Professionals who are paid by employers to search for people to fill particular positions.
- **Resigning/Resignations:** When an employee formally informs his or her employer that he or she is quitting his or her job.
- **Self-Employed:** A person who has his or her own business and does not work in the capacity of an employee.
- **Time Sheet:** A form that is submitted to an employer, by an employee, that contains the number of hours worked every day by the employee.

UNIT 10.5: Understanding Entrepreneurship

Unit Objectives



1. At the end of this unit, you will be able to:
2. Discuss the concept of entrepreneurship
3. Discuss the importance of entrepreneurship
4. Describe the characteristics of an entrepreneur
5. Describe the different types of enterprises
6. List the qualities of an effective leader
7. Discuss the benefits of effective leadership
8. List the traits of an effective team
9. Discuss the importance of listening effectively
10. Discuss how to listen effectively
11. Discuss the importance of speaking effectively
12. Discuss how to speak effectively
13. Discuss how to solve problems
14. List important problem solving traits
15. Discuss ways to assess problem solving skills
16. Discuss the importance of negotiation
17. Discuss how to negotiate
18. Discuss how to identify new business opportunities
19. Discuss how to identify business opportunities within your business
20. Understand the meaning of entrepreneur
21. Describe the different types of entrepreneurs
22. List the characteristics of entrepreneurs
23. Recall entrepreneur success stories
24. Discuss the entrepreneurial process
25. Describe the entrepreneurship ecosystem
26. Discuss the government's role in the entrepreneurship ecosystem
27. Discuss the current entrepreneurship ecosystem in India
28. Understand the purpose of the Make in India campaign
29. Discuss the relationship between entrepreneurship and risk appetite
30. Discuss the relationship between entrepreneurship and resilience
31. Describe the characteristics of a resilient entrepreneur
32. Discuss how to deal with failure

10.5.1 Concept Introduction, (Characteristic of an Entrepreneur, types of firms / types of enterprises): Entrepreneurs and Entrepreneurship

Anyone who is determined to start a business, no matter what the risk, is an entrepreneur. Entrepreneurs run their own start-up, take responsibility for the financial risks and use creativity, innovation and vast reserves of self-motivation to achieve success. They dream big and are determined to do whatever it takes to turn their idea into a viable offering. The aim of an entrepreneur is to create an enterprise. The process of creating this enterprise is known as entrepreneurship.

Importance of Entrepreneurship

Entrepreneurship is very important for the following reasons:

1. It results in the creation of new organizations
2. It brings creativity into the marketplace
3. It leads to improved standards of living
4. It helps develop the economy of a country

Characteristics of Entrepreneurs

All successful entrepreneurs have certain characteristics in common.

They are all:

- Extremely passionate about their work
- Confident in themselves
- Disciplined and dedicated
- Motivated and driven
- Highly creative
- Visionaries
- Open-minded
- Decisive

Entrepreneurs also have a tendency to:

- Have a high risk tolerance
- Thoroughly plan everything
- Manage their money wisely
- Make their customers their priority
- Understand their offering and their market in detail
- Ask for advice from experts when required
- Know when to cut their losses

Examples of Famous Entrepreneurs

Some famous entrepreneurs are:

- Bill Gates (Founder of Microsoft)
- Steve Jobs (Co-founder of Apple)
- Mark Zuckerberg (Founder of Facebook)
- Pierre Omidyar (Founder of eBay)

Types of Enterprises

As an entrepreneur in India, you can own and run any of the following types of enterprises:

Sole Proprietorship

In a sole proprietorship, a single individual owns, manages and controls the enterprise. This type of business is the easiest to form with respect to legal formalities. The business and the owner have no separate legal existence. All profit belongs to the proprietor, as do all the losses - the liability of the entrepreneur is unlimited.

Partnership

A partnership firm is formed by two or more people. The owners of the enterprise are called partners. A partnership deed must be signed by all the partners. The firm and its partners have no separate legal existence. The profits are shared by the partners. With respect to losses, the liability of the partners is unlimited. A firm has a limited life span and must be dissolved when any one of the partners dies, retires, claims bankruptcy or goes insane.

Limited Liability Partnership (LLP)

In a Limited Liability Partnership or LLP, the partners of the firm enjoy perpetual existence as well as the advantage of limited liability. Each partner's liability is limited to their agreed contribution to the LLP. The partnership and its partners have a separate legal existence.

Tips

- Learn from others' failures.
- Be certain that this is what you want.
- Search for a problem to solve, rather than look for a problem to attach to your idea.

10.5.2 Leadership & Teamwork:

Leadership and Leaders

Leadership means setting an example for others to follow. Setting a good example means not asking someone to do something that you wouldn't willingly want to do yourself. Leadership is about figuring out what to do in order to win as a team, and as a company.

Leaders believe in doing the right things. They also believe in helping others to do the right things. An effective leader is someone who:

- Creates an inspiring vision of the future.
- Motivates and inspires his team to pursue that vision.

Leadership Qualities That All Entrepreneurs Need

Building a successful enterprise is only possible if the entrepreneur in charge possesses excellent leadership qualities. Some critical leadership skills that every entrepreneur must have are:

1. **Pragmatism:** This means having the ability to highlight all obstacles and challenges, in order to resolve issues and reduce risks.
2. **Humility:** This means admitting to mistakes often and early, and being quick to take responsibility for your actions. Mistakes should be viewed as challenges to overcome, not opportunities to point blame.
3. **Flexibility:** It is critical for a good leader to be very flexible and quickly adapt to change. It is equally critical to know when to adapt and when not to.
4. **Authenticity:** This means showing both, your strengths and your weaknesses. It means being human and showing others that you are human.
5. **Reinvention:** This means refreshing or changing your leadership style when necessary. To do this, it's important to learn where your leadership gaps lie and find out what resources are required to close them.
6. **Awareness:** This means taking the time to recognize how others view you. It means understanding how your presence affects those around you.

Benefits of Effective Leadership

Effective leadership results in numerous benefits. Great leadership leads to the leader successfully:

- Gaining the loyalty and commitment of the team members
- Motivating the team to work towards achieving the company's goals and objectives
- Building morale and instilling confidence in the team members
- Fostering mutual understanding and team-spirit among team members
- Convincing team members about the need to change when a situation requires adaptability

Teamwork and Teams

Teamwork occurs when the people in a workplace combine their individual skills to pursue a common goal. Effective teams are made up of individuals who work together to achieve this common goal. A great team is one who holds themselves accountable for the end result.

Importance of Teamwork in Entrepreneurial Success

For an entrepreneurial leader, building an effective team is critical to the success of a venture. An entrepreneur must ensure that the team he builds possesses certain crucial qualities, traits and characteristics. An effective team is one which has:

1. **Unity of purpose:** All the team members should clearly understand and be equally committed to the purpose, vision and goals of the team.
2. **Great communication skills:** Team members should have the ability to express their concerns, ask questions and use diagrams, and charts to convey complex information.
3. **The ability to collaborate:** Every member should feel entitled to provide regular feedback on new ideas.
4. **Initiative:** The team should consist of proactive individuals. The members should have the enthusiasm to come up with new ideas, improve existing ideas, and conduct their own research.
5. **Visionary members:** The team should have the ability to anticipate problems and act on these potential problem before they turn into real problems.
6. **Great adaptability skills:** The team must believe that change is a positive force. Change should be seen as the chance to improve and try new things.
7. **Excellent organizational skills:** The team should have the ability to develop standard work processes, balance responsibilities, properly plan projects, and set in place methods to measure progress and ROI.

Tips



- Don't get too attached to your original idea. Allow it to evolve and change.
- Be aware of your weaknesses and build a team that will complement your shortfalls.
- Hiring the right people is not enough. You need to promote or incentivize your most talented people to keep them motivated.
- Earn your team's respect.

10.5.3 Communication Skills: Listening & Speaking: The Importance of Listening Effectively

Listening is the ability to correctly receive and understand messages during the process of communication. Listening is critical for effective communication. Without effective listening skills, messages can easily be misunderstood. This results in a communication breakdown and can lead to the sender and the receiver of the message becoming frustrated or irritated.

It's very important to note that listening is not the same as hearing. Hearing just refers to sounds that you hear. Listening is a whole lot more than that. To listen, one requires focus. It means not only paying attention to the story, but also focusing on how the story is relayed, the way language and voice is used, and even how the speaker uses their body language. The ability to listen depends on how effectively one can perceive and understand both, verbal and non-verbal cues.

How to Listen Effectively

To listen effectively you should:

- Stop talking
- Stop interrupting
- Focus completely on what is being said
- Nod and use encouraging words and gestures
- Be open-minded
- Think about the speaker's perspective
- Be very, very patient
- Pay attention to the tone that is being used
- Pay attention to the speaker's gestures, facial expressions and eye movements
- Not try and rush the person
- Not let the speaker's mannerisms or habits irritate or distract you

How to Listen Effectively

How successfully a message gets conveyed depends entirely on how effectively you are able to get it through. An effective speaker is one who enunciates properly, pronounces words correctly, chooses the right words and speaks at a pace that is easily understandable. Besides this, the words spoken out loud need to match the gestures, tone and body language used.

What you say, and the tone in which you say it, results in numerous perceptions being formed. A person who speaks hesitantly may be perceived as having low self-esteem or lacking in knowledge of the discussed topic. Those with a quiet voice may very well be labelled as shy. And those who speak in commanding tones with high levels of clarity, are usually considered to be extremely confident. This makes speaking a very critical communication skill.

How to Speak Effectively

To speak effectively you should:

- Incorporate body language in your speech like eye contact, smiling, nodding, gesturing etc.
- Build a draft of your speech before actually making your speech.
- Ensure that all your emotions and feelings are under control.
- Pronounce your words distinctly with the correct pitch and intensity. Your speech should be crystal clear at all times.
- Use a pleasant and natural tone when speaking. Your audience should not feel like you are putting on an accent or being unnatural in any way.
- Use precise and specific words to drive your message home. Ambiguity should be avoided at all costs.
- Ensure that your speech has a logical flow.
- Be brief. Don't add any unnecessary information.
- Make a conscious effort to avoid irritating mannerisms like fidgeting, twitching etc.
- Choose your words carefully and use simple words that the majority of the audience will have no difficulty understanding.
- Use visual aids like slides or a whiteboard.
- Speak slowly so that your audience can easily understand what you're saying. However, be careful not to speak too slowly because this can come across as stiff, unprepared or even condescending.
- Remember to pause at the right moments.

Tips



- If you're finding it difficult to focus on what someone is saying, try repeating their words in your head.
- Always maintain eye contact with the person that you are communicating with, when speaking as well as listening. This conveys and also encourages interest in the conversation.

10.5.4 Problem Solving & Negotiation skills:

What is a Problem?

As per The Concise Oxford Dictionary (1995), a problem is, “A doubtful or difficult matter requiring a solution”

All problems contain two elements:

1. Goals
2. Obstacles

The aim of problem solving is to recognize the obstacles and remove them in order to achieve the goals.

How to Solve Problems

Solving a problem requires a level of rational thinking. Here are some logical steps to follow when faced with an issue:

- | | |
|--|--|
| Step 1: Identify the problem | Step 2: Study the problem in detail |
| Step 3: List all possible solutions | Step 4: Select the best solution |
| Step 5: Implement the chosen solution | Step 6: Check that the problem has really been solved |

Important Traits for Problem Solving

Highly developed problem solving skills are critical for both, business owners and their employees. The following personality traits play a big role in how effectively problems are solved:

- Being open minded
- Being proactive
- Having a positive attitude
- Asking the right questions
- Not panicking
- Focusing on the right problem

How to Assess for Problem Solving Skills

As an entrepreneur, it would be a good idea to assess the level of problem solving skills of potential candidates before hiring them. Some ways to assess this skill are through:

1. **Application forms:** Ask for proof of the candidate’s problem solving skills in the application form.
2. **Psychometric tests:** Give potential candidates logical reasoning and critical thinking tests and see how they fare.
3. **Interviews:** Create hypothetical problematic situations or raise ethical questions and see how the candidates respond.
4. **Technical questions:** Give candidates examples of real life problems and evaluate their thought process.

What is Negotiation?

Negotiation is a method used to settle differences. The aim of negotiation is to resolve differences through a compromise or agreement while avoiding disputes. Without negotiation, conflicts are likely to lead to resentment between people. Good negotiation skills help satisfy both parties and go a long way towards developing strong relationships.

Why Negotiate

Starting a business requires many, many negotiations. Some negotiations are small while others are critical enough to make or break a startup. Negotiation also plays a big role inside the workplace. As an entrepreneur, you need to not only know how to negotiate yourself, but also how to train employees in the art of negotiation.

How to Negotiate

Take a look at some steps to help you negotiate:

Step 1: Pre-Negotiation Preparation	Agree on where to meet to discuss the problem, decide who all will be present and set a time limit for the discussion.
Step 2: Discuss the Problem	This involves asking questions, listening to the other side, putting your views forward and clarifying doubts.
Step 3: Clarify the Objective	Ensure that both parties want to solve the same problem and reach the same goal.
Step 4: Aim for a Win-Win Outcome	Try your best to be open minded when negotiating. Compromise and offer alternate solutions to reach an outcome where both parties win.
Step 5: Clearly Define the Agreement	When an agreement has been reached, the details of the agreement should be crystal clear to both sides, with no scope for misunderstandings.
Step 6: Implement the Agreed Upon Solution	Agree on a course of action to set the solution in motion

Tips



- Know exactly what you want before you work towards getting it
- Give more importance to listening and thinking, than speaking
- Focus on building a relationship rather than winning
- Remember that your people skills will affect the outcome
- Know when to walk away – sometimes reaching an agreement may not be possible

10.5.5 Business Opportunities Identification: Entrepreneurs and Opportunities

“The entrepreneur always searches for change, responds to it and exploits it as an opportunity.”

Peter Drucker

The ability to identify business opportunities is an essential characteristic of an entrepreneur.

What is an Opportunity?

The word opportunity suggests a good chance or a favourable situation to do something offered by circumstances.

A business opportunity means a good or favourable change available to run a specific business in a given environment, at a given point of time.

Common Questions Faced by Entrepreneurs

A critical question that all entrepreneurs face is how to go about finding the business opportunity that is right for them.

Some common questions that entrepreneurs constantly think about are:

- Should the new enterprise introduce a new product or service based on an unmet need?
- Should the new enterprise select an existing product or service from one market and offer it in another where it may not be available?
- Should the enterprise be based on a tried and tested formula that has worked elsewhere?

It is therefore extremely important that entrepreneurs must learn how to identify new and existing business opportunities and evaluate their chances of success.

When is an Idea an Opportunity?

An idea is an opportunity when:

- It creates or adds value to a customer
- It solves a significant problem, removes a pain point or meets a demand
- Has a robust market and profit margin
- Is a good fit with the founder and management team at the right time and place

Factors to Consider When Looking for Opportunities

Consider the following when looking for business opportunities:

- Economic trends
- Changes in funding
- Changing relationships between vendors, partners and suppliers
- Market trends
- Changes in political support
- Shift in target audience

Ways to Identify New Business Opportunities

1. Identify Market Inefficiencies

When looking at a market, consider what inefficiencies are present in the market. Think about ways to correct these inefficiencies.

2. Remove Key Hassles

Rather than create a new product or service, you can innovatively improve a product, service or process.

3. Create Something New

Think about how you can create a new experience for customers, based on existing business models.

4. Pick a Growing Sector/Industry

Research and find out which sectors or industries are growing and think about what opportunities you can tap in the same.

5. Think About Product Differentiation

If you already have a product in mind, think about ways to set it apart from the existing ones.

Ways to Identify Business Opportunities Within Your Business

1. SWOT Analysis

An excellent way to identify opportunities inside your business is by creating a SWOT analysis. The acronym SWOT stands for strengths, weaknesses, opportunities, and threats. SWOT analysis framework:

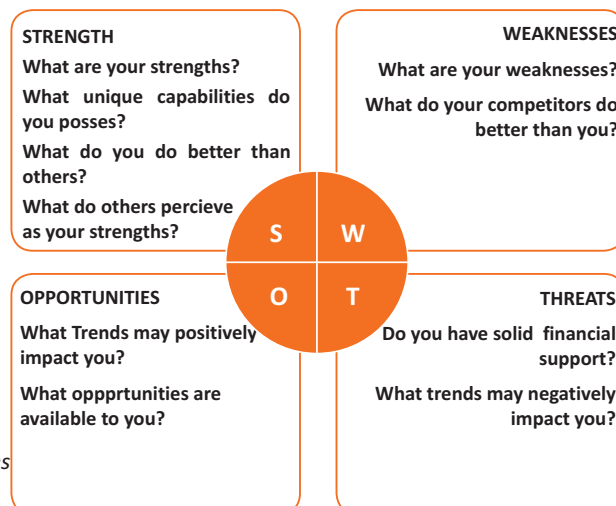


Fig. 10.3 Business opportunities

Consider the following when looking for business opportunities:

By looking at yourself and your competitors using the SWOT framework, you can uncover opportunities that you can exploit, as well as manage and eliminate threats that could derail your success.

2. Establishing Your USP

Establish your USP and position yourself as different from your competitors. Identify why customers should buy from you and promote that reason.

Opportunity Analysis

Once you have identified an opportunity, you need to analyze it.

To analyze an opportunity, you must:

- Focus on the idea
- Focus on the market of the idea
- Talk to industry leaders in the same space as the idea
- Talk to players in the same space as the idea

Tips



- Remember, opportunities are situational.
- Look for a proven track record.
- Avoid the latest craze.
- Love your idea.

10.5.6 Entrepreneurship Support Eco - System: What is an Entrepreneur?

An entrepreneur is a person who:

- Does not work for an employee
- Runs a small enterprise
- Assumes all the risks and rewards of the enterprise, idea, good or service

Types of Entrepreneurs

There are four main types of entrepreneurs:

1. **The Traditional Entrepreneur:** This type of entrepreneur usually has some kind of skill – they can be a carpenter, mechanic, cook etc. They have businesses that have been around for numerous years like restaurants, shops and carpenters. Typically, they gain plenty of experience in a particular industry before they begin their own business in a similar field.
2. **The Growth Potential Entrepreneur:** The desire of this type of entrepreneur is to start an enterprise that will grow, win many customers and make lots of money. Their ultimate aim is to eventually sell their enterprise for a nice profit. Such entrepreneurs usually have a science or technical background.
3. **The Project-Oriented Entrepreneur:** This type of entrepreneur generally has a background in the Arts or psychology. Their enterprises tend to be focus on something that they are very passionate about.
4. **The Lifestyle Entrepreneur:** This type of entrepreneur has usually worked as a teacher or a secretary. They are more interested in selling something that people will enjoy, rather than making lots of money.

Characteristics of an Entrepreneur

Successful entrepreneurs have the following characteristics:

- They are highly motivated
- They are creative and persuasive
- They are mentally prepared to handle each and every task
- They have excellent business skills – they know how to evaluate their cash flow, sales and revenue
- They are willing to take great risks
- They are very proactive – this means they are willing to do the work themselves, rather than wait for someone else to do it
- They have a vision – they are able to see the big picture
- They are flexible and open-minded
- They are good at making decisions

Entrepreneur Success Stories

Dhiru Bhai Ambani

Dhirubhai Ambani began his entrepreneurial career by selling “bhajias” to pilgrims in Mount Girnar on weekends. At 16, he moved to Yemen where he worked as a gas-station attendant, and as a clerk in an oil company. He returned to India with Rs. 50,000 and started a textile trading company. Reliance went on to become the first Indian company to raise money in global markets and the first Indian company to feature in Forbes 500 list.

Dr. Karsanbhai Patel

Karsanbhai Patel made detergent powder in the backyard of his house. He sold his product door-to-door and offered a money back guarantee with every pack that was sold. He charged Rs. 3 per kg when the cheapest detergent at that time was Rs.13 per kg. Dr. Patel eventually started Nirma which became a whole new segment in the Indian domestic detergent market.

The Entrepreneurial Process

Let’s take a look at the stages of the entrepreneurial process.

Stage 1: Idea Generation. The entrepreneurial process begins with an idea that has been thought of by the entrepreneur. The idea is a problem that has the potential to be solved.

Stage 2: Germination or Recognition. In this stage a possible solution to the identified problem is thought of.

Stage 3: Preparation or Rationalization. The problem is studied further and research is done to find out how others have tried to solve the same problem.

Stage 4: Incubation or Fantasizing. This stage involves creative thinking for the purpose of coming up with more ideas. Less thought is given to the problem areas.

Stage 5: Feasibility Study: The next step is the creation of a feasibility study to determine if the idea will make a profit and if it should be seen through.

Stage 6: Illumination or Realization. This is when all uncertain areas suddenly become clear. The entrepreneur feels confident that his idea has merit.

Stage 7: Verification or Validation. In this final stage, the idea is verified to see if it works and if it is useful.

Take a look at the diagram below to get a better idea of this process.

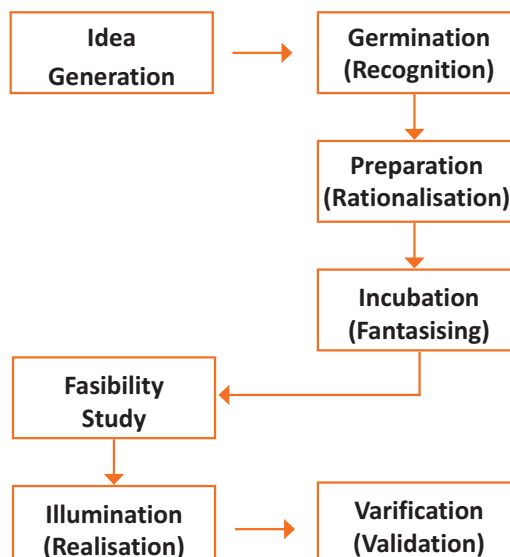


Fig. 10.4 Entrepreneurial process

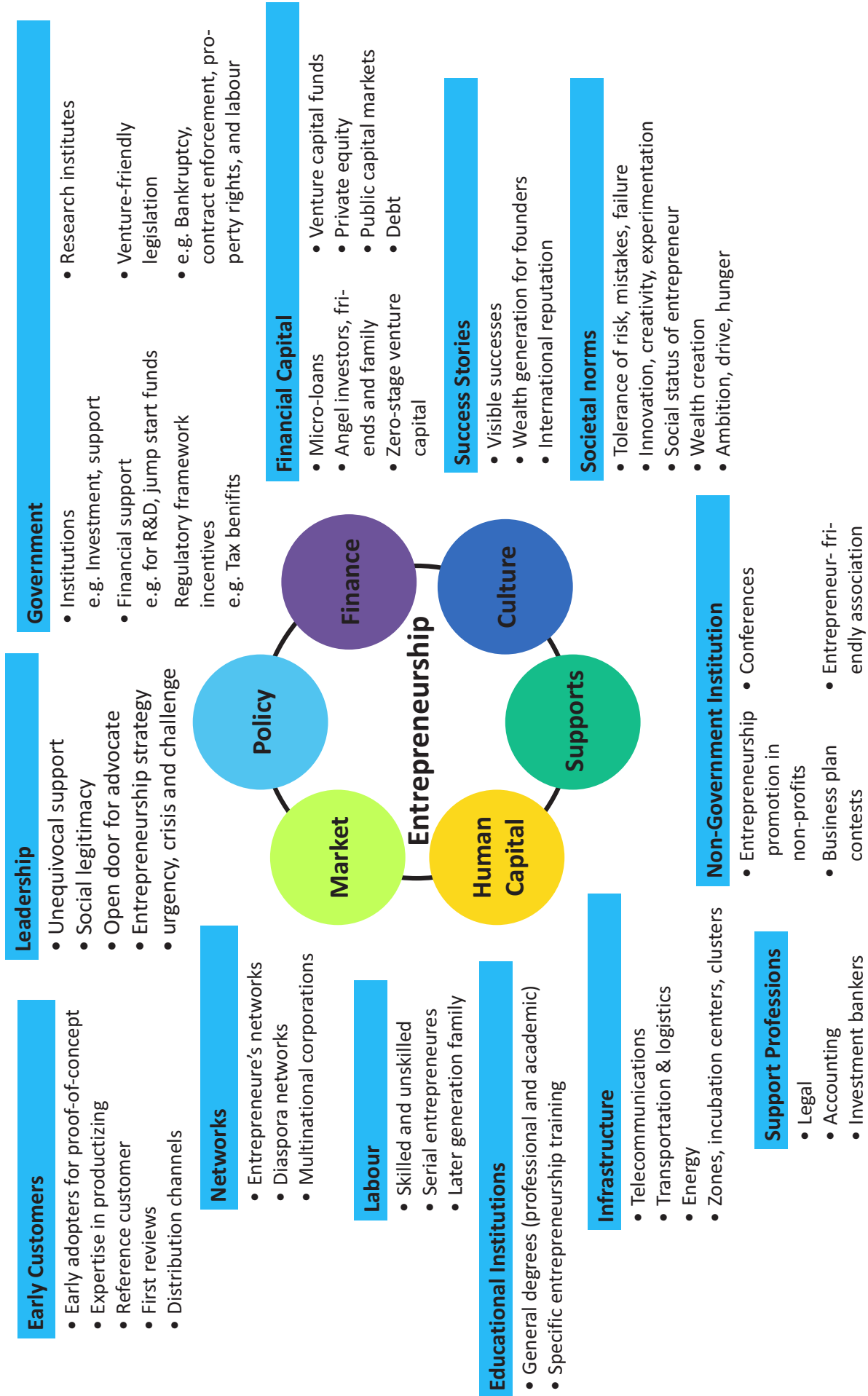
What is an Entrepreneur?

The entrepreneurship support ecosystem signifies the collective and complete nature of entrepreneurship. New companies emerge and flourish not only because of the courageous, visionary entrepreneurs who launch them, but they thrive as they are set in an environment or 'ecosystem' made of private and public participants. These players nurture and sustain the new ventures, facilitating the entrepreneurs' efforts.

An entrepreneurship ecosystem comprises of the following six domains:

1. **Favourable Culture:** This includes elements such as tolerance of risk and errors, valuable networking and positive social standing of the entrepreneur.
2. **Facilitating Policies & Leadership:** This includes regulatory framework incentives and existence of public research institutes.
3. **Financing Options:** Angel financing, venture capitalists and micro loans would be good examples of this.
4. **Human Capital:** This refers to trained and untrained labour, entrepreneurs and entrepreneurship training programmes, etc.
5. **Conducive Markets for Products & Services:** This refers to an existence or scope of existence of a market for the product/service.
6. **Institutional & Infrastructural Support:** This includes legal and financing advisers, telecommunications, digital and transportation infrastructure, and entrepreneurship networking programmes.

These domains indicate whether there is a strong entrepreneurship support ecosystem and what actions should the government put in place to further encourage this ecosystem. The six domains and their various elements have been graphically depicted.



Every entrepreneurship support ecosystem is unique and all the elements of the ecosystem are interdependent. Although every region's entrepreneurship ecosystem can be broadly described by the above features, each ecosystem is the result of the hundred elements interacting in highly complex and particular ways.

Entrepreneurship ecosystems eventually become (largely) self-sustaining. When the six domains are resilient enough, they are mutually beneficial. At this point, government involvement can and should be significantly minimized. Public leaders do not need to invest a lot to sustain the ecosystem. It is imperative that the entrepreneurship ecosystem incentives are formulated to be self-liquidating, hence focusing on sustainability of the environment.

Government's Role in the Entrepreneurship Ecosystem

Encouraging new ventures is a major focus for policymakers. Governments across the world are recognizing that new businesses flourish in distinctive types of supportive environments. Policymakers should study the scenario and take into account the following points whilst they formulate policies and regulations that enable successful entrepreneurship support ecosystems.

1. Policymakers should avoid regulations that discourage new entrants and work towards building efficient methods for business startups. Policies and regulations that favour existing, dominant firms over entrepreneurial ventures, restrict competition and obstruct entry for new companies.
2. Instead of developing policies conceptually intended to correct market failures, policymakers should interact with entrepreneurs and understand the challenges faced by them. The feedback should be used to develop policies that incite idea exploration, product development and increased rates of deal flow.
3. Entrepreneurial supporters should create a database that enables identifying who the participants in the ecosystem are and how they are connected. These ecosystem maps are useful tools in developing engagement strategies.
4. Disruptions are unavoidable in economic and social life. However, it's important to note that economic disruption gives rise to entrepreneurial opportunities. Architects of the entrepreneurship ecosystems (entrepreneurs, mentors, policymakers and consumers,) should anticipate these dips, thus capitalizing on the opportunities they create.

The need for effective strategies to enable local entrepreneurship support ecosystems is a practical one. Better understanding of the actual ecosystems provides a framework within which policy makers can ask relevant questions, envisage more efficient approaches, and assess ensuing outcomes.

Snapshot of the Entrepreneurship Ecosystem in India

Entrepreneurship has earned a newfound respect in India. Many Indians, with exposure to the world of business, who traditionally would have opted for a job, are setting up their own ventures. Many elements of the entrepreneurship ecosystem are beginning to come together. For example, increase in venture capitalists, government schemes and incubators, academia industry linkages, and emerging clusters and support to rural economy. All these initiatives are effective but there is a need to scale up and enrich the ecosystem further in the following ways:

1. We need to review our attitude towards failures and accept them as learning experiences.
2. We must encourage the educated to become entrepreneurs and provide students in schools and colleges with entrepreneurship skills.

3. Universities, research labs and the government need to play the role of enablers in the entrepreneurship support ecosystem.
4. Policymakers need to focus on reducing the obstacles such as corruption, red tape and bureaucracy.
5. We need to improve our legal systems and court international venture capital firms and bring them to India.
6. We must devise policies and methods to reach the secondary and tertiary towns in India, where people do not have access to the same resources available in the cities.

Today, there is a huge opportunity in this country to introduce innovative solutions that are capable of scaling up, and collaborating within the ecosystem as well as enriching it.

Make in India Campaign

Every entrepreneur has certain needs. Some of their important needs are:

- To easily get loans
- To easily find investors
- To get tax exemptions
- To easily access resources and good infrastructure
- To enjoy a procedure that is free of hassles and is quick
- To be able to easily partner with other firms

The Make in India campaign, launched by Prime Minister Modi aims to satisfy all these needs of young, aspiring entrepreneurs. Its objective is to:

- Make investment easy
- Support new ideas
- Enhance skill development
- Safeguard the ideas of entrepreneurs
- Create state-of-the-art facilities for manufacturing goods

Tips



- Research the existing market, network with other entrepreneurs, venture capitalists, angel investors, and thoroughly review the policies in place to enable your entrepreneurship.
- Failure is a stepping stone and not the end of the road. Review yours and your peers' errors and correct them in your future venture.
- Be proactive in your ecosystem. Identify the key features of your ecosystem and enrich them to ensure self-sustainability of your entrepreneurship support ecosystem.

10.5.7 Risk Appetite & Resilience: Entrepreneurship and Risk

Entrepreneurs are inherently risk takers. They are path-makers not path-takers. Unlike a normal, cautious person, an entrepreneur would not think twice about quitting his job (his sole income) and taking a risk on himself and his idea.

An entrepreneur is aware that while pursuing his dreams, assumptions can be proven wrong and unforeseen events may arise. He knows that after dealing with numerous problems, success is still not guaranteed. Entrepreneurship is synonymous with the ability to take risks. This ability, called risk-appetite, is an entrepreneurial trait that is partly genetic and partly acquired.

What is Risk Appetite?

Risk appetite is defined as the extent to which a company is equipped to take risk, in order to achieve its objectives. Essentially, it refers to the balance, struck by the company, between possible profits and the hazards caused by changes in the environment (economic ecosystem, policies, etc.). Taking on more risk may lead to higher rewards but have a high probability of losses as well. However, being too conservative may go against the company as it can miss out on good opportunities to grow and reach their objectives.

The levels of risk appetite can be broadly categorized as “low”, “medium” and “high.” The company’s entrepreneur(s) have to evaluate all potential alternatives and select the option most likely to succeed. Companies have varying levels of risk appetites for different objectives. The levels depend on:

- The type of industry
- Market pressures
- Company objectives

For example, a startup with a revolutionary concept will have a very high risk appetite. The startup can afford short term failures before it achieves longer term success. This type of appetite will not remain constant and will be adjusted to account for the present circumstances of the company.

Risk Appetite Statement

Companies have to define and articulate their risk appetite in sync with decisions made about their objectives and opportunities. The point of having a risk appetite statement is to have a framework that clearly states the acceptance and management of risk in business. It sets risk taking limits within the company. The risk appetite statement should convey the following:

- The nature of risks the business faces.
- Which risks the company is comfortable taking on and which risks are unacceptable.
- How much risk to accept in all the risk categories.
- The desired tradeoff between risk and reward.
- Measures of risk and methods of examining and regulating risk exposures.

Entrepreneurship and Resilience

Entrepreneurs are characterized by a set of qualities known as resilience. These qualities play an especially large role in the early stages of developing an enterprise. Risk resilience is an extremely valuable characteristic as it is believed to protect entrepreneurs against the threat of challenges and changes in the business environment.

What is Entrepreneurial Resilience?

Resilience is used to describe individuals who have the ability to overcome setbacks related to their life and career aspirations. A resilient person is someone who is capable of easily and quickly recovering from setbacks. For the entrepreneur, resilience is a critical trait. Entrepreneurial resilience can be enhanced in the following ways:

- By developing a professional network of coaches and mentors
- By accepting that change is a part of life
- By viewing obstacles as something that can be overcome

Characteristics of a Resilient Entrepreneur

The characteristics required to make an entrepreneur resilient enough to go the whole way in their business enterprise are:

- A strong internal sense of control
- Strong social connections
- Skill to learn from setbacks
- Ability to look at the bigger picture
- Ability to diversify and expand
- Survivor attitude
- Cash-flow conscious habits
- Attention to detail

Tips

- Cultivate a great network of clients, suppliers, peers, friends and family. This will not only help you promote your business, but will also help you learn, identify new opportunities and stay tuned to changes in the market.
- Don't dwell on setbacks. Focus on what you need to do next to get moving again.
- While you should try and curtail expenses, ensure that it is not at the cost of your growth.

10.5.8 Success & Failures: Understanding Successes and Failures in Entrepreneurship

Shyam is a famous entrepreneur, known for his success story. But what most people don't know, is that Shyam failed numerous times before his enterprise became a success. Read his interview to get an idea of what entrepreneurship is really about, straight from an entrepreneur who has both, failed and succeeded.

Interviewer: Shyam, I have heard that entrepreneurs are great risk-takers who are never afraid of failing. Is this true?

Shyam: Ha ha, no of course it's not true! Most people believe that entrepreneurs need to be fearlessly enthusiastic. But the truth is, fear is a very normal and valid human reaction, especially when you are planning to start your own business! In fact, my biggest fear was the fear of failing. The reality is, entrepreneurs fail as much as they succeed. The trick is to not allow the fear of failing to stop you from going ahead with your plans. Remember, failures are lessons for future success!

Interviewer: What, according to you, is the reason that entrepreneurs fail?

Shyam: Well, there is no one single reason why entrepreneurs fail. An entrepreneur can fail due to numerous reasons. You could fail because you have allowed your fear of failure to defeat you. You could fail because you are unwilling to delegate (distribute) work. As the saying goes, "You can do anything, but not everything!" You could fail because you gave up too easily – maybe you were not persistent enough. You could fail because you were focusing your energy on small, insignificant tasks and ignoring the tasks that were most important. Other reasons for failing are partnering with the wrong people, not being able to sell your product to the right customers at the right time at the right price... and many more reasons!

Interviewer: As an entrepreneur, how do you feel failure should be looked at?

Shyam: I believe we should all look at failure as an asset, rather than as something negative. The way I see it, if you have an idea, you should try to make it work, even if there is a chance that you will fail. That's because not trying is failure right there, anyway! And failure is not the worst thing that can happen. I think having regrets because of not trying, and wondering 'what if' is far worse than trying and actually failing.

Interviewer: How did you feel when you failed for the first time?

Shyam: I was completely heartbroken! It was a very painful experience. But the good news is, you do recover from the failure. And with every subsequent failure, the recovery process gets a lot easier. That's because you start to see each failure more as a lesson that will eventually help you succeed, rather than as an obstacle that you cannot overcome. You will start to realize that failure has many benefits.

Interviewer: Can you tell us about some of the benefits of failing?

Shyam: One of the benefits that I have experienced personally from failing is that the failure made me see things in a new light. It gave me answers that I didn't have before. Failure can make you a lot stronger. It also helps keep your ego in control.

Interviewer: What advice would you give entrepreneurs who are about to start their own enterprises?

Shyam: I would tell them to do their research and ensure that their product is something that is actually wanted by customers. I'd tell them to pick their partners and employees very wisely and cautiously. I'd tell them that it's very important to be aggressive – push and market your product as aggressively as possible. I would warn them that starting an enterprise is very expensive and that they should be prepared for a situation where they run out of money.

I would tell them to create long term goals and put a plan in action to achieve that goal. I would tell them to build a product that is truly unique. Be very careful and ensure that you are not copying another startup. Lastly, I'd tell them that it's very important that they find the right investors.

Interviewer: That's some really helpful advice, Shyam! I'm sure this will help all entrepreneurs to be more prepared before they begin their journey! Thank you for all your insight!

Tips



- Remember that nothing is impossible.
- Identify your mission and your purpose before you start.
- Plan your next steps – don't make decisions hastily.

UNIT 10.6: Preparing to be an Entrepreneur

Unit Objectives



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

1. Discuss how market research is carried out
2. Describe the 4 Ps of marketing
3. Discuss the importance of idea generation
4. Recall basic business terminology
5. Discuss the need for CRM
6. Discuss the benefits of CRM
7. Discuss the need for networking
8. Discuss the benefits of networking
9. Understand the importance of setting goals
10. Differentiate between short-term, medium-term and long-term goals
11. Discuss how to write a business plan
12. Explain the financial planning process
13. Discuss ways to manage your risk
14. Describe the procedure and formalities for applying for bank finance
15. Discuss how to manage your own enterprise
16. List important questions that every entrepreneur should ask before starting an enterprise

10.6.1 Market Study / The 4 Ps of Marketing / Importance of an IDEA: Understanding Market Research

Market research is the process of gathering, analyzing and interpreting market information on a product or service that is being sold in that market. It also includes information on:

- Past, present and prospective customers
- Customer characteristics and spending habits
- The location and needs of the target market
- The overall industry
- Relevant competitors

Market research involves two types of data:

- Primary information. This is research collected by yourself or by someone hired by you.
- Secondary information. This is research that already exists and is out there for you to find and use.

Primary research

Primary research can be of two types:

- Exploratory: This is open-ended and usually involves detailed, unstructured interviews.
- Specific: This is precise and involves structured, formal interviews. Conducting specific research is the more expensive than conducting exploratory research.

Secondary research

Secondary research uses outside information. Some common secondary sources are:

- Public sources: These are usually free and have a lot of good information. Examples are government departments, business departments of public libraries etc.
- Commercial sources: These offer valuable information but usually require a fee to be paid. Examples are research and trade associations, banks and other financial institutions etc.
- Educational institutions: These offer a wealth of information. Examples are colleges, universities, technical institutes etc.

The 4 Ps of Marketing

The 4 Ps of marketing are Product, Price, Promotion and Place. Let's look at each of these 4 Ps in detail.

Product

A product can be:

- A tangible good
- An intangible service

Whatever your product is, it is critical that you have a clear understanding of what you are offering, and what its unique characteristics are, before you begin with the marketing process.

Some questions to ask yourself are:

- What does the customer want from the product/service?
- What needs does it satisfy?
- Are there any more features that can be added?
- Does it have any expensive and unnecessary features?
- How will customers use it?
- What should it be called?
- How is it different from similar products?
- How much will it cost to produce?
- Can it be sold at a profit?

Price

Once all the elements of Product have been established, the Price factor needs to be considered. The Price of a Product will depend on several factors such as profit margins, supply, demand and the marketing strategy.

Some questions to ask yourself are:

- What is the value of the product/service to customers?
- Do local products/services have established price points?
- Is the customer price sensitive?
- Should discounts be offered?
- How is your price compared to that of your competitors?

Promotion

Once you are certain about your Product and your Price, the next step is to look at ways to promote it. Some key elements of promotion are advertising, public relations, social media marketing, email marketing, search engine marketing, video marketing and more.

Some questions to ask yourself are:

- Where should you promote your product or service?
- What is the best medium to use to reach your target audience?
- When would be the best time to promote your product?
- How are your competitors promoting their products?

Place

According to most marketers, the basis of marketing is about offering the right product, at the right price, at the right place, at the right time. For this reason, selecting the best possible location is critical for converting prospective clients into actual clients.

Some questions to ask yourself are:

- Will your product or service be looked for in a physical store, online or both?
- What should you do to access the most appropriate distribution channels?
- Will you require a sales force?
- Where are your competitors offering their products or services?
- Should you follow in your competitors' footsteps?
- Should you do something different from your competitors?

Importance of an IDEA

Ideas are the foundation of progress. An idea can be small or ground-breaking, easy to accomplish or extremely complicated to implement. Whatever the case, the fact that it is an idea gives it merit. Without ideas, nothing is possible. Most people are afraid to speak out their ideas, out for fear of being ridiculed. However, if are an entrepreneur and want to remain competitive and innovative, you need to bring your ideas out into the light.

Some ways to do this are by:

- Establishing a culture of brainstorming where you invite all interested parties to contribute
- Discussing ideas out loud so that people can add their ideas, views, opinions to them
- Being open minded and not limiting your ideas, even if the idea who have seems ridiculous
- Not discarding ideas that you don't work on immediately, but instead making a note of them and shelving them so they can be revisited at a later date

Tips



- Keep in mind that good ideas do not always have to be unique.
- Remember that timing plays a huge role in determining the success of your idea.
- Situations and circumstances will always change, so be flexible and adapt your idea accordingly.

10.6.2 Business Entity Concepts:

Basic Business Terminology

If your aim is to start and run a business, it is crucial that you have a good understanding of basic business terms. Every entrepreneur should be well versed in the following terms:

- **Accounting:** A systematic method of recording and reporting financial transactions.
- **Accounts payable:** Money owed by a company to its creditors.
- **Accounts Receivable:** The amount a company is owed by its clients.
- **Assets:** The value of everything a company owns and uses to conduct its business.
- **Balance Sheet:** A snapshot of a company's assets, liabilities and owner's equity at a given moment.
- **Bottom Line:** The total amount a business has earned or lost at the end of a month.
- **Business:** An organization that operates with the aim of making a profit.
- **Business to Business (B2B):** A business that sells goods or services to another business.
- **Business to Consumer (B2C):** A business that sells goods or services directly to the end user.
- **Capital:** The money a business has in its accounts, assets and investments. The two main types of capital are debt and equity.
- **Cash Flow:** The overall movement of funds through a business each month, including income and expenses.
- **Cash Flow Statement:** A statement showing the money that entered and exited a business during a specific period of time.
- **Contract:** A formal agreement to do work for pay.
- **Depreciation:** The degrading value of an asset over time.
- **Expense:** The costs that a business incurs through its operations.
- **Finance:** The management and allocation of money and other assets.
- **Financial Report:** A comprehensive account of a business' transactions and expenses.
- **Fixed Cost:** A one-time expense.
- **Income Statement (Profit and Loss Statement):** Shows the profitability of a business during a period of time.
- **Liabilities:** The value of what a business owes to someone else.
- **Marketing:** The process of promoting, selling and distributing a product or service.
- **Net Income/Profit:** Revenues minus expenses.
- **Net Worth:** The total value of a business.
- **Payback Period:** The amount of time it takes to recover the initial investment of a business.
- **Profit Margin:** The ratio of profit, divided by revenue, displayed as a percentage.
- **Return on Investment (ROI):** The amount of money a business gets as return from an investment.

- Revenue: The total amount of income before expenses are subtracted.
- Sales Prospect: A potential customer.
- Supplier: A provider of supplies to a business.
- Target Market: A specific group of customers at which a company's products and services are aimed.
- Valuation: An estimate of the overall worth of the business.
- Variable Cost: Expenses that change in proportion to the activity of a business.
- Working Capital: Calculated as current assets minus current liabilities.

10.6.3 CRM & Networking: What is CRM?

CRM stands for Customer Relationship Management. Originally the expression Customer Relationship Management meant managing one's relationship with customers. However, today it refers to IT systems and software designed to help companies manage their relationships.

The Need for CRM

The better a company can manage its relationships with its customers, the higher the chances of the company's success. For any entrepreneur, the ability to successfully retain existing customers and expand the enterprise is paramount. This is why IT systems that focus on addressing the problems of dealing with customers on a daily basis are becoming more and more in demand.

Customer needs change over time, and technology can make it easier to understand what customers really want. This insight helps companies to be more responsive to the needs of their customers. It enables them to modify their business operations when required, so that their customers are always served in the best manner possible. Simply put, CRM helps companies recognize the value of their clients and enables them to capitalize on improved customer relations.

Benefits of CRM

CRM has a number of important benefits:

- It helps improve relations with existing customers which can lead to:
 - Increased sales
 - Identification of customer needs
 - Cross-selling of products
- It results in better marketing of one's products or services
- It enhances customer satisfaction and retention
- It improves profitability by identifying and focusing on the most profitable customers

6.3.4 What is Networking?

In business, networking means leveraging your business and personal connections in order to bring in a regular supply of new business. This marketing method is effective as well as low cost. It is a great way to develop sales opportunities and contacts. Networking can be based on referrals and introductions, or can take place via phone, email, and social and business networking websites.

6.3.5 The Need for Networking

Networking is an essential personal skill for business people, but it is even more important for entrepreneurs. The process of networking has its roots in relationship building. Networking results in greater communication and a stronger presence in the entrepreneurial ecosystem. This helps build strong relationships with other entrepreneurs.

Business networking events held across the globe play a huge role in connecting like-minded entrepreneurs who share the same fundamental beliefs in communication, exchanging ideas and converting ideas into realities. Such networking events also play a crucial role in connecting entrepreneurs with potential investors. Entrepreneurs may have vastly different experiences and backgrounds but they all have a common goal in mind – they all seek connection, inspiration, advice, opportunities and mentors. Networking offers them a platform to do just that.

Benefits of Networking

Networking offers numerous benefits for entrepreneurs. Some of the major benefits are:

- Getting high quality leads
- Increased business opportunities
- Good source of relevant connections
- Advice from like-minded entrepreneurs
- Gaining visibility and raising your profile
- Meeting positive and enthusiastic people
- Increased self-confidence
- Satisfaction from helping others
- Building strong and lasting friendships

Tips



- Use social media interactions to identify needs and gather feedback.
- When networking, ask open-ended questions rather than yes/no type questions.

10.6.4 Business Plan: Why Set Goals

Setting goals is important because it gives you long-term vision and short-term motivation. Goals can be short term, medium term and long term.

Short-Term Goals

- These are specific goals for the immediate future.

Example: Repairing a machine that has failed.

Medium-Term Goals

- These goals are built on your short term goals.
- They do not need to be as specific as your short term goals.

Example: Arranging for a service contract to ensure that your machines don't fail again.

Long-Term Goals

These goals require time and planning.

They usually take a year or more to achieve.

Example: Planning your expenses so you can buy new machinery

Why Create a Business Plan

A business plan is a tool for understanding how your business is put together. It can be used to monitor progress, foster accountability and control the fate of the business. It usually offers a 3-5 year projection and outlines the plan that the company intends to follow to grow its revenues. A business plan is also a very important tool for getting the interest of key employees or future investors.

A business plan typically comprises of eight elements.

Elements of a Business Plan

Executive Summary

The executive summary follows the title page. The summary should clearly state your desires as the business owner in a short and businesslike way. It is an overview of your business and your plans. Ideally this should not be more than 1-2 pages.

Your Executive Summary should include:

- The Mission Statement: Explain what your business is all about.

Example: Nike's Mission Statement

Nike's mission statement is "To bring inspiration and innovation to every athlete in the world."

- Company Information: Provide information like when your business was formed, the names and roles of the founders, the number of employees, your business location(s) etc.
- Growth Highlights: Mention examples of company growth. Use graphs and charts where possible.
- Your Products/Services: Describe the products or services provided.
- Financial Information: Provide details on current bank and investors.
- Summarize future plans: Describe where you see your business in the future.

Business Description

The second section of your business plan needs to provide a detailed review of the different elements of your business. This will help potential investors to correctly understand your business goal and the uniqueness of your offering.

Your Business Description should include:

- A description of the nature of your business
- The market needs that you are aiming to satisfy
- The ways in which your products and services meet these needs
- The specific consumers and organizations that you intend to serve
- Your specific competitive advantages

Market Analysis

The market analysis section usually follows the business description. The aim of this section is to showcase your industry and market knowledge. This is also the section where you should lay down your research findings and conclusions.

Your Market Analysis should include:

- Your industry description and outlook
- Information on your target market
- The needs and demographics of your target audience
- The size of your target market
- The amount of market share you want to capture
- Your pricing structure
- Your competitive analysis
- Any regulatory requirements

Organization & Management

This section should come immediately after the Market Analysis.

Your Organization & Management section should include:

- Your company's organizational structure
- Details of your company's ownership
- Details of your management team
- Qualifications of your board of directors
- Detailed descriptions of each division/department and its function
- The salary and benefits package that you offer your people
- The incentives that you offer

Service or Product Line

The next section is the service or product line section. This is where you describe your service or product, and stress on their benefits to potential and current customers. Explain in detail why your product of choice will fulfill the needs of your target audience.

Your Service or Product Line section should include:

- A description of your product/service
- A description of your product or service's life cycle
- A list of any copyright or patent filings
- A description of any R&D activities that you are involved in or planning

Marketing & Sales

Once the Service or Product Line section of your plan has been completed, you should start on the description of the marketing and sales management strategy for your business.

Your Marketing section should include the following strategies:

- **Market penetration strategy:** This strategy focuses on selling your existing products or services in existing markets, in order to increase your market share.
- **Growth strategy:** This strategy focuses on increasing the amount of market share, even if it reduces earnings in the short-term.
- **Channels of distribution strategy:** These can be wholesalers, retailers, distributors and even the internet.
- **Communication strategy:** These can be written strategies (e-mail, text, chat), oral strategies (phone calls, video chats, face-to-face conversations), non-verbal strategies (body language, facial expressions, tone of voice) and visual strategies (signs, webpages, illustrations).

Your Sales section should include the following information:

- **A salesforce strategy:** This strategy focuses on increasing the revenue of the enterprise.
- **A breakdown of your sales activities:** This means detailing out how you intend to sell your products or services – will you sell it offline or online, how many units do you intend to sell, what price do you plan to sell each unit at, etc.

Funding Request

This section is specifically for those who require funding for their venture.

The Funding Request section should include the following information:

- How much funding you currently require.
- How much funding you will require over the next five years. This will depend on your long-term goals.
- The type of funding you want and how you plan to use it. Do you want funding that can be used only for a specific purpose, or funding that can be used for any kind of requirement?
- Strategic plans for the future. This will involve detailing out your long-term plans – what these plans are and how much money you will require to put these plans in motions.
- Historical and prospective financial information. This can be done by creating and maintaining all your financial records, right from the moment your enterprise started, to the present day. Documents required for this are your balance sheet which contains details of your company's assets and liabilities, your income statement which lists your company's revenues, expenses and net income for the year, your tax returns (usually for the last three years) and your cash flow budget which lists the cash that came in, the cash that went out and states whether you had a cash deficit (negative balance) or surplus (positive balance) at the end of each month.

Financial Planning

Before you begin building your enterprise, you need to plan your finances. Take a look at the steps for financial planning:

Step 1: Create a financial plan. This should include your goals, strategies and timelines for accomplishing these goals.

Step 2: Organize all your important financial documents. Maintain a file to hold your investment details, bank statements, tax papers, credit card bills, insurance papers and any other financial records.

Step 3: Calculate your net worth. This means figure out what you own (assets like your house, bank accounts, investments etc.), and then subtract what you owe (liabilities like loans, pending credit card amounts etc.) the amount you are left with is your net worth.

Step 4: Make a spending plan. This means write down in detail where your money will come from, and where it will go.

Step 5: Build an emergency fund. A good emergency fund contains enough money to cover at least 6 months' worth of expenses.

Step 6: Set up your insurance. Insurance provides long term financial security and protects you against risk.

Risk Management

As an entrepreneur, it is critical that you evaluate the risks involved with the type of enterprise that you want to start, before you begin setting up your company. Once you have identified potential risks, you can take steps to reduce them. Some ways to manage risks are:

- Research similar business and find out about their risks and how they were minimized.
- Evaluate current market trends and find out if similar products or services that launched a while ago are still being well received by the public.
- Think about whether you really have the required expertise to launch your product or service.
- Examine your finances and see if you have enough income to start your enterprise.
- Be aware of the current state of the economy, consider how the economy may change over time, and think about how your enterprise will be affected by any of those changes.
- Create a detailed business plan.

Tips



- Ensure all the important elements are covered in your plan.
- Scrutinize the numbers thoroughly.
- Be concise and realistic.
- Be conservative in your approach and your projections.
- Use visuals like charts, graphs and images wherever possible.

10.6.5 Procedure and Formalities for Bank Finance:

The Need for Bank Finance

For entrepreneurs, one of the most difficult challenges faced involves securing funds for startups. With numerous funding options available, entrepreneurs need to take a close look at which funding methodology works best for them. In India, banks are one of the largest funders of startups, offering funding to thousands of startups every year.

What Information Should Entrepreneurs Offer Banks for Funding?

When approaching a bank, entrepreneurs must have a clear idea of the different criteria that banks use to screen, rate and process loan applications. Entrepreneurs must also be aware of the importance of providing banks with accurate and correct information. It is now easier than ever for financial institutions to track any default behaviour of loan applicants. Entrepreneurs looking for funding from banks must provide banks with information relating to their general credentials, financial situation and guarantees or collaterals that can be offered.

General Credentials

This is where you, as an entrepreneur, provide the bank with background information on yourself. Such information includes:

- Letter(s) of Introduction: This letter should be written by a respected business person who knows you well enough to introduce you. The aim of this letter is set across your achievements and vouch for your character and integrity.
- Your Profile: This is basically your resume. You need to give the bank a good idea of your educational achievements, professional training, qualifications, employment record and achievements.
- Business Brochure: A business brochure typically provides information on company products, clients, how long the business has been running for etc.
- Bank and Other References: If you have an account with another bank, providing those bank references is a good idea.
- Proof of Company Ownership or Registration: In some cases, you may need to provide the bank with proof of company ownership and registration. A list of assets and liabilities may also be required.

Financial Situation

Banks will expect current financial information on your enterprise. The standard financial reports you should be prepared with are:

- Balance Sheet
- Cash-Flow Statement
- Business Plan
- Profit-and-Loss Account
- Projected Sales and Revenues
- Feasibility Study

Guarantees or Collaterals

Usually banks will refuse to grant you a loan without security. You can offer assets which the bank can seize and sell off if you do not repay the loan. Fixed assets like machinery, equipment, vehicles etc. are also considered to be security for loans.

The Lending Criteria of Banks

Your request for funding will have a higher chance of success if you can satisfy the following lending criteria:

- Good cash flow
- Adequate shareholders' funds
- Adequate security
- Experience in business
- Good reputation

The Procedure

To apply for funding the following procedure will need to be followed.

1. Submit your application form and all other required documents to the bank.
2. The bank will carefully assess your credit worthiness and assign ratings by analyzing your business information with respect to parameters like management, financial, operational and industry information as well as past loan performance.
3. The bank will make a decision as to whether or not you should be given funding.

Tips



- Get advice on funding options from experienced bankers.
- Be cautious and avoid borrowing more than you need, for longer than you need, at an interest rate that is higher than you are comfortable with.

10.6.6 Enterprise Management - An Overview: How to Manage Your Enterprise

To manage your enterprise effectively you need to look at many different aspects, right from managing the day-to-day activities to figuring out how to handle a large scale event. Let's take a look at some simple steps to manage your company effectively.

Step 1: Use your leadership skills and ask for advice when required.

Let's take the example of Ramu, an entrepreneur who has recently started his own enterprise. Ramu has good leadership skills – he is honest, communicates well, knows how to delegate work etc. These leadership skills definitely help Ramu in the management of his enterprise. However, sometimes Ramu comes across situations that he is unsure how to handle. What should Ramu do in this case? One solution is for him to find a more experienced manager who is willing to mentor him. Another solution is for Ramu to use his networking skills so that he can connect with managers from other organizations, who can give him advice on how to handle such situations.

Step 2: Divide your work amongst others – realize that you cannot handle everything yourself.

Even the most skilled manager in the world will not be able to manage every single task that an enterprise will demand of him. A smart manager needs to realize that the key to managing his enterprise lies in his dividing all his work between those around him. This is known as delegation. However, delegating is not enough. A manager must delegate effectively if he wants to see results. This is important because delegating, when done incorrectly, can result in you creating even more work for yourself. To delegate effectively, you can start by making two lists. One list should contain the things that you know you need to handle yourself. The second list should contain the things that you are confident can be given to others to manage and handle. Besides incorrect delegation, another issue that may arise is over-delegation. This means giving away too many of your tasks to others. The problem with this is, the more tasks you delegate, the more time you will spend tracking and monitoring the work progress of those you have handed the tasks to. This will leave you with very little time to finish your own work.

Step 3: Hire the right people for the job.

Hiring the right people goes a long way towards effectively managing your enterprise. To hire the best people suited for the job, you need to be very careful with your interview process. You should ask potential candidates the right questions and evaluate their answers carefully. Carrying out background checks is always a good practice. Running a credit check is also a good idea, especially if the people you are planning to hire will be handling your money. Create a detailed job description for each role that you want filled and ensure that all candidates have a clear and correct understanding of the job description. You should also have an employee manual in place, where you

put down every expectation that you have from your employees. All these actions will help ensure that the right people are approached for running your enterprise.

Step 4: Motivate your employees and train them well.

Your enterprise can only be managed effectively if your employees are motivated to work hard for your enterprise. Part of being motivated involves your employees believing in the vision and mission of your enterprise and genuinely wanting to make efforts towards pursuing the same. You can motivate your employees with recognition, bonuses and rewards for achievements. You can also motivate them by telling them about how their efforts have led to the company's success. This will help them feel pride and give them a sense of responsibility that will increase their motivation.

Besides motivating your people, your employees should be constantly trained in new practices and technologies. Remember, training is not a one-time effort. It is a consistent effort that needs to be carried out regularly.

Step 5: Train your people to handle your customers well.

Your employees need to be well-versed in the art of customer management. This means they should be able to understand what their customers want, and also know how to satisfy their needs. For them to truly understand this, they need to see how you deal effectively with customers. This is called leading by example. Show them how you sincerely listen to your clients and the efforts that you put into understand their requirements. Let them listen to the type of questions that you ask your clients so they understand which questions are appropriate.

Step 6: Market your enterprise effectively.

Use all your skills and the skills of your employees to market your enterprise in an effective manner. You can also hire a marketing agency if you feel you need help in this area.

Now that you know what is required to run your enterprise effectively, put these steps into play, and see how much easier managing your enterprise becomes!

Tips



- Get advice on funding options from experienced bankers.
- Be cautious and avoid borrowing more than you need, for longer than you need, at an interest rate that is higher than you are comfortable with.

10.6.7. 20 Questions to Ask Yourself Before Considering Entrepreneurship

1. Why am I starting a business?
2. What problem am I solving?
3. Have others attempted to solve this problem before? Did they succeed or fail?
4. Do I have a mentor¹ or industry expert that I can call on?
5. Who is my ideal customer²?
6. Who are my competitors³?
7. What makes my business idea different from other business ideas?
8. What are the key features of my product or service?
9. Have I done a SWOT⁴ analysis?
10. What is the size of the market that will buy my product or service?
11. What would it take to build a minimum viable product⁵ to test the market?
12. How much money do I need to get started?
13. Will I need to get a loan?
14. How soon will my products or services be available?
15. When will I break even⁶ or make a profit?
16. How will those who invest in my idea make a profit?
17. How should I set up the legal structure⁷ of my business?
18. What taxes⁸ will I need to pay?
19. What kind of insurance⁹ will I need?
20. Have I reached out to potential customers for feedback?

Tips








- It is very important to validate your business ideas before you invest significant time, money and resources into it.
- The more questions you ask yourself, the more prepared you will be to handle the highs and lows of starting an enterprise.

Footnotes:

1. A mentor is a trusted and experienced person who is willing to coach and guide you.
2. A customer is someone who buys goods and/or services.
3. A competitor is a person or company that sells products and/or services similar to your products and/or services.
4. SWOT stands for Strengths, Weaknesses, Opportunities and Threats. To conduct a SWOT analysis of your company, you need to list down all the strengths and weaknesses of your company, the opportunities that are present for your company and the threats faced by your company.

5. A minimum viable product is a product that has the fewest possible features, that can be sold to customers, for the purpose of getting feedback from customers on the product.
6. A company is said to break even when the profits of the company are equal to the costs.
7. The legal structure could be a sole proprietorship, partnership or limited liability partnership.
8. There are two types of taxes – direct taxes payable by a person or a company, or indirect taxes charged on goods and/or services.
9. There are two types of insurance – life insurance and general insurance. Life insurance covers human life while general insurance covers assets like animals, goods, cars etc.

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