

Participant Handbook

Sector
Beauty and Wellness

Sub-Sector
Alternate Therapy & Rejuvenation

Occupation
Spa Services

Reference ID: **BWS/Q1001, Version 3.0**



**Assistant
Spa Therapist**



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Published by

Beauty & Wellness Sector Skill Council

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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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SKILL COUNCIL FOR BEAUTY AND WELLNESS

for

SKILLING CONTENT : PARTICIPANT HANDBOOK

Complying To National Occupational Standards Of

Job Role/ Qualification Pack: 'Assistant Spa Therapist' QP No. 'BWS/Q1001 NSQF Level 3'

Date of Issuance Sept 15th, 2022

Valid up to* Sept 15th, 2024

**Valid up to next review date of the qualification or the
'Valid up to' date mentioned above (whichever is earlier)*

Authorised signatory
(Skill Council for Beauty and Wellness)

Acknowledgements

Beauty & Wellness Sector Skill Council would like to express their gratitude to all the individuals and organizations who have contributed in the preparation of this trainee manual.

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 Ms. Seema Gopujkar who have reviewed and validated the 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 Wellness Sector.

About this Book

Spa industry in India is in a nascent stage but growing rapidly, thanks to increasing wellness tourism, improving living standards & growing awareness about the importance of maintaining good physical & mental health. Currently, India is the 3rd fastest growing Spa market after America & Europe.

This Participant Handbook is designed to enable theoretical and practical training to become an Assistant Spa Therapist. The Qualifications Pack of an Assistant Spa Therapist includes the following National Occupational Standards which have all been covered in this Trainee Manual:

1. Prepare and maintain work area
2. Assist the Spa Therapist perform advanced Spa services
3. Maintain health and safety at the workplace
4. Create a positive impression at the workplace

Symbols 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
Unit 1.3 – Introduction to Spa



Key Learning Outcomes

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

1. Describe Beauty and Wellness Industry and its classification
2. State role and responsibilities of an Assistant Spa Therapist
3. Describe the types of Spas & Spa Therapies
4. List the attributes of an Assistant Spa Therapist

UNIT 1.1: Objectives of this Program

Unit Objectives

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

1. Describe the Beauty and Wellness Industry in India
2. State role and responsibilities of an Assistant Spa Therapist
3. List the attributes of an Assistant Spa Therapist

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.



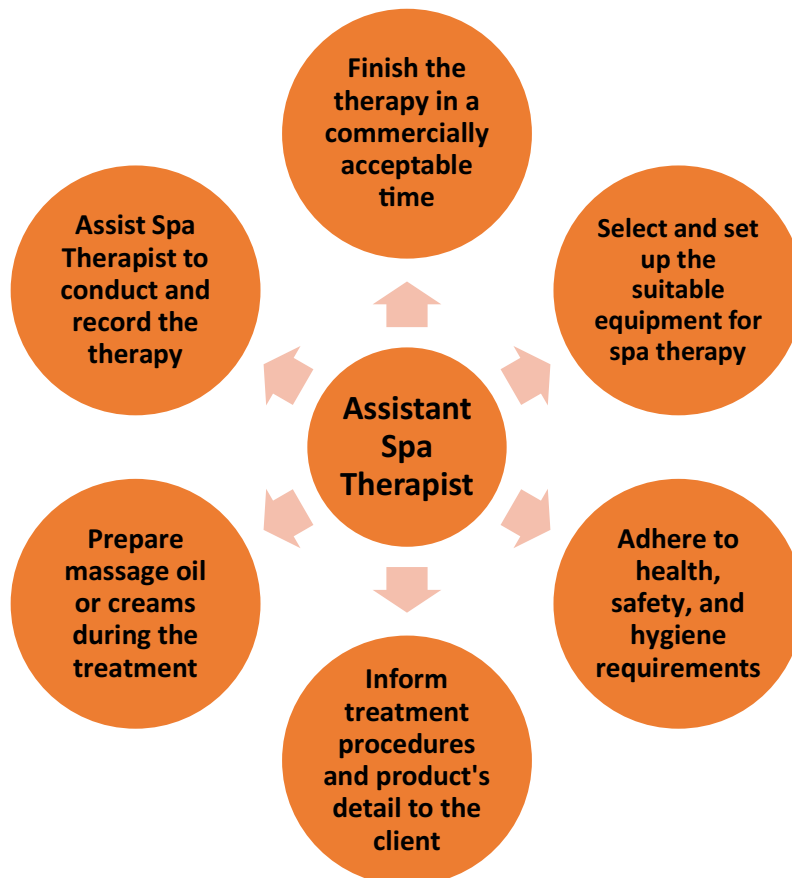
Fig. 1.1 Assistant Spa Therapist

1.1.2 Assistant Spa Therapist

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

Roles and Responsibilities of an Assistant Spa Therapist

An Assistant Spa Therapist should be able to:



Attributes of an Assistant Spa Therapist

- **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. what services they wish to take from you and you must respect that.



Fig. 1.2 Assistant Spa Therapist helping the Spa therapist

- **Make suitable suggestions:** If you catch your customer confused and indecisive, use the opportunity to suggest the best for him/her. Customer may like it and appreciate. You are not at loss anyway.
- **Don't be in hurry:** Do not rush the customer out. If you are attending the customer, make sure you give him/ her proper time.
- **Keep your knowledge updated:** You must know all the important updates about your field so that if the client has any question, you must be able to answer him appropriately.
- **Respect your customer:** Respect the decision of your customers and do not force your opinion. Ultimately it is their decision what services they wish to take from you and you must respect that.
- **Have knowledge about products:** An Assistant Spa Therapist must be able to tell what products are suitable for the customer.



Fig. 1.3 Offering suitable product to customer

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

1.1.3 Program Overview

This program will facilitate an overview of:

- Beauty and Wellness Industry
- Prepare and maintain work area
- Simple spa services and assistive tasks for advanced spa services
- Maintain health and safety at the workplace
- Create 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 Beauty and Wellness Industry in India
2. State industry classification for Beauty and Wellness
3. List the factors for growth of Beauty and Wellness Industry in India

1.2.1 The Beauty and Wellness Industry in India

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

1. Growing consumerism, rapid urbanization and rising disposable income are said to be the most dominant factors driving this market
2. Young consumer population is characterized by the increased exposure to media so the increased aspiration for beauty
3. 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
4. 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.



Fig. 1.5 Classification of beauty and wellness industry

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.

UNIT 1.3: Introduction to Spa

Unit Objectives

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

1. Explain Spa concepts
2. Describe various types of Spas and Spa Therapies

1.3.1 Spa

The term spa is associated with water treatment which is also known as balneotherapy.

Origin of the term:

The term 'Spa' is derived from the name of a town in Belgium called 'Spa'. In medieval times here in Spa, illness caused by iron deficiency was treated by drinking chalybeate (iron bearing) spring water.

In 1571 William Slings who had been to the Belgian town (which he called Spaw) discovered a chalybeate spring in Yorkshire.

He built an enclosed well there and called it 'Harrogate'. Harrogate, became the first resort in England for drinking medicinal waters. Then in 1596, Dr Timothy Bright called the resort "The English Spaw", thus starting the use of the word 'Spa' as a generic description of resorts for medicinal waters, rather than as the place name of the Belgian town. At first, this term referred specifically to resorts for water drinking rather than bathing, but this distinction was gradually lost and many spas started offering external remedies.

The other story about the origin of the term spa is as follows. A Belgian spring of iron bearing water was called Espa, which in Walloon language means "fountain". It was used in 1326 as a cure by Collin Le Loupe, an alchemist with such success that he developed a health resort with the same name. It is also suggested that the term Espa may be derived from the name of the resort.

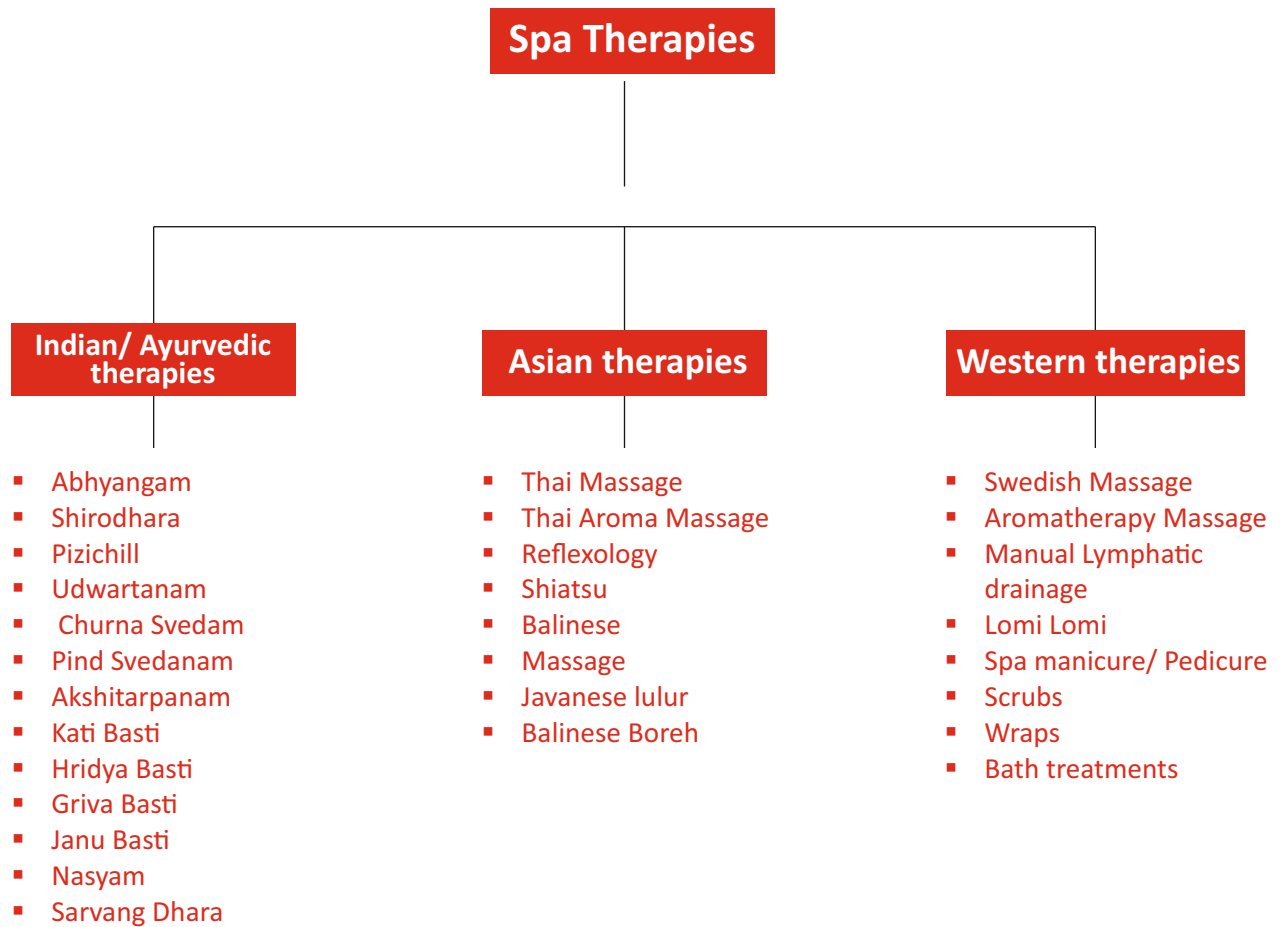
Some people and sources suggest that, the word Spa is an acronym of Latin phrases such as "Sanitas per Aquam" or "Salus per Aquam" meaning "health through water". These are "acronyms" — back-formed acronyms. Though there is no evidence to support such claims, also these acronyms arose in the twentieth century, and were not used in classical times.

1.3.2 Types of Spa



Fig. 1.6 Resort/Hotel Spa

1.3.3 Various Spa Therapies



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 Spa therapist 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 Spa Therapist

- 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

- Growing consumerism, rapid urbanization and rising disposable income
- Young consumer
- Excessive obsession with young looking skin

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

Exercise



1. Which of the following are not the characteristics of an Assistant Spa Therapist?

- a. Having knowledge about products
- b. Good body language
- c. Clean personal appearance
- d. Being in hurry

2. What are the current Beauty & Wellness Industry trends?

- a. Changed Consumer Psyche
- b. Emerging Unisex Salons
- c. International Beauty Brands
- d. All of these

3. List different classifications of beauty and wellness industry

4. Match the columns:

Column A	Column B
1. Comprehensive spa services, with alternative therapies and treatments	a. Hridya Basti
2. Rising disposable income	b. Assistant Spa Therapist
3. Knowledge about products	c. Asian Therapy
4. Lomi Lomi	d. Medical Spa
5. Indian therapy	e. Growth in Beauty and Wellness sector
6. Reflexology	f. Western therapy

5. Write true or false for the following statements:

1. Spa is not associated with water therapy:
2. Excessive obsession with young looking skin is one of the reason for growth of the Beauty and Wellness Sector:
3. Assistant Spa Therapist should hurry up and finish their work:
4. Day spa includes comprehensive program focusing on lifestyle

Notes



A large rectangular area with an orange border, containing 22 horizontal lines for writing notes.



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2. Prepare and Maintain Work Area

Unit 2.1 - Prepare and Maintain the Service Work Area



BWS/N9001

Key Learning Outcomes

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

1. Prepare the service work areas
2. Maintain the service work areas
3. Apply sterilisation and disinfection methods in order to maintain hygiene
4. Prepare client for spa service

UNIT 2.1 : Prepare and Maintain the Service Work Area

Unit Objectives

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

1. Prepare the service work areas
2. Maintain the service work areas
3. Apply sterilisation and disinfection methods in order to maintain hygiene
4. Prepare client for spa service

2.1.1 Introduction

For every beauty treatment and service, a clean and tidy work area is required that is hygienic and feels inviting. This unit is about preparing and maintaining the work area for Spa Therapy. Setting up the work area involves preparing the tools, materials and equipment, needed to carry out the treatment. It also requires the seating arrangements for the client and Assistant Spa Therapist. In this unit, one will also learn about the waste disposal after treatments, importance of maintaining client records and the importance of the Assistant Spa Therapist's personal hygiene and appearance.

Some key terms

- Disposal
- Incinerator
- Sterilisation
- Decor
- Record Cards

One of your main duties in the salon/spa will be to assist Senior Spa Therapist by setting up the work area correctly. This will include organising and arranging the correct supplies, materials and equipment needed for a particular treatment or service. This will also include any procedures required for preparing the client for the service or treatment. In order to do that, you will need to know the various services and treatments and the respective products, tools and equipment that are needed for each of these. You will also be able to use the information available on a client's record card to select the right materials that will be suitable for that particular client.

2.1.2 Record Card

A client's record card is a professional record of service or services that the client has utilised at your spa in the past. It is an effective tool for information regarding the client preferences, sensitivities, etc. and is where an Assistant Spa Therapist 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 treatment the client is booked in for, so that you know the set-up that is required for service
- The client's record card is a tool that can provide more information about the client's preferences and dislikes, skin/hair type, contraindications, allergies, environmental conditions and habits of



Fig. 2.1 Therapist filling the record card

- the clients that may be relevant to the treatment and/or handling of the client for customer satisfaction purposes and to avoid complaints and disgruntlement. The record may also show previous products used and knowledge of therapy techniques that will be helpful to you in deciding which products to select. This may also record customer complaints made in the past.
- When you collect a record for a client from reception, make sure that you have the correct card. This can be done by checking the client first name, surname and the address and verifying it with the client details.
- It is important to check all the above details to make sure that the correct record for the client is taken, as some client's may have the same surname or even a first name.
- The card should be handed over to the Spa Therapist and both the Spa Therapist and you, should go through it in detail before start of the service.

2.1.3 The Spa Services Room

As the spa services room is used for a variety of different services, it is important that the room can be used and arranged to adapt to be suited for providing different services and client preferences. It is also important that the room is well equipped for all services expected to be delivered there.

The Spa service room should:

- be well ventilated cool in summer, warm in winter.
- be clean and tidy and smell fresh.
- include a provision to hang/place the client's clothes.
- have shelves or storage for placement of 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.

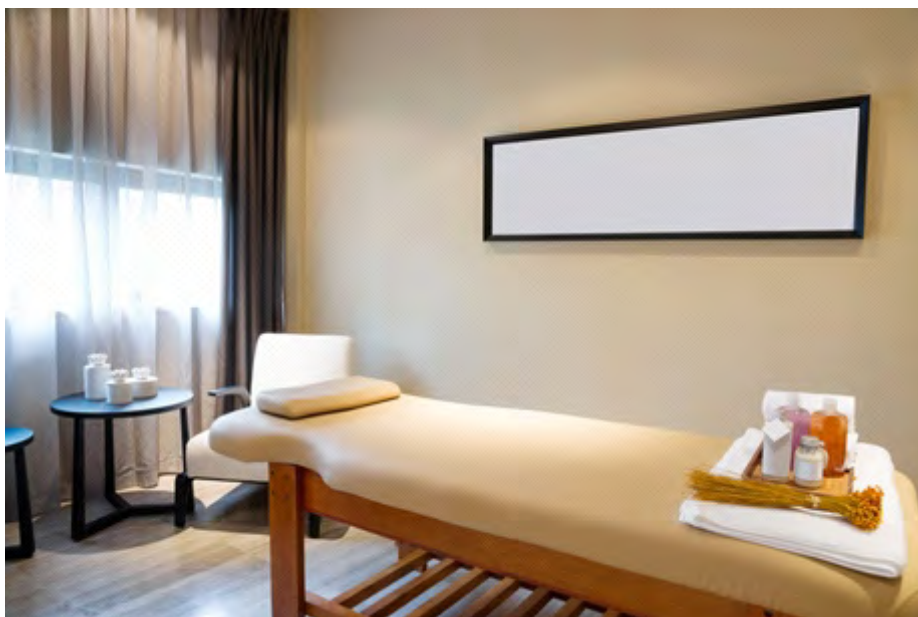


Fig. 2.2 The spa services room

A checklist for setting up the workspace for any spa service:

- ✓ Record card and a pen should be on the trolley for the consultation.
- ✓ The client's gown should be clean and ready
- ✓ Coat hanger or hook should be available for client's clothes.
- ✓ Clean towels should be laid out nearby.
- ✓ The treatment couch should have a clean sheet and disposable couch roll.
- ✓ The service room should be disinfected and decorated with fresh flowers.
- ✓ The therapy room should have enough space for the spa therapist.
- ✓ The service room should be well equipped with all the facilities necessary for spa therapy, e.g., sink with running hot and cold water, etc.
- ✓ The products to be used should be laid out on the trolley top neatly.
- ✓ The tools to be used should be sterilised and then placed on the trolley top in a jar filled with antiseptic.
- ✓ There should sufficient cotton wool and absorbent tissues on the trolley for the spa 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. The growth and spread of potential, disease causing micro-organisms, must be controlled through cleaning, disinfection or sterilisation.

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

The client and the therapist must wash their hands before commencing any service. This may be done with liquid soap and water. Soap ideally should be stored in a dispenser that is clean and closed. In order to dry hands after cleaning, one should ideally use disposable paper towels to wipe 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 spread with a disposable spatula.

For the purpose of services, all surfaces that can be disinfected including metal surfaces, tools and implements, must be disinfected after thorough cleaning between services.

Disinfection will destroy most micro-organisms except for some spores and 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. Disinfectant's must always be used in line with manufacturers' instructions. For disinfectants in which tools are submerged, e.g. roller/clipper heads, scissor and tweezers, etc. it is very important that the disinfectant solution is changed regularly in line with manufacturer's instructions.

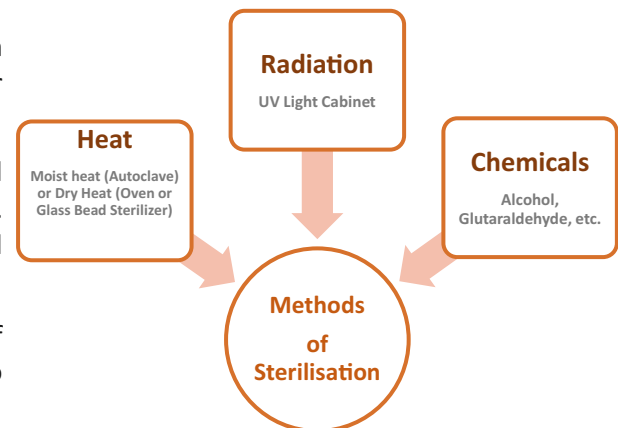
Sterilisation is a process which completely destroys all living organisms, including spores. Sterilisation is most commonly done using an autoclave. Sterilisation may only be performed on metal tools and implements, e.g. scissors, tweezers, cutting implements. In order to reduce risks, it is advisable to use single-use, disposable equipment. Using that and sterilising equipment or both will significantly reduce this risk of disease and infection. Sanitising greatly reduces micro-organisms from the surface of the skin using anti-bacterial agents, e.g. prewash 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.

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 handling chemicals, or while dealing with harmful or possibly infected services. Where required and a disposable apron is advisable to protect clothing during the service. This should be disposed of directly after service. One must be in designate uniform as salons often choose uniform that offer some protection against spills.



Fig. 2.4 Always wear gloves during services/tasks that require protection from chemicals/infections

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 spa visit is enjoyable for the client and a satisfying work environment for the Assistant Spa Therapist.

Lighting: It gives a spa atmosphere, so it can have a powerful effect on how the client feels when she/he walks into the reception, her/his level of relaxation once in the service room, and whether she/he feels as though she/he has had a satisfying service at the end. The lighting should in any case be:

- Bright enough to carry out services in clear light without difficulty
- Soft enough to help clients relax and set the mood. Therefore, it is recommended that a service room has a good overhead light on a dimmer switch.

Make sure that:

- You can always see clearly.
- You and your client don't have to squint due to poor lighting
- One is not 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 treatments, and this usually causes their body temperature to drop, so it is important that the spa is warm but not so hot and stuffy that it is uncomfortable or encourages germs to multiply. A comfortable temperature for spa therapy work is between 20°C and 24°C, with the level of moisture in the air between 40 and 60 per cent. Also since client's undress and may be covered lightly the temperature should not be too cold for them.

Ventilation: Circulation of fresh air is needed in the work area. This ensures that clients and staff are not made uncomfortable by fumes from products. It also ensures that they do not feel suffocated.

Some important points to consider while preparing work areas are given below:

Cross ventilation from doors and windows

Check that air does not become humid and damp

Odour free pleasant atmosphere

Proper ventilation methods: Extractor fans, windows, air vents, doors, etc.

2.1.7 Preparing a Client for Spa Services

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/him 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 spa service room.
- 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 treatments.
- Enquiring about other treatments the client has had in the past.
- Discussing the weather or news topics.
- Enquiring whether this treatment is for a special occasion.
- Asking questions about the client's holidays or family that are not too personal.

Polite conversation is not:

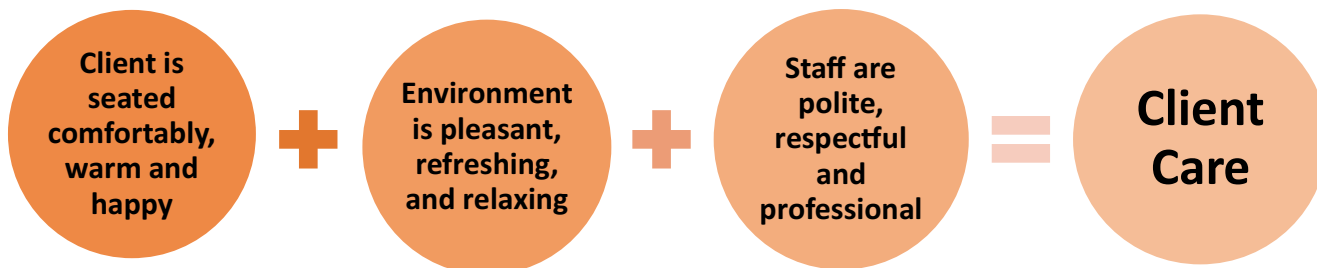
- Ignoring the client in order to talk to other members of staff.
- Talking about yourself or another person, and not asking the client about herself/himself.
- Complaining about your last client or your job.
- Discussing own domestic problems and personal issues.
- Discussing serious news topics, religion or politics.



Fig. 2.6 Therapist welcoming the guest

2.1.8 Client Care

The client's comfort includes the following:



2.1.9 Personal Presentation and Behaviour

Remember that it is important to be professional in your approach with regards 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. As an Assistant Spa Therapist work being on their feet for most time of the day, and also, they work very close to the clients. Therefore, it is important to make sure that good standards of personal hygiene are maintained in order to ensure client's comfort, by body odour.

A Checklist for appearance for a professional Assistant Spa Therapist:

- Wear clean and freshly laundered clothes or uniform
- Ensure the uniform is not smelling of smoke or strong perfume.
- Your uniform or clothes should look smart. It should not be too short or too tight. The uniform 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 not have chipped nail varnish, they should be clean and well-manicured.
- Keep your breath fresh – no tobacco smells.
- Jewellery should be simple and kept to a minimum.



Fig. 2.7 Well-groomed spa therapist

2.1.10 Maintain the Treatment Work Areas

It is not enough to prepare a perfect work area prior to service. One also needs to keep it clean, hygienic and looking professional at all times including during, between and after service. 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 Spa Therapist and different client that could be using it next).

2.1.11 Safe Disposal of Waste

As soon as you have used cotton wool, tissues or other disposables one must put them in the appropriate waste bin immediately.

Tidy up as you go – it will save time later. Replace bottle tops straight away.

Clean tools and place them back in the steriliser. If you are assisting as your Senior Spa Therapist is carrying out other treatments, 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. 2.8 dispose waste in bins straight away



Fig. 2.9 Replacing bottle tops is important

2.1.12 Checking and Cleaning Equipment

Checklist for Room Preparation:

- Floor is mopped and cleaned
- Shower Cubicle is dry and clean and the drain is in place (Check the edges to see that no black stains are there)
- Dustbin is empty and bin bag is there
- Table top is clean and without any stains
- Clock is kept on the table/wall
- Therapy bed is ready with the following items:
 - Bed sheet covering the bed properly without any creases
 - Bathing towel neatly folded and kept beside
 - Draping towel neatly folded
 - Therapy garments neatly folded
 - Runner running across the length of the bed
- Paper napkins are a must to drape the beds face hole inorder to maintain hygiene and avoid contamination so that the germs, microbes, contagious skin disorders do not spread onto the next guest
- Therapy room is neat and tidy with a pleasant air freshener
- Slippers are kept in place below the hanger
- All cupboards are closed properly
- New comb, soap and shampoo are present in adequate quantity inside room
- The door and knobs are clean of any oil
- Foot mat is kept outside the shower cubicle
- Small napkin to be kept handy.
- Music switch is on
- Hairdryer and shower cap are in place
- Hanger is empty and in place
- AC remote in place



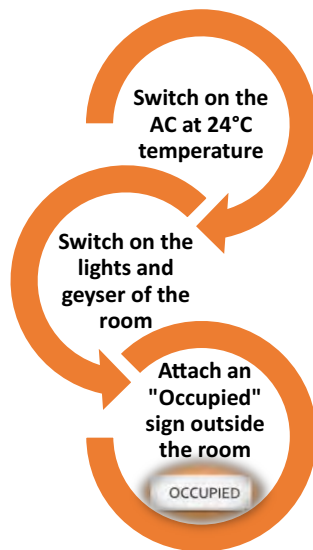
Fig. 2.10 Spa tools and equipment



Fig. 2.11 Spa slippers, gown and towel



Fig. 2.12 Spraying the room with room freshener



2.1.13 Leaving Work Areas Clean and Hygienic

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

- All bed linen and towels washed or given for washing
- Products are tidied away in appropriate storage areas with the lids securely placed.
- Worktops and trolleys are disinfected as per standard procedure
- Tools used are sterilised
- Disposables are discarded in appropriate bins
- Equipment is cleaned and placed at their right place
- New bedding or couch roll laid out, will linen replaced

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

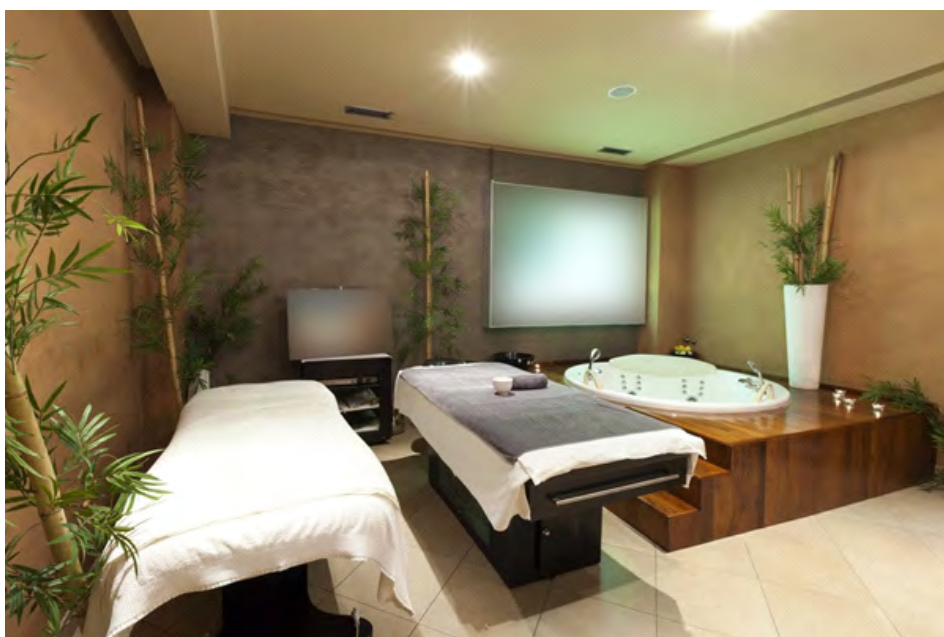


Fig. 2.13 Leave the room perfectly laid out and clean after finishing service

2.1.15 Storage of Records, Materials and Equipment

1. Storage and confidentiality - All client records 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.
2. Information recorded must be accurate.
3. Client records must be made available to the client for viewing if needed.



Fig. 2.13 Storage of records, materials and equipment



Click\Scan this QR Code to access the related video

Summary



1. The treatment room in a spa should:

- a. be well ventilated cool in summer, warm in winter.
- b. be clean and tidy and smell fresh.
- c. include somewhere to hang the client's clothes.
- d. contain shelves or storage for products and towels.
- e. be quiet and undisturbed from outside noise; soft music can be played to enhance relaxation.
- f. have good lighting that can be dimmed for massage.

2. A checklist for appearance for a professional Assistant Spa Therapist:

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

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

- a. smile and make eye contact.
- b. greet the client by her name, then introduce yourself and explain that you will be preparing her for her treatment.
- c. ask the client to follow you through to the treatment room.
- d. before the treatment begins, make polite conversation to build a good relationship and help the client to feel at ease.

4. While assisting the Senior Spa Therapist carrying out other treatments, keep an eye out for:

- a. bits on the floor that may need to be put in the bin or swept up.
- b. tools and equipment that may need washing or disinfection.
- c. bottle tops that may need replacing.

Exercise



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.





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SECTOR SKILL COUNCIL

3. Spa Services and Assistive Tasks

Unit 3.1 – Basic anatomy & physiology of the human body
Unit 3.2 – Carryout simple spa therapy services and assistive tasks



Key Learning Outcomes

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

1. List relevant aspects of human anatomy and physiology for spa therapies
2. Explain various human body systems
3. List names and positions of relevant body organs and parts including bones and muscle tissues
4. Describe different massage types and techniques
5. Provide services to the customers to prepare them for therapy
6. Carry out simple tasks to support the Spa Therapist

UNIT 3.1 : Basic Anatomy & Physiology of the human body

Unit Objectives

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

1. List relevant aspects of human anatomy and physiology for spa therapies
2. Explain various human body systems
3. List names and positions of relevant body organs and parts including bones and muscle tissues
4. Describe different massage types and techniques
5. Apply different techniques of massage
6. Explain the benefits of different types of massage

3.1.1 Human Anatomy & Physiology

Definition of Anatomy: Anatomy is a branch of biology that deals with the study of the structure of living things. It is classified as human anatomy, animal anatomy (zootomy) and plant anatomy (phytotomy).

Definition of Physiology: Human physiology is the science of the mechanical, physical and biochemical functions of humans in good health, their organs, and the cells of which they are composed. The principal level of focus of physiology is at the level of organs and systems.

Upper Limb: In human anatomy, the upper limb (also upper extremity) refers to what in common English is known as the arm, that is, the region of the shoulder to the fingertips. It includes the entire limb, and thus, is not synonymous with the term upper arm.

Bones:

The following bones are considered to be part of the upper limb:

- Clavicle (1)
- Scapula (1)
- Humerus (1)
- Radius (1)
- Ulna (1)
- Carpal Bones (8)
- Metacarpals (5)
- Phalanges (14)

Important Muscles:

- Trapezius
- Deltoid
- Biceps
- Triceps
- Brachioradialis
- Flexor group
- Extensor group

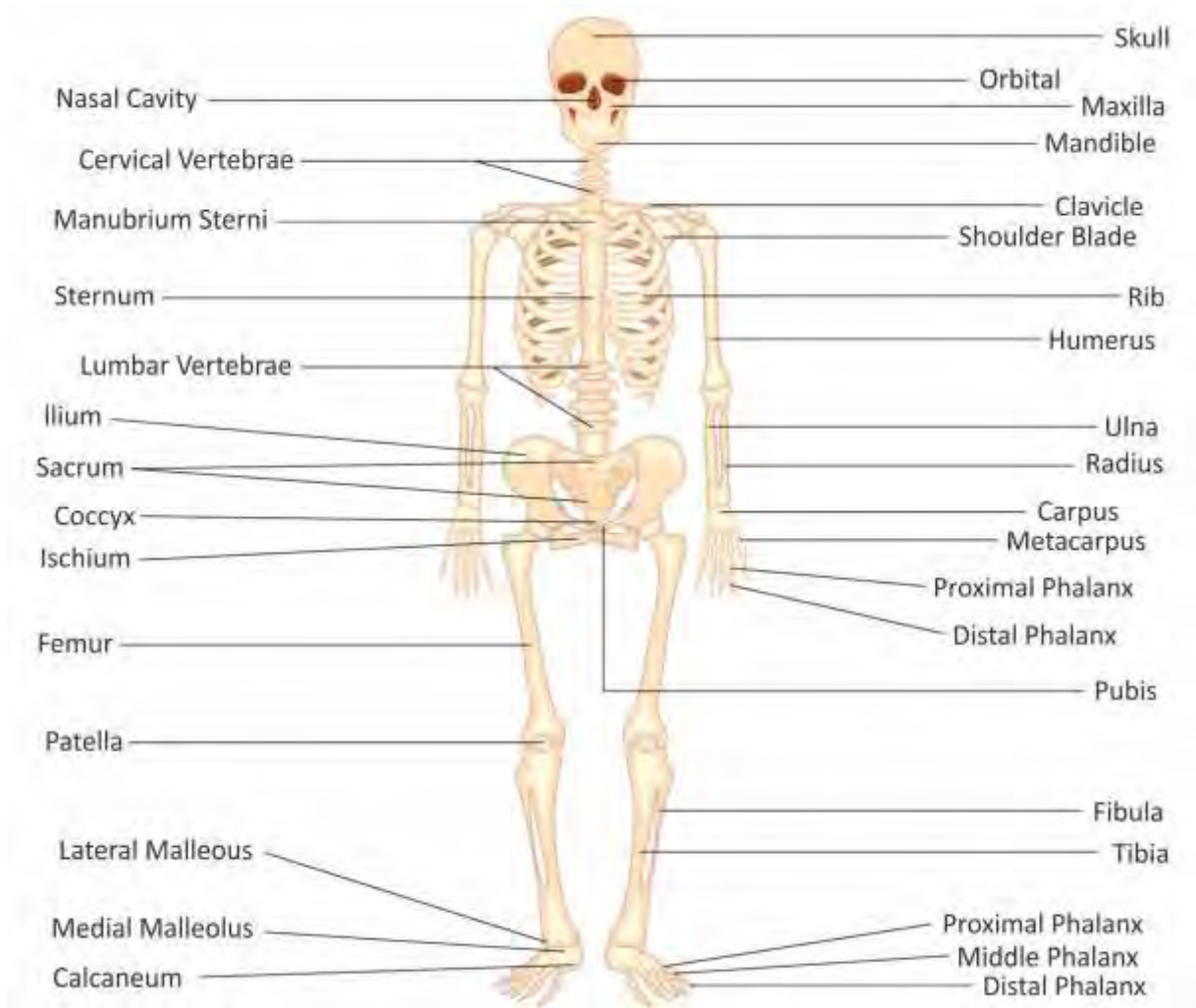


Fig. 3.1 Human Skeleton

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

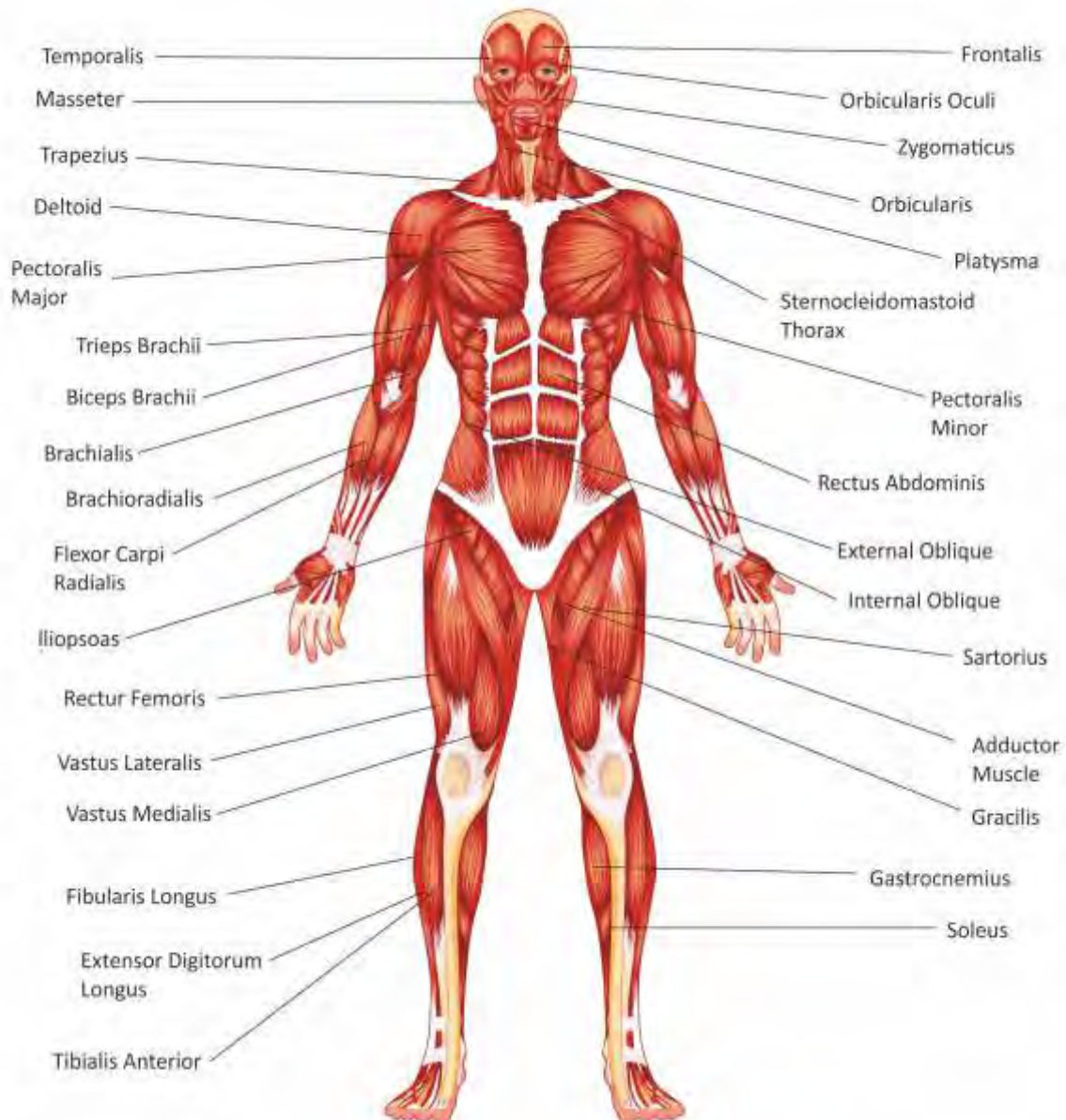


Fig. 3.2 Muscular System

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

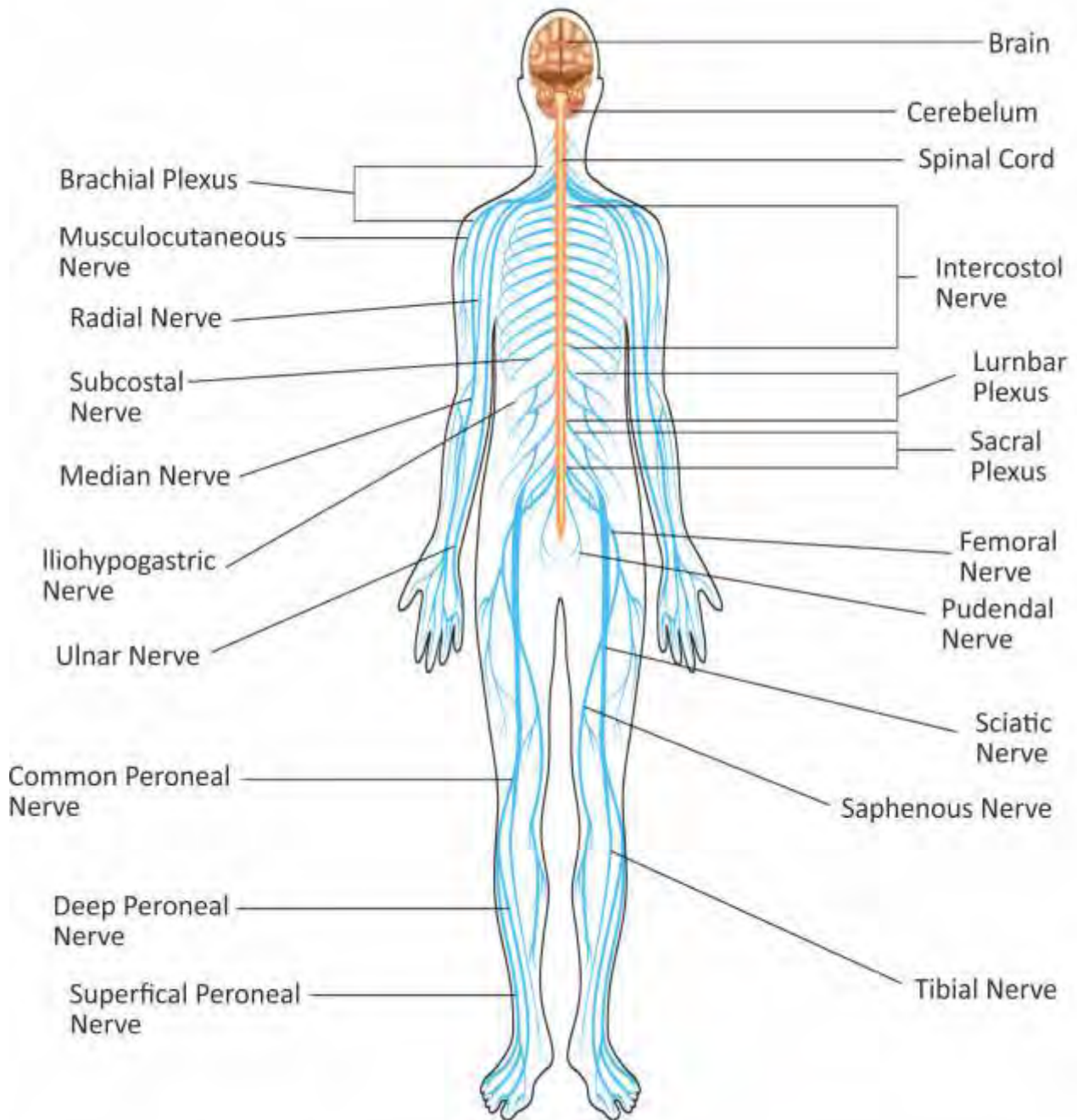


Fig. 3.3 Nervous System

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

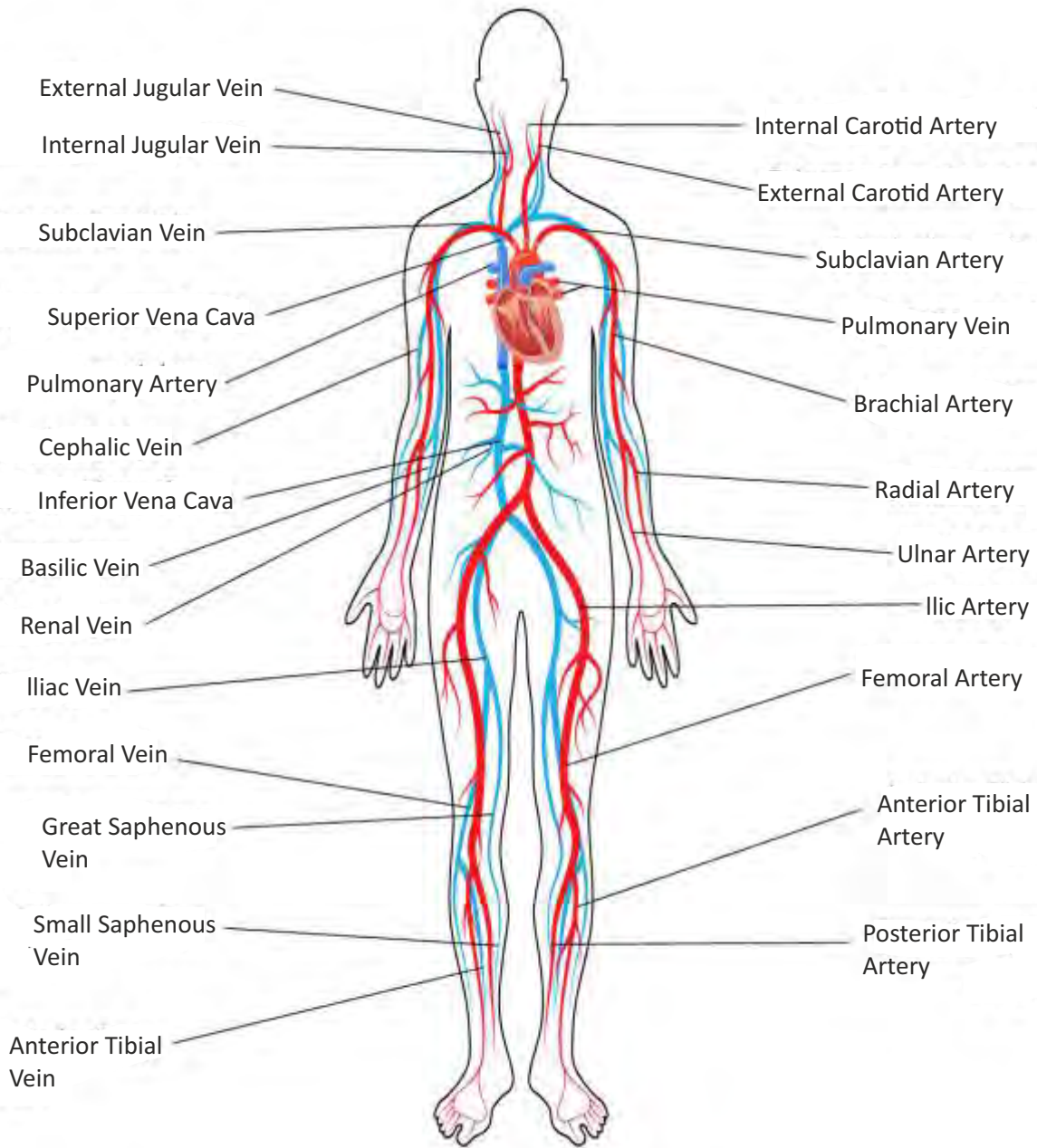


Fig. 3.4 Circulatory System

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

HUMAN ENDOCRINE SYSTEM

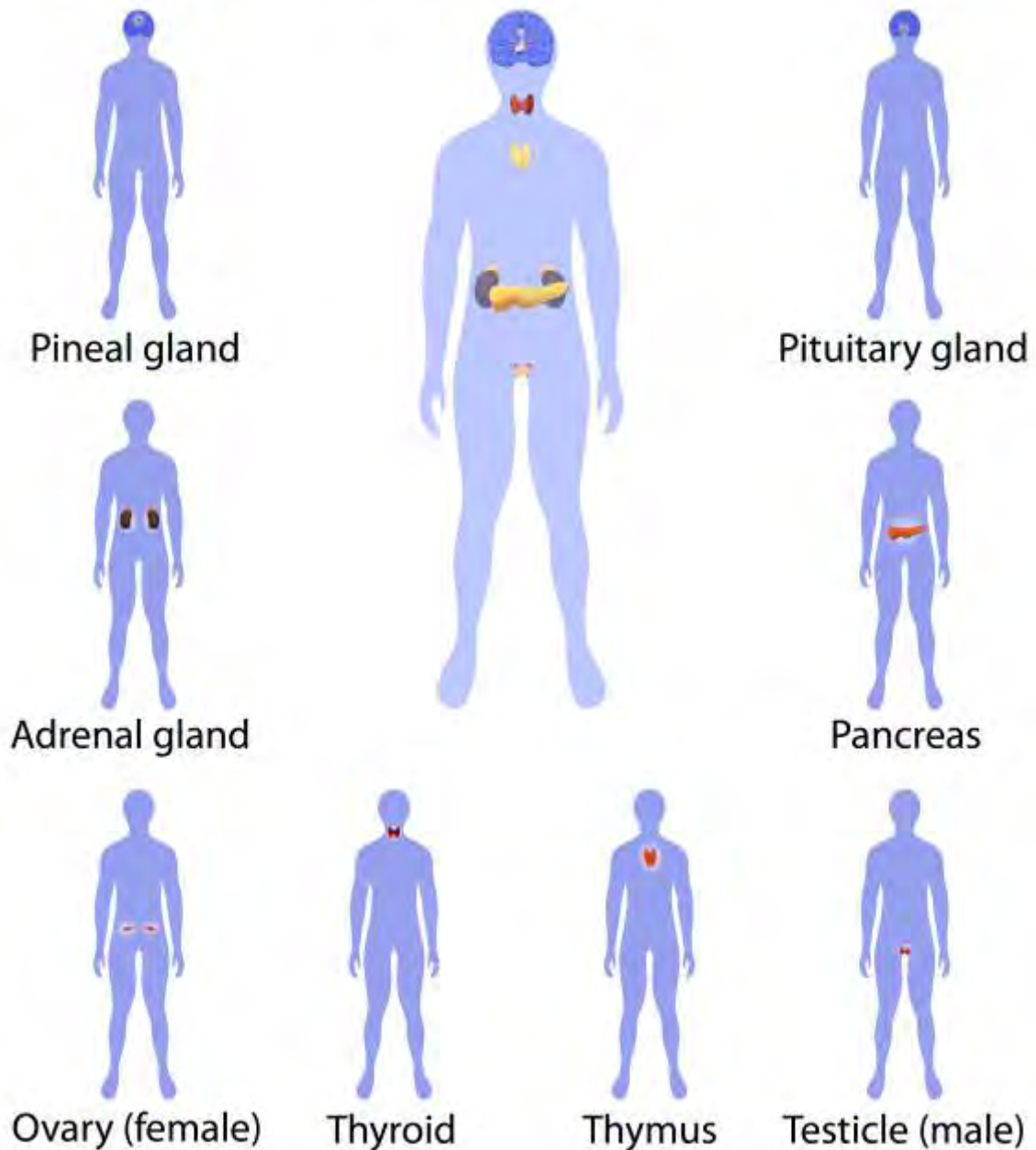


Fig. 3.5 Human Endocrine System

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

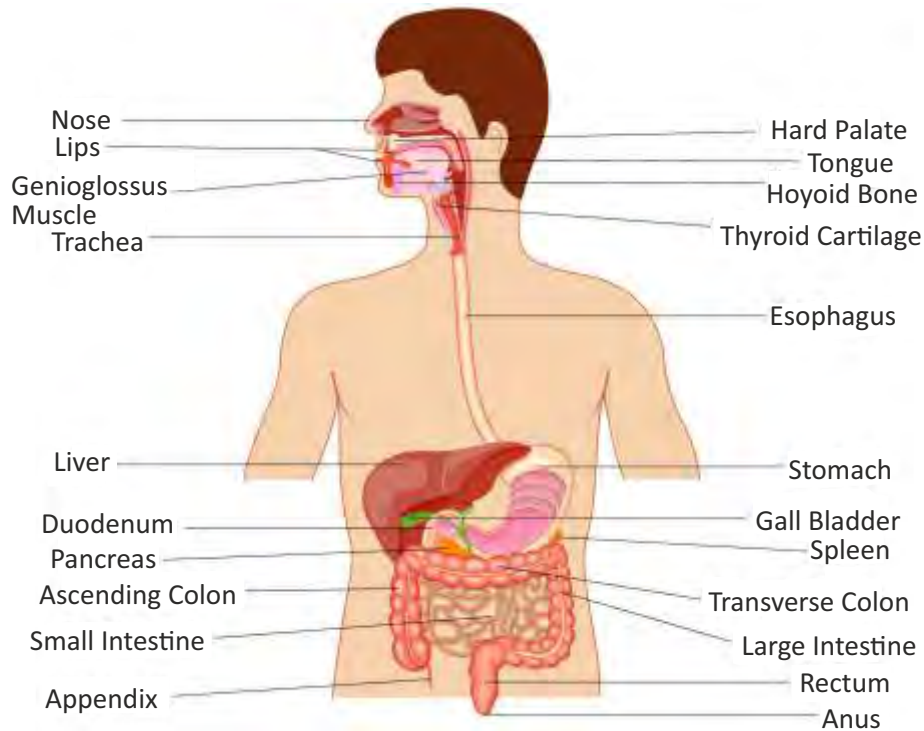


Fig. 3.8 Digestive System

The RESIRATORY SYSTEM supplies oxygen to the body.

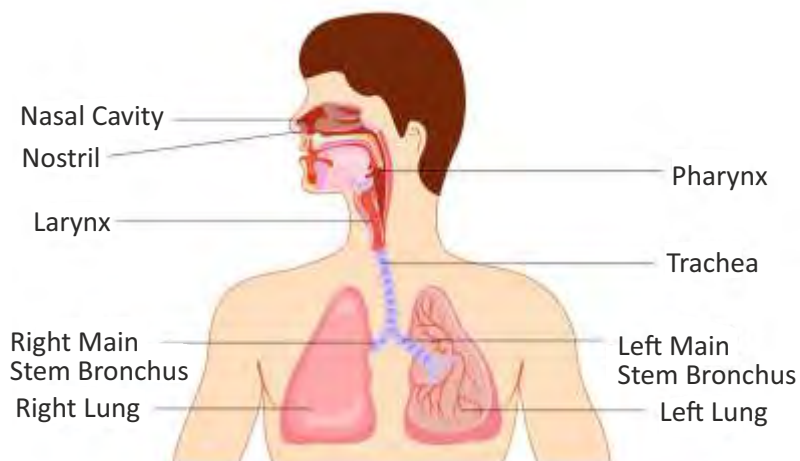


Fig. 3.6 Respiratory System

Other systems include:

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

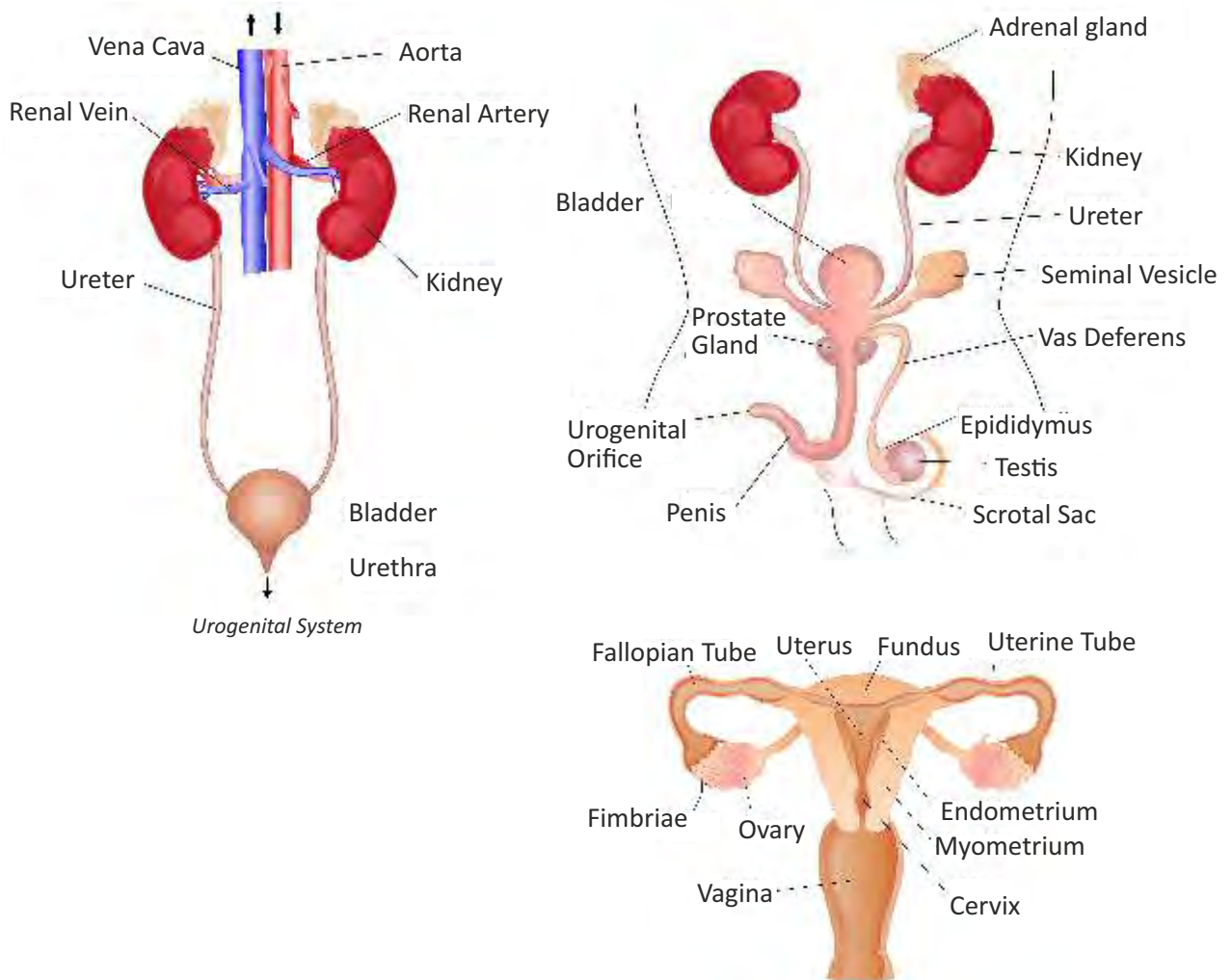


Fig. 3.7 Urogenital System

Thorax:**Bones:**

- The shoulder socket containing the upper part of the humerus
- Scapula
- Sternum
- Thoracic portion of the spine
- Ribcage

Important Muscles:

- Pectoral muscles
- Diaphragm
- Intercostals muscles

Important Organs:

- Lungs
- Heart

Human Abdomen

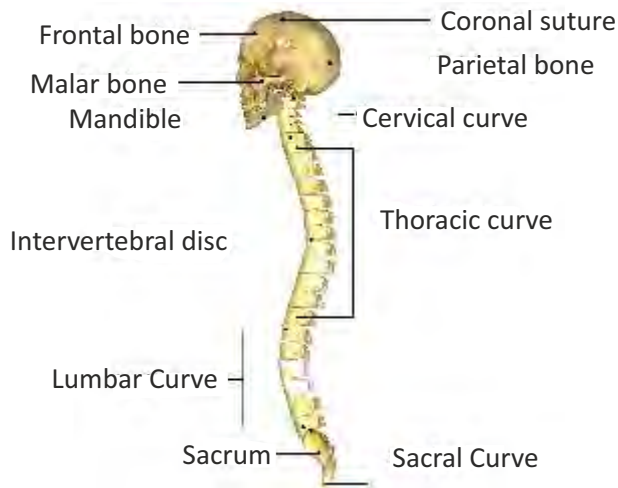
The human abdomen (from the Latin word meaning "belly") is the part of the body between the pelvis and the thorax. Anatomically, the abdomen stretches from the thorax at the thoracic diaphragm to the pelvis at the pelvic brim.

Abdominal organs:

- Liver
- Gall Bladder
- Stomach
- Duodenum
- Large intestine
- Rectum
- Anus
- Appendix
- Kidneys
- Ureters
- Bladder
- Urethra
- Prostate (males)
- Ovaries (females)
- Fallopian tubes (females)
- Uterus (females)
- Cervix (females)
- Pancreas
- Spleen

Back:

The human back is the large posterior area of the human body. It is the surface opposite to the chest that rises from the top of the buttocks to the back of the neck and the shoulders. The height of the back is defined by the vertebral column (commonly referred to as the spine or backbone) and its breadth supported by the ribcage and shoulders. The spinal canal runs through the spine and provides nerves to the rest of the body.

**Bones of the Back:**

- Cervical Bones- 7
- Thoracic bones- 12
- Lumbar bones- 5
- Sacrum- 1

Important Muscles:

- Trapezius
- Latissimus Dorsi
- Erector spinae
- Deltoid

Fig. 3.8 Vertebral Column

Lower Limb:

In common usage, the human leg is the lower limb of the body, extending from the hip to the ankle, and including the thigh, the knee, and the cnemis. The largest bone in the human body, the femur, is in the leg.

In human anatomical terms, the leg is the part of the lower limb that lies between the knee and the ankle, and the term "lower limb" is used to describe the colloquial leg.

There are 32 bones found in the lower limb (one side)

- Hip bone (1)
- Femur (1)
- Patella (1)
- Tibia (1)
- Fibula (1)
- Tarsal (7)
- Metatarsals (5)
- Proximal phalanges (5)
- Intermediate phalanges (5)
- Distal phalanges (4)

Important Muscles of the lower limb:

- Gluteus
- Quadriceps
- Sartorius
- Adductors

- Hamstrings
- Popliteal
- Calf

Various Body Movements Nomenclature:

- **Flexion:** To flex is to decrease the angle between parts. Flexing one's muscles usually results in bringing bony parts closer together. For example forward flexion brings the shoulder girdle and pelvis closer together.
- **Extension:** A movement of a joint in which one part of the body is moved away from another.
- **Adduction:** Adduction is a movement which brings a limb — arm or leg — closer to the sagittal plane of the body.
- **Abduction:** Abduction is opposite to adduction i.e. taking a limb away from sagittal plane.
- **Prone position:** Lying with the front or face downward.
- **Supine:** Lying with the front or face upwards.
- **Dorsiflexion:** The turning of the foot or the toes upward.
- **Plantar Flexion:** The turning of the foot downwards.

3.1.2 The structure of normal skin

From top to bottom, skin consists of 3 layers:

- Epidermis
- Dermis
- Subcutis/Hypodermis

Anatomy of human skin

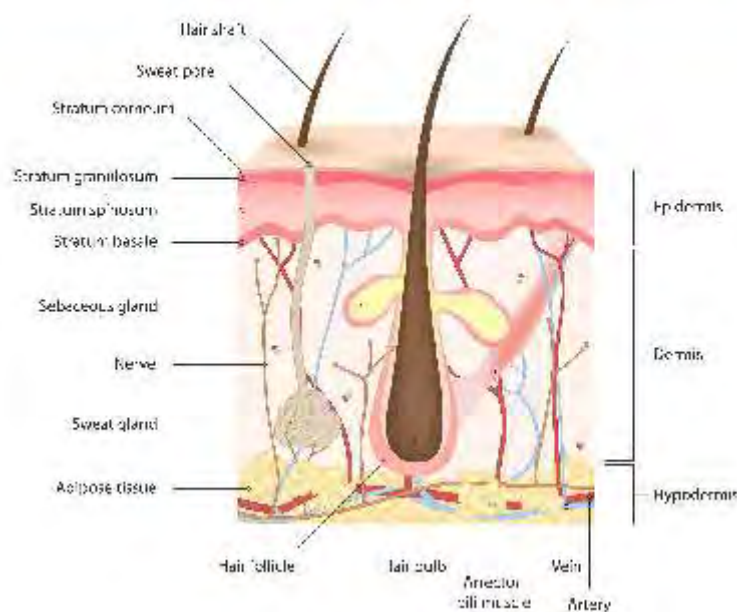


Fig. 3.9 Anatomy human skin

A. Epidermis

The epidermis is the uppermost or epithelial layer of the skin. It acts as a physical barrier, preventing loss of water from the body, and preventing entry of substances and organisms into the body. Its thickness varies according to body site.

The epidermis consists of stratified squamous epithelium. That means it consists of layers of flattened cells.

- Skin, hair and nails are keratinized, meaning they have a dead and hardened impermeable surface made of a protein called keratin.
- Mucous membranes are non-keratinized and moist.

The epidermis has three main types of cell:

1. **Keratinocytes** (skin cells)
2. **Melanocytes** (pigment-producing cells)
3. **Langerhans cells** (immune cells).

Special stains are often required to tell the difference between melanocytes and Langerhans cells.

The **Merkel cell** is a fourth, less visible, epidermal cell.

Layer	Cell type
Stratum corneum (horny layer)	<ul style="list-style-type: none"> ▪ Called corneocytes or squamous. ▪ Dead, dried-out hard cells without nuclei.
Stratum granulosum (granular layer)	<ul style="list-style-type: none"> ▪ Cells contain basophilic granules. ▪ Waxy material is secreted into the intercellular spaces.
Stratum spinulosum (spinous, spiny or prickle cell layer)	<ul style="list-style-type: none"> ▪ Intercellular bridges called desmosomes link the cells together. ▪ The cells become increasingly flattened as they move upward.
Stratum basale (basal layer)	<ul style="list-style-type: none"> ▪ Columnar (tall) regenerative cells. ▪ As the basal cell divides, a daughter cell migrates upwards to replenish the above.

Table- 3.1 Layer and their cell type

The epidermis forms an undulating appearance, with intermittent regular protrusions of the epidermis layer (rete pegs) into the upper layers of the underlying dermis. In some areas of the body such as the palms and soles, the rete pegs are less pronounced. The pillars of dermis next to the rete pegs form the rete ridges. The small area of epidermis between rete pegs is called the suprapapillary plate.

Keratinocytes:

The keratinocytes become more mature or differentiated and accumulate keratin as they move outwards. They eventually fall or rub off. They form four distinct layers.

Immediately below the epidermis is a specialised structure that lies between the epidermis and dermis called the basement membrane. The basement membrane, includes various protein structures linking the basal layer of keratinocytes to the basement membrane and the basement membrane to the underlying dermis. The basement membrane makes sure the epidermis sticks tightly to the underlying dermis.

The epidermis extends to give rise to specialised appendages also called adnexal structures or adnexae. Hair and nails are both examples, i.e. they are specialised structures formed by direct extension of the epidermis.

The hair follicles are associated with sebaceous (oil) glands and arrector pili smooth muscle. This muscle is responsible for goose bumps appearing on the skin in response to cold.

The epidermis also gives rise to eccrine (sweat) glands, a tangle of tubules deep within the dermis that secrete a watery salt solution into a duct that ends on the skin surface. Larger apocrine sweat glands are found in the armpits and groin.

Different areas of the body have different proportions of the adnexal and hair follicle structures present. For example:

- Dense hair on the scalp and none on the palms
- Intense sweating from armpits, palms and soles compared with elsewhere.

Melanocytes:

Melanocytes are found in the basal layer of the epidermis. These cells produce pigment called melanin, which is responsible for different skin colour. Melanin is packaged into small parcels (or melanosomes), which are then transferred to keratinocytes.

Langerhans cells:

Langerhans cells are immune cells found in the epidermis, and are responsible for helping the body learn and later recognise new 'allergens' (material foreign to the body).

Langerhans cells break the allergen into smaller pieces then migrate from the epidermis into the dermis. They find their way to lymphatics and blood vessels before eventually reaching the lymph nodes. Here they present the allergen to immune cells called lymphocytes. Once the allergen is successfully 'presented', the lymphocytes initiate a sequence of events to (1) initiate an immune reaction to destroy the material, and (2) stimulate proliferation of more lymphocytes that recognise and remember the allergen in the future.

Merkel cells:

Merkel cells are cells found in the basal layer of the epidermis. Their exact role and function is not well understood. Special immune histochemical stains are needed to visualise Merkel cells.

Dermis:

The dermis is the fibrous connective tissue or supportive layer of the skin. The major fibres are:

- Collagen fibres: this type of fibre predominates in the dermis. Collagen fibres have enormous tensile strength and provide the skin with strength and toughness. Collagen bundles are small in the upper or papillary dermis, and form thicker bundles in the deeper or reticular dermis.

Elastin: this type of fibre provides the properties of elasticity and pliability to the skin.

The collagen and elastin fibres are bound together by ground substance, a mucopolysaccharide gel in which the nutrients and wastes can diffuse to and from other tissue components. The dermis also contains nerves, blood vessels, epidermal adnexal structures (as described above), and cells.

The normal cells in the dermis include:

- Mast cells. These contain granules packed with histamine and other chemicals, released when the cell is disturbed.
- Vascular smooth muscle cells. These allow blood vessels to contract and dilate, required to control body temperature.
- Specialised muscle cells. For example, myoepithelial cells are found around sweat glands and contract to expel sweat.
- Fibroblasts. These are cells that produce and deposit collagen and other elements of the dermis as required for growth or to repair wounds. A resting fibroblast has very little cytoplasm compared with an active cell and appears to have a 'naked' nucleus.
- Immune cells. There are many types of immune cell. The role of tissue macrophages (histiocytes) is to remove and digest foreign or degraded material (this is known as phagocytosis). There are also small numbers of lymphocytes in the normal dermis.

Transient inflammatory cells or leukocytes are white cells that leave the blood vessels to heal wounds, destroy infections or cause disease. They include:

- Neutrophils (polymorphs). These have segmented nuclei. They are the first white blood cells to enter tissue during acute inflammation.
- T and B Lymphocytes. These are small inflammatory cells with many subtypes. They arrive later but persist for longer in inflammatory skin conditions. They are important in the regulation of immune response. Plasma cells are specialised lymphocytes that produce antibody.
- Eosinophils. These have bilobed nuclei and pink cytoplasm on H&E stain.
- Monocytes. These form macrophages.

The skin cells communicate by releasing large numbers of biologically active cytokines and chemotactic factors that regulate their function and movement. These are too small to see on light microscopy.

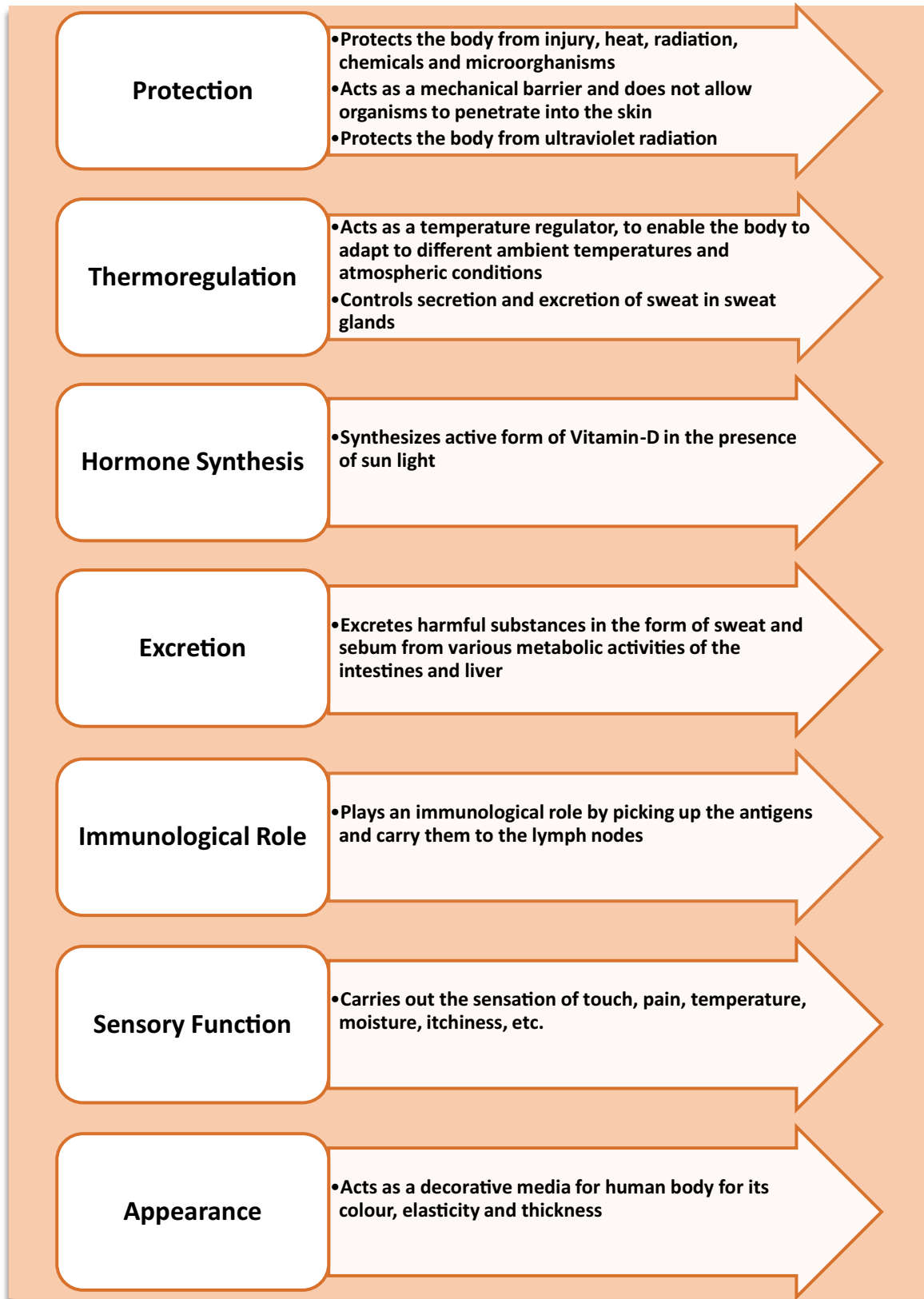
Sub cutis:

The sub cutis is the fat layer immediately below the dermis and epidermis. It is also called subcutaneous tissue, hypodermis or panniculus.

The sub cutis mainly consists of fat cells (adipocytes), nerves and blood vessels. Fat cells are organised into lobules, which are separated by structures called septae. The septae contain nerves, larger blood vessels, fibrous tissue and fibroblasts. Fibrous septae may form dimples in the skin (so-called cellulite).

Functions of Skin

Being the body's largest organ the skin performs a set of key functions resulting from multiple chemical and physical reactions taking place within it.



3.1.3 Meditation for the Giver

Our Healing Hands: So much has been written about the body-mind connection and healing. Our mind connects with universal healing through meditation, or being aware of this connection. Each individual has a name for this healing energy: Reiki, or Qi, or "warm object" or "hot hands".

When the body, mind and spirit are in harmony, good health and balance, then the hands are full of good energy. When the body is sick, its healing energy is reduced.

How can we be effective healers if we are out of balance?

- One way to recharge you is to place yourself in a natural environment, such as the woods, seashore, lake, and the mountains. Breathe in deeply. In that peaceful quietness, take six deep breaths from your abdomen. Drawing breath from the lowest part of the abdomen is the best. Shut your eyes and in your mind, fill in the picture of your surroundings, especially the warmth of the sun. A tingling feeling may arise in your hands. Summon renewed energy for your body from the environment by requesting nature for it. Let the rays of the sun bathe you in its warmth from the top of your head throughout your body to your feet.
- Ask for the support of the Earth and the Sky. Let this energy both ground and lift you. As you relax and the energy comes to your hands, put your palms together; take a breath, and then six more deep breaths. Vigorously, rub your hands together for ten seconds, then gently bring them apart.

Can you feel swirling warmth in your hands? How far apart can you hold on to this ball of energy without losing it? Play with the energy by bringing then hands close together and then moving them apart, do it again, slowly.

What sensations do you feel on your face, abdomen and hands?

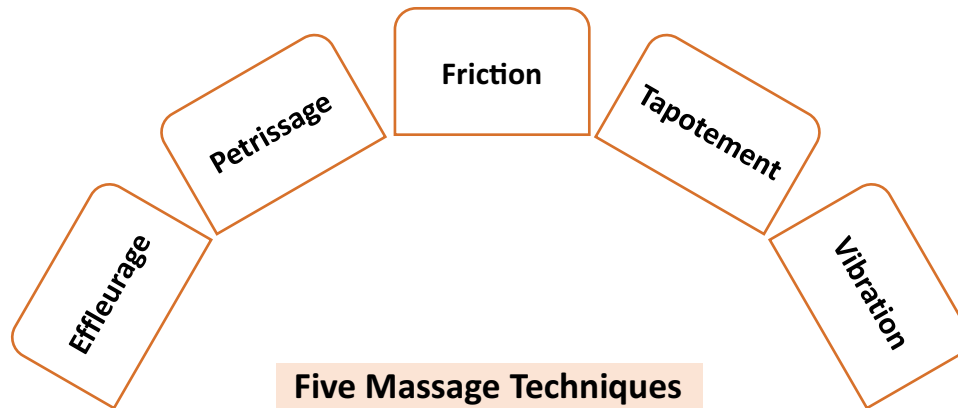
This is your healing energy, bio-magnetic energy. It is always there. It is endless. It is your special connection with Universal Love.

3.1.4 Massage Techniques

The word Massage is a derivation from the Greek 'massein', or the French 'masser', which both mean: to knead.

A male operator is called a masseur, a female operator, a masseuse.

Massage is a scientific treatment, by certain passive systematic manipulations, upon the nude skin of the human body.



Traditional Swedish massage uses five main techniques, and many variations, to achieve its relaxing and healing effects..

Effleurage or Gliding or Stroking (Pronounced ef-flur-ahzh):

It means light friction. Effleurage is the main technique used for spreading oil when done on the limbs. In this technique, to aid blood and lymphatic flow, all strokes are moved in the direction of the heart. This technique used gliding movements that affects the skin and superficial muscles. The gliding movement are ones in which the hands glide with long even strokes over the body surfaces. Glides are also carried out in the direction of the heart.



Fig. 3.10 Gliding

Petrissage or Kneading or Milking:

Just think of the motions used to knead bread dough. It generally involves kneading and compression motions - rolling, squeezing, or pressing the muscles to enhance deeper circulation. Petrissage attempts to increase circulation with clearing out toxins from muscle and nerve tissue. A compression movement using kneading, pressing, twisting, and squeezing muscle tissue creating a pumping action that forces the venous blood and lymph onward and brings a fresh supply of blood to the muscle.



Fig. 3.11 Petrissage

Friction:

Deep form of effleurage assists in realigning scar tissue, relaxes muscles by stimulating Golgi tendon reflex. The motion is circular, applying direct pressure, a fast back and forth movement or slow or deep gliding over muscles. Compression movement performed with the thumb, fingertips, or the palm of the hand and in circular motion. Helpful in limbering joints, tendons, and muscles.



Fig. 3.12 Friction

Tapotement or Percussion (Pronounced tah-pote-mont):

A skilled therapist can tap from thirteen to fourteen times a second. Stimulation of tired muscles, relaxation of hypertonic muscles and loosens mucus in thoracic cavity. Make loose fist, keep your wrists relaxed, and use quick movements, alternating hands. Only use with a relaxed wrist.



Fig. 3.13 Tapotement

Vibration or Shaking or Jostling:

It boosts circulation and increases the power of the muscles to contract. Moving your hand back and forth on the client's body without leaving contact a continuous trembling, pressing movement made with the hands or fingers.

3.1.5 Physical Benefits of Therapeutic Massage Include

- Helps relieve stress and aids relaxation
- Helps relieve muscle tension and stiffness
- Alleviates discomfort during pregnancy
- Fosters faster healing of strained muscles and sprained ligaments; reduces pain and swelling; reduces formation of excessive scar tissue
- Reduces muscle spasms
- Provides greater joint flexibility and range of motion
- Enhances athletic performance; Treats injuries caused during sport or work
- Promotes deeper and easier breathing
- Improves circulation of blood and movement of lymph fluids
- Reduces blood pressure
- Helps relieve tension-related headaches and effects of eye-strain
- Enhances the health and nourishment of skin
- Improves posture
- Strengthens the immune system
- Treats musculoskeletal problems
- Rehabilitation post-operative
- Rehabilitation after injury

3.1.6 Contraindications of massage

The following points have to be considered in relation to contraindications for massage services:

- Seek medical advice before having a massage if you suffer from phlebitis, thrombosis, varicose veins, severe acute back pain, or fever.
- Swellings, fractures, skin infections, or bruises should not be massaged. Lumps and swellings should be checked by your doctor.
- Massage of the abdomen, legs, and feet should not be given during the first three months of pregnancy.
- Cancer patients are best treated by specially trained practitioners who know which areas to avoid and which kind of massage is appropriate.

3.1.7 Thai Massage

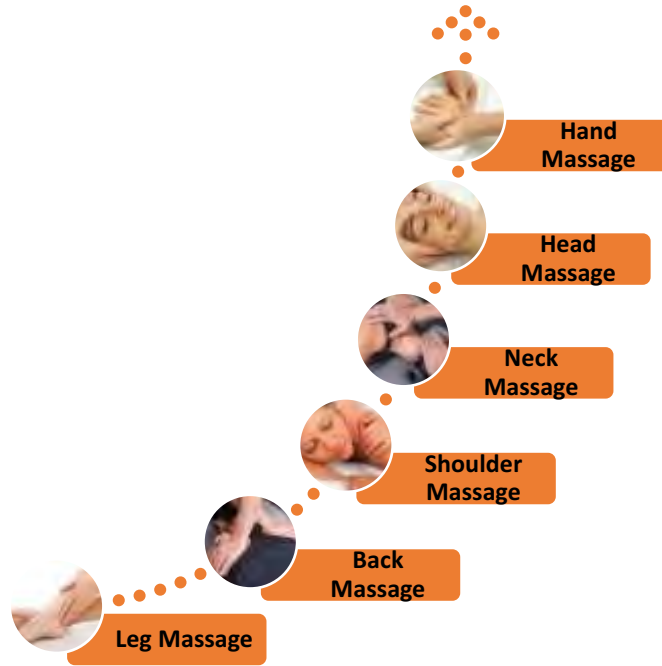
Thai Traditional Massage is over 2500 years old. The founder, Shivaga Komar Bhucca (Shivagakomarpaj is the anglicized name) was the physician to the Theravedic Buddhist order of monks and nuns in India. This physician was a contemporary of Buddha. He developed Thai massage, as well as related herbal practices.

When traveling from India to Sri Lanka, Laos, Cambodia, Thailand and Burma, the monks and nuns brought with them the knowledge and tradition now known as Thailand Traditional Massage. In those times, the purpose of this massage was to facilitate deeper meditation practices.

Benefits of Thai Traditional Massage

- Deep Relaxation
- Decreases Stress
- Increases Energy
- Increases Range of Movement of Joints

Thai Massage



- Assists Posture and Alignment
- Improves Circulation
- Relieves Pain
- Restores Vitality
- Strengthens Internal Organs
- Revitalizes the Chakras and Endocrine system
- Reharmonizes the Internal and External Experiences
- Reconnects the Energy of the Body, Mind and Spirit

Contraindications for Thai massage include:

- Pregnancy
- Inflammation and swelling
- Muscle injuries and bone fractures
- Joint dislocations and skin diseases
- Cuts, wounds and fungus
- Menstruation
- Venous problems (varicose veins, thrombosis, etc.)
- Heart conditions (hypertension, murmurs, and pacemakers)
- Do not "stop the blood" at either the brachial or femoral arteries. Do not move the legs above the head.
- Diabetes
- Alcohol or drug intoxication

Steps : (Carry out Thai Massage) Supine Position

Hand Massage:

- Step 1:** Wrap your pinkies between their pinky/ring finger and thumb/index, then wrap all three fingers of yours under their hand, and finally spread with your thumbs
- Step 2:** Wrap your pinkies between their middle/index fingers and middle/ring fingers, then place two fingers between their thumb/index fingers and one finger between their pinky/ring fingers, then wrap the rest of your fingers under their hand and spread with your thumbs
- Step 3:** Place their palms on your knees and pull their forearm towards you
- Step 4:** Interlock your hands with their hands and pull towards you
- Step 5:** Internally rotate both arms and compress tricep region
- Step 6:** Externally rotate both arms and compress bicep region
- Step 7:** Internally rotate both arms and compress extensor region
- Step 8:** Externally rotate both arms and compress flexor region
- Step 9:** Place both of their arms behind their back and compress their shoulders
- Step 10:** Palms facing up and place your heels in the center of their palms (Support your body weight)
- Step 11:** Place your knees in their palms and compress bicep/tricep region

Step 12: Place your knees in their palms and compress shoulder region

Step 13: Interlock each others wrists and traction

Step 14: Have them cross their hands and interlock each others wrists and traction

Step 15: Flex their elbow and rotate their wrists (Palm on the mat) and compress their tricep region

Step 16: Place your toes under their upper back (Try to lift your toes up) and interlock each others wrists and traction

Head Massage:

Step 1: Place one hand on their forehead and the other one over their jaw, then traction

Neck Massage:

Step 1: Cross both of your arms and compress their shoulders while you use your forearms to flex the neck

Step 2: Place your shin under their neck and your calf compresses their head back

Shoulder Massage:

Step 1: Knees on quads and compress the shoulder region

Step 2: Overlap your ankle other their ankle and their other foot compresses your shoulder region while you lean into them, and finally compress both shoulders

Step 3: Cross one of your arms and place your hand on their shoulder and use your other hand the compress towards the floor

Step 4: Push their shoulder towards their feet and bilaterally flex their neck with your feet

Back Massage:

- Step 1:** Knees on quads, compress the hip region and cup it (No pressure on the hip bone)
- Step 2:** Externally rotate the hips and compress the adductors
- Step 3:** Their glutes and low back are resting on your quads while you stretch the hams (Knees slightly flexed)
- Step 4:** Their glutes and low back are resting on your quads while you stretch the hams
- Step 5:** Their glutes and low back are resting on your quads while you dorsiflexion their ankles (Knees bent)
- Step 6:** Have their hip externally rotated (That foot under their hams) and compress their shoulder and adductors
- Step 7:** Compress their quads with your knee and flex their other knee with pressure on their shin (Not on tibia)
- Step 8:** Flex one of their knees and rotate out, then compress rotated knee with your hand on their quad, and finally abduct the other leg with your foot
- Step 9:** Flex one of their knees and rotate out, then compress rotated knee with your hand on their quad, and finally abduct the other leg with your foot and place your other hand on their shoulder region
- Step 10:** Abduct one leg and support with your hand and externally rotate their other leg, and finally compress their calf on your quads
- Step 11:** Flex both of their knees and rotate out, then compress both of their quads (Perform a push-up for more pressure)
- Step 12:** Flex both of their knees and rotate out, then compress both of their hams and calves
- Step 13:** Flex both of their knees and rotate out, then compress both of their quads with your knees and compress their shoulder region with your hands
- Step 14:** Flex both of their knees and rotate out, then compress both of their quads with your knees and cross their arms while you pull them towards you
- Step 15:** Flex their knee and compress their abductors and medial side of their knee at the same time
- Step 16:** Compress their calf on your quads while you compress their hip region (Not on the hip bone)
- Step 17:** Externally rotate both hips and compress one of their adductors
- Step 18:** Externally rotate both hips and compress one of their adductors; your hands are compressing their shoulder region
- Step 19:** Place your feet under their low back and compress their shoulder region
- Step 20:** Place one other their legs over their quads and compress their medial knee and opposite hip (No pressure on hip bone)

Leg Massage:

- Step 1:** Overlap feet and compress
- Step 2:** Compress both feet (Plantar flexion)
- Step 3:** Hold foot and extend toes
- Step 4:** Hold foot and flex toes
- Step 5:** Place your fingers between their toes and stretch. Twist foot in opposite directions
- Step 6:** Compress shin region, cup heel and use your body weight to dorsiflex the ankle
- Step 7:** Compress quad region, cup heel and use your body weight to dorsiflex the ankle
- Step 8:** Compress the shin region (No pressure on the tibia)
- Step 9:** Compress the quads
- Step 10:** Externally rotate both hips and compress the adductors *Only abduct the legs and compress the quads
- Step 11:** Use your feet to adduct the legs and compress the quads
- Step 12:** Compress the quad and use your knee to compress their calf region. Overlap your foot over their ankle and stretch the hamstrings
- Step 13:** Compress their quads with your knee and compress their quads while you stretch their hams
- Step 14:** Hold onto their ankle and traction
- Step 15:** Hold onto their ankle and traction while you are rotating the leg in different positions
- Step 16:** Make sure legs are straight and dorsi flex the calves
- Step 17:** Overlap both legs and traction
- Step 18:** Have the client cross both legs (Have them sit on your feet) and have them cross their arms and you pull towards you
- Step 19:** Have the client straighten both legs (Have them sit on your feet) and have them cross their arms and you pull towards you
- Step 20:** Have the client straighten both legs (Have them sit on your feet) and you pull one arm towards you
- Step 21:** Flex their knees and rest their feet on your knees
- Step 22:** Lean your body weight back and lift their knees
- Step 23:** Pull their legs at a 45 degree ankle
- Step 24:** Use your toes to compress their upper ham and pull their ankle towards you
- Step 25:** Place your knee under their back of their knee and place your hands on their quads and pull towards you
- Step 26:** Place your foot in between their legs and externally rotate one leg (Knee slightly bent) and use your one forearm to compress both of your calves together

Step 27: Place one leg over their other leg and compress on their shoulder and lateral side of their knee

Step 28: Overlap both of their ankles and compress both of the hams while you plantar flex their ankles

Step 30: Cross your legs and perform the same technique

Step 31: Flex their torso region and compress their calf region with your knees while performing traction on their arms

Supine Position Steps:



Steps : Prone Position



Hand Massage:

- Step 1:** Compress their arch region with your knuckles
- Step 2:** Use your knees to compress their glutes while you are compressing their bicep/tricep regions with your hands
- Step 3:** Use your knees to compress their glutes while you are compressing their palms with your knuckles
- Step 4:** Use your knees to compress their glutes while you are compressing the sides of their spine with the ulna side of your hand
- Step 5:** Sit on their glutes, and then have them interlock their hands behind their head and lift under their triceps
- Step 6:** Have them place their ankles up, then sit on their feet and interlock wrists and traction arms
- Step 7:** Externally rotate their hips and place your feet in between them, then interlock wrists and traction arms
- Step 8:** One hand behind their head and compress their upper back while you are compressing the elbow region
- Step 9:** Have them interlock their hands behind their head and place your hands on their upper back and then lift up
- Step 10:** Interlock wrists and traction arms
- Step 11:** Bring their arms back (Compress them together) and lift their arms toward their head while compressing their low back region

Neck Massage:

- Step 1:** Use your knees to compress their glutes while you are extending the neck

Shoulder Massage:

- Step 1:** Use your knees to compress their glutes while compressing their shoulder region with your hands
- Step 2:** Compress the lower back and compress the shoulder
- Step 3:** Sit on their glutes, and then lift under their shoulder region

Back Massage:

- Step 1:** Raise ankles up, and then compress low back (Not on spine) and dorsiflex ankles with your forearms
- Step 2:** Cross their leg over (Compress their ankle into their hams/calf region) and compress the lower back (Not the spine), and finally bring their foot straight up (Your hand under their knee)
- Step 3:** Externally rotate their hips and compress their abductors with your knees, while you are compressing their low back region
- Step 4:** Externally rotate their hips and compress their abductors with your knees, while you are compressing their upper back region
- Step 5:** Externally rotate their hips and compress their abductors with your knees, then interlock wrists and traction arms
- Step 6:** Externally rotate their hips and compress their hams/adductors with your shins, then interlock wrists and traction arms
- Step 7:** Get your balance and compress hams with your feet (Support your body weight)
- Step 8:** Get your balance and compress glutes with your feet (Support your body weight)
- Step 9:** Get your balance and compress hams with one foot and the other foot over the lower spine (Your arch is over the spine) (Support your body weight)
- Step 10:** Abduct the legs with your shins and compress their glutes
- Step 12:** Compress your knees in their glutes/hams and interlock wrists and traction arms
- Step 13:** Compress your knees in their glutes/hams and reach under shoulder and pull towards you
- Step 14:** Wrap your arm over their upper chest region (Not on their neck) and lift up while compressing glute/low back region
- Step 15:** Compress low back (Your arch is over their spine) and traction arms

Leg Massage:

- Step 1:** Use your knees to compress their arch region while compressing their calf regions with your hands
- Step 2:** Use your knees to compress their arch region while compressing their hams with your hands
- Step 3:** Use your knees to compress their calf regions while compressing their hams with your hands
- Step 4:** Use your knees to compress their hams while compressing their glutes with your hands
- Step 5:** Compress their medial side of their calves, while internally rotating the legs
- Step 6:** Compress their medial side of their hams, while internally rotating the legs

- Step 7:** Use your knees to compress their glutes while you are compressing their flexor regions with your hands
- Step 8:** Flex both of their knees and plantar flex their ankles
- Step 9:** Flex both of their knees, with your arm on their hams/calves and plantar flex their ankles
- Step 10:** Compress glute and compress shin region (Not the tibia) on your quads
- Step 11:** Compress their glute region and lift the legs up
- Step 12:** Compress the glute region with your knee and lift the ankle up traction both legs towards you
- Step 13:** Traction both legs up
- Step 14:** Place your foot over their sacrum region and traction both legs towards you
- Step 15:** Abduct both legs and have their adductors rest on your knees
- Step 16:** Abduct both legs and have their adductors rest on your knees and then traction both arms towards you
- Step 17:** Abduct both legs and have their adductors rest on your knees and then traction both arms (Crossed) towards you
- Step 18:** Sit on glutes and lift up legs
- Step 19:** Bring legs towards you while compressing their side
- Step 20:** Compress their feet on your hips
- Step 21:** Compress on their medial side of their lower leg
- Step 22:** Compress their hams with your foot and traction their other leg

Prone Position Steps:



Steps : Sitting

Hand Massage:

- Step 1:** Flex their elbow and raise it up, then place their hand on their upper back region and pull their elbow towards you
- Step 2:** Compress their bicep/triceps region into your quads
- Step 3:** Hold elbow region and traction arms up
- Step 4:** Bring elbows together and lift arms up while you compress their back
- Step 5:** Compress bicep region and pull them back onto you
- Step 6:** Have them interlock their hands behind their head and go under their arms and hold their hands while bringing their elbows toward you
- Step 7:** Have them interlock their hands behind their head and go under their arms and hold their hands while bringing their elbows toward you
- Step 8:** Bring elbows together and lift arms up while you compress their back
- Step 9:** Compress bicep region and pull them back onto you
- Step 10:** Have them interlock their hands behind their head and go under their arms and hold their hands while bringing their elbows toward you
- Step 11:** Have them place one hand behind their head and compress shoulder while you bring their arm back
- Step 12:** Interlock both of your arms under their arms and compress their upper back while you bring their arms up

Neck Massage:

- Step 1:** Traction their arm towards you and bilaterally flex their neck
- Step 2:** Traction their arm towards you and rotate/flex their neck.

Shoulder Massage:

- Step 1:** Use your forearms to compress their shoulder and side of their head
- Step 2:** Use your forearms to compress their shoulders
- Step 3:** Compress their shoulder and push the other shoulder (Twisting their torso)

Back Massage:

Step 1: Traction arm and push upper back (Twisting their torso)

Leg Massage:

Step 1: Compress your knee on either side of the spine and bring arms tow

Step 2: Compress your knee on either side of the spine and place their palms on your knee and pull elbows towards you

Step 3: Have them cross one leg over the other leg (Ankle resting on their quad) and compress their upper back

Step 4: Have them cross their legs and support their neck while you push their abductors

Step 5: Have them cross their legs and traction opposite arm while their other hand is resting on their head and then push the biceps region

Step 6: Have one leg straight and the other one externally rotated (Knee slightly bent) and compress their upper back

Step 7: Externally rotate both legs (Knee slightly bent) and compress their upper back

Step 8: Their legs are straight and compress their upper back

Step 9: Place your feet under their glutes and traction their arms back (Try to lift them up with your toes)

Step 10: Compress the sides of their spine with your feet and traction their arm

Step 11: Walk the back with your feet

Sitting Position Steps:

3.1.8 Swedish Massage

Dr. Mezger, of Amsterdam (now practicing in Wiesbaden, Germany), and his two pupils, the Swedish physicians Berghman and Helleday, were among the first to apply the massage treatment scientifically. Their method is now used throughout Europe as Swedish Massage.

Massage strokes:

The following massage strokes are used in Swedish massage

- Circle glide
- Corner to corner and back

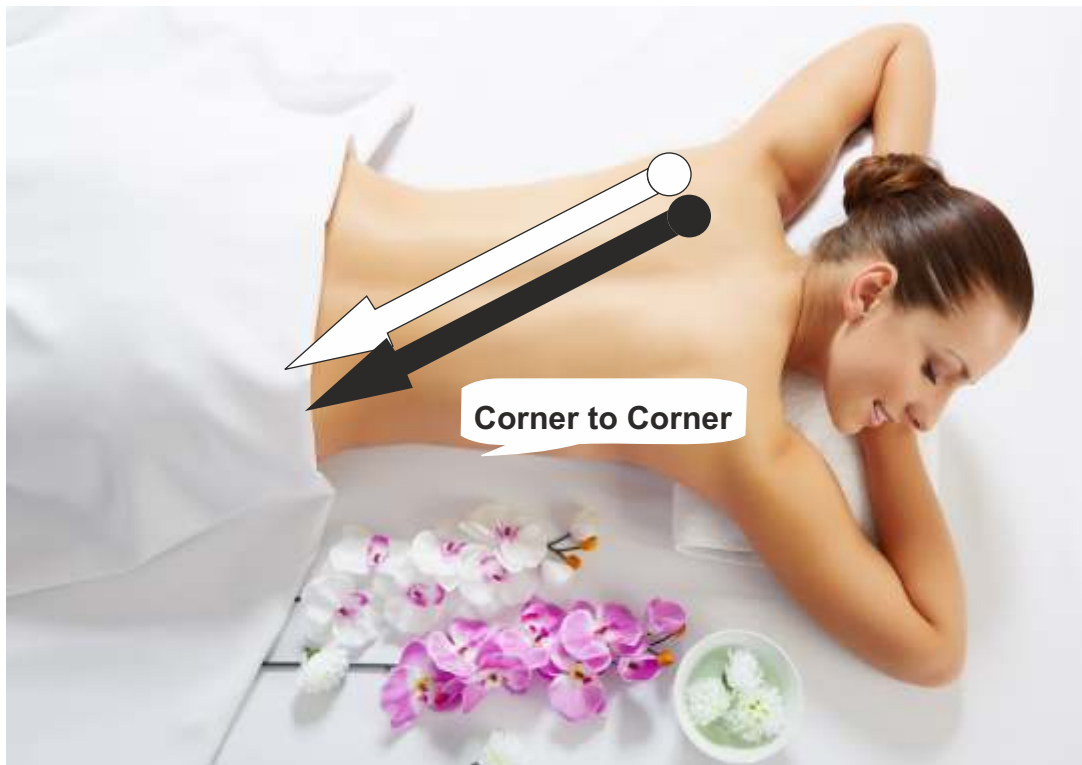


Fig. 3.14 Corner to corner and back stroke

- Opposite arm and back glide
- Light- hard- light- hard
- Shoulder x- back x
- Fan in and out



Fig. 3.15 Fan in stroke

- Same fan
- Giant fan
- Ripple
- Catch me- catch me finish
- Hand glute back
- Swing over
- Figure 8
- Full arms
- Down and back
- Hour glass
- Glide to glutes
- Arm traction glide
- Forward spider
- Backward spider
- Arm sandwich
- Slide under belly
- Back to occiput
- Train tracks
- The long and the short

Friction:

- Hand on hand- hand cake and hand cross
- Pray for pain
- Rotated hand glide
- Shock wave
- Around scap slide
- Chop and slide
- Under scap
- Sub occipital traction
- 3 S a charm
- Shoulder life glide
- Arm traction glide
- Dot
- Thumb glide- double thumb glide
- Finger on Finger point glide
- Hold my thumb
- Patty flat cake
- Knuckle friction- Knuckle power and knuckle follow
- Slide- burn- glide- roll- head knuckles
- Neck turn
- Forearm-opposite corner
- U technique
- 1/2 steam roller- steam roller
- Forearm side of spine
- Forearm rock across- rock under
- Supinate to pronate
- Forearm twist
- Forearm choke
- Forearm iliac
- Forearm the spine
- Comfort glide



Fig. 3.16 Pray for pain stroke



Fig. 3.17 Piano roll pain stroke



Fig. 3.18 Steam roller pain stroke

Petrissage:

- Ocean wave
- Finger pinch
- Slide n pinch
- pinch me
- Thai
- Finger roll
- Slide under pinch

Physical Benefits of Therapeutic Massage:

- Helps relieve stress and aids relaxation
- Helps relieve muscle tension and stiffness
- Alleviates discomfort during pregnancy
- Fosters faster healing of strained muscles and sprained ligaments; reduces pain and swelling; reduces formation of excessive scar tissue
- Reduces muscle spasms
- Provides greater joint flexibility and range of motion
- Enhances athletic performance; Treats injuries caused during sport or work
- Promotes deeper and easier breathing
- Improves circulation of blood and movement of lymph fluids
- Reduces blood pressure
- Helps relieve tension-related headaches and effects of eye-strain
- Enhances the health and nourishment of skin
- Improves posture
- Strengthens the immune system
- Treats musculoskeletal problems
- Rehabilitation post operative
- Rehabilitation after injury



Fig. 3.19 The I stroke

The following points have to be considered in relation to contraindications for massage services:

- Seek medical advice before having a massage if you suffer from phlebitis, thrombosis, varicose veins, severe acute back pain, or fever.
- Swellings, fractures, skin infections, or bruises should not be massaged. Lumps and swellings should be checked by your doctor.
- Massage of the abdomen, legs, and feet should not be given during the first three months of pregnancy.
- Cancer patients are best treated by specially trained practitioners who know which areas to avoid and which kind of massage is appropriate

3.1.9 Lomi Lomi Massage

Lomi Lomi massage finds its idea from principles embedded in the Hawaiian philosophy called Huna. The philosophies of Huna that relate to bodywork and healing lay the foundation for Lomi Lomi massage.

A fundamental assumption of Huna is that everything seeks harmony and love. The alternate name for Lomi Lomi, that links to this assumption is "Loving Hands" massage. This is because the Lomi Lomi massage, the masseuse/ masseur works gently yet deeply into the muscles with continuous, flowing strokes. The massage wholly nurtures the body and enables the recipient to give in and relax. So, though the technique is an important part of the massage and associated healing, a very important part of the massage is the focus of the masseuse/ masseur on the client. The masseuse/masseur should focus deeply and completely, using loving hands and a loving heart to offer maximum benefits to the recipient as per the philosophy.

How to start a Lomi Lomi Massage:

A Lomi Lomi usually commences with stillness between the practitioner and client, often with the practitioners' hands gently resting on the clients back. The practitioner then in this peaceful and still moment, will quietly say a blessing or prayer. The prayer is to ask for whatever healing is needed to take place during the massage. Also, the client may be asked to set their intention for any healing they would like to receive. The masseuse/ masseur then works with the client, to carry out the intent, with no set format or sequence for the massage. Due to this no two massages are ever completely identical.

General principles and steps for Lomi Lomi massage are as follows

- Use body weight instead of force
- Use as much of arm as possible
- Do everything three times (unless noted otherwise)
- Do Back, then front
- Do Left, then right
- Cultivate grace: if it looks beautiful, it probably feels beautiful

Foot Ritual

1. Preparation:

- Make the client comfortable by arranging a proper sitting arrangement
- Cover the resting area with a towel and rest their feet on it
- Add foaming gel to the warm water in the tub
- Allow the feet to soak in a tub for about 10-15 minutes
- Rub the feet gently with a brush after soaking to remove dirt
- Scrub the feet with a scrubber to remove dead cells
- Dry the feet with towel and allow the client to relax

2. Foot massage:

- Use various essential oils and foot creams for foot massage
- Warm the oil for a relaxing massage
- Hold the bottom of the foot with both your hands and begin rubbing the top of the foot, slowly working down to the sole of the foot.
- Apply more pressure towards the sole.
- Reverse directions and rub the foot moving slowly towards the top, reducing the pressure.
- Use your thumbs for making small circles with medium to heavy pressure around the heel and the ball of the foot.
- Use your thumbs to push up and down on the heel in an anti-parallel direction.

- Rub both your hands gently in a circular motion around the bone on either side of the foot, and your fingers over the top of the bone.
- Make a fist, and use the top of your fingers to apply pressure to the arch.
- Roll your hand back and forth to knead the skin gently.
- Slide your index finger in the gap between each toe.
- Gently slide all five fingers between each of the toes simultaneously, while rubbing a small amount of massage oil or cream between each one.



3. Special Massage Techniques:

- Hold the foot in both hands and give ten short, strong pulls on one side and then the other.
- Hold the side of the foot with both thumbs placed on the inside center of the arch.
- Use one hand to gently squeeze and pull the foot.
- Push the muscles starting at the achilles tendon to lift the muscles of the foot, and helping to work out impurities.
- Slowly work your way up to the lower calf using this technique for further relaxation.
- Straighten their leg vertically, and use your forearm to apply pressure downward into the foot.
- Massage towards the knee, applying light pressure at first and slowly adding more.
- Hold the foot up, and use one hand to rotate the foot around the ankle in clockwise and anti-clockwise direction.
- Add required quantity of Epsom salts and spa oil in the foot massager's base. Leave feet for 20 minutes to get it rejuvenated.

4. Benefits of Foot Ritual:

- Improves circulation
- Reduces injury
- Lowers blood pressure
- Remove dead skin cells
- Enhance the condition of the skin
- Ease aches and pains
- Promote feelings of deep relaxation
- Calm the mind, body, and spirit.



Steps:



Massage of the Back

- "Superstroke" like motion: three circles around heart, three around ribs, one around glutes (come back with forearms along sides), three brushes out over shoulders, one going down arms and up glutes as before.
- Form T with both hands at sacrum, travel up over spine (vertebrae between index and middle finger), vibrating as you go.
- Quick "flush" up side (up, shoulder to neck). On third go out to arm, wriggle wrist, and break Popsicle.
- Hand to face cradle
- Elbow to armpit
- Elbow to ribs
- Elbow to glutes. On third pivot to head of table
- Glutes to ribs
- Glutes to armpit. On third sandwich arm and stretch.
- Client s Arm to table, and repeat for other side, starting with "flush"
- Forearm friction- L technique- U technique
- ½ steam roller- steam roller
- Forearm side
- Forearm rock – rock across- rock under
- Supinate to pronate
- Double elbow wiper
- Over forearm slide
- Ulna forearm twist
- Forearm choke
- Forearm the iliac
- Forearm the spine
- Comfort glide
- Under forearm slide
- Elbow ouch
- Wedge

Back of Leg

- Undrape leg, go to opposite side of table
- Place foot off side of table. Compress Glutes: Place, lean, and drop with heel of hand in three places (sacrum, middle, external)
- Fist compression into thigh/calf, working down and up. Fists at angles
- Pull up inside of leg, go around, pull up outside of leg
- Wrap around trochanter three times
- Split hands, effleurage with one to shoulder, the other down to foot. Put two hands on sacrum and cover foot.
- Go to same side of table
- Effleurage full leg with open palm and forearms
- Pick up foot, drain calf (up tibia, down gastroc, and visa versa)
- With knee bent, flex foot and drain Achilles
- Effleurage foot to knee
- Effleurage foot to glute (one hand up hams, one up ITB), after third compress ischial tuberosity with one hand and area above trochanter with the other

- Effleurage from foot up to top of fingers, back down arm, pivot when going up at ribs, pivot at knee when going down.
- Forearm effleurage plantar surface of foot (hand up, leg up - hand down, leg down)
- Foot compression/rock

Front of body:

- Starting at ankle, full arm effleurage leg all the way up. Inside arm around iliac crest (over, then under).
- Support leg with your knee/thigh
- Warm foot
- Fingers around malleoli, alternating, with foot moving back and forth
- Palm drains up anterior tibialis while other hand presses hard on quads
- Thumb (wrist straight) along tibia, fingers (flat) looped on other side of tibia. Fan open at knee.
- Petrissage the knee with both hands - One on each side (to just below patella)
- Pick up leg by skin just below knee and wiggle
- Bend knee (client's heel to client's buttocks) and sit on foot
- Fingers grab quads. Lean in and out rhythmically as you glide down leg.
- Effleurage medial and lateral thigh with palms of hands moving at same time up and down.
- Pick up leg and stretch (frog leg). Lean on knee
- Stretch leg, straight, to side of table. Push at heel, support at knee.
- Rotate hip, letting heel touch table each time, hand under heel. When knee inside just let leg slide drop. Immediately vibrate quad to foot.

Arm:

- Forearm drains, thumbs together, one set on each side
- Thumb friction of palm
- Arm over face, go around head of humerus.
- Bend your knees, lift arm at elbow, hook arm at elbow, stretch over client's head
- Undrape leg, while leaving arm's side undraped too
- Starting at ankle, full arm effleurage leg all the way up. Inside arm around iliac crest (over, then under).
- Repeat above step, but just lower leg
- Repeat above step, but full leg
- One stroke up all the way and stretch arm

Stomach:

- Hands on upper sternum, slide down to stomach and open to sides
- Flat thumbs around ribcage to iliac crest
- Petrissage stomach
- Reach to back, pull from spine to navel
- Thumbs in navel, pull in 4 cardinal directions
- "Energy Massage" - palm circles above body, becoming wider as palms ascend

Neck/Face:

- Hands on upper sternum (crossed)
- Finger friction out in 3 intercostals. Outline inferior clavicle, pivot over shoulders, come up neck.
- Linear hand friction - upper sternum to ear - turn neck a little to get each side
- Knuckles ("duck bill") from acromion process to ear
- Thumb behind ear to brachial plexus, press, out over shoulder
- Lift head with one hand, do "hourglass" friction with the other (fingers, thumb on opposite sides of cervical vertebrae, start at C4 or so, expand up to occiput, contract to start position again, expand down to rhomboids, repeat)
- Fingers hold head up at occiput. Slide fingers in slowly and let head slide down to table.
- Side neck stretch
- Cheeks
- Chin
- Eyebrows
- Scalp friction, in groups of three
- "Star" hand to client's face (hold hand up in air first)

3.1.10 Aromatherapy

Aromatherapy means "treatment using scents". It is a holistic treatment that uses pleasant smelling botanical oils that are added to the bath or massaged into the skin, inhaled directly or diffused to scent an entire room. Types of oils used include rose, lemon, lavender, peppermint, etc.

Aromatherapy is used for the relief of pain, care for the skin, alleviate tension and fatigue, promote relaxation and invigorate the entire body.

The essential oils are aromatic essences extracted from plants, flowers, trees, fruits, bark, grasses and seeds with distinctive therapeutic, psychological, and physiological properties, which improve and prevent illness. Essential oils when inhaled, work on the brain and nervous system through stimulation of the olfactory nerves. Aromatherapy that works on the mind and body simultaneously is the most effective.

Aromatherapy is the use of essential oils for their scent and therapeutic effect. Many people think solely of essential oils when they think of aromatherapy oils. But aromatherapy oils (or aroma therapy oils) can include all the different types of oils that help in the practice of aromatherapy. Here are some of the oils that can be used in aromatherapy.

Essential Oils

Essential oils are the most commonly used aromatherapy oils. Essential oils are extracted from plants by steam distillation. The essential oil has a scent that has a therapeutic effect. Different essential oils have different effects. Not all essential oils are safe for use in aromatherapy. Some unsafe aromatherapy oils include bitter almond, mug worth, mustard, arnica, onion, pennyroyal, rue, garlic, horseradish and wormwood.



Fig. 3.29 Essential oils used in spa therapy

Name of Essential Oil	Biological Name	Properties	Uses
Clary Sage	Salvia Sclarea	Warming, soothing, anticonvulsive, antidepressant, antiphlogistic, antiseptic, antispasmodic, aphrodisiac, astringent, bactericidal, carminative, cicatrisant, deodorant, digestive, emmenagogue, hypotensive, nervine, regulator (or seborrhoea), tonic, uterine.	Clary sage is used to alleviate menstrual problems. It also helps improve conditions such as depression, anxiety, high blood pressure, throat infections, whooping cough, muscular aches and pains, asthma, colic, cramp, dyspepsia, flatulence. Related to skin and hair, it helps to improve conditions in case of acne, boils, dandruff, hair loss, inflamed conditions in skin, oily skin and hair, ulcers and wrinkles. With respect to the genito-urinary system disorders such as dysmenorrhoea, leucorrhoea, amenorrhoea, labour pain it is used to alleviate conditions. It is also used in helping nervous system disorders such as frigidity, impotence, migraine, nervous tension and stress related disorders, also it is known to help.
Eucalyptus	Eucalyptus Globulus	Antiseptic, analgesic, antineuralgic, antirheumatic, antispasmodic, antiviral, antidepressant, anti-inflammatory, aphrodisiac, balsamic, cicatrisant, carminative, decongestant, deodorant, depurative, diuretic, expectorant, galactagogue, febrifuge, hypoglycaemic, parasiticide, prophylactic, parturient, rubefacient, stimulant, sedative, tonic (uterine). vermifuge	Muscular aches and pains, poor circulation, rheumatoid arthritis, sprains, asthma, bronchitis, catarrh, coughs, sinusitis, throat infections, cystitis, leucorrhoea, chicken pox, colds, epidemics, flu and measles. It also assists in case of nervous system disorders such as headaches, debility, neuralgia, etc. It is also found helpful in case of skin disorders such as burns, blisters, cuts, herpes, insect bites, lice, skin infections and wounds.

Jasmine	Jasminum officinale	Analgesic (mild), antidepressant, anti-inflammatory, antiseptic, antispasmodic, aphrodisiac, carminative, cicatrisant, expectorant, galactagogue, parturient, sedative, tonic (uterine).	Depression, nervous exhaustion and stress related conditions. Jasmine is said to produce a feeling of optimism, confidence and euphoria. It is especially good in cases of apathy, indifference, or listlessness. Jasmine is also used for coughs, hoarseness, laryngitis, catarrh, etc. labour pains, uterine disorders, dysmenorrhoea, frigidity, and other skin problems such as dry, greasy, irritated, sensitive skin and for muscular spasms and sprains.
Lavender	Lavendula Vera Officinalis	Analgesic, anticonvulsive, antidepressant, antimicrobial, antirheumatic, antiseptic, antispasmodic, antitoxic, carminative, cholagogue, choleric, cicatrisant, cordial, cytophylactic, deodorant, diuretic, hypotensive, insecticide, nervine, rubefacient, sedative, stimulant, tonic, vulnerary. An excellent first aid oil. It soothes cuts, bruises and insect bites.	Lavender is a therapeutic essence. It is considered very versatile and can be put to many uses. It is used to alleviate nervous system disorders such as depression, headache, insomnia, migraine, nervous tension, stress related conditions, PMT, sciatica, shock and vertigo. It is also very useful for reducing hypertension. Lavender is useful in treating skin conditions such as abscesses, acne, allergies, athlete's foot, boils, bruises, burns, dandruff, dermatitis, earache, eczema, inflammations, insect bites and stings, insect repellent, lice, psoriasis, ringworm, scabies, sores, spots, sunburn and wounds. Other applications of lavender are for the treatment of disorders such as lumbago, muscular aches and pains, rheumatism, sprains, asthma, bronchitis, halitosis, laryngitis, throat infections, whooping cough, abdominal cramps, colic, dyspepsia, flatulence, nausea, cystitis, dysmenorrhoea, leucorrhoea and for flu.

Lemon	Citrus Limonum	Refreshing, antiseptic, stimulating, anti-anaemic, antimicrobial, antirheumatic, antisclerotic, antiscorbutic, antispasmodic, antitoxic, astringent, bactericidal, carminative, cicatrisant, depurative, diaphoretic, diuretic, febrifuge, haemostatic, hypotensive, insecticidal, rubefacient, stimulates white corpuscles, tonic	Warts, depression, acne and indigestion. arthritis, cellulitis, high blood pressure, nosebleeds, obesity (congestion), poor circulation, rheumatism, asthma, throat infections, bronchitis, catarrh, dyspepsia, colds, flue, fever and infections. Other applications of lemon include usage for the treatment of anaemia, chilblains, herpes, corns, cuts, brittle nails, boils, greasy skin, insect bites, spots, mouth ulcers, and varicose veins.
Peppermint	Mentha Piperita	Digestive, cooling, refreshing, mentally stimulating, analgesic, anti-inflammatory, antimicrobial, antiseptic, antiviral, astringent, carminative, cephalic, cholagogue, cordial, expectorant, hepatic, nervine, stomachic, sudorific, vermifuge and antispasmodic.	Muscle fatigue, bad breath, toothache, bronchitis, indigestion and travel sickness, neuralgia, muscular pain, palpitations, asthma, sinusitis, spasmodic cough, for digestive system disorders such as colic, cramp, dyspepsia, flatulence, nausea and skin problems such as acne, dermatitis, ringworm, scabies and for toothache.
Petitgrain	Citrus Aurantium var amara	Soothing, calming, antidepressant. Also antiseptic, antispasmodic, deodorant, digestive, nervine, stimulant (digestive, nervous), stomachic, tonic.	Skin problems, apathy, irritability and depression, convalescence, insomnia, nervous exhaustion, stress related conditions, dyspepsia, flatulence, acne, excessive perspiration, greasy skin and hair and for toning.

Rosemary	Rosmarinus Officinalis	Analgesic, antimicrobial, antioxidant, antirheumatic, antiseptic, antispasmodic, aphrodisiac, astringent, carminative, choleric, cordial, diaphoretic, digestive, diuretic, fungicidal, hepatic, hypertensive, nervine, parasiticide, restorative, rubefacient, stimulant of circulatory, adrenal cortex and hepatobiliary systems, stomachic, tonic.	dyspepsia, flatulence, hepatic disorders, hypercholesterolaemia. Rosemary is also used for treatment of some other ailments including arteriosclerosis, fluid retention, gout, muscular pains, palpitations, poor circulation, rheumatism and for the treatment of skin conditions such as acne, dandruff, dermatitis, eczema, and greasy hair. The other uses of Rosemary are as an insect repellent, for promoting hair growth, and for the treatment of scabies, scalp stimulation, lice and varicose veins.
Sandalwood	Santalum album	Antidepressant, antiphlogistic, antiseptic, aphrodisiac, astringent, antispasmodic, bactericidal, carminative, diuretic, expectorant, fungicidal, insecticidal, sedative and tonic.	Depression, insomnia, nervous tension, stress related complaints, cystitis, diarrhea, nausea, bronchitis, catarrh, coughs, laryngitis, sore throat, acne, dry, cracked and chapped skin, aftershave, greasy skin, moisturizer.
Tea tree	Melaleuca Alternifolia	Antifungal, antiseptic, anti-infectious, anti-inflammatory, antiviral, bactericidal, balsamic, cicatrisant, diaphoretic, expectorant, fungicidal, immunostimulant, parasiticide, vulnerary.	Used for improving conditions in cases of dandruff, mouthwash, cuts, insect bites, pimples, cold sores, herpes, etc. They are also used for athlete's foot, rashes, spots, blisters, burns, oily skin, verrucae, warts, abscess, acne, wounds. It is also said to help in ailments such as asthma, bronchitis, catarrh, coughs, sinusitis, tuberculosis, whooping cough, vaginitis, cystitis, colds, fever, flu, infectious illnesses such as chicken pox.
Ylang Ylang	Cananga Odorata var. genuina	Antidepressant, anti-infectious, euphoric, aphrodisiac, relaxant, antiseborrhoeic, antiseptic, hypotensive, nervine, regulator, sedative (nervous), stimulant (circulatory), tonic.	It is used for improving conditions in cases of depression, nervous tension, hyperpnoea (abnormally fast breathing), high blood pressure, tachycardia, palpitations and digestive upsets. For skin care its uses include for improving conditions in cases of disorders such as for acne, hair growth, insect bites, hair rinse, irritated and oily skin. For some other nervous system disorders, also it is considered useful, such as impotence, insomnia, frigidity, and stress related disorders.

Table- 3.2 Essential oils and their properties

Steps of Aroma Massage

Room Preparation:

- Keep the room very tidy and clean.
- Keep the oils ready.
- Make sure all the hot aromatic towels are also made in advance.

Product to be used:

Recommended oil

Pre Procedure:

- Greet your client
- Ensure he/she fills information form
- Review client history
- Conduct pre consultation
- Show your client, the treatment room

Foot Wash:

- Add warm water and liquid soap in a tub
- Put the feet in the tub for about 10-15 minutes
- Use a brush to clean the dirt off the feet
- Wash the feet in warm water and rinse with a towel
- Apply foot scrub on the feet and scrub it
- Wash the cream and dirt with warm water
- Wipe the feet with a towel
- Use a pumice stone or scrubber to remove the dead cells
- Rinse with water and dry the feet
- Apply cream, and massage to moisturise the feet

Back Massage:

- The back is covered with towels
- Connect to the client
- Diagonal stretch
- Longitudinal stretch
- Side stretch
- Application of oil with palms
Spread the oil with medial side of palms in side ways & diagonal direction
- Effleurage in Figure of 8, on back & effleurage on trapezius alternate
- Kneading on back
- Thumb rotation on hip region
- Knuckling on the hip region
- Rimming with alternate hands
- Make figure 8 on scapula
- Kneading on neck
- Knuckling on neck
- Thumb drain on back in 3 longitudinal lines
- Thousand hands or feathering on spine
- Fist drain on side of spine with alternate hands



Fig. 3.20 Longitudinal stretch



Fig. 3.21 Oil application with palms

- Pressure points
- Effleurage
- Thumb drain
- Thousand hand

Back Leg Massage:

- Full effleurage on leg three times
- Rub the sole with palms & knuckle with fingers
- Pressure points on sole
- Rotation on heel
- Thumb drain on calf
- Thumb rotation on calf
- Wringing on calf keeping some distance in both hands
- Picking up
- Thumb rotation on back of knee
- 'V' stroke effleurage
- Thumb rotation on thigh
- Wringing on thigh
- Knuckling on thigh
- Effleurage on whole back leg
- Fist drain on whole of back leg with alternate hand
- Thousand hand/ feathering on back leg (start from sole to thigh)
- Catch hold of the leg at the sole end in both hands & effleurage towards the thigh end & finish the back of the leg Massage

Front Leg Massage:

- Full effleurage with oil application
- Effleurage on sole with oil application
- Thumb sliding & alternate thumb drainage on sole
- Pressure points on fingers
- Finger rotation
- Full effleurage
- Kneading on calf
- Picking up on calf
- Palm rotation on knee
- 'V' shape effleurage on thigh
- Feathering on medial side of thigh
- Wringing on thigh
- Feathering on medial side of thigh
- Feathering on full leg
- Repeat step 17 in back leg massage & finish with giving pressure on pressure points on lateral thigh

Abdominal Massage:

- Effleurage with oil application
- Kneading
- Picking up lateral abdominal region
- Alternate hand rolling
- Effleurage

Chest Massage:

- Effleurage 3 times with oil application
- Thumb kneading on collar bone
- Effleurage from head end

Hand Massage:

- Intermingle your fingers with that of the clients & rub his/ her palm with yours
- Pressure points on palm
- Thumb rotation on back of palm
- Press in between the thumb & index finger with your finger
- Effleurage on full hand
- Thumb rotation on dorsal & ventral part of forearm, one after the other
- Full hand effleurage
- Wringing on biceps & triceps
- Effleurage
- Thumb rotation on anterior part of shoulder joint
- Feathering on hand, starting from fingers to shoulders
- Catch hold of the hand with yours & drain up to the shoulders & finish

Face Massage:

- Effleurage on face
- Pressure points on Face

Head Massage:

- Rubbing movement on the top

Post Procedure:

- After massage guide guest to steam room.
- Should explain him/her to take steam only for his thresh hold.
- After 5 or 10 Min guide guest to shower room
- Give fresh towel, shower foam, shampoo.
- If necessary offer blow dry.
- Give fresh juice/health drink along with comment card
- Ask him if he would like to book next appointment.
- Thank him / her for using the services of the spa. Wish him/her a nice day with a hope to see again.

3.1.11 Exfoliation

Exfoliation is the removal of the dead, keratinized skin cells on the outermost surface of the skin through mechanical or chemical mean for smoother and fresher look. It is an important part of both professional facials and body treatments.

Types of Exfoliation Treatments

There are two basic types of exfoliation methods: **Mechanical exfoliation**, and **Enzymatic** or **Dissolving exfoliation**.

Types of mechanical exfoliation include dry skin brushing, salt or sugar glows, body scrubs, friction, and body polish treatments.

The enzyme and dissolving exfoliants are applied to the skin, and then rinsed off. The enzyme uses dissolved keratin in the skin, removing dead cells and supporting the natural process of exfoliation.

Spa therapists uses various types of exfoliation treatments:

Dry Skin Brushing: Body is brushed with natural bristle brushes to desquamate dead skin cells and stimulate lymph and blood circulation.

Wet Skin Brushing: Body is dampened with water, apple cider vinegar or a foaming body shampoo before it is brushed.

Salt Glow: A specialized salt is mixed with oil, body wash, water, apple cider vinegar, or other wet or oily product and applied to the body for smooth skin by increasing the vital energy and stimulating lymph and blood flow

Sugar Glow: A sugar glow treatment uses table sugar, brown sugar or raw sugar with water, oil, milk, wine, or a body wash product and are applied to the body to increase circulation and lymph flow, relax the body and smooth the skin.

3.1.12 Body Wraps

Body wraps as a 'spa treatment' dates back to the earliest service offering in a spa. The ancient Egyptians embalmed bodies using herbs, resins and spices and a wrap equivalent. This practice preserved body tissues and prevented degradation and decay, the same objective that Emollient wraps have in modern day spas; ie. to fortify the skin and prevent pre-mature aging. Many soft-tissue conditions can benefit from wraps aimed at decreasing chronic holding patterns, stimulating circulation and lymphatic flow, or by simply relaxing the body and providing time for reflection.

Today, a wide variety of body wraps are used for cosmetic purposes, or to treat conditions such as rheumatism, low immunity, fatigue, and muscular aches and pains. There are numerous ways to perform a body wrap. A therapist can mix and match methods to best meet their customers preferences and goals.

Three different but common wrapping procedures one should know include; the hot sheet wrap, the 'cocoon' and the tension wrap. It is important to point out that the words 'hot sheet wrap' and 'cocoon' are used to differentiate two distinct procedures. This differentiation aims to clarify that the word 'wrap' always means a hot sheet wrap, while 'cocoon' always refers to the procedure where the product is applied directly to the body.

The words 'wrap', 'cocoon', 'swathe', 'envelopment', 'envelop' are generally used freely at the discretion of the therapist to describe any type of wrap. There are innumerable types of products that can be used in a hot sheet wrap or cocoon, in so much as it may be considered unlimited.

General Treatment Considerations:

Before delivering any type of body wrap, a careful pre-treatment health form/questionnaire must be filled out with the client to make sure that there are no contraindications for the treatment. The therapist should also be aware of problems that might arise during this particular type of spa treatment.



Fig. 3.22 Body Wrap

Contraindications:

- Children, elderly, pregnant women
- Physical injuries
- Rheumatoid arthritis
- Fevers
- Nerve damage
- Renal insufficiency
- Poorly treated diabetes
- Spider veins/varicose veins
- Allergy to that specific product

Healing Crisis:

Wraps may trigger a rapid detoxification of the body, which may result in a headache and nausea. Mild detoxification symptoms are usually expected due to a wrapping service, and even considered normal. However, if the symptoms become intense, or if they occur during the wrap itself, the wrap should be immediately removed. The customer should be given water to drink. They should also be asked to rest in a comfortable environment. If the client's symptoms do not appear to be getting better, or worsen, the client could be in danger. In such a case, one must refer to the supervisor, it will require consulting a physician or calling the emergency services.

Modesty:

In massage treatments and wraps, it is important to maintain client modesty and privacy. The customers therefore, are always required to be covered in some clothing for the purpose. In a hot sheet wrap, the client is provided with disposable undergarments to wear, sometimes an old swimsuit may be used as a substitute. The customer is given a robe to wear over the undergarments up until the moment they get onto the treatment table. During the wrap procedure, they will need to lie down on top of the hot sheet quickly, after it has been unfolded by the therapist.

When The Wrap Goes Wrong:

Like any spa treatment hot sheet wraps, cocoons and tension wraps require practice. Sometimes though, the wrap may still go wrong. Common errors include, too short a wrap: When the therapist cuts the plastic sheeting too short, they may try to wrap it around the client and find that they have a gap. To remedy the situation, it is advisable to cover the gap with two bath towels and continue the treatment. Sometimes the hot sheet wrap turns cold before the client is wrapped. In such a case, one should continue to wrap the client and follow that by placing a hot pack under the feet. One should then turn the heat up in the room as high as required. If the hot sheet wrap causes discomfort to the customer on account of being too cold, then the therapist should start again by reheating the wrap sheet on the client.

Types of Body Wrap Spa Treatment:

Algae body wrap: A nourishing, warmed algae is applied on the skin to start cell metabolism and detoxification

Bust wrap: To tone and moisture sagged and loose skin resulting from ageing process or rapid weight loss, a tightening and firming serum is applied to the bust region before wrapping.

Cellulite treatment wrap: Cellulite wraps helps to boost circulation to flush out toxins from the skin and underlying fat cells, for a smoother, bump-free appearance. Generally, these wraps target the bottom, hip and thigh area alone.

Chocolate body wrap: The ultimate treat for chocoholics, this heavenly scented body wrap sees cocoa-rich formulas applied to your skin. Chocolate is known for its anti-ageing, toning and softening qualities.

Frigi thalgo body wrap: Those with excess fluid retention in their hip and/or thigh region will benefit from a chilly 'frigi thalgo' (meaning 'cold richness of the sea') marine algae body wrap, which also targets cellulite and gives tired legs a new lease of life.

Herbal body wrap: This dead skin cell-eliminating treatment sees a selection of herbs - chosen for their nourishing properties - blended with essential oils and steeped in very hot water. Cloth sheets are then soaked in the solution before application around the body.

Inch-loss / slimming body wrap: Specifically designed to better contour your body through cleansing, toning and tightening of the skin, inch-loss wraps are often enjoyed by women before an important event at which they'd like to look their best. Up to 10 inches can be lost across the body, though results from one-off treatments are usually temporary.

Mud / clay wrap: Say goodbye to excess water, impurities and dull pores - a layer of therapeutic mud or clay is lightly massaged into your skin before wrapping begins, to cleanse, detoxify and firm you head-to-toe. Therapeutic muds and clays have anti-stress properties and the wide availability of these wraps mean they're a popular choice for spa guests.

Oil body wrap: These body wraps are formulated to moisturise dry and/or dehydrated skin. A single - or mix of - aromatic essential oil is warmed and sandwiched between your skin and the applied mylar bandages

Paraffin body wrap: Bandages are seldom used as part of this unique, skin-softening body wrap - warm paraffin wax is simply brushed directly over your body, creating its own seal once dry. The heat from the wax can help to reduce muscle pain and soothe arthritic symptoms.

Parafango wrap: A mixture of cold therapeutic mud ('fango' in Italian) and warm paraffin wax are combined to create a body sauna and stimulate your lymphatic flow, helping your skin rid itself of toxins and excess water more efficiently.

Thalasso (seaweed) body wrap: Like mud wraps, thalasso (meaning 'sea therapy') body wraps are available at the vast majority of spas. A combination of seawater, seaweed and/or algae is used to refresh, hydrate and firm your body.



Steps for Body Wrap:

- 1. Preparation:** Before body wrap begins, clients are requested to remove clothing from that specific part of body where they want body wrap spa treatment.
- 2. Exfoliation:** Clients who have selected wrap comprising exfoliation will first have their therapist remove dead skin cell through dry brushing, or by using a gently abrasive scrub.
- 3. Rinse:** Clients who undergoes scrub exfoliation needs to rinse off the exfoliation in a separate room or on the treatment table.
- 4. Application:** A mineral and/or oil-rich formula are applied on the body and limbs, then each area is wrapped in cloth or plastic film before moving to the next. When fully wrapped, some heated towels may be laid to promote sweating and further opening of pores.
- 5. Relaxation:** The client is left alone to relax for half an hour to allow the treatment to do its magic. Alternatively, the therapist may stay and give an invigorating head massage (additional fees may apply).
- 6. Unwrap and rinse:** The therapist unwraps and either rinse off using the Vichy shower, or requests the client to take a shower by themselves
- 7. Moisturisation:** The therapist applies a final moisturiser or body oil to all areas of your skin to protect and soften it

3.1.13 Balinese Massage

History of Balinese Massage:

Balinese Massage dates back to many thousands of years. Balinese massage or Bali massage has its origins linked to practices in Asian massage, Tibetan, Chinese and Indian Ayurvedic therapies. In Bali, apart from emotional and physical disorders many factors are thought to contribute to disease. Bali massage therapy focuses on making one more aware of the invisible realms around us, and to deal with many health issues by harmonising them.

Concept of Balinese Massage:

The Balinese people strongly believe in the power of spirits and magic; traditionally, a lot of them believe that the good spirits live in the mountains and fields and demons and evil spirits dwell within the seas. As a result, offerings to spirits play a significant role their day to day lives. Every day small offering trays (canang sari) which hold flowers, money and symbolic foods are placed outside temples, houses and shops. These offerings are said to please the spirits and as a result bring harmony, good health and prosperity to the families and the community.

Balinese people believe, everything in nature is connected. They believe, life, work, words, actions, disease, death, gods, demons, man, woman, nature, art, culture, everything is inter-linked and interrelated. Also, what one does in any area of life will ultimately affect the whole life and all related elements in the world. Therefore, everything is then considered sacred and is done with a sense of respect and responsibility, with joy and always celebrating the spirit of life. The massage therefore embeds these ideologies and is carried out in the same spirit.

What happens in a Balinese massage?

A Balinese massage uses a combination of gentle stretches; it includes various massage techniques like skin rolling, kneading, stroking, acupressure. It also uses aromatherapy oils. All these work towards stimulating the flow of blood, oxygen and 'qi' (energy) around your body, and bring deep relaxation, health and wellness. The use of oils is calming and sensual and leaves you feeling relaxed and serene.

A Balinese massage works deeply to soothe damaged tissue, and relieve strained muscles and joint pain.

Balinese massage is a luxurious spa treatment and is considered a rigorous massage treatment. Clients can choose this if they want to experience a variety of massage techniques, relax and feel spiritually rejuvenated at the same time. Balinese massage in its philosophy is linked to the same as is Ayurveda, the Indian holistic medical system.

Balinese massage is said to help improve conditions in a wide range of ailments. Some of these are muscle and joint pain, headaches and migraines, insomnia, etc. The boost to blood and oxygen circulation helps reduce stress and rebalances one's body as well and is useful in conditions of anxiety and depression. Allergies and breathing problems like asthma are also conditions in which Balinese massages are helpful.

Because it works very deeply into the tissue, as well as boosting circulation and harnessing acupressure and reflexology techniques, Balinese massage is a highly effective treatment for sports injuries.

The following points have to be considered in relation to contraindications for Balinese Massage

- Pregnancy
- Acute joint or limb pain
- Recent surgery
- High/ Low BP
- Other massage contraindications

What to expect from a Balinese massage

Bali is an Indonesian island and the Balinese massage take its name from that.

Balinese massage is usually performed on a soft mat on the floor, or on a massage couch. It can also be done while the customer is seated in a chair, if, for medical reasons one is unable to lie down on the couch or floor.

Essential oils, are used in Balinese massages, as smell is a very powerful stimulant triggering memory and other associations.

The Balinese massage, involves using quite deep pressure during the massage. This is because the massage aims to work on deep, knotted tissue and damaged muscles. Therapists use long, gentle strokes and kneading to relieve tension. This also improves blood and oxygen circulation in the muscles closer to the surface of the skin.

At the end of a Balinese massage some coconut or other scented oils are usually poured onto the body. Balinese massage sessions usually last to about an hour.

Different types of Balinese massage

Indonesia has many versions of massages from Bali and other islands. These massages combine ancient traditions and practices and aim at giving customers a rejuvenating and healthy experience. Some examples of massages from Bali and surrounding islands are:

- Sasak massage
- Balinese Boreh - a Balinese massage created by rice farmers to ease pain using a preparation of a paste of ground spices
- Javanese Lulur Ritual (traditionally performed on brides in preparation to marriage)
- Lombok massage
- Urat massage

3.1.14 Reflexology

The roots of Reflexology can be traced 5,000 years ago in many countries, including Persia, Tibet, India and China. The Chinese are known to have practiced a form of pressure therapy with a basis similar to that of Acupuncture.

The first real advancement of Zone Therapy can, however, be attributed to an American physician and surgeon, Dr. William Fitzgerald. He found that by applying pressure to a certain area of the body and particularly of the hands he was able to anaesthetize the ear and perform minor ear operations without anesthetic.

How Reflexology works and its effects:

- It works through the autonomic nervous system
- It creates homeostasis and rebalances energy
- It stimulates and improves blood circulation and lymphatic drainage
- It relieves stress and tension
- It can help to control pain

The Zone Theory

Reflexology or zone therapy is based on the principle that each organ, part and muscles of the body is "reflected" on the sole and top of the feet and hands. The feet are like a mirror of the human body.

To follow Dr. Fitzgerald's theory, imagine that the body can be divided into 10 vertical zones which run parallel from the top of the head to the end of the feet.

Remember:

All the organs, glands and parts of the body have corresponding reflexes in the feet and hands.

Each organ is reflected in its own zone (or zones). For example, an organ in zone 2 & 3 in the body will be found in zone 2 & 3 on the feet, i.e. - the eyes, the kidneys.

Energy flows within these zones and links the organs within the same zone, when you are treating an organ in one zone you are affecting all the other organs in the same zone. The right side of the body is reflected on the right foot, the left side of the body is reflected on the left foot.



UNIT 3.2 : Carryout simple spa therapist services and assistive tasks

Unit Objectives

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

1. Prepare client for massage/therapy
2. Prepare the consultation chart for client
3. Carry out tasks to support the Spa Therapist

3.2.1 Assist the client in getting ready for the therapy

In order to give an unforgettable spa experience to the guests following is done:

- With a smile serve welcome drink / water to the guest as per GHC/ SM instructions.
- Prepare the room with consumables, as per the chit given to you by the GHC/ SM.
- The therapist should come to the reception and greet the guest after the GHC has introduced you to the guest
- Guide the guest towards the room with five fingers joined and ventral of the palm facing upwards.
- Walk in front of the guest and open the door to the therapy room.
- Keep the door open and let the guest enter.
- Put up the occupied sign outside the door.
- Shut the door and switch ON the AC and set the temperature at 24 degrees unless guest asks you to change it.
- Switch ON all lights, switch ON the geyser.
- The therapist should walk out of the room till the guest changes
- Ask the guest to lie down on the bed and check the guest's comfort for music, room temperature, light etc.
- In front of the guest sanitize your hands first, and remember to sanitize again after the therapy completion.

If your guest misbehaves with you like:

- Refuses to wear the undergarments.
- Refuses to get draped.
- Makes unusual and unethical requests.
- Tries to strike deal separately to avoid spa visits, etc.

What should you do?

- Politely inform them to cooperate with you to complete the therapy session as per the company S.O.P. and watch their behaviour.
- If they still interrupt you and misbehave, excuse yourselves and briefly inform the front officer incharge at that time. If you are not comfortable discussing the entire details due to any reasons, inform the front officer that you are NOT continuing the session and end the session then and there.
- From here, the front officer would wait and/or inform the guest to vacate the room to BLACK LIST the guest.



3.2.2 Assist in Draping of Client

Draping is decorating, arranging, and covering the body of your guest in order to provide the best possible safety, security and privacy of their nudity. It is ethical (decent) to care for them no matter what Style of therapy they have chosen from your menu card. The most important aspect of draping is that it sets up a professional boundary line clearly for your work on the guest's body so that you and your guest, both are aware of the exact area of work on a given body part. There are some pictured examples on the way of draping techniques.

Body temperature tends to drop during massage as the body is inactive. Keep your guest warm at all times keeping them fully covered, uncovering only the area to be massaged, and covering the area just massaged. If possible, it is helpful and comforting to heat the room, warm the towels/toweling mittens and use heat packs.



3.2.3 Client Preparation And Room Setup

There are many important basic concepts involved in handling clients for body work. The therapist needs to expand his or her scope of skin and wellness consciousness. Another aspect of body treatment that will need to be worked through with the client is the idea of taking clothes off and being worked on "in the buff" by a therapist. Most people feel that their body is not good enough to be seen by anyone. First of all, with the possible exception of a Scotch hose or other similar treatment, the only part of the body seen by the therapist at any one time is the part being worked on. This seems obvious to the therapist but the client must be educated to understand this so that taking clothes off isn't a hindrance to growth into the wonderful world of body care. Caution and attention to proper draping will resolve the issue once the client has been in for a treatment, but initially shyness is an obstacle that must be handled. Both of these major obstacles are not difficult and most often can be handled well from the outset by having a good quality consultation chart.

The Consultation Chart:

If your consultation chart is extensive enough to handle all areas of your day spa, it can be filled out the first time a client comes in for any service. The client should be asked to arrive 10-15 minutes early on the first visit to allow time for filling out the chart. When carrying out a consultation there are a number of things that the therapist needs to establish:

- Personal detail
- Medical detail
- General health
- Body condition and skin condition
- Lifestyle
- Homecare advise

The Treatment Room:

When your client enters the treatment room it should appear warm and welcoming, heightening the client's pleasant anticipation of the treatment.

Temperature:

The room should be a comfortable temperature, and heating pads, covers or infrared lamps should be available to ensure that the client will not become uncomfortably cold during the treatment. Some products should be warmed before use in order not to chill the client.



Lighting:

Lighting should be subdued, contributing to the atmosphere of relaxation. Direct overhead lighting should not be used, if it is unavoidable provide eye pads or an eye pillow for the client. Any bright task lighting required by the therapist should be turned on after the client is settled, and any eye covering in place.

Client Comfort:

Assist your client to be at ease during the treatment:

- Explain procedures thoroughly
- Show your client the product you will be using
- Maintain privacy, and be attentive to issues of modesty
- Position your client carefully and use bolsters and pillows as required

Room Setup:

As much as possible set up your treatment room before use, with all coverings on the treatment table, all product premeasured and ready for use and all linens stocked and ready.

Equipping a dry service room**Beauty Couches:**

In order for the massage to be performed, a sturdy, comfortable treatment couch of the correct height for the individual therapists is needed. There are a wide variety of couches available for therapist or salon owner to choose from.

A general purpose massage or treatment couch with an adjustable back support is available in standard heights. They can be purchased with a “breathe hole” which can be removed when performing back and neck massage to allow the client to breathe easily. A face cushion can also be purchased and used where the couch does not have a breathe hole or when the therapist or client feels the need to use one to aid comfort during the treatment.

A multi-purpose couch/chair is available in standard heights. It enables the therapist to convert the couch from a massage plinth to a couch suitable for facial treatments by lifting and lowering the client's legs for comfort and raising the back support.

Adjustable-height couches have been developed over recent years to enhance the working life of the therapist as they can be adjusted to suit the height of the individual and/or the particular treatment they are performing.

There is a wide selection of adjustable-height couches/chairs and they are very useful. Their versatility is an important factor when different height therapists work from the same room, as for example in massaging or waxing, and where a treatment room is multifunctional and used for body and face treatments. The height-adjustable chair/couch is especially recommended for body wrapping treatments when client mobility is restricted and lower bed height is advantageous.

The heavy-duty hydraulic height-adjustable bed or chair/couch will have a central hydraulic pump, operated by the foot to adjust plinth height the usual range being about 18 to 20 centimeters. On some models the head and leg sections are raised and lowered with either a gas strut-assisted mechanism or a foot-operated hydraulic system.

The heavy-duty electrically operated hydraulic bed or chair/couch is considered to be the present top-of-the-range choice. It has all the advantages of the standard hydraulic operation but can also have the additional advantages of a greater height range (up to 50cm); often leg and head sections that operate electronically; and for a chair/couch model it is also possible to have an electronic tilt to the mid-section for greater client comfort. Wheels and brakes to the base frame are often standard and are advantageous as they afford easy positioning around a room and cleaning of the floor area.

Couch Steps:

Couch steps are available to assist clients who are particularly small or who for medical reasons have difficulty getting onto the general purpose non-hydraulic couch. They should be used with care and always with the therapists in attendance.

Beauty Chairs (stools):

As part of some massage treatments, the therapist may need to sit to ensure they are able to apply the appropriate pressure and at the same time protect their own posture. Therefore there will be a need to ensure an operator's chair or stool is in the treatment area. Two important things to note with this piece of furniture are that it has well oiled castors to allow the therapist to manoeuvre into different positions smoothly and prevent any unnecessary noise and that it should be adjusted correctly to suit the height of the therapist.

It is important to observe general safety in the treatment area by ensuring the chair or stool is safely stored to prevent any accidents.

Beauty Trolleys:

Most therapists use a sturdy trolley with easy-moving castors to hold the products and materials needed to perform a massage. Some holistic therapists may use a convenient surface such as a table rather than a traditional trolley to lessen the clinical aspect of massage.

Whatever surface is being used it is essential that it is cleaned and prepared with the necessary items before the client arrives and is suited for the purpose.

First impressions count, so it is essential that the therapist and treatment area are well prepared for each client.

Summary



Definition of Anatomy: Anatomy is a branch of biology that deals with the study of the structure of living things. It is classified as human anatomy, animal anatomy (zootomy) and plant anatomy (phytotomy).

Definition of Physiology: Human physiology is the science of the mechanical, physical and biochemical functions of humans in good health, their organs, and the cells of which they are composed. The principal level of focus of physiology is at the level of organs and systems.

Abdominal organs

- Liver
- Gall Bladder
- Stomach
- Duodenum
- Large intestine
- Rectum
- Anus
- Appendix
- Kidneys
- Ureters
- Bladder
- Urethra
- Prostate (males)
- Ovaries (females)
- Fallopian tubes (females)
- Uterus (females)
- Cervix (females)
- Pancreas
- Spleen

Functions of Skin

Being the body's largest organ the skin performs a set of key functions resulting from multiple chemical and physical reactions taking place within it.

Protection – The most important function of skin is protecting the body by from injury, heat, radiation, chemicals and microorganism. Due to constant shedding of stratum corneum it acts as mechanical barrier and does not allow organisms to stay or penetrate into the skin. Melanin produced by melanocytes present in the basal layer of the epidermis protects the body from ultraviolet radiation. Langerhans cells presents in the epidermis phagocytose agents, which invade the skin.

Thermoregulation – The skin also acts as a temperature regulator, enabling the body to adapt to different ambient temperatures and atmospheric condition by regulating moisture loss. It is done by, controlling the secretions & excretion of sweat in sweat glands.

Hormone Synthesis – Active form of vitamin-D is synthesized in this skin in the presence of sunlight.

Excretion – Through the secretion of sweat and sebum, the skin performs an excretory function, eliminating a number of harmful substances resulting from metabolic activities of the intestines and the liver.

Immunological Role – The skin plays an immunological role, due primarily to the langerhans cells that can pick antigens from the skin and carry them to the lymph nodes.

Sensory Function – Skin has an intricate network of numerous fine nerve terminals in between the epidermal cells and also as specialized nerve endings in the dermis and around cutaneous appendages. These nerve endings carry the sensation of touch, pain, temperature, wetness, and itch.

Appearance – The color, elasticity & thickness of skin are responsible for general appearance of the human being and skin can be regarded as a decorative media for human body.

Benefits of Thai Traditional Massage

- Produces deep relaxation
- Decreases stress levels
- Enhances energy levels and restores vitality
- Increases range of movement of Joints
- Assists good posture and alignment
- Improves blood circulation and relieves muscular pain
- Strengthens internal organs
- Revitalizes the Chakras and Endocrine system

The following points have to be considered in relation to contraindications for Thai Massage:

- Pregnancy
- Inflammation and swelling
- Muscle injuries and bone fractures
- Joint dislocations and skin diseases
- Cuts, wounds and fungus
- Menstruation
- Venous problems (varicose veins, thrombosis, etc.)
- Heart conditions (hypertension, murmurs, and pacemakers)
- Do not "stop the blood" at either the brachial or femoral arteries. Do not move the legs above the head.
- Diabetes
- Alcohol or drug intoxication

Exercise



1. Name the three layers of human skin?

2. What are the different techniques of massage?

3. What is aromatherapy?

4. List the various benefits of therapeutic massage?

Notes



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





4. Workplace Health and Safety

Unit 4.1 – Workplace Health and Safety



Key Learning Outcomes

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

1. Identify risks and threats in the workplace and respond appropriately
2. Maintain workplace safety by following safe work procedures
3. Respond to risks and threats as per proper procedure

UNIT 4.1: 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 threats

4.1.1 Introduction

Beauty and Spa 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

4.1.2 Spa Health and Safety

Role of Assistant Spa Therapist in maintaining spa's hygiene is of prime importance. As all the services in a spa 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 spa, it risks the health and safety of the people trusting the spa and its employees. Be careful about the following.

Hands and Hygiene:

Hands touch many surfaces and items during a day, with each touch increases the risk of picking up germs and subsequent infections. If our hands are not washed on a regular basis, we are putting ourselves at a great risk. In salon's the risk is greater as these infections can transfer to and from others through touch.

Shaking hands with people, taking their coat even removing a used coffee cup - can pose the potential risk of cross infection; the spa is not an exception. Shaking hands with people, taking their coat, even handling a used tea 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. 4.1 Washing of Hands



Fig. 4.2 Sanitizing of Hands



Fig. 4.3 Steps for proper Cleaning/Sanitising of hands

Work surfaces

It is important to keep work surfaces clean and all tools and equipment, disinfected to prevent the risk of cross-infection. It also makes the salon look attractive and hygienic.

Use professional products and not cheap products that can not only be ineffective but would serve no purpose. 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, that are easy to clean. Any disinfectant containing alcohol (ethanol) if used for cleaning them is likely to react with the PVC or vinyl, making it brittle, which will eventually make it crack. Cracked surfaces are extremely difficult to disinfect properly, resulting in an area where germs can easily multiply. Thus, alcohol based disinfectants should be avoided. It is important therefore, to use the correct products for the appropriate surface. 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. 4.4 Couch/chair of spa

Instruments & Tools

Once used, all instruments and tools should be thoroughly sanitized or sterilized where required. These days, technically advanced products are used to do this quickly and easily. One should not skip this procedure for any reasons as it is likely to have serious consequences. 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 after each client's usage 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 dispose it and use a new one.

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.

4.1.3 Identifying the hazards and evaluating the risks in your workplace

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
Electrical leads trailing on the floor	Tripping over leads
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

Table- 4.1 Various hazards and their risks

4.1.4 Health and safety rules

Hot and Cold Running Water

The spa must have a constant supply of hot and cold running water. For Spa Therapy service rooms should have a separate sink with hot and cold running water.

However, if a large treatment room has been separated into service 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.

4.1.5 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.
<p>Shoplifting: It is the act of stealing products from parlour by customers. The salon may face loss on losing expensive beauty care products.</p>	<ul style="list-style-type: none"> ▪ 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.
<p>Violence: May be either verbal or physical and could arise during robberies, terrorist activities or customer complaints</p>	<ul style="list-style-type: none"> ▪ Provide panic alarms, training etc. ▪ Cameras. ▪ Immediately reporting to police/authorities.

Table- 4.2 Common workplace threat

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.

4.1.6 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.

4.1.7 Posture, Lifting and Carrying

People who work with raised arms and elbow for prolonged periods of time, are at risk for repetitive strain injuries that include musculoskeletal disorders especially in the neck and shoulders just like everyone else. Also, the constant standing and bending over can result in pain in the lower back and knees. An Assistant Spa Therapist may often need to work with their arms in elevated position and stand for long hours while working, so therefore they must be careful about this.

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.

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.
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Table- 4.3 Posture carrying and lifting

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.

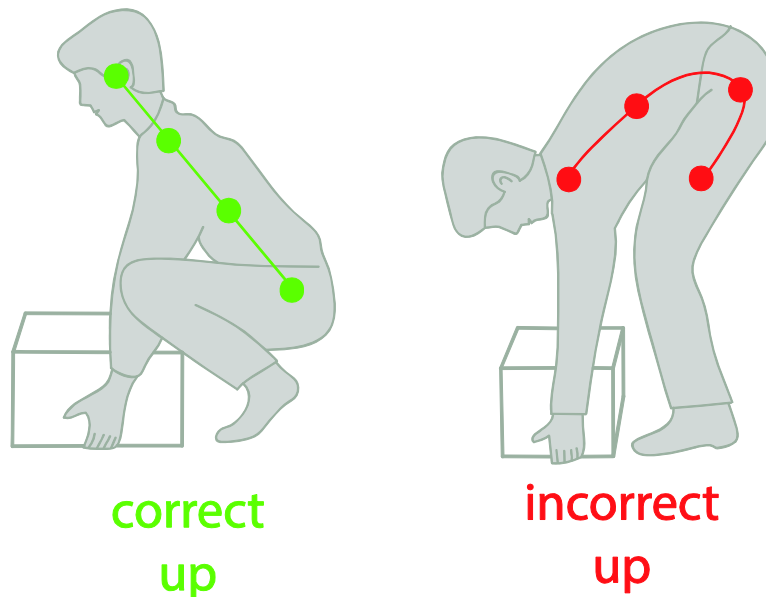


Fig. 4.5 Safe lifting methods of an object

4.1.8 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
Sodium hypochlorite (Bleach)	Corrosive react violently if contaminated	Do not mix with incompatible chemicals	Must be kept separate from other chemicals	Refer product label & material safety data sheets	Comply with laws, regulations Refer product label and material safety data sheets

Table- 4.4 Equipment and clothing



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 Spa Therapist may suffer headache and migraine due to:

- a. Muscle tightness
- b. Long conversation with clients
- c. Poor posture
- d. None of these

4. List workplace threats and response to them.

5. Creating Positive Impression at Workplace



- Unit 5.1 – Creating a positive impression at workplace
- Unit 5.2 – Professional Skills
- Unit 5.3 – Language Skills



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 5.1: Creating Positive Impression at Workplace

Unit Objectives

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

1. Know about personal grooming
2. Learn team work and behaviour with customers

5.1.1 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.

5.1.2 Reception Area

To create a positive impression, you must ensure that:

- Reception desk is always clean and tidy
- Flowers are replaced at least once a week
- Magazines displayed for customers are current and in good condition
- Empty cups and glasses are removed as soon as possible



Fig. 5.1 Reception area

5.1.3 Staff Room

After using the Staff Room, please ensure:

- Ensure all items used are placed back in their right place including books, manuals and magazines, etc.
- Any dishes used are washed, wiped and put away including both client's and own

5.1.4 Providing a Caring Environment

Clients like to feel comfortable and relaxed while using services. They like to think you are relating to them and their needs. Genuine and sincere behaviour, tends to make clients feel comfortable with you. Good communication, care, courtesy and competence on your part will encourage them to become a regular client.

To provide a caring environment you must:

- Demonstrate a positive attitude towards work and other people.

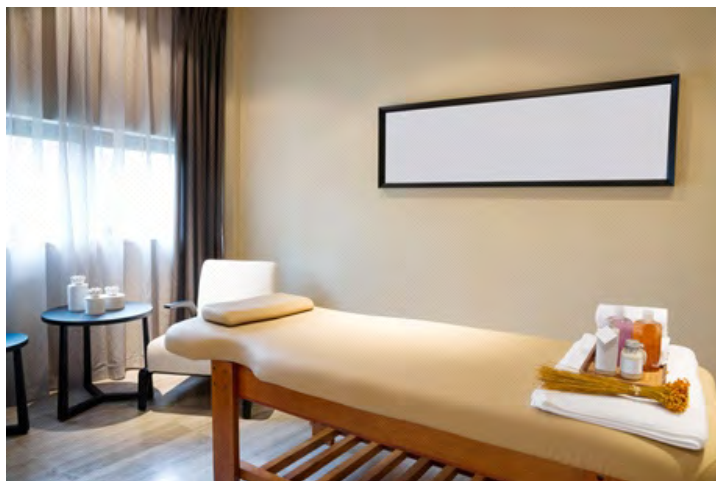


Fig. 5.2 Prepared service area for the customer

- Maintain a neat and clean appearance at all times at the workplace
- Maintain a warm and courteous attitude towards co-workers and clients. Always acknowledge clients, even if you are pre-occupied and/or on the phone or with someone else.
- Maintain professional standards of personal behaviour and conduct at all times.
- Be punctual, reliable and efficient. If you are getting late for work, call the salon immediately and inform them of the same and the likely time you are able to make it to the salon. If you are running behind schedule, explain the delay to your client; most people will understand and appreciate the information. Apologise for the inconvenience caused 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 and unprofessional, to engage in personal chats with other staff while attending to your client, however any discussion related to professional matters with co-workers is permissible at the right time. If it is not urgent and you can wait until finishing with the client, it is advisable to wait.

5.1.5 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

5.1.6 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:

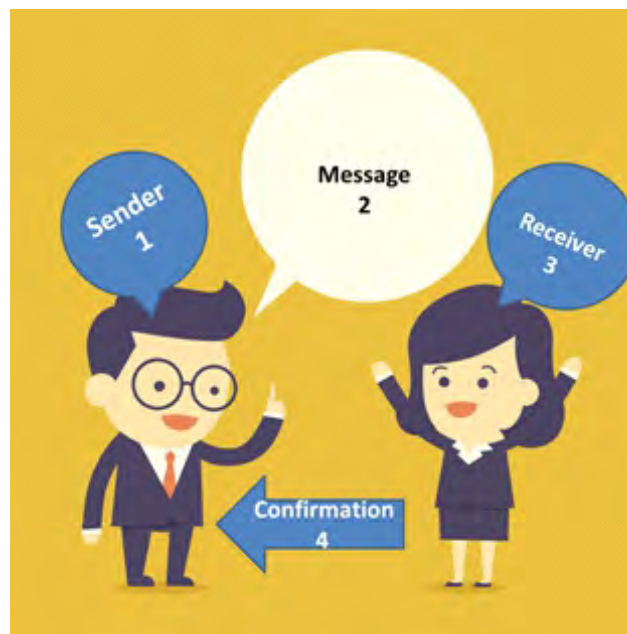


Fig. 5.3 Communication Cycle

Answering the Telephone

How a salon responds to clients on telephone, can help create a good impression or a poor impression, based on how the call is handled. Customers can be lost through poor telephone service. Staff handling telephone calls need to be trained on how to handle calls professionally and using the right etiquette and techniques. 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, one notices tone of voice, intonation, pace of speech, volume, etc. but cannot see facial expressions, gestures and body language.

The tone of voice becomes very important on a telephone, in fact experts believe that tone of voice impacts the receiver 3 times more than the words used or spoken.

Therefore, when communicating on the phone one needs to be extra nice, by using the correct tone and words, speed and volume to make up for the elements that cannot be seen by the customer.

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

When speaking on the phone, one must choose one's words carefully. This is because the listener cannot see you and may misinterpret what is being said. Also, one must repeat and check names, times, dates and phone numbers in order to ensure that both sides have the same understanding and information.

Your body language

The tone of voice will communicate, even when the phone is answered with a simple Hello? The receiver can tell if that person on the other side is happy, bored or troubled. Experts say that smiling when you announce yourself on the phone, can help to make you sound pleased to receive the call and that communicates care and positivity to the customer.

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

- Smile, even though it can't be seen, as mentioned earlier it will be received at the other end
- Focus your eyes on something that will help you concentrate on your communication, fidgeting and being busy with other things while on the phone will distract
- Listen for body language eg. pauses and breathing patterns

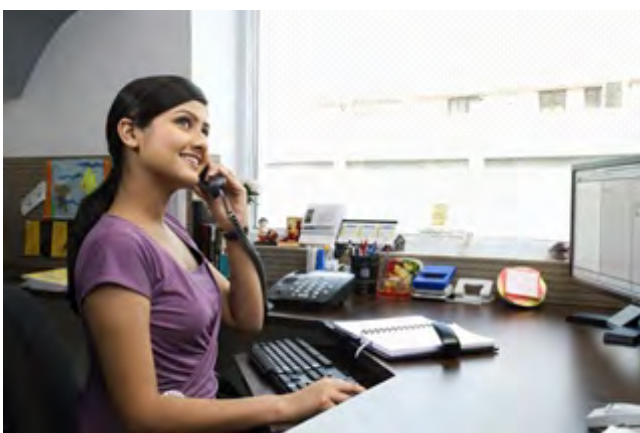


Fig. 5.4 Telephone handling skills (smiling while talking; taking notes)

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 pronunciation 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.

Table-5.1 Telephone communication

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 someone 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 as one may forget or make errors in communication.

All messages must be written neatly and accurately preferably on a message pad. It is preferable to write in clear block letters so that while rereading the message there are no errors and any reader can read this.

Accurate message taking is very simple and should include:

- Date and time of the call
- Name of the person the message is for
- The caller's name
- A return phone number
- Message details
- 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.

5.1.7 Code of conduct for an Assistant Spa Therapist

All employees in a salon are expected to conform to standards of reasonable conduct which reflect professionalism:

- Be respectful, fair and courteous to others
- Do not criticise or pass negative comments towards other staff or salons.
- Be truthful, always keep your word and be honest in all dealings
- Behave in a professional manner at all times with co-workers and clients
- Unlawful discrimination or harassment should not be tolerated and should be reported immediately.
- Avoid, speaking about religion, politics, another person's sex life, gossip or to swear.

Once a contraindication to any treatment is diagnosed, it is important to handle the situation with tact and sensitivity. Your client may be shy and embarrassed about their condition and will appreciate if you are discrete and helpful. You should:

- a. Avoid speaking loudly about the condition
- b. Reassure the client and make them comfortable by informing them of next actions and treatments
- c. Behave professionally at all times, through genuine care and following procedures

Tolerance and Respect

As an Assistant Spa Therapist, you will come into contact with many different people. Different people have different values and perspectives. One may not always agree and understand other people's values. However, you must learn to recognise different values by studying their actions and reasons, and respect the rights of anyone who thinks differently. It is important not be prejudiced against any religion, belief, race, etc. Any such discrimination that results in biased action or negative perceptions is intolerance and must be avoided, by understanding and acceptance.

It is illegal to discriminate against another person on the grounds of their sex, race, disability, religion, sexual orientation or political beliefs. There are laws in the country that prohibit such discrimination and people can sue anyone or any organisation that indulges in such behaviour.

Confidentiality

It is a common thing for clients to discuss matters relating to their personal life with you and other salon staff. You should always be polite and listen. One should not make judgemental comments on what they hear. However, when a client confides in you or you hear information about their lives, it is important to be discrete and not to repeat or pass on information that the client has said. Always remember the relationship with the client is professional and you are not their personal friend. If possible, discourage your client from divulging extremely personal and intimate information.

You should also, not burden your client with your own personal problems and with extremely personal or intimate information. Remember they are in your salon to avail service and to walk out feeling good.

5.1.8 Hygiene and Personal Appearance

An Assistant Spa Therapist works very close to their clients. Staff bending over the client can displease them with either bad breath or body odours. Maintaining a high standard of personal hygiene is at all time therefore is vital. The following can be done in order to maintain a good hygiene standard.

- Have a bath 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
- 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 while working. You will be responsible for maintaining the cleanliness and appearance of the uniform. Ensure that you wear fresh clean, ironed uniform/clothing.
- Wear light day make-up, not too heavy or bold
- Men should be clean shaven or have neat and clean facial hair
- Wear clean, functional shoes and keep your salon shoes spate from your street shoes.

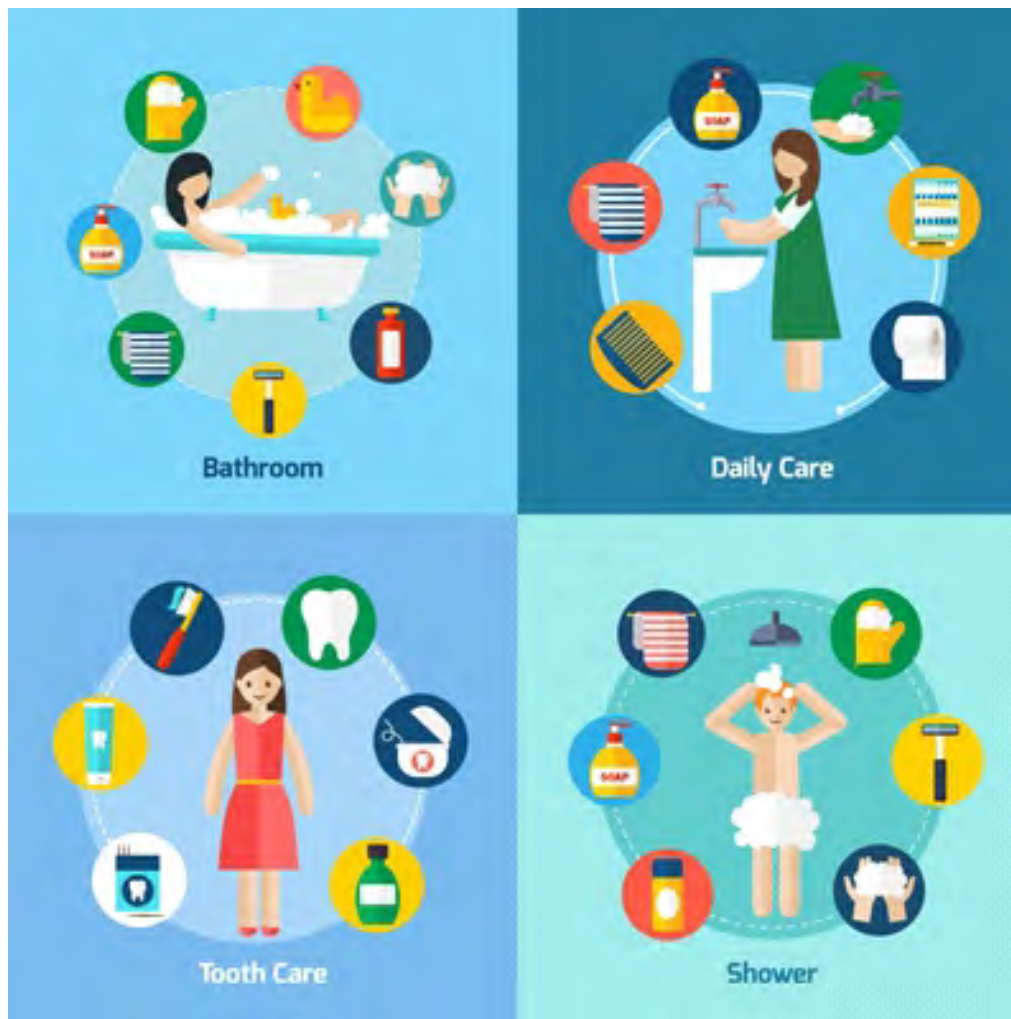


Fig. 5.5 Personal Hygiene

5.1.9 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 betel 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

5.1.10 Work effectively as part of a 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.
- 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.

5.1.11 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 Spa Therapist, 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.

Use good body mechanics: Learn to use your body in a natural and efficient way, while maximizing your strength avoid overloading the most weak and susceptible parts of your body (hands, neck, lower back)

Stay in shape: Lack of physical condition is a risk factor for injury. To stay healthy in your career, you must have the necessary physical condition to keep up with the physical demands of your work.

Take care of your general health: Getting enough sleep, eating well and avoiding unhealthy habits like having Sleeping pills, etc. can help in your ability to withstand strains and stress of work and heal tissue damage before it progresses to the point of injury.

It is an iron rule: Your first role must be not to cause any damage. Only after that, try to deliver healing energies to your guest. Here is where your complete knowledge comes into picture.

- Look after your hands and fingers as they are your tools.
- Concentrate on the guest needs, that is, work with the guest always.
- Maintain the correct body posture during all the massage and move your body according to the need of execution of a particular stroke. (rhythmic movement)
- When offering a therapy to someone else, you must remember that everything you are thinking and feeling will be communicated to the person you are working with through simply touching of your fingers to their skin.
- Maintain the correct body posture during the *Facial* massage and move your body according to the need of execution of a particular stroke. (rhythmic movement)
- Keep your hands flexible, so that they fit the contour of the area.
- Establish correct rate of movement.
- Regulate pressure according to the muscle bulk and specific skin condition.

A professional therapist needs to work with the guest. And not have the attitude of *“I know many strokes and techniques, see how good am I in that?”* this is quite important!!!

Your own protection: Bend your knees while you are giving the therapy session in order to prevent injuries to your selves – proper usage of fingers and toes, shoulders, elbows, wrists, your back and knees.

Your deeper involvement: Meditation, prayer, thank the divine to heal the person by doing your best and be compassionate to your guest.

A professional therapist's qualities are Compassion, caring, nurturing, and selfless service. Always watch yourself, look with-in, observe your own thoughts and feelings if you lack in these qualities try and develop them.

To make the massage of greatest benefit it is important to try and keep your thoughts pure and your intentions always for the highest good. Least you can do is take a few deep breaths slowly just before you are ready to invite your guest in...

Quite Important: Take a few moments to share experiences together. Remind the guest to try and be in a calm, relaxed environment for the next hour after the therapy, or at least to avoid confrontations, crowds, noise, or heavy traffic.

UNIT 5.2: Professional Skills

Unit Objectives

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

1. Build a professional attitude towards client

5.2.1 Introduction

When starting a career as an Assistant Spa Therapist, 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 evaluate own performance and make amendments and seek help where required. 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 helps you set the tone for other co-workers, reassure your clients that they are being served by professional staff and are in good care, and establish your salon as a reputable workplace.



Fig.5.6 Components of Performance: Knowledge, Skills & Abilities

5.2.2 Decision Making and Problem Solving

Problem solving is an essential part of every job role. As an Assistant Spa Therapist 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. 5.7 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.

5.2.3 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.

Prioritising Tasks: For efficient working, we should prioritise 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 Spa Therapist, you should be:

- planning and organizing service feedback files/documents
- planning and managing work routine based on beauty salon procedure
- knowing the client schedules and bookings and requirements for the same
- able to maintain the work area, equipment and product stocks to meet the schedule
- keeping accurate records of clients, their treatments, product stock levels, client feedback and response, etc.
- accepting feedback in a positive manner and develop on the shortcomings

5.2.4 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. 5.8 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. 5.9 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

5.2.5 Customer Centricity

Customer centricity doesn't mean carrying out transactions and basic routine tasks such as being there, opening the store, organising and 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 Spa Therapist, 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, wearing the professional uniform that is clean and tidy
- Having neat combed hair, wearing closed-in footwear, maintaining high personal hygiene and cleanliness (shower/bath), good oral hygiene (clean teeth, fresh breath)
- Keeping the work area clean and hygienic. Ensuring that we are adhering to the salon and applicable legal health and safety standards
- Sanitizing the hands and cleaning all work surface
- Using 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 5.3: Language Skills

Unit Objectives



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

1. Understand the need and importance of Language skills.

5.3.1 Introduction

As a Beauty Assistant Spa Therapist 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: Listening carefully is the best way to get information from the client. One should focus on the client to absorb as much as information as they can about what they are telling and showing you. Also, listening to your clients talk about their jobs, activities and home life will uncover client preferences and therefore, will give 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 Spa Therapist, effective speaking helps in convincing customers, informing them about products and services and ensuring through words about effective and exclusive services.

As an Assistant Spa Therapist, you need to:

- Discuss various matters with co-workers including scheduling, task lists, and work-loads
- Speak to customers on various matters including questioning them appropriately and seeking clarifications for the correct diagnosis
- Keep customers/ clients informed about progress through task updates
- Speak with customers using appropriate language, avoiding jargon, slang or acronyms when communicating, unless it is required
- Manner and tone, professional, supportive, respectful, sensitive to client
- Speak courteously, clearly and precisely
- Develop a professional relationship with the client
- Listen and understand the local language in dealing with clients
- Maintain client and organisational confidentiality while communicating with customers and others



Figure 5.10 Effective Communication

Reading: Reading refers to the specific abilities that enable a person to read written text independently, comprehend accurately and interact with the message.

An Assistant Spa Therapist needs to:

1. Update their knowledge through regular reading of information regarding their occupation and field of work. This may include reading brochures, pamphlets, and product information sheets.
2. Read customer queries sent in written and interpret them accurately.
3. Use reading skills to read and analyse invoices and coupons during any billing and to spot any discrepancy.
4. Read about new products and services, relevant to their work, from different sources, such as websites, magazines and blogs.
5. Read and write to understand, communicate and follow processes, techniques, records, policies and procedures.

Understanding: Repeating back to the customer the information received from them, helps in communicating your understanding back to them. As a professional as you listen and consult with your clients about their needs, it is important to summarize what they said and repeat it back to them. If things are still not perfectly clear make sure you ask enough questions and clarify. Also, to help your clients understand you it is important to speak clearly and use specific and appropriate words. Avoid using slangs and jargon. Know that misinterpreting and not clarifying information can result in a very serious incident or a dissatisfied customer.

For example: If a customer asks to take some of the weight off the back of their hair, they could mean cut the length also that they just wanted it thinned out, which is a big difference. Mistaking one for the other can be very damaging for the organisation and result in a lost customer.

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

As an Assistant Spa Therapist, you need to:

- Maintain accurate records of client, treatments, operating and closing checklists, product stock status.
- Read and write clearly and accurately to understand, communicate and follow processes, techniques, records, policies and procedures.



Fig.5.11 Maintaining Records

Summary



When starting a career as an Assistant Spa Therapist, 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 Spa Therapist 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 prioritising 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.
- As an Assistant Spa Therapist, you should be:
 - Planning and organizing service feedback files/documents
 - Planning and managing work routine based on
 - knowing the client schedules and bookings and requirements for the same
 - able to maintain the work area, equipment and product stocks to meet the schedule
 - keeping accurate records of clients, their treatments, product stock levels, client feedback and response, etc.
 - 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 carrying out transactions and basic routine tasks such as being there, opening the store, organising and 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 SPA Therapist, you are at client facing job role. Hence the way you speak, listen and understand the client needs is very important. The words one uses need to be appropriate and suitable to the professional work environment.

Listening: Listening carefully is the best way to get information from the client. One should focus on the client to absorb as much as information as they can about what they are telling and showing you. Also, listening to your clients talk about their jobs, activities and home life will uncover client preferences and therefore, will give an indication of what works best for them.

Speaking: Speaking is the way of communicating your thoughts and opinion to the other person using your voice and words. For an Assistant Spa Therapist, 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 written text independently, comprehend accurately and interact with the message.

Understanding: Repeating back to the customer the information received from them, helps in communicating your understanding back to them. As a professional as you listen and consult with your clients about their needs, it is important to summarize what they said and repeat it back to them. If things are still not perfectly clear make sure you ask enough questions and clarify. Also, to help your clients understand you it is important to speak clearly and use specific and appropriate words. Avoid using slangs and jargon. Know that misinterpreting and not clarifying information can result in a very serious incident or a dissatisfied customer.

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

To provide a caring environment you must:

- Demonstrate a positive attitude towards work and other people.
- Maintain a neat and clean appearance at all times at the workplace
- Maintain a warm and courteous attitude towards co-workers and clients. Always acknowledge clients, even if you are pre-occupied and/or on the phone or with someone else.
- Maintain professional standards of personal behaviour and conduct at all times.
- Be punctual, reliable and efficient. If you are getting late for work, call the salon immediately and inform them of the same and the likely time you are able to make it to the salon. If you are running behind schedule, explain the delay to your client; most people will understand and appreciate the information. Apologise for the inconvenience caused 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 and unprofessional, to engage in personal chats with other staff while attending to your client, however any discussion related to professional matters with co-workers is permissible at the right time. If it is not urgent and you can wait until finishing with the client, it is advisable to wait.

Exercise



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

2. What is the importance of time management for an Assistant Spa Therapist?

3. What does customer centricity mean?

4. What is the importance of analytical and critical thinking for an Assistant Spa Therapist?

4. 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 Spa Therapist 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 Spa Therapist at salon cut his elbow in the process. Use reading and writing skills.
3. Form a group of two. One can be the Assistant Spa Therapist 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 Spa Therapist Assistant Spa Therapist then using her listening skills and understanding should prepare the list of things customers wants to get done.

Notes



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



6. Employability & Entrepreneurship Skills



Unit 6.1 – Personal Strengths & Value Systems

Unit 6.2 – Digital Literacy: A Recap

Unit 6.3 – Money Matters

Unit 6.4 – Preparing for Employment & Self Employment

Unit 6.5 – Understanding Entrepreneurship

Unit 6.6 – 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 6.1: 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
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10. Understand motivation with the help of Maslow's Hierarchy of Needs
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12. List the characteristics of entrepreneurs with achievement motivation
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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

6.1.1 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!

6.1.2: 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



Click/Scan this QR Code to access the related video

6.1.3 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.

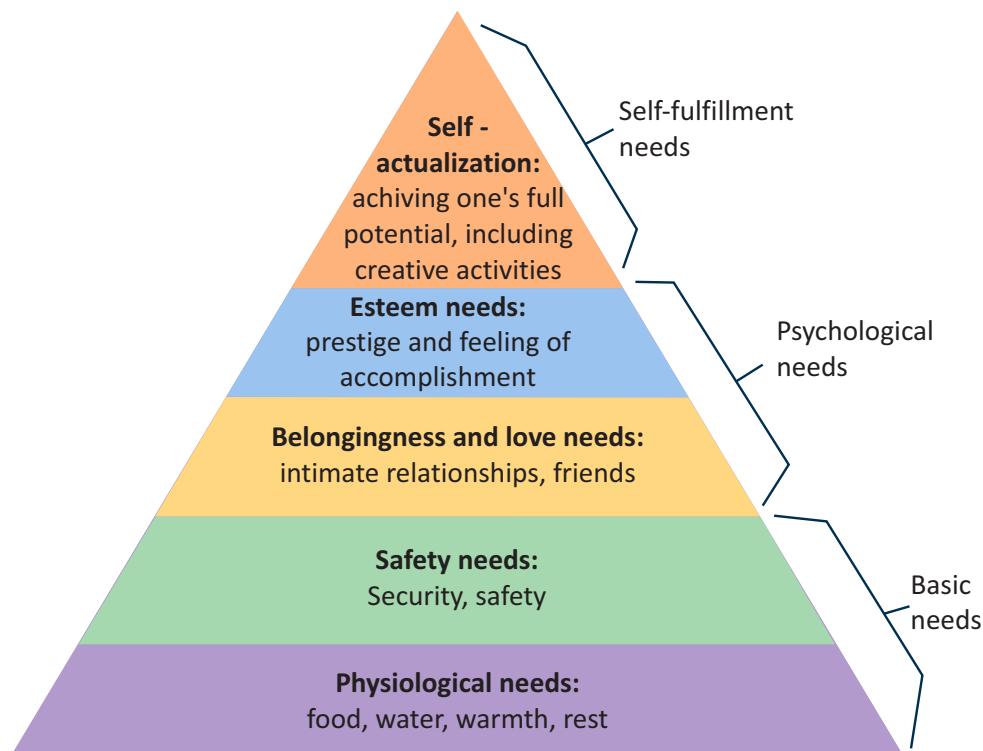


Fig. 6.1 Maslow's Hierarchy

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.

6.1.4 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.

6.1.5 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.

6.1.6 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.

6.1.7 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.

6.1.8 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.

UNIT 6.2: Digital Literacy: A Recap

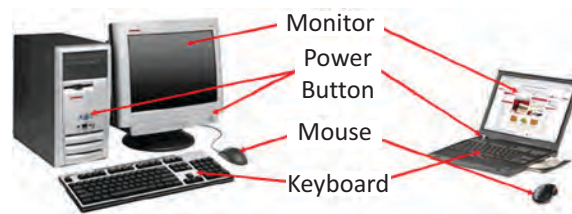
Unit Objectives



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

6.2.1 Computer and Internet basics: Basic Parts of a Computer



Basic Parts of a Keyboard

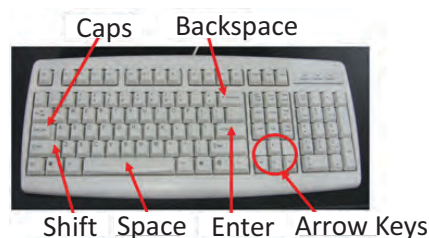


Fig. 6.2 Basic part of computer

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 transfers 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.

6.2.2 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.

6.2.3 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 6.3: 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

6.3.1 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.

6.3.2 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.

6.3.3 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.

6.3.4 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.

6.3.5 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 6.4: 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

6.4.1 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.

6.4.2 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.

6.4.3 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.

6.4.4 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 6.5: 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

6.5.1 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.

6.5.2 Leadership & Teamwork:

Leadership and Leaders

Leadership means seeing an example for others to follow. Seeing 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.

6.5.3 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.

6.5.4 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
- Asking the right questions
- Being proactive
- Not panicking
- Having a positive attitude
- 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

6.5.5 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 | • Market trends |
| • Changes in funding | • Changes in political support |
| • Changing relationships between vendors, partners and suppliers | • 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:

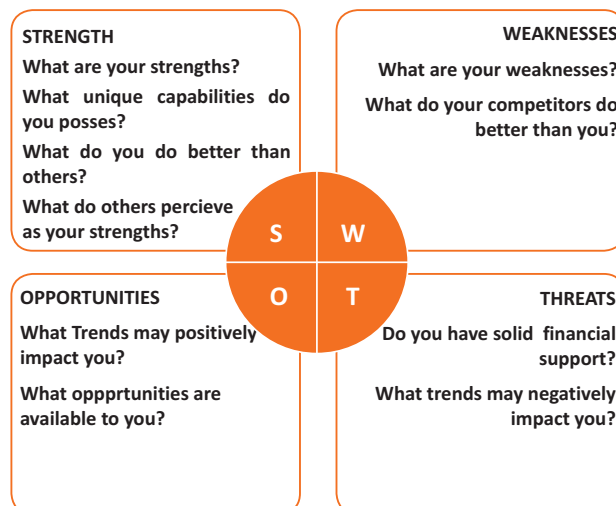


Fig. 6.3 Business opportunities

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.

6.5.6 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.

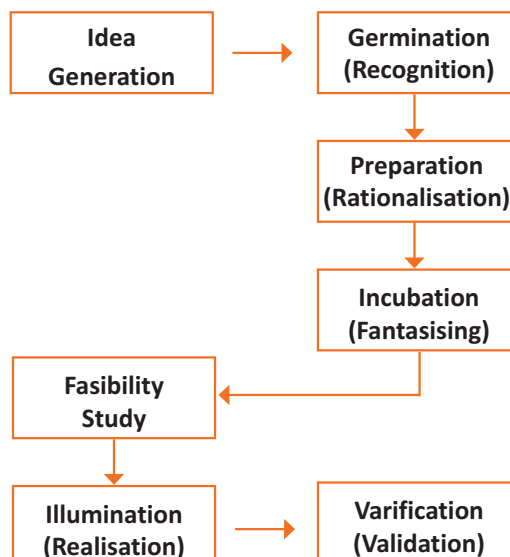


Fig. 6.4 Entrepreneurial process

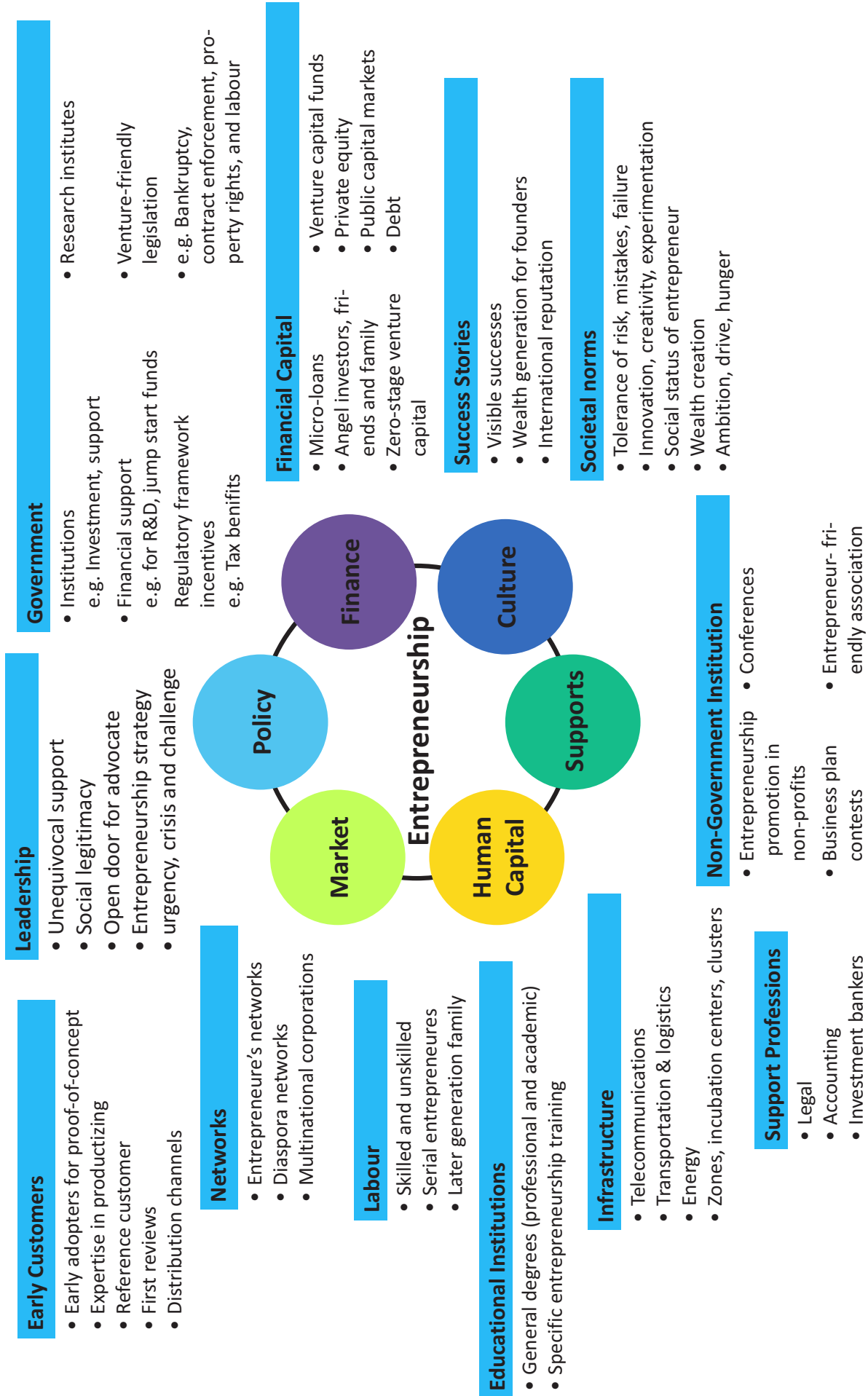
What is an Entrepreneur?

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.

6.5.7 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.

6.5.8 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 6.6: 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

6.6.1 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.

6.6.2 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.

6.6.3 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

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.

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.

6.6.4 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.

6.6.5 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.

6.6.6 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.

6.6.7. 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.

Annexure 1

Module	Unit No.	Topic Name	Page No.	QR Code/Link
2	2.1	Maintain Workarea	26	 Click/Scan this QR Code to access the related video
4	4.9	Covid-19 Guidelines	109	 Scan this QR Code to access the related PPT
6	6.1	Personality Development	149	 Click/Scan this QR Code to access the related video

Annexure 2

[Green Jobs, PwD Sensitization, Gender Inclusiveness](#)



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978-1-111-22222-45-7