

EXPRESSION OF INTEREST

Skilling of Mission Shakti SHGs & Facilitation of
Women led Enterprise set up in
Beauty & Wellness Sector in Odisha

Background

Beauty & Wellness Sector Skill Council (B&WSSC) a recognised Awarding Body of National Council for Vocational Education & Training (NCVET), promoted by CII, with financial support from the National Skill Development Corporation (NSDC), under the aegis of Ministry of Skill Development and Entrepreneurship (MSDE).

The aim is to focus on establishing an effective and efficient ecosystem for developing and imparting skills in the Beauty and Wellness industry, through relevant content & curriculum, courses, information database, delivery systems and standardization of the accreditation and certification process, to enhance the employability of the Indian workforce globally.

The SSC is chaired by Dr. Blossom Kochhar, and has icons from the industry such as Mr. Sandeep Ahuja, Ms. Gurpreet Seble and other prominent industry members. Since its inception, the SSC has taken several steps towards organizing this sector by creating 106 job roles in demand, out of which 60 are QRC cleared and 25 job roles are National Skills Qualifications Committee (NSQC) cleared.

Over the last eight years, the SSC has grown exponentially making its presence felt across the 33 states and Union territories, training and certifying more than 9 lakhs youth by helping and making them employable and self-employable, empowered with a certificate from the highest certifying body (Sector Skill Council) in Beauty & Wellness, recognised by the Government of India. The SSC is also actively involved with all the states, partnering in their state government run schemes, further collaborating to take forward their skilling initiatives to work with the underprivileged section of the society and to focus on women empowerment.

Women Self Help Group (SHG) started with the vision to support poor & marginalized have become the vehicle of change.

Beauty & Wellness sector is highly skilled workforce intensive. Non-availability of skilled manpower in the sector is a major challenge in the productivity and growth of the industry. The sector has acute shortage of skilled manpower for which willing & eligible persons should be trained and equipped with the critical skill sets as per the industry requirement. As per the skill gap study conducted by B&WSSC, the study brings forth the fact that the current workers recruited in the beauty & wellness industry have generic employability skills and lack specific skills/knowledge in the current market context.

The sector has tremendous growth and opportunity that can create employment for women SHG members and contribute towards the prosperity of the local economy.

Objectives of the project are as below :-

1. To improve livelihood opportunities of 15000 women SHGs through self-employment.
2. To undertake skilling for 15000 SHG members through customized courses of Assistant Beauty Therapist / Assistant Hair Dresser & Stylist job role.
3. To support candidates with better self-employment opportunities through establishment of women led micro enterprise.
4. To facilitate credit linkage, branding and market linkage to ensure sustainability of the enterprises.
5. Ensuring an alternative dignified way of livelihood which is respectable & skill based for local women & will help in controlling migration in non-seasonal times.

Key Deliverables: -

1. 15000 professionals skilled in beauty & wellness job roles.
2. Training Provide shall provide placement assistance to the candidates (if desired by the candidates and also facilitate self-employment in association with Mission Shakti).B&WSSC shall provide support in the same.
3. Support in setting up a salon in the vicinity. TP can seek support from B&WSSC for the same.
4. Helping 15000 women SHG members become financially empowered through professional skills in beauty & wellness sector thus leading to promotion of women led micro entrepreneurship.
5. Minimum monthly income generation opportunity of Rs.7,000 to Rs.12,000 depending on the quantum of business generated & time spent.

Uniformity needed for the project:

Uniformity across the program shall help us to scale the project and conduct trainings in a pattern hence creating a positive brand image for B&WSSC and associated training providers.

In order to maintain uniformity across all the centres below are the measures that shall be taken.

- Procurement of standard lab equipment and consumables from empanelled vendors at discounted preferred rates.
- Participant Handbooks to be distributed to all the candidates (in Odiya as per the language of their choice).
- Training will only be conducted by B&WSSC certified trainers thus ToT of Trainers is mandatory.
- Attendance registers in physical form to be maintained at each location.
- Standard reporting format for monitoring and project update as provided by B&WSSC to be followed by all the training providers.

Training Modalities

Finalised job roles for which training has to be conducted, NSQF aligned curriculum content & Hour wise split for trainers' reference is attached in the email.

Payment shall be as per common norms category 2 @INR 42 per candidate per hour for training
Residential facility @INR 250 per day per candidate

Payment as per matrix defined by Mission shakti

T1 @30% on training completion

T2@ 40% on assessment & certification

T3 @30% on facilitation of entrepreneurship

Job role	Total Course duration	Course Duration for domain	EDP, Soft Skills, Financial Literacy & Digital Literacy
Assistant beauty therapist (customized course)	160 hrs.	150 Hrs.	10 Hrs.
Assistant hair dresser & stylist (customized course)	160 hrs.	150 Hrs.	10 Hrs.

EDP module shall be shared with the training providers and orientation of trainers shall be conducted by B&WSSC.

Administration & Monitoring:

Training Provider has to regularly report the progress of the project and share it to B&WSSC team as per below:

- Share monthly project report with B&WSSC team along with testimonials & success stories.
- Training photos & videos to be recorded everyday (geo tagged & time stamped) every 7 days (thrice for 1 batch).
- Food & accommodation photos – every 20 days (once per batch).
- CCTV installation at the training facility.
- Warden & Security staff.
- Filter drinking water.
- Hygienic washroom facilities.
- 3 meals (Breakfast, Lunch & Dinner), Evening Snacks, Tea (twice, morning & evening).
- Success stories & videos (HD quality)- at-least 3 per batch.
- Project closure & impact assessment report (at the end of training program)

Responsibility Matrix

Responsibility type	Beauty & Wellness Sector Skill Council	Training Provider
Empanelment of the training providers	B&WSSC shall empanel Training providers of quality & repute to conduct the program in various districts	
Setting up of training centres		Training Provider is responsible for setting up a well-equipped, hygienic and safe-residential training centres
Approval of training centres	B&WSSC shall verify & approve the training centres as per the outlined requirements	
Procurement of the lab equipment & consumables	B&WSSC shall share the quotes of lab equipment & consumables with the vendor	Training providers shall procure the material as per the quality & standards set by B&WSSC
Mobilization		Training providers shall mobilize the candidates with support from Mission Shakti department
Candidate data		Training providers shall share the details of finalized candidates with B&WSSC
Training of Trainers (ToT)	B&WSSC shall conduct ToT for the trainers of the training providers and share certificates to the pass candidates	TP shall finalize the trainers & share their nomination with B&WSSC for ToT program. Only B&WSSC certified trainers will conduct the training.
Training	B&WSSC shall provide the content of training to the training providers.	Participant Handbooks in local language shall be procured by the training providers from B&WSSC at the finalized rates for as per the target allocation
Residential Arrangement		Training provider shall set up the residential facility for the candidates as per the norms laid down in SOP & as guided by Mission Shakti
Assessment	B&WSSC shall align the assessment upon receiving the required information	Training providers shall share the details of assessment with B&WSSC after paying the assessment & admin fee of INR 1075 per candidate
Monitoring	B&WSSC shall monitor the project performance at the training centres & timely inform the training provider in case of any updates required.	TP shall monitor the project & share the progress as per the norms laid down in SOP
Termination	If the performance is found non-satisfactory ,B&WSSC at any given point in time can terminate the project upon prior notice to the training provider	

Annexure 1

1. Organization Profile
2. Past Experience in Skilling in Beauty & Wellness Sector
3. Skilling Experience in training Self Help Groups
4. Presence in Odisha
5. District selection from below
 - Rourkela
 - Cuttack
 - Bhubaneswar
 - Angul
 - Berhampur
 - Sambalpur

6. Selected district (With training & residential facility of at-least 100 candidates)

Note :- Please note a TP can select maximum of 2500 training numbers including both the job roles Assistant Beauty Therapist and Assistant Hair Dresser & Stylist and maximum one location.

- All the training numbers have to supported with documented proof of training completion.

Last date of application- 31st Dec 2022

Proposals can be emailed on: Ankita.kushwaha@bwssc.in marking copy to ceo@bwssc.in

For any queries you may connect on- 7290007697