



# ANNUAL REPORT 2022-23

“ Skill Development is a National need for the new generation

“ The Mantra to stay relevant is skill, re-skill and up-skill

“ Accelerate ‘Skill India Mission’ by adding full force to institutions set in the last 8 years



**Shri. Narendra Modi**  
Hon'ble Prime Minister of India

The National Skill Development Mission was launched by the Hon'ble PM on 15.07.2015 on the occasion of World Youth Skills Day. The Mission has been developed to create convergence across sectors and States in terms of skill training activities. Further, to achieve the vision of 'Skilled India', the National Skill Development Mission not only consolidate and coordinate skilling efforts, but also expedite decision making across sectors to achieve skilling at scale with speed and standards.



**Shri. Dharmendra Pradhan**  
Minister of Education and  
Minister of Skill Development  
and Entrepreneurship





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## About B&WSSC

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

B&WSSC aims 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, standardization of the accreditation and certification process to enhance the employability of the Indian workforce globally.

### Our Vision

“Together, may we give our Youth and Women the skilling roots to grow & career wings to FLY”

### Our Mission

“To enable the Youth & Women of our country to earn a respectable livelihood & to become gig entrepreneurs”

## From the Chairperson's Desk



**Dr. Blossom Kochhar**  
Chairperson  
B&WSSC

It gives me immense pride to share that Beauty & Wellness Sector Skill Council (B&WSSC) has been ranked as the no. 1 SSC for the F.Y. 2022-23. I congratulate all the members & our bright & enthusiastic B&WSSC team for achieving this glorious feat for the first time in the last 9 years.

The year gone by had been a year of many firsts. B&WSSC completed & published its 1<sup>st</sup> Skill Gap Study report for Beauty & Wellness Sector of India 2023-2030.

This report was launched during the annual convocation event of the SSC by the Hon'ble Secretary, MSDE along with other dignitaries. According to this report, India's Beauty and Wellness industry has experienced an impressive growth story in recent years owing to the young demography, incremental disposable income and an overall shift in preference among people towards a healthier lifestyle. Being a sunrise industry, each of its segments hold an immense potential both in terms of income as well as livelihood.

The Indian beauty and wellness sector is poised to grow to about INR 2,40,000 crore by 2024, thriving on an increasing section of affluent and middle-class population, changing customer psyche and preference towards the sector, and increased penetration of organized retail in the country. The sector is anticipated to be more than INR 5,00,000 crore in size by 2030.

The Indian beauty and wellness industry currently employs close to about 12.3 million people, with about 66% of workforce being women and a large segment of them being from lower socio-economic backgrounds. By 2024, the Indian beauty and wellness sector is projected to provide employment opportunities to about 15.8 million people, by 2027 to about 20.3 million, and by 2030 to about 26.3 million people. Beauty and salon sub-sector would continue to be the largest employment generator with an anticipation that more than 70% of the workforce will be females by 2030 - a significant jump from the current 66% in 2022.

With such a bright future ahead for Beauty & Wellness industry, I am confident that B&WSSC will scale to new heights with the cooperation & support of all our members. Let's strive to continue our work towards the upliftment of youth & women of our nation.

**Wishing you all the best!**



## GOVERNING BODY MEMBERS



**Dr. Blossom Kochhar**  
Blossom Kochhar  
Group of Companies



**Dr. H. R. Nagendra**  
S-VYASA



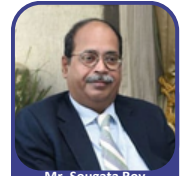
**Ms. Gurpreet Seble**  
Nail Spa by Gurpreet



**Ms. Monica Bahl**  
CEO, B&WSSC



**Mr. Sanjeeva Singh**  
NSDC



**Mr. Sougata Roy Choudhury**  
Confederation of  
Indian Industry



**Smt. Hansaji Yogendra**  
Yoga Institute



**Mr. Puneet Gulati**  
VLCC



**Ms. Richa Aggarwal**  
Cleopatra Chain of Beauty  
and Wellness Spa



**Mr. Bhupesh Dhinger**  
Enrich Salons &  
Academy



**Mr. R. Gopalakrishnan**  
Trends - Cavin Kare



**Dr. Madhumita Saikia**  
Signature Training Centre & Ayurveda  
Institute



**Ms. Gayathri Vasudevan**  
LabourNet Services  
Pvt. Ltd.



**Ms. Smita Deo**  
Association of Beauty Therapy and  
Cosmetology



**Dr. Sangeeta Chauhan**  
All India Hair and  
Beauty Association



**Mr. Dinesh Sood**  
Orane International  
Pvt. Ltd.



**Mr. Sumit Israni**  
Geetanjali Salons



**Mr. Ankur Jain**  
Vibes Healthcare  
Limited



**Mr. Ravi Mittal**  
Ekta Cosmetics Ltd.



**Dr. Anuj Kacker**  
Lakme Academy Powered by  
Aptech



**Mr. Ritesh Reddy Mastipuram**  
O2 Spa & O2 Skills



**Mr. Vinayak Gawande**  
Talwalkars Fitness Ltd



**Ms. Vaishali Shah**  
LTA School of Beauty



**Dr. Vishesh G. Nayak**  
Stars Cosmetics  
India Pvt. Ltd.

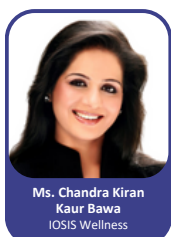
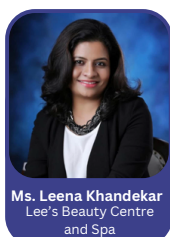
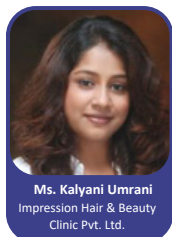
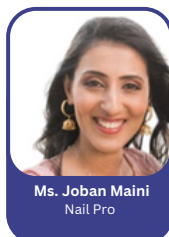
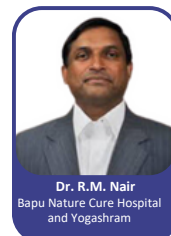
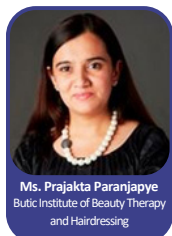


**Mr. Nikhil Shanker**  
Urban Company





## GENERAL BODY MEMBERS



## Honorary Governing Body Members



**Dr. H. R. Nagendra**  
Co-Chairperson, B&WSSC  
Chancellor, S-VYASA

Guru Ji – Dr. H. R. Nagendra, ME, PhD (Mech. Eng.) Chancellor, S-VYASA

Dr. H. R. Nagendra is the President of Vivekananda Yoga Anusandhana Samsthana (VYASA) and also the Chancellor of Swami Vivekananda Yoga Anusandhana Samsthana University (S-VYASA University).

Dr. H. R. Nagendra received his Bachelor Degree in Mechanical Engineering from Bangalore University and PhD in Mechanical Engineering from Indian Institute of Science (IISc), Bangalore in 1968. He later served as faculty of IISc in Department of Mechanical Engineering. He also Served as Post-Doctoral Research Fellow in the University of British Columbia, Canada in 1969.

Apart from this, currently Dr H. R. Nagendra is the Chairman, IDY (International Day of Yoga) Experts Committee, Task force of AYUSH (Ministry of Health & Family Welfare), SAC of CCRY (Central Council for Research in Yoga and Naturopathy), Government of India.



**Smt. Hansa ji Yogendra**  
Yoga Institute

Dr. Hansaji is a global symbol of peace, balanced living and Yoga. Dr. Hansaji is the Director of The Yoga Institute and President of the Indian Yoga Association. Dr. Hansaji is the Co-Founder and Mentor of Nispan app. Nispan is the premium meditation app by The Yoga Institute which has 1000+ authentic and scientific guided meditations.

In a lifetime dedicated to service, over 1 lakh yoga teachers have been trained under the guidance of Dr. Hansaji. Maa has personally conducted over more than 1.5 lakh theoretical and practical Yoga sessions. Through this, millions have benefited, gained spiritual enlightenment and improved their physical and mental health.

The Yoga Institute has been awarded the Prime Minister's award by Honourable PM Shri Narendra Modi ji for Outstanding Contribution in the field of Yoga. Hansaji is a yoga guru and a philanthropist with a vision for social welfare.

## Sub-sectors of Beauty & Wellness



<b>BEAUTY &amp; SALON</b> <ul style="list-style-type: none"> <li>✓ SKIN</li> <li>✓ HAIR</li> <li>✓ COSMETOLOGY</li> <li>✓ NAILS</li> <li>✓ MAKE-UP</li> </ul>	<b>NON-INVASIVE COSMETOLOGY</b> <ul style="list-style-type: none"> <li>✓ AESTHETIC SKIN SERVICES</li> <li>✓ LASER SERVICES</li> <li>✓ MICRO-DERMABRASION &amp; PEELS</li> </ul>	<b>ALTERNATE THERAPY &amp; REJUVENATION</b> <ul style="list-style-type: none"> <li>✓ NEUROTHERAPY</li> <li>✓ SPA</li> <li>✓ TRADITIONAL MESSAGES</li> <li>✓ AYURVEDA</li> <li>✓ NATUROPATHY</li> <li>✓ AROMATHERAPY</li> <li>✓ REFLEXOLOGY</li> </ul>	<b>WELLNESS &amp; WEIGHT MANAGEMENT</b> <ul style="list-style-type: none"> <li>✓ WELLNESS CONSULTATION &amp; GROOMING</li> <li>✓ WEIGHT MANAGEMENT</li> </ul>
<b>YOGA</b> <ul style="list-style-type: none"> <li>✓ HOLISTIC WELLNESS</li> <li>✓ BAL YOGA</li> <li>✓ MAHILA YOGA</li> <li>✓ VRIDHA YOGA</li> <li>✓ POWER YOGA</li> <li>✓ AQUA YOGA</li> </ul>	<b>FITNESS</b> <ul style="list-style-type: none"> <li>✓ PERSONAL FITNESS</li> <li>✓ SELF-DEFENCE</li> <li>✓ AEROBICS</li> <li>✓ ZUMBA</li> <li>✓ PILATES</li> </ul>	<b>PRODUCT &amp; SALES</b> <ul style="list-style-type: none"> <li>✓ RETAIL SALES</li> <li>✓ PRODUCTS MANUFACTURING</li> </ul>	

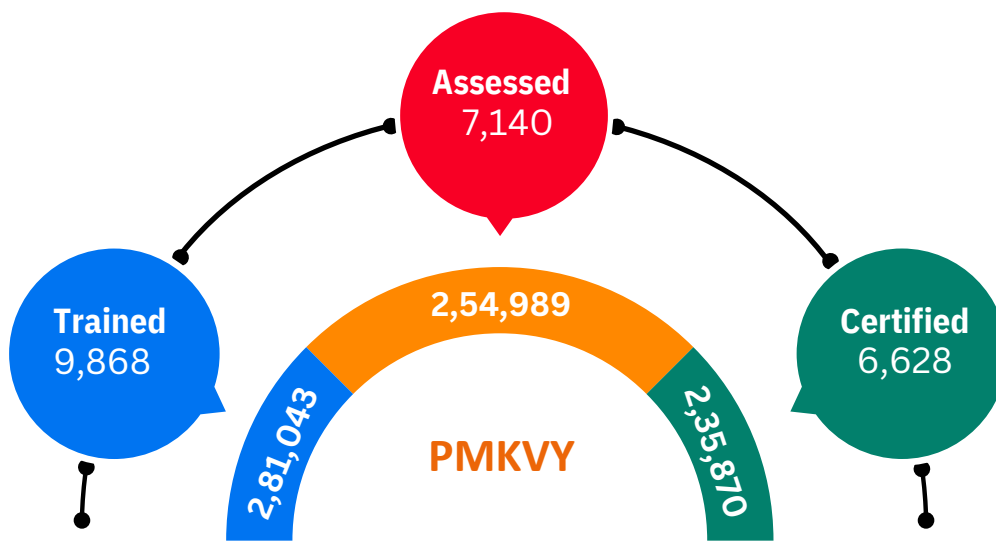
## NSQC Cleared Job Roles

S. No.	Qualification Name	QP Code	NSQF Level	Notional hours (Theory + Practical + Optional/Electives (if any) + OJT (if any))
1	Assistant Beauty Therapist	BWS/Q0101	3	390
2	Beauty Therapist	BWS/Q0102	4	450
3	Senior Beauty Therapist	BWS/Q0104	5	540
4	Cosmetologist	BWS/Q0107	4	810
5	Aesthetic Skin Technician	BWS/Q0504	4	630
6	Assistant Hair Dresser & Stylist	BWS/Q0201	3	330
7	Hair Dresser & Stylist	BWS/Q0202	4	450
8	Senior Hair Dresser & Stylist	BWS/Q0205	5	540
9	Professional Makeup Artist	BWS/Q0306	4	480
10	Bridal Fashion and Portfolio Makeup Artist	BWS/Q0301	5	510
11	Pedicurist and Manicurist	BWS/Q0402	3	270
12	Assistant Nail Technician	BWS/Q0401	3	270
13	Nail Technician	BWS/Q0403	4	330
14	Assistant Beauty & Wellness Consultant	BWS/Q4001	3	300
15	Assistant Spa Therapist	BWS/Q1001	3	330
16	Spa Therapist	BWS/Q1002	4	390
17	Yoga Instructor (B&W)	BWS/Q2201	4	270
18	Yoga Trainer (B&W)	BWS/Q2203	5	420
19	Senior Yoga Trainer (B&W)	BWS/Q2205	6	570
20	Wellness Neurotherapist	BWS/Q2301	3	390
21	Senior Wellness Neurotherapist	BWS/Q2302	4	480
22	Master Wellness Neurotherapist	BWS/Q2303	5	540
23	Gym Assistant (B&W)	BWS/Q3001	3	330
24	Personal Trainer (B&W)	BWS/Q3003	4	630
25	Wellness Therapist (Elderly)	BWS/Q0308	4	570

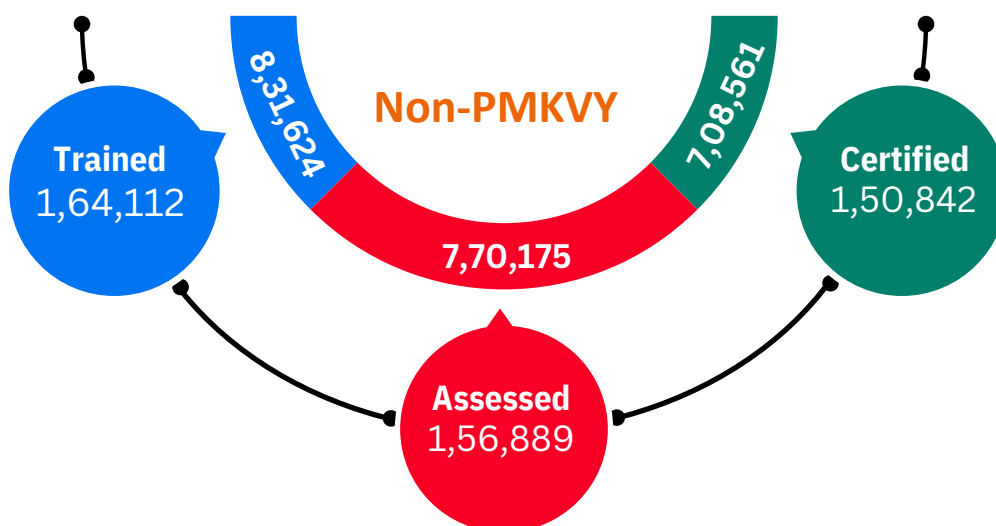


Total Training since  
inception

**11,12,667**



### Total Trainings



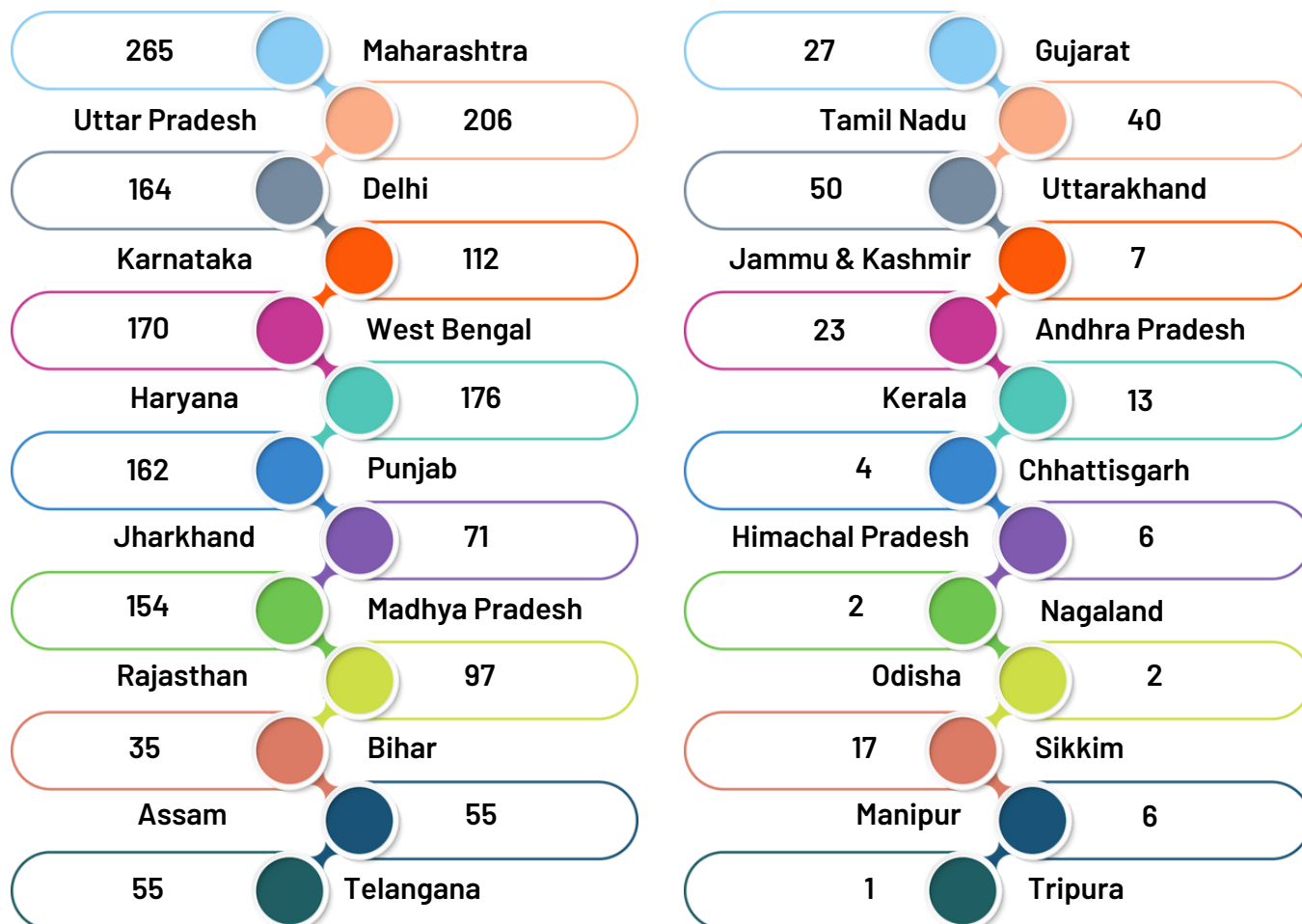
# Skilling under various schemes

## Financial Year 2022-2023

Project	Scheme	Quarter 1		Quarter 2		Quarter 3		Quarter 4		FY 2022-23	
		Trained	Assessed	Trained	Assessed	Trained	Assessed	Trained	Assessed	Trained	Assessed
PMKVY	STT	212	123					3	3	215	126
	CSSM	205	143	94	85			33	25	332	253
	SHI	3,006	2,181	2,744	2,051	2,197	1,470	202	83	8,149	5,785
	SANKALP							362	297	362	297
	RPL-01	90	76							90	76
	RPL-03	20	19	60	12					80	31
	RPL-04	640	572							640	572
<b>PMKVY Total</b>		<b>4,173</b>	<b>3,114</b>	<b>2,898</b>	<b>2,148</b>	<b>2,197</b>	<b>1,470</b>	<b>600</b>	<b>408</b>	<b>9,868</b>	<b>7,140</b>
STATE	ASDM	47	31	50	42	0	0	41	22	138	95
	BSDM	63	61	20	20	0	0	0	0	83	81
	HPKVN	30	25	54	52	50	50	0	0	134	127
	HSDM	0	0	0	0	0	0	240	224	240	224
	JSDM	322	304	0	0	624	586	149	145	1,095	1,035
	LSDM	0	0	15	15	0	0	0	0	15	15
	NDMC	0	0	454	414	1,501	1,268	616	536	2,571	2,218
	SAKSHM			474	447					474	447
	SANKALP	45	38	115	110	0	0	30	16	190	164
	RAJK-AVIV			178	164	12	12			190	176
	IM-SHAKTI					60	60			60	60
	SJKVY	0	0	0	0	60	58	0	0	60	58
	PMKUVA	89	75	30	20	294	279	250	234	663	608
	SRILANKAN REGUGEE	20	20	86	85	0	0	0	0	106	105
	TNSDC	0	0	0	0	57	49	84	78	141	127
	UKWDP	90	81	210	210	120	117	150	150	570	558
	UPSDM	3,205	2,938	3,129	2,584	4,102	3,305	5,319	4,146	15,755	12,973
<b>STATE Total</b>		<b>3,911</b>	<b>3,573</b>	<b>4,815</b>	<b>4,163</b>	<b>6,880</b>	<b>5,784</b>	<b>6,879</b>	<b>5,551</b>	<b>22,485</b>	<b>19,071</b>
CENTRAL	DDUGKY	888	861	681	637	228	214	733	686	2,530	2,398
	NULM	902	822	2,983	2,750	2,506	2,312	3,619	3,332	10,010	9,216
	SEEKHO AUR KAMAO	180	109			601	504	35	30	816	643
<b>CENTRAL Total</b>		<b>1,970</b>	<b>1,792</b>	<b>3,664</b>	<b>3,387</b>	<b>3,335</b>	<b>3,030</b>	<b>4,387</b>	<b>4,048</b>	<b>13,356</b>	<b>12,257</b>
NON FUNDED	CSR	46	23	0	0	86	78	130	115	262	216
	PAID COURSE	1,274	1,270	1,007	958	1,034	1,006	572	530	3,887	3,764
	PAID RPL	319	311	4,301	4,292	2,633	2,630	434	428	7,687	7,661
<b>NON FUNDED Total</b>		<b>1,639</b>	<b>1,604</b>	<b>5,308</b>	<b>5,250</b>	<b>3,753</b>	<b>3,714</b>	<b>1,136</b>	<b>1,073</b>	<b>11,836</b>	<b>11,641</b>
VOCATIONAL	UGC	251	223	295	271	105	100	210	201	861	795
	SCHOOL	24,346	23,789	83	42	299	243	87,170	85,395	111,898	109,469
<b>VOCATIONAL Total</b>		<b>24,597</b>	<b>24,012</b>	<b>378</b>	<b>313</b>	<b>404</b>	<b>343</b>	<b>87,380</b>	<b>85,596</b>	<b>112,759</b>	<b>110,264</b>
OTHERS	BOCW	300	300							300	300
	PRAYASH	54	54	45	41	60	60	30	30	189	185
	TAHDCO			40	30					40	30
	WBSTSC	55	51	100	100					155	151
<b>OTHERS Total</b>		<b>409</b>	<b>405</b>	<b>185</b>	<b>171</b>	<b>60</b>	<b>60</b>	<b>30</b>	<b>30</b>	<b>684</b>	<b>666</b>
<b>Grand Total</b>		<b>36,699</b>	<b>34,500</b>	<b>17,248</b>	<b>15,432</b>	<b>16,629</b>	<b>14,401</b>	<b>100,412</b>	<b>96,706</b>	<b>170,988</b>	<b>161,039</b>

## Total Certified Trainers & Assessors

2,435



## Training of Trainers & Assessors in FY 22-23

617



## New Associations



### MOU with S-VYASA University

B&WSSC signed a MOU with S-VYASA University for recognizing their Yoga centre as a “Center of Excellence”.

### MOU with YCB

B&WSSC signed a MOU with Yoga Certification Board, Ministry of AYUSH.

B&WSSC now offers dual logo certificate (B&WSSC and YCB logo) to the trainees of Yoga Instructor & Yoga Trainer job roles.



### MOU with Mission Shakti, Odisha

B&WSSC signed a MOU with “Department of Mission Shakti” Government of Odisha for training of SHG women in the state of Odisha.



## New Associations



### Launch of Master Wellness Neurotherapist Course

On the occasion of “Neurotherapy Day” B&WSSC in association with Aarogya Peeth launched Master Wellness Neurotherapist’ course in the presence of Shri Nitin Gadkari, Honorable Minister of Road Transport and Highways of India and other eminent experts of Alternate Therapy.

### NDMC RPL Project

5300 beneficiaries trained & certified in the NDMC up-skilling & reskilling project in the job roles of Beauty Therapist, Hair Dresser & Stylist, Bridal Fashion & Portfolio Make-up Artist and Personal Trainer.

Beneficiaries were recognised by Hon’ble Cabinet Minister of Education & Skill Development - Shri Dharmendra Pradhan & LG Delhi – Shri Vinai Kr. Saxena during the felicitation ceremony.



### MOU with LOOKS Salon

MOU signed between B&WSSC & LOOKS Salon for training beneficiaries in "Hair, Skin, and Makeup" category under PMKVY 4.0.

## Achievements

SSC rankings were released by NSDC basis the achievement of targets allocated in Annual Business Plan till Q3 of FY 2022-23.

B&WSSC secured 1st Rank out of all 36 SSCs & is the only SSC with achievement of more than 80% .



# CSR Projects

## LinkedIn CSR

Collaborated with LinkedIn for the 2<sup>nd</sup> consecutive year and executed their CSR project on enhancing Entrepreneurial Skills among the women and the youth. Trained and certified 7000 beneficiaries on digital, financial and industry specific skills



## Google CSR

The project focusses on creating awareness among women and LGBTQIA+ community on basic digital knowledge that would help them in developing skills and in identifying fraudulent practices happening in the digital space and means to avoid the same



## Training of Acid Attack Survivors

B&WSSC has been associated with various special communities and has recently completed a project with Acid attack survivors wherein the beneficiaries were trained in skin, hair and nail job roles from the finest academies in the industry and were given offer letters from the renowned industry partners



## Starter Kits Distribution under RG Program

Empowering entrepreneurs has been one of the key focus of B&WSSC and working towards the same, SSC has collaborated with a CSR Foundation to provide basic training and starter kits to beauty and wellness trained candidates to fulfil their dreams





## B&WSSCs performance @ WorldSkills 2022

Charmi Sen brought home Medallion of Excellence in Hair Dressing at WorldSkills SE 2022 at Helsinki, Finland.



## WorldSkills @ 2024

The 47<sup>th</sup> WorldSkills Competition will take place from 10<sup>th</sup>- 15<sup>th</sup> Sept'24 in Lyon, France. 1500 competitors from more than 65 countries and region will meet in Lyon to compete in 59 trades. Our National winners in the category of Beauty Therapy & Hairdressing will be competing in this competition.



# Launch of Skill Gap Study

## Bridging the Skill Gap

...Beautifully



B&WSSC launched the “Skill Gap Study” in the august presence of

**Sh. Atul Kumar Tiwari**

Secretary  
Ministry of Skill Development & Entrepreneurship, Govt of India

**Dr. K. K. Dwivedi**

Additional Secretary,  
Ministry of Skill Development & Entrepreneurship, Govt of India

**Dr. Vinita Aggarwal**

Executive Member  
NNCVET, Govt of India

**Dr. H.R. Nagendra**

Chancellor  
S Vyasa University

**Dr. Blossom Kochhar**

Chairperson  
B&WSSC





# Launch of Skill Gap Study

## Bridging the Skill Gap

...Beautyfully



### Executive Summary

#### a. Background

The Beauty and Wellness industry of the country has experienced an impressive growth story in recent years owing to the young demography, incremental disposable income and an overall shift of conscience and preference among people towards a healthier lifestyle. Being a sunrise industry, each of its sub-sectors holds an immense potential both in terms of income as well as livelihood. Low penetration levels and surging demand from non-metro cities have exposed the industry to untapped growth avenues. While the global Beauty and Wellness industry grew at a CAGR of 17.6 per cent between 2018 and 2022, the Indian sector grew at an even higher 18.2 per cent during the same period, thriving on an increasing section of affluent and middle-class population, changing customer psyche towards Beauty and Wellness sector, and increased penetration of organized retail in the country. Based on market interactions, the sector is expected to grow at a CAGR of close to about 18 per cent with 23 per cent in organized sector and 15 per cent in unorganized sector till 2025 to grow to about INR 277,000 crores from about INR 92,000 crores in 2018, notwithstanding the systemic social and economic disruptions caused by the pandemic.<sup>1</sup>

The unprecedented growth of the Beauty and Wellness industry has created a huge demand for semi-skilled and skilled professionals in the country. Currently, the industry employs about 12.3 million people with 66 per cent of them being women and a large segment of them being from lower socio-economic backgrounds.<sup>2</sup> Incidentally, about 44 per cent of the workforce in the sector have an educational qualification equivalent to or less than secondary education, with limited access to technical trainings.<sup>3</sup> Additionally, workforce distribution by education indicates that there are opportunities for increased penetration of vocational education in the sector. Segments such as Salon, Beauty, Fitness, Weight management and Yoga are demonstrating increased acceptance of candidates with vocational education than others. Furthermore, the rise in demand for services like nutrition consulting, fitness coaching, Nutraceuticals etc. has created new sets of wide-ranging and exciting career opportunities that can be pursued by young Indians. All these point to the quintessential need for skilling and vocational education in the Beauty and Wellness sector of the country, and hence an assessment of demand-supply scenario mapping through a skill-gap exercise.

In this regard, the Beauty & Wellness Sector Skill Council (B&WSSC) of the country, an Awarding Body of NCVET, promoted by CII with financial support from MSDE, intends to conduct a skill-gap study of the sector at a pan-India level, that would provide insights into the requirement of skilled workforce across the sector till 2030, and how the different



stakeholders (Government, B&WSSC, industry, training providers etc.), associated with skilling, are expected to respond in order to achieve the desired targets. The skill-gap study will culminate into assessment of the incremental workforce requirement of the sector till 2030 in the country, identification of the key and non-key job-roles within the sector; assessment of youth aspirations and awareness about skilling; the impact of technology on employment patterns; potential for entrepreneurship/self-employment in the sector; a roadmap for skilling among the unorganised segments of the sector, among many others. In this connection, KPMG in India, one of the leading professional services firms of the country, working closely with B&WSSC has conducted an in-depth skill-gap study for the Beauty and Wellness sector of the country. KPMG has executed the study involving a mixed-method approach using both quantitative and qualitative data collection techniques that help in enhancing the validity of study findings.

#### b. Approach and methodology

The study team has collated information from all the relevant secondary sources such as National Sample Survey Office (NSSO), Report of employment and unemployment survey by Ministry of Labor & Employment, Economic Survey of India, Reserve Bank of India (RBI), Department of Economics & Statistics, State Industrial Profiles, Annual Survey of Industries (ASI), Census, Department of Industry & Commerce, Periodic Labour Force Survey (PLFS), Centre for Monitoring Indian Economy (CMIE) etc. amongst others in order to analyze the profiling of the sector across the country. The exercise also involved a sustained engagement with key stakeholders, including industry representatives and Governments, through FGDs, structured questionnaires, Key Informant Interviews (KIIs) etc. Primary interactions have also been conducted with employed/unemployed youth, under-training youth, students from schools and colleges, industries, training providers etc. across 14 states of the country. The data were collected by experienced enumerators using hand-held Computer-Assisted Personal Interviewing (CAPI) devices through structured questionnaires (involving single as well as multi-entry survey questions) for real-time data collation, analysis, and validation.

Consequently, the current report highlights the evolution of the sector over the past five to eight years in terms of the growth in market size; emergence of newer products, services, offerings and hence new-age job-roles; workforce involved with the sector; major trends and key growth drivers of the sector; Government interventions in the development of the sector; incremental workforce requirement between 2022 and 2030 segregated into short- (2022-24), medium- (2024-27), and long-term (2027-30) etc. The report also highlights the key and non-key job-roles, the major offerings across job-roles, and the existing skills and knowledge gaps among the workforce across the job-roles identified.



- Key findings from surveys conducted with employed youth, undertraining youth and school/college students include the below mentioned:
  - Out of the total sample respondents, about 62 per cent aspired for wage/ salaried employment, while the remaining aspired for self-employment and entrepreneurship.
  - In terms of the sub-sectors of choice within the Beauty and Wellness sector, the Beauty and Salon industry seems to be the most preferred with 84 per cent of the respondents preferring the same. This is followed by the Beauty products manufacturing and counter-sale of beauty products with 29 per cent preference.<sup>4</sup>
  - About 96 per cent of the school and college students surveyed within the age-group of 15-23 years are aware about the Beauty and Wellness sector, and about 80 per cent of them aspired to build a career in the sector.
  - About 92 per cent of the respondents wanted to stay within the home-state for employment/ livelihood opportunities in the Beauty and Wellness sector, and 75 per cent were even willing to let go of better employment opportunities elsewhere to stay in home-states.
  - The median aspired income in case of wage/ salaried employment was observed to be INR 20,000, while the same for self-employment was observed to be INR 35,000.
  - About 92 per cent of the respondents, aspiring to build a career in the Beauty and Wellness sector, believed they would benefit from sector-specific skill development and vocational education. About 82 per cent wanted such trainings to focus on technical learning, followed by 49 per cent on personality development.
  - About 90 per cent of the respondents who have undergone some kind of skill development and vocational education in the sector felt that they benefitted from the training. While about 90 per cent of such respondents went through pre-registration counselling, in some form or the other, the effectiveness of the same needs to be enhanced.



### Key Findings

- The global Beauty and Wellness industry grew at about 17.6 per cent between 2017 and 2022 to reach USD 4,500 billion (INR 380 lakh crore) from about USD 2,000 billion (INR 150 lakh crore) in 2017.<sup>4</sup>
- The Indian Beauty and Wellness sector is also poised to grow to about INR 240,000 crore by 2024, thriving on an increasing section of affluent and middle-class population, changing customer psyche and preference towards the sector, and increased penetration of organized retail in the country.<sup>5</sup> The sector is anticipated to be more than INR 500,000 crore in size by 2030.
- The Indian Beauty and Wellness industry currently employs close to about 12.3 million people, with two among every three being women. The industry is extremely fragmented with only about 30 per cent of the total market share being controlled by organised players, which is anticipated to grow to 40 per cent by 2025. As the industry is moving towards formalization and consolidation with the entry of large, organised players, about 50 per cent of the industry is anticipated to be organised by 2030.
- As the Nation reemerges from the detrimental impact of the pandemic, we witness a growing need for skills enhancement among the potential workers. For, in the Beauty and Wellness industry, it is the sector-aligned skills that a person possesses, rather than the formal academic qualification, that counts for more when it comes to enabling livelihood in the sector. Incidentally, less than 30 per cent of the workforce in the Beauty and Wellness sector is professionally skilled through vocational and technical education, as in 2022.<sup>6</sup>
- Industry consultations also suggest that the industry is increasingly preferring multi-skilled technicians at junior and specialists at senior levels, thereby blurring the lines between independent job-roles. As the industry is gradually moving from fragmentation to consolidation by way of becoming more organised, industries are increasingly seeking professionally skilled personnel rather than skilled personnel alone.
- The Beauty and Salon industry comprises more than 30 per cent of the overall Beauty and Wellness industry of the country with a market share of about INR 50,000 crore. The same is anticipated to grow to close to INR 80,000 crore market by 2025, and about INR 250,000 by 2030.<sup>7</sup>
- By 2024, the Indian Beauty and Wellness sector is projected to provide employment opportunities to about 15.8 million people, by 2027 to about 20.3 million, and by 2030 to about 26.3 million people. Beauty and Salon sub-sector would continue to be the largest employment generator with close to 70 per cent of the employment opportunities generated.
- About 70 per cent of the workforce in the Beauty and Wellness industry are anticipated to be female by 2030. As the industry is becoming more gender-neutral, a growing need is felt for male beauty and wellness services professionals as well.
- In terms of the qualification of the workforce required in 2030, about one in every three would be from technical and vocational education, vis-a-vis one in every four in 2013.
- In terms of incremental training requirement, about 5.4 million candidates would be required to be skilled through vocational education between 2022-30. This would necessitate a quantum jump in terms of quality infrastructure for vocational education in the Beauty and Wellness industry in the current decade.



# B&WSSC celebrated International Day of Yoga 2023

"एक विश्व, एक स्वास्थ्य - वसुधैव कुटुम्बकम्"

"One World, One Health - Vasudhaiva Kutumbakam"



## Launch of PM Vishwakarma Scheme

PM Vishwakarma is a Central Sector Scheme launched by Ministry of Micro, Small & Medium Enterprises to provide holistic and end-to-end support to artisans and craftspeople through access to skill training, modern tools, collateral free credit, incentive for digital transactions and market linkage support.

Artisans and craftspeople who are engaged in the below mentioned 18 trades would be the target beneficiaries :

Carpenter (Suthar)	Boat Maker	Armourer	Blacksmith (Lohar)	Hammer & Tool Kit Maker	Locksmith
Goldsmith (Sunar)	Potter (Kumhaar)	Sculptor (Moortikar)	Cobbler	Mason (Raajmistri)	Broom Maker
Doll & Toy Maker	<b>Barber (Nai)</b>	Garland Maker (Malakaar)	Washerman (Dhobi)	Tailor (Darzi)	Fishing Net Maker



This skilling intervention under PM Vishwakarma is aimed at enhancing the capabilities of traditional artisans and craftspeople, who have been working with traditional tools for generations. The intervention consists of three components: Skill Verification, Basic Skilling & Advanced Skilling.

B&WSSC has been awarded with the responsibility to manage the skilling part for the Barber (Nai) trade under the PM Vishwakarma scheme.

Hon'ble PM Shri Narendra Modi visited B&WSSCs "Nai stall" on 17th September, 2023 at IICC, Dwarka during the launch event and interacted with women barbers – Shanta Bai Yadav from Kolhapur, Maharashtra along with the two sisters - Neha & Jyoti from a small village Banwari Tola, District Kushinagar in Uttar Pradesh who disguised themselves as boys to work at the barbershop and earn money to pay for their father's treatment.



## Launch of PM Vishwakarma Scheme



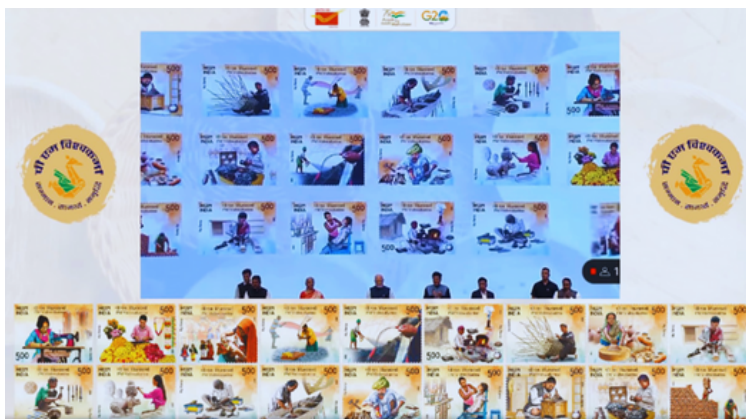
### पी एम विश्वकर्मा औज़ार किट पुस्तिका 12 भाषाओं में

- हिंदी
- बंगाली
- तमिल
- तेलुगू
- मलयालम
- कन्नडा

- मराठी
- पंजाबी
- असमिया
- गुजराती
- उड़िया
- अंग्रेजी

### नाई ट्रेड

Toolkit Booklet for “Nai Trade” was launched in English & 12 regional languages.



On the occasion, Hon'ble PM Shri Narendra Modi Ji also launched the postal ticket depicting the “Nai Trade”.



## Success stories



### Valarmathi

Valarmathi is known today for her shop in her locality. She works with passionate zeal in her shop named Jass Beauty Parlour, at Irumpuliyur, Chennai. Things were not the same earlier. Valamarathi is a middle-aged lady from Irumpuliyur who had got married soon after she completed her 12th std. Since then, she had been a housewife with household chores and her two children keeping her busy. She learnt about PMKVY Beauty course through a friend and immediately joined it. After completion of her course, she started a beauty parlor on rent. With time she has built a group of repeat customers who further help recommending new customers to her. Valamarathi is able to earn Rs 15000 to 20000/- per month from the parlor apart from the rent she pays to the shop owner.



### Kunal Sonar

Kunal Sonar's story is a motivation to each and every aspirant who wishes to make their career in Yoga Industry, Kunal is a computer graduate and is an avid Yoga practitioner who has been working closely with Art of Living to give Yoga sessions but had no formally recognized certification for the same. Upon hearing about the RPL program he joined our PMKVY RPL program for Yoga Instructor Level 3 and got certified as a Yoga Instructor. Basis his certification he got a job in Rajkot based organization called "Project Life" with starting salary of INR 30,000. He hopes to get better job opportunities in future.



### Shobha

In a household that was least progressive, it was but natural that Shobha had no ambitions growing up but once she learnt about PMKVY project, that changed her life. During the training program, that comprised of theory, practical and on-the-job training, Shobha got motivated to open her own parlour.

"My trainer Lakshmi Ma'am has been an inspiration for us. She encouraged me to think of starting something on my own and mentored me towards that direction," admits Shobha. Her on-the-job training gave her a much needed boost to fulfil her dream of opening her parlor by giving her firsthand experience of the workings of a parlor. Her husband, too, encouraged her and she felt confident enough to take loan and start her own business. Today she earns around Rs 40000 in a month. While some of it goes in repaying the loan, rest is used to give her family a better life."

## Success stories



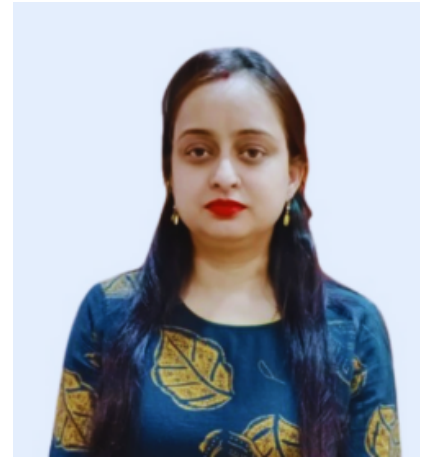
### Jhuma

Like every other Mother, it was Jhuma's dream to give a good life and education to her kids but with her husband's small income, it was never easy for her to fulfil her dreams. It is when she realised that there was a need for her to step outside the house and start earning. Having interest in beauty field, she enrolled herself in a government scheme and started working in a local salon but it was always her dream to start her own business. She came to know about the scheme wherein B&WSSC was giving a starter kit to the trained candidates. She immediately applied for the same and received the kit which is equipped with all the tools, equipments and products to do home services. Now she is contently running her nano enterprise and has successfully covered a long journey from a job seeker to a job giver.



### Ritu Saini

Ritu Saini the survivor of an acid attack comes from the state of Haryana and had big dreams just like any other girl has. But all her dreams were shattered in one moment when one of her relatives decided to attack her with acid as a form of revenge. There were several times when Ritu felt like giving up but her strong will and fighting spirit kept her going. She had an interest towards nail art and she decided to pursue nail technician course. This is when she connected with Beauty & Wellness Sector Skill Council and B&WSSC took the initiative to skill her in Nail job role through their industry partner 'Nail Spa by Gurpreet Seble'. The onus of reintegrating her into the mainstream of society is taken up by Naturals Salon, which has given her offer letter to join their salon post completion of her training. "Courage is not the absence of fear, but the triumph over it." This quote actually stands true for this **Wonder Women**.



### Renu Maurya

"I am happy to be a part of the training that B&WSSC has conducted under the CSR initiative of LinkedIn. The session was quite informative. Being in beauty industry, we are adept with technical skills but we often ignore the importance of soft skills. This session gave me knowledge on new age skills like digital and financial literacy and on personality development as well. I also got to know about using LinkedIn platform to search for professionals of the industry. Overall, I really enjoyed the session and hope to have many more in future. Thanks, B&WSSC for organizing this training."

# Audited Financials

## BEAUTY AND WELLNESS SECTOR SKILL COUNCIL BALANCE SHEET AS ON 31ST MARCH 2023

(All amounts are in ₹, unless otherwise stated)

Particulars	Schedule	As at 31st March 2023	As at 31st March 2022
<b>Capital and liabilities</b>			
<b>Capital funds:</b>			
Members fund	2	1,04,25,000	1,04,25,000
Grant from National Skill Development Council		3,25,00,000	3,25,00,000
Income & Expenditure account	3	22,52,47,292	20,01,05,319
		<b>26,81,72,292</b>	<b>24,30,30,319</b>
<b>Non Current Liabilities</b>			
Long term provision	4	29,94,411	30,22,373
		<b>29,94,411</b>	<b>30,22,373</b>
<b>Current liabilities</b>			
Sundry creditors	5	6,66,91,734	4,15,45,683
Other current liabilities	6	2,86,08,437	2,57,35,804
Short term provision	7	1,66,803	1,54,352
		<b>9,54,66,974</b>	<b>6,74,35,839</b>
	<b>TOTAL</b>	<b>36,66,33,677</b>	<b>31,34,88,531</b>
<b>Assets</b>			
<b>Non-current assets</b>			
<b>Property, plant and equipment and Intangible assets</b>			
-Tangible property, plant and equipment	8 (a)	7,71,788	5,32,377
-Intangible assets	8 (b)	95,333	27,803
Other Non Current Assets	9	10,39,05,000	8,05,05,000
		<b>10,47,72,121</b>	<b>8,10,65,180</b>
<b>Current assets</b>			
Sundry debtors	10	11,08,55,832	8,73,22,655
Cash and cash equivalents	11	14,37,36,331	12,38,79,163
Short term loan and advances	12	48,06,660	1,94,78,524
Other Current Assets	13	24,62,732	17,43,009
		<b>26,18,61,555</b>	<b>23,24,23,350</b>
	<b>TOTAL</b>	<b>36,66,33,677</b>	<b>31,34,88,531</b>

Significant accounting policies, other explanatory statement and Schedules 1-19 are integral part of the financial statement

Audit report as on even date attached

**For Vinay Vohra & Co.,**  
Chartered Accountants  
Registration No. :-011269N

**For and on behalf of Governing Body of Beauty  
& Wellness Skill Sector Council**

**Vinay Vohra**  
Sole Proprietor  
Membership No.: 090574  
UDIN:  
Place: New Delhi  
Date:

Sd  
( Chairperson)

Sd  
( Treasurer)

Sd  
( CEO/Ex Officio Secy.)

# Audited Financials

**BEAUTY AND WELLNESS SECTOR SKILL COUNCIL**  
**INCOME & EXPENDITURE ACCOUNT FOR THE YEAR ENDED ON 31ST MARCH 2023**

(All amounts are in ₹, unless otherwise stated)

Particulars	Schedule	Year Ended 31st March 2023	Year Ended 31st March 2022
<b>Income</b>			
Revenue from operations	14	14,22,39,271.07	10,78,07,135
Other income	15	1,14,16,397.56	85,28,994
<b>Total</b>		<b>15,36,55,668.63</b>	<b>11,63,36,130</b>
<b>Expenses</b>			
Direct expenditure	16	8,28,58,160	5,25,68,936
Establishment expenses	17	2,67,60,101	2,66,96,868
Other expenses	18	1,82,75,754	1,03,91,476
Depreciation	8	3,66,961	1,96,963
<b>Total</b>		<b>12,82,60,975</b>	<b>8,98,54,243</b>
<b>Excess/ (Shortage) of Income over the Expenditures before tax</b>		<b>2,53,94,694</b>	<b>2,64,81,886</b>
Tax expenses		-	-
<b>Income over the Expenditures after tax</b>		<b>2,53,94,694</b>	<b>2,64,81,886</b>

Significant accounting policies, other explanatory statement and Schedules 1-19 are integral part of the financial statement

Audit report as on even date attached

**For Vinay Vohra & Co.**  
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**Vinay Vohra**  
Sole Proprietor  
Membership No.: 090574  
UDIN:  
Place: New Delhi  
Date:

Sd  
( Chairperson)

Sd  
( Treasurer)

Sd  
( CEO/Ex Officio Secy.)



# बी एंड डब्ल्यू.एस.एस.सी ने मुंबई में लगाया रोजगार मेला



## BIZZ BUZZ

### B&WSSC organises job fair for beauty & wellness professionals

Companies with operations across multiple States and UTs of India participated in the job fair in Mumbai to hire students; The shortlisted students were issued a letter of intent

MUMBAI

BEAUTY & Wellness Skill Council of India (B&WSSC) organised a one-day job fair at National Skill Training Institute for Women, Mumbai (NSTI-M), as a part of its larger effort to provide respectable livelihood opportunities to students passing out from vocational training courses in the beauty and wellness sector.

Companies with operations across multiple States and UTs of India participated in the job fair to hire the passing out students. The shortlisted students were issued a letter of intent. Urban Company, the largest at-home service provider platform, Narai Salon, spa chain O'Spa, Iva Spa of Taj Hotels, Maghavi Wellness and others who had immediate vacancies took part as the employer's pool.

The students had an option to choose the location and the company against the announced vacancies of 3,400 with these top employers in the beauty and wellness domain. After organising events in Delhi and NCR, Mumbai was the second event in this series, in the series of job fairs planned by B&WSSC for this quarter.

Monica Bahl, CEO, B&WSSC, said: "There is an ample scope of growth and a noticeable demand for manpower in our industry. As we continue our journey to provide support to the trainees to explore career opportunities, B&WSSC job fairs play a pivotal role in enabling the right candidates meet the right employers and vice versa."



## समाचार जगत

जयपुर, 28 अगस्त 2022

4

### ब्यूटी और वेलनेस सेक्टर स्किल काउंसिल ने महिलाओं और युवाओं के लिए आयोजित किया रोजगार मेला



नई दिल्ली: महिलाओं और युवाओं को रोजगार के अवसर उपलब्ध कराने और इनसे रोजगार प्राप्त करने के लिए ब्यूटी और वेलनेस सेक्टर स्किल काउंसिल (B&WSSC) ने मुंबई में एक रोजगार मेला आयोजित किया। इस अवसर पर B&WSSC के अध्यक्ष मोनिका बाहल और अन्य उद्योग के प्रतिनिधि शामिल हुए।



एक दिवसीय मेले में ब्यूटी और वेलनेस सेक्टर के अनेक कंपनियों ने भाग लिया जो ब्यूटी और वेलनेस के क्षेत्र में अपने करियर बनाने चाहते हैं और इस क्षेत्र में कर्मियों की मदद से उन्हें प्रशिक्षण प्रदान कर सकते हैं। मेले में शामिल कंपनियों में Urban Company, Narai Salon, O'Spa, Iva Spa, Maghavi Wellness और अन्य शामिल थे।

मेले में शामिल कंपनियों ने ब्यूटी और वेलनेस सेक्टर में अपने करियर बनाने चाहते हैं और इस क्षेत्र में कर्मियों की मदद से उन्हें प्रशिक्षण प्रदान कर सकते हैं। मेले में शामिल कंपनियों में Urban Company, Narai Salon, O'Spa, Iva Spa, Maghavi Wellness और अन्य शामिल थे।

# First India

29-08-2022 CITY FIRST DELHI

## CITY FIRST

## EMPOWERING THE YOUTH

Mumbai. Companies with operations across multiple states and UTs of India participated in the job fair to hire the passing out students. The shortlisted students were issued a letter of intent. Urban Company, the largest at-home service provider platform, Narai Salon, spa chain O'Spa, Iva Spa of Taj Hotels, Maghavi Wellness and others who had immediate vacancies took part as the employer's pool.

## BUSINESS NEWS WEEK

### Beauty & Wellness Sector Skill Council (B&WSSC) takes responsibility skilling brave and beautiful acid attack survivors

"You empower the whole family by skilling an individual so they can lead a respectable life. Similarly, for these beautiful women who suffered acid attacks, the initiative taken up by the Beauty and Wellness Sector Skill Council is a game-changer. It is because it will empower them and make them independent by preparing them for different job opportunities in the beauty industry," informed Monica Bahl, CEO Beauty & Wellness Sector Skill Council.



## आज समाज

### खबर एक्सप्रेस

### ब्यूटी एंड वेलनेस सेक्टर स्किल काउंसिल ने आयोजित किया विशेष योग उत्सव



ब्यूटी एंड वेलनेस सेक्टर स्किल काउंसिल (B&WSSC) ने अंतर्राष्ट्रीय योग दिवस के तहत 21 दिनों का कार्यक्रम शुरू किया। इस अवसर पर B&WSSC के अध्यक्ष मोनिका बाहल और अन्य उद्योग के प्रतिनिधि शामिल हुए।

# पंजाब केसरी

पंजाब केसरी

### रकार्स से नहीं स्किल्स से जीवन को परिभाषित करें

बीएंडडब्ल्यूएसएससी ने तीनों बहानों पर अटक सराईयों को कोरात प्रदान करने की जिम्मेदारी

## B&WSSC

Beauty & Wellness Sector Skill Council







# Media Coverage



## BIZZ BUZZ

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The students had an option to choose the location and the company against the announced vacancies of 3,400 with these top employers in the beauty and wellness domain. After organizing events in Delhi and NCR, Mumbai was the second event in this month, in the series of job fairs planned by B&WSSC for this quarter.

Monika Bahl, CEO, B&WSSC, said, "There is an ample scope of growth and a noticeable demand for manpower in our industry. As we continue our journey to provide support to the trainees to explore career opportunities, B&WSSC job fairs play a pivotal role in enabling the right candidates meet the right employers and vice versa."

Students who had immediate vacancies took part in the employer's pool. The students had an option to choose the location and the company against the announced vacancies of 3,400 with these top employers in the beauty and wellness domain. After organizing events in Delhi and NCR, Mumbai was the second event in this month, in the series of job fairs planned by B&WSSC for this quarter.

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# Industry Connect

Blossom Kochhar  
aroma magic



Nail Spa™  
By Syne



ESTD 1918  
The Yoga Institute

VLCC

CLEOPATRA®  
Chain of Beauty | Wellness Spa & Makeup

enrich  
salons & academy

Signature

CavinKare  
Making Lives Happier

LabourNet  
Enabling livelihood...



ORANE®  
INTERNATIONAL SCHOOL OF  
BEAUTY & WELLNESS

GEETANJALI  
SALON

VIBES  
SOPHISTICATED BEAUTY SALON

LAKME ACADEMY  
Style your future

O2 SPA

Talwalkars  
Spreading fitness since 1932

LTA  
School of Beauty  
India's Largest  
International Beauty Academy

STARS

UC Urban  
Company

Butic®

Exclusive  
G. BEAUTY INSTITUTE

natulals®  
UNISEX SALON & SPA

Kairali  
South West International School 1999

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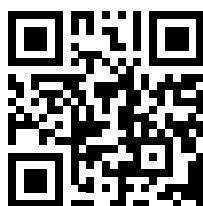
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