







# Participant Handbook

**Customised Courses under PMKVY (210 hrs)** 

Sector

**Beauty & Wellness** 

Sub-Sector

**Beauty & Salons** 

Occupation

**Nailcare Services** 

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Trainee - Pedicurist

### Published by

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Skilling is building a better India.
If we have to move India towards development then Skill Development should be our mission.

Shri Narendra Modi
Prime Minister of India







# COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

BEAUTY & WELLNESS SECTOR SKILL COUNCIL

for

**SKILLING CONTENT: PARTICIPANT HANDBOOK** 

Complying to National Occupational Standards of Job Role/ Qualification Pack: 'Pedicurist and Manicurist' QP No. 'BWS/Qo4o2, V3.o, NSQF Level 3'

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Blossom Kochhar

Authorised Signatory (Beauty & Wellness Sector Skill Council)

\* Valid up to the next review date of the Qualification Pack

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The preparation of this handbook would not have been possible without the Beauty Industry's support. Industry feedback has been extremely encouraging from inception to conclusion and it is with their input that we have tried to bridge the skill gaps existing today in the industry.

This Participant Handbook is dedicated to the aspiring youth who desire to achieve special skills which will be a lifelong asset for their future endeavours.

## About this book -

Welcome to the "Pedicurist and Manicurist" training programme. This PHB intends to facilitate the participants with detailed knowledge about the concept of Beauty & Wellness industry, Pedicurist and Manicurist profession and their functioning.

This Participant Handbook is designed based on the Qualification Pack (QP) under the National Skill Qualification framework (NSQF) and it comprises of the following National Occupational Standards (NOS)/ topics and additional topics.

- 1. Introduction
- 2. BWS/N9001 Prepare and maintain work area
- 3. BWS/N0401 Perform Manicure and Pedicure services
- 4. BWS/N0403 Provide specialized hand and foot spa services
- 5. BWS/N0202 Shampoo and condition hair and scalp
- 6. BWS/N0417 Provide Indian head massage
- 7. BWS/N9002 Maintain health and safety at the workplace
- 8. BWS/N9003 Create a positive impression at the workplace
- 9. BWS/N0127 Carry out application of simple mehendi designs (Optional)
- 10. Employability Skills

## **Symbols Used**



Key Learning Outcomes



Unit Objectives



Exercise



Tips



Notes



Practical

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# 1. Introduction

UNIT 1.1 - Objectives of the Program

UNIT 1.2 - Beauty and Wellness Industry



# **Key Learning Outcomes**



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

- 1. Define the beauty and wellness industry
- 2. Prepare and maintain work area for Pedicure / Manicure
- 3. Perform Manicure and Pedicure services
- 4. Perform the spa Manicure and Pedicure services
- 5. Maintain health and safety at the workplace
- 6. Create a positive impression at the workplace

## **UNIT 1.1: Objectives of the Program**

# Unit Objectives



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

1. List the roles and responsibilities of a Pedicurist and Manicurist.

## 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



Fig. 1.1.1: Pedicurist and Manicurist

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.

## 1.1.2 Pedicurist and Manicurist

A Pedicurist and Manicurist in the Beauty and Wellness Sector is a critical operational job-role providing various types of beauty services in salons and spas.

A Pedicurist and Manicurist 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 a Pedicurist and Manicurist

A Pedicurist and Manicurist needs to be aware of the basics of Manicure and Pedicure, health and hygiene, safety and needs to be knowledgeable about various beauty products. A Pedicurist and Manicurist is expected to perform basic Manicure and Pedicure and provide spa Manicure, Pedicure services too.

The person also assists in salon ambience maintenance and also does various other odd jobs in the salon including sell salon retail products after obtaining knowledge on them. Attributes of a Pedicurist and Manicurist.

Customer Orientation: Make the customer comfortable. Understand what the customer needs even when he/she is unable to express. Keep the workplace clean as it is the first attribute which convinces customer to take your services.

Clean Personal Appearance - Maintain a clean personal appearance. Customer may not like to take your services if you have a shabby or messy demeanour. Beware about body odour, bad breath, and over all hygiene.

Make suitable suggestions – If you catch your customer confused and indecisive, use the opportunity to suggest the best for him/her. Customer may like it and appreciate. You are not at loss anyway.

**Do not 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** – A Pedicurist and Manicurist must be able to tell what products are suitable for the customer. For instance if a customer having dry skin ask for a face cream then a Pedicurist and Manicurist must keep the skin type in mind and suggest the best product available. This can happen only if she has knowledge about available products.

**Proficiency in communication** – As much as a Pedicurist and Manicurist needs to be efficient in her skills, she needs to have good communication skills as well. Pedicurist and Manicurist 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** – A Pedicurist and Manicurist 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.

## **UNIT 1.2: Beauty and Wellness Industry**

# **Unit Objectives**



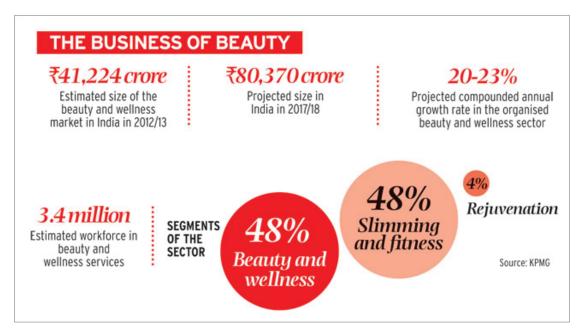
At the end of this unit, you will be able to:

1. Explain the trends in the Beauty and Wellness Industry in India

## 1.2.1 The Beauty Industry in India

Though the beauty and wellness industry is new in India, there is increasing awareness about health and well-being. The beauty and grooming industry in the country is booming, thanks to the growing desire among both men and women to look stylish and feel good.

The urban salon market in India is small by world standards but growing at a rapid pace. A KPMG Wellness Sector report released this year projected that the size of India's beauty and wellness market would nearly double to Rs 80,370 crore by 2087/19 from Rs 41,224 crore in 2012/13. Business is so good that it has caught the attention of private equity firms.



One segment of the beauty business that is doing particularly well is specialised haircare. An AC Nielsen report estimates the haircare market in India at Rs 3,630 crore, with average annual growth of 20 per cent.

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

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

The government's Beauty and Wellness Sector Skill Council also runs various training schemes. Naturally, employment opportunities in the sector are booming, too. The KPMG Wellness Report estimates that workforce requirements in the beauty and salon segment will grow from 3.4 million in 2013 to 12.1 million in 2022. Salaries of makeup and beauty professionals vary between Rs 15,000 and Rs 65,000 per month.

#### Reasons for growth

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

## 1.2.2 Industry Classification

Beauty Centres and Hair Salons- The beauty and salon segment includes skin, hair and nail care services. Services are given in order to meet customer's requirement of mending or fixing personal physical image or look.

Product and Counter Sales - This includes counter sales of beauty and salon products, including cosmetics

and toiletries that address age-related health and appearance issues. The products are bought for different beauty requirements.

Fitness and Slimming - Includes service providers involved in the fields of physical exercises, yoga, other mind-body practices and weight-loss and slimming.

Rejuvenation Centres - 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 Centres - Alternative therapy centres 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.



Fig. 1.2.1: Classification of beauty and wellness industry and wellness industry

International Beauty Brands – Growing customers is causing international brands to penetrate the Indian market.

F	xercise 🗾 —				
-	. Which of the following are	e not the character	istics of a Pedicurist and Ma	anicurist?	
	) Having knowledge about pr		b) Good body lang		
c)	Clean personal appearance		d) Being in hurry		
2	. What are the current Beau	uty & Wellness Indo	ustry trends?		
a	Changed Consumer Psyche		b) Emerging Unise	Salons	
c)	International Beauty Brands	5	d) All of these		
3	. List different classification	s of beauty and we	ellness industry?		
4	. Point out any 3 major class	sification of th bea	uty industry.		
5	5. The KPMG report estimates that workforce requirements will grow frommillion in 2million in 2022.				
	a) 3.4 to 12.1	b)3.4 to 5	c)5 to 10	d) 1 to 2	

lotes			









# 2. Prepare and Maintain Work Area

UNIT 2.1 - Prepare and Maintain the Treatment Work Area



# **Key Learning Outcomes**



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

- 1. Prepare and maintain the treatment areas
- 2. Demonstrate how to keep the work area clean
- 3. Practise setting up the equipment
- 4. Practise how to dispose waste correctly