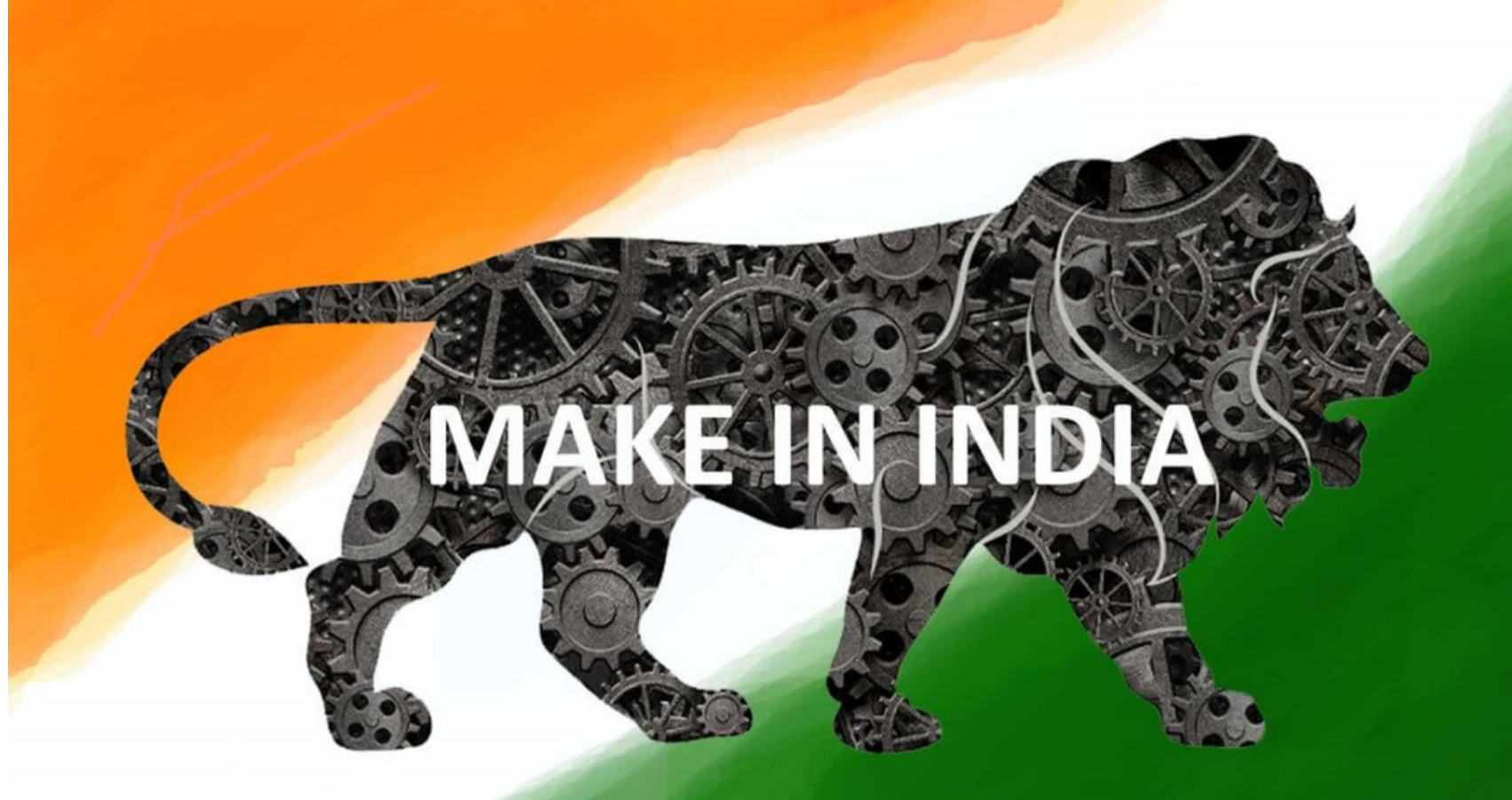


## B&WSSC : Empowering Indian Beauty Professionals

written by Vidhi AryaJanuary 23, 2024



In recent years, India has arisen as a powerhouse on the global stage, not only for its rich cultural heritage but also for its skill and expertise in various industries, including beauty and wellness. Monica Bahl, the CEO at Beauty and Wellness Sector Skill Council (B&WSSC), sheds light on how the council has been empowering Indian professionals to reach new global heights.



While India is emerging as a notable nation in the beauty sector, the industry has been placing prominent emphasis on education and skill development in the eld. Ensuring that India makes a mark in the global realm, B&WSSC has been unwavering in its e orts. In the spirit of the much-celebrated Make in India campaign, it is this organisation that is truly making in India, a skilled workforce that shines bright everywhere it goes. After all, why limit Make in India to products when it can be seamlessly integrated with skilled professionals?

B&WSSC, or Beauty and Wellness Sector Skill Council, is an organisation in India focused on skill development for the beauty and wellness industry. Established under the Ministry of Skill Development and Entrepreneurship and supported by NSDC, NCVET and CII, B&WSSC collaborates with stakeholders to create industry-relevant training programs, certi cations, and standards. It aims to enhance employability and entrepreneurship in sectors such as beauty therapy, spa, and wellness. By bridging the gap between industry needs and workforce skills, B&WSSC plays a crucial role in building a skilled workforce for the growing beauty and wellness sector, contributing to industry development and individual career advancement.



Let's learn more about the initiatives by B&WSSC from Monica Bahl.

### The Global Recognition of Indian Beauty Expertise:

"In recent times, India's beauty and wellness industry has gained international recognition, particularly for its traditional beauty practices and the use of ayurvedic and organic products. The shift in consumer preferences towards organic products, especially after the COVID-19 pandemic, has positioned India as a major hub for organic and ayurvedic beauty products globally.

When it comes to skills, India has been participating in beauty therapy and hairdressing in the World Skills Competition since 2013. Despite being a late entrant, Indian participants have showcased their capabilities, competing at par with the best globally in categories such as skin care, hairdressing, makeup, and spa services. In the last ve World Skill competitions, Indian beauty and hairdressing competitors have secured four Medallions of Excellence, showcasing the country's expertise in the eld."

### Role of B&WSSC in Facilitating Global Representation:

"B&WSSC prepares and supports Indian beauty professionals for global competitions, particularly World Skills. From the selection process to the nal competition, B&WSSC takes complete ownership and responsibility.

Selected candidates undergo an intensive 6 to 9 months of training for their speci c skills. B&WSSC covers all aspects, including stay, food, and training, from the national level to the international stage. Recently, B&WSSC has also introduced stipends to assist with their basic expenses during training.

To enhance the training process, B&WSSC actively involves the industry, leveraging the expertise of India's skill experts, chief experts, and jury members. Collaboration with and sponsorships from renowned brands like L'Oreal, VLCC, BKCCAD, LTA, and Aroma Magic further enhances the training programs."

### Skill Development Programs at B&WSSC :

"B&WSSC, operating as a not-for-pro t body under the Ministry of Skill Development and Entrepreneurship, has been instrumental in providing skill development programs. The organisation undertakes various central and state schemes, including the Pradhan Mantri Kaushal Vikas Yojana. Under these schemes, bene ciaries are selected from the lower pyramid of the society and they are given free training for the purpose of their upliftment. We also work with the Ministry of Social Justice, Ministry of Women and Child Welfare, and state schemes from states like Odisha, Himachal Pradesh, Uttar Pradesh, Andhra Pradesh, Jammu and Kashmir, Ladakh, Assam, Tripura, and Maharashtra, to name a few.

B&WSSC's reach extends to school education, where we contribute to curriculum development for vocational subjects from class 9 onwards. We also o er a three-year professional degree course in Beauty and Wellness, known as Bachelor's in Vocational Education, with multiple entry and exit points. This allows the students to complete a particular semester, venture out for a market experience and then return for further semesters. After the completion of six semesters, they get a degree.

With the implementation of the National Education Policy 2020, B&WSSC has also introduced school courses from the sixth standard onwards. These courses focus on imparting basic concepts of hygiene, health, nutrition, and personal care."

### Aligning with International Standards:

"To ensure Indian beauty professionals meet global standards, B&WSSC aligns its programs with international benchmarks. The World Skills' curriculum serves as a foundation for mapping and evaluating competitors on the global stage.

NCVET, the National Council for Vocational Education and Training, collaborates with international bodies like those in the UK, Australia, Singapore, and Germany to align quali cations with global standards. This strategic mapping equips Indian students with skills that are not only relevant domestically but also position them competitively on the global stage."

### Challenges in Skilling for Global Representation:

"While B&WSSC has been successful in its endeavours, challenges arise in the skilling process, particularly in sourcing the right trainers. Industry participation is crucial, but reluctance due to business concerns, lack of exposure to international competitions, and the time commitment required pose challenges.

The young age of participants, usually around 21 years, presents unique challenges, including homesickness and adapting to international environments. Overcoming these teething issues requires careful handling and mentorship.

Ensuring consistent quality in training remains a challenge, as trainers need to comprehend the intricacies of international competitions. The need for industry experts to actively engage in training programs, especially for specialised skills like eyelash extensions or makeup, is crucial to meet the global standards set by competitions like World Skill."

"The journey of Indian beauty professionals on the global stage is marked by signi cant achievements and ongoing e orts. B&WSSC's initiatives play a crucial role in preparing and supporting these professionals, bridging the gap between traditional practices and international standards. As India continues to progress in the beauty and wellness sector, collaborative e orts from industry stakeholders, trainers, and the government are essential for sustained success on the global platform."



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