



National Occupational Standards

Assistant Barber-Salon Services (Advanced)

Unit Code: BWS/N0234

Version: 1.0

NSQF Level: 2.5

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Description

Barber for men's advance salon services primarily focuses on hair relaxing services like head massage, facial procedures, creative haircut, beard/moustache trimming, shaping and styling and foot massage.

Scope

The scope covers the following :

- Perform creative hair cut
- carry out hair colouring services
- Carry out beard/moustache trimming, shaping and styling
- Perform hair relaxing services
- Perform facial procedures
- Perform foot massage

Elements and Performance Criteria

perform creative hair cut

To be competent, the user/individual on the job must be able to:

- PC1.** adhere to the health and safety standards laid out by the manufacturer and salon
- PC2.** position self and client throughout treatment to ensure privacy, comfort and well-being
- PC3.** prepare yourself, the client and work area for required services
- PC4.** clarify the client's understanding and expectation prior to commencement of treatment
- PC5.** consult the client to identify the desired look before cutting
- PC6.** sanitize the hands prior to service commencement
- PC7.** prepare the client and provide suitable protective apparel
- PC8.** identify the condition of the hair to achieve the required results by analysing the influencing factors
- PC9.** select styling products, tools and equipment based on the results of client consultation and hair analysis
- PC10.** select the most suitable technique to the client's hair and to achieve the desired look
- PC11.** establish and follow the guidelines to accurately achieve the required look such as moustache partial beard, moustache full beard, or moustache, etc.
- PC12.** perform various sectioning techniques to carry out the desired haircut
- PC13.** select the most suitable drying, setting, styling and finishing techniques to achieve the desired look. Apply finishing product following manufacturer's instructions to maintain the style
- PC14.** cross check the hair cut to ensure even balance and weight distribution and create balanced and shaped sideburns that suit the required look
- PC15.** check the clients wellbeing throughout the service and giving the necessary reassurance
- PC16.** position self and client throughout procedure to ensure comfort and well-being
- PC17.** perform and adapt the procedure using materials, equipment and techniques correctly and safely to meet the needs of the client

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- PC18.** complete the procedure to the satisfaction of the client in a commercially acceptable time
- PC19.** record the procedure accurately and store information securely in line with the salons policies
- PC20.** provide specific after-procedure, homecare advice and recommendations for product use and further treatments to the client

carry out hair colouring services

To be competent, the user/individual on the job must be able to:

- PC21.** consult the client by questioning to identify contra-indications to hair color products
- PC22.**
 - prepare yourself, the client and work area for hair colouring and lightening services where required
 - Yourself: Sanitize the hands prior to service commencement
 - Client: Provide suitable protective apparel, remove jewellery, etc.
 - Work area: Organise and arrange products, tools and equipment, sanitise tools and equipment, no trailing wires, no obstructions, etc
- PC23.** position self and client to ensure privacy, comfort and safety, throughout the service
- PC24.**
 - select products, tools and equipment based on the results of client consultation, hair analysis and any tests conducted, which will best achieve desired results safely
- PC25.** mix the colours accurately as per manufacturer instructions
- PC26.**
 - apply colours in sections neatly, taking into account various influencing factors
 - Influencing factors: Skin tone, existing colour, hair condition, test results if any, etc
- PC27.** apply colour using techniques full highlight for men
- PC28.**
 - monitor accurately the development of colour as required, follow the manufacturers instructions to ensure desired development
- PC29.**
 - wash and apply a suitable conditioner or post colour procedure to the hair following manufacturers instructions
- PC30.**
 - provide specific after-procedure, homecare advice and recommendations for product use and further s to the client

carry out beard/moustache trimming, shaping and styling

To be competent, the user/individual on the job must be able to:

- PC31.** prepare and maintain work area as per requirement
- PC32.** identify the condition of the hair to achieve the required results by analyzing the influencing factors
- PC33.** select the most suitable technique to the client's hair and to achieve the desired look
- PC34.** select shaving and styling products, tools and equipment based on the results of client consultation and hair analysis
- PC35.** establish and follow the guidelines to accurately achieve the required look such as a short and well-defined beard, a medium-length beard, or a longer, fuller beard, Partial shave, or Beard outlines, etc.
- PC36.** create balanced and shaped sideburns that suit the required look

hair relaxing services

To be competent, the user/individual on the job must be able to:

- PC37.** prepare and maintain work area
- PC38.** prepare client for head massage

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- PC39.**
- perform various massage techniques to complete the service as required Techniques:
 - Effleurage, petrissage, tapotement, rotary, vibration, friction

perform facial procedures

To be competent, the user/individual on the job must be able to:

- PC40.** prepare and maintain work area
PC41. prepare the client for required facial services
PC42. perform facial service using correct movement and procedure

foot massage

To be competent, the user/individual on the job must be able to:

- PC43.** prepare and maintain work area
PC44. prepare the client for foot massage
PC45. perform foot massage service using correct strokes and procedure

Entrepreneurial Skills And Design Workshops

To be competent, the user/individual on the job must be able to:

- PC46.** identify different types of Entrepreneurship and Enterprises and assess opportunities for potential business through research
PC47. develop a business plan and a work model, considering the 4Ps of Marketing Product, Price, Place and Promotion
PC48. identify sources of funding, anticipate, and mitigate any financial/ legal hurdles for the potential business opportunity
PC49. identify different types of customers and ways to communicate with them
PC50. identify and respond to customer requests and needs in a professional manner
PC51. use appropriate tools to collect customer feedback
PC52. follow appropriate hygiene and grooming standards
PC53. ensure cleanliness and focus on client experience and feedback which will form the base for expansion and growth

Advance Digital Literacy

To be competent, the user/individual on the job must be able to:

- PC54.**
- Use the mobile phone in a secure way by locking/unlocking phone/apps using various options like face recognition, fingerprint etc
- PC55.** Use advanced camera features for business tasks, like scanning QR codes.
PC56. Crop photos, take screenshots, and share them as attachments.
PC57. Understand how to use features like conference calls, call recording, and call forwarding
PC58.
- Access and manage documents stored in different folders in phone. Eg. File folder, download folder, etc
- PC59.** Manage phone memory and data storage
PC60.
- Use other features of smartphone such as Airplane mode, Do Not Disturb, Bluetooth, other sharing services etc.
- PC61.** Connect to internet using Wi-Fi, Mobile Data.
PC62. How to secure various apps installed on phone.
PC63. Using mobile applications to compress pictures and documents.
PC64. Access, store, and share documents using Google Drive from your phone

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- PC65.** Use apps for managing schedules and appointments
- PC66.** • Utilize Advanced Features of WhatsApp, Gmail, Google Maps, PayTM, and other social media applications such as Facebook and YouTube.
- PC67.** Using Video conferencing features in different apps (Zoom etc.)
- PC68.** • Create and improve business profiles on relevant social media platforms to reach more customers using features of geo-tagging.
- PC69.** • Interact with customers by responding to messages and comments promptly, and share business-related content effectively
- PC70.** Using applications for customer service interaction (chat and voice calls)
- PC71.** Usage of common applications like currency conversion, interest calculation etc.
- PC72.** • Usage of apps to help in various trades like carpenter, tailor etc. (Measurement and calculation apps, find and obtain construction material, manage inventory, learn new techniques and best practices in their specific trade)
- PC73.** Identification of authentic calls and blocking SPAM calls
- PC74.** • Apply safe and ethical browsing practices (protecting identity) online privacy and the potential risks associated with social media use
- PC75.** Understand how to safely store passwords and apply the same.
- PC76.** • Identify common online harassment scenarios (e.g., hate speech etc, cyberbullying), prevention, consequences and ways to deal with them.
- PC77.** • Understanding fake and real information, importance of verifying the content available on the net and also understanding the responsibility while sharing any content.
- PC78.** Learn to identify deep fake AI generated frauds and reporting to the concerned authorities

Advance Financial Literacy

To be competent, the user/individual on the job must be able to:

- PC79.** • Explain advanced financial terms such as long and short-term assets, liabilities, investments, debit, credit, etc
- PC80.** • Understand various types of business-related financial transactions and their uses in business scenarios
- PC81.** Describe various types of payment methods such as cheques, UPI, RTGS etc
- PC82.** • Use mobile applications and online platforms to track expenses and manage financial goals (mention some names).
- PC83.** • Know about various Government schemes such as Pradhan Mantri Jan Dhan Yojana, Jeevan Jyoti Bima Yojana, Suraksha Bima Yojana, Sukanya Samriddhi Yojana, National Pension Scheme (NPS), Atal Pension Yojna (APY)
- PC84.** Know various banking services offered by bank such as transfer-receipt of money, deposit withdrawal etc
- PC85.** Operate ATM, Deposit Cash/ Cheque through machines or manually
- PC86.** Visit branch to operate and manage bank accounts
- PC87.** Use mobile and net banking to operate and manage bank account
- PC88.** Follow safety measures while managing bank accounts
- PC89.** Know various types and features of secured and unsecured loan
- PC90.** Identify appropriate type of loan as per need, purpose, and loan terms and conditions
- PC91.** Select the loan repayment structure based on the interest rate and duration.
- PC92.** Legal process for resolution of delay/ default in payment of loan instalment

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- PC93.** Know various types of Taxes such as Income tax, Goods and Services Tax (GST), etc
- PC94.**
 - Explain simple terms related to taxation such as taxable income, tax rates, Tax Deductible
 - at Source (TDS), Value of Goods et
- PC95.** Understand important concepts and applicability of income tax and GST
- PC96.** Understand Basic guidelines for filing income tax and GST returns, including deadlines
- PC97.** Install and configure Digital Payment Applications
- PC98.**
 - Learn and practice advanced features of Digital Payment Applications such as wallets, bill
 - payments, recharge etc.
- PC99.** Perform transactions using Digital Payment Applications such as UPI, RTGS, NEFT, IMPS etc.
- PC100.** Identify common online financial frauds and spams and associated potential risks
- PC101.** Apply safe and ethical practices for securing online transactions

Advance Marketing and Outreach Skills

To be competent, the user/individual on the job must be able to:

- PC102.** Conduct marketing activities for artisan products
- PC103.** . Evaluate customer feedback to improve product offerings and marketing strategies
- PC104.** Obtain relevant quality certifications such as e ISI mark, Agmark and Hallmark
- PC105.** Manage product quality as per quality standards
- PC106.** Understand brand identity to enhance sales and promotion
- PC107.** Promote products through Social media and digital marketing.
- PC108.** Leverage National Marketing Committee support in operations and logistics.
- PC109.** Leverage National Marketing Committee support in operations and logistics.
- PC110.** Onboarding e-commerce platform.
- PC111.** Understand process of cataloguing the products and services of Vishwakarmas
- PC112.** Apply strategies for e-commerce linkage with GeM, Khadi India, MSME Mart
- PC113.** Use digital marketing for wider reach and publicity of the Vishwakarma Scheme.
- PC114.** Identify and collaborate with relevant Industry Bodies
- PC115.** . Create links with suitable exporters and traders operating under the sector
- PC116.** Participate in trade fairs, exhibitions related to the products.
- PC117.** Set up collective display of PM Vishwakarma Products to associations of the artisan groups

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** organizations standards of performance and sequence of services
- KU2.** range of services and products offered by the organization
- KU3.** health and safety requirements in the organization
- KU4.** hair and scalp condition and causes
- KU5.** knowledge of various cutting tools scissors, razors, thinning scissors, clippers, combs, mirrors, with disposable blades Shaving brushes, and Sponges, etc.
- KU6.** knowledge of various sectioning techniques
- KU7.** various facial hair shapes and facial outlines

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- KU8.** cutting to natural hairline
- KU9.** knowledge of ingrowing hair
- KU10.** lathering products like creams, oils, gel soap
- KU11.** hair examination and principles of colouring
- KU12.** international colour chart and brand specific color charts, color codes and color reflects
- KU13.** hair structure and hair shaft
- KU14.** permanent, semi-permanent and temporary colors
- KU15.** natural base, undercoats, numbering system
- KU16.** colour application like Global colouring, Grey coverage, Re growth, Highlighting, Low lighting, Colour correction
- KU17.** problems that occur during colouring and course of action to be taken
- KU18.** removal method during colouring of Semi-permanent, Quasi-permanent, Permanent, Lighteners/bleach, Cap, Foils, Removal of colour surrounding foils/packets
- KU19.** types of colouring products and their effect on hair structure
- KU20.** colouring techniques, colouring products, bleaching products, conditioners and post-colour treatments
- KU21.** hair cutting and analysis techniques, equipment and hair styles
- KU22.** uniform layer, short graduation, current trend
- KU23.** male hair loss and suggestions for hair growth and styling knowledge of Cutting to natural hairline
- KU24.** hair distribution when cutting and its effects
- KU25.** range and suitability of styling products, tools and equipment and the effects achieved
- KU26.** range and application of finishing products
- KU27.** physical effects of styling on hair structure
- KU28.** facial and foot massage service
- KU29.** hair relaxing services

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** read policy and procedure documents, guidelines and memos in English and/or local language to interpret the gist correctly
- GS2.** read common organizational signage in English accurately
- GS3.** read simple emails, instructions, advertisements, brochures, manufacturers labels, forms, formats and other common documents accurately
- GS4.** fill in various applicable forms and formats at the workplace accurately
- GS5.** maintain accurate records of client, services, operating and closing checklists, product stock status
- GS6.** introduce oneself and ones role to customers and visitors, in English and the local language
- GS7.** speak or communicate with reasonable ease in structured situations and short conversations on familiar topics



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GS8. speak or communicate with reasonable ease in structured situations and short conversations on familiar topics

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>perform creative hair cut</i>	5	15	-	-
PC1. adhere to the health and safety standards laid out by the manufacturer and salon	-	-	-	-
PC2. position self and client throughout treatment to ensure privacy, comfort and well- being	-	-	-	-
PC3. prepare yourself, the client and work area for required services	-	-	-	-
PC4. clarify the client's understanding and expectation prior to commencement of treatment	-	-	-	-
PC5. consult the client to identify the desired look before cutting	-	-	-	-
PC6. sanitize the hands prior to service commencement	-	-	-	-
PC7. prepare the client and provide suitable protective apparel	-	-	-	-
PC8. identify the condition of the hair to achieve the required results by analysing the influencing factors	-	-	-	-
PC9. select styling products, tools and equipment based on the results of client consultation and hair analysis	-	-	-	-
PC10. select the most suitable technique to the client's hair and to achieve the desired look	-	-	-	-
PC11. establish and follow the guidelines to accurately achieve the required look such as moustache partial beard, moustache full beard, or moustache, etc.	-	-	-	-
PC12. perform various sectioning techniques to carry out the desired haircut	-	-	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC13. select the most suitable drying, setting, styling and finishing techniques to achieve the desired look. Apply finishing product following manufacturer's instructions to maintain the style	-	-	-	-
PC14. cross check the hair cut to ensure even balance and weight distribution and create balanced and shaped sideburns that suit the required look	-	-	-	-
PC15. check the clients wellbeing throughout the service and giving the necessary reassurance	-	-	-	-
PC16. position self and client throughout procedure to ensure comfort and well-being	-	-	-	-
PC17. perform and adapt the procedure using materials, equipment and techniques correctly and safely to meet the needs of the client	-	-	-	-
PC18. complete the procedure to the satisfaction of the client in a commercially acceptable time	-	-	-	-
PC19. record the procedure accurately and store information securely in line with the salons policies	-	-	-	-
PC20. provide specific after-procedure, homecare advice and recommendations for product use and further treatments to the client	-	-	-	-
<i>carry out hair colouring services</i>	5	5	-	-
PC21. consult the client by questioning to identify contra-indications to hair color products	-	-	-	-
PC22. <ul style="list-style-type: none"> • prepare yourself, the client and work area for hair colouring and lightening services where • required Yourself: Sanitize the hands prior to service commencement Client: Provide • suitable protective apparel, remove jewellery, etc. Work area: Organise and arrange <ul style="list-style-type: none"> • products, tools and equipment, sanitise tools and equipment, no trailing wires, no • obstructions, etc 	-	-	-	-
PC23. position self and client to ensure privacy, comfort and safety, throughout the service	-	-	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC24. • select products, tools and equipment based on the results of client consultation, hair • analysis and any tests conducted, which will best achieve desired results safely	-	-	-	-
PC25. mix the colours accurately as per manufacturer instructions	-	-	-	-
PC26. • apply colours in sections neatly, taking into account various influencing factors • • Influencing factors: Skin tone, existing colour, hair condition, test results if any, etc	-	-	-	-
PC27. apply colour using techniques full highlight for men	-	-	-	-
PC28. • monitor accurately the development of colour as required, follow the manufacturers • instructions to ensure desired development	-	-	-	-
PC29. • wash and apply a suitable conditioner or post colour procedure to the hair following manufacturers • instructions	-	-	-	-
PC30. • provide specific after-procedure, homecare advice and recommendations for product use • and further s to the client	-	-	-	-
<i>carry out beard/moustache trimming, shaping and styling</i>	5	15	-	-
PC31. prepare and maintain work area as per requirement	-	-	-	-
PC32. identify the condition of the hair to achieve the required results by analyzing the influencing factors	-	-	-	-
PC33. select the most suitable technique to the client's hair and to achieve the desired look	-	-	-	-
PC34. select shaving and styling products, tools and equipment based on the results of client consultation and hair analysis	-	-	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC35. establish and follow the guidelines to accurately achieve the required look such as a short and well-defined beard, a medium-length beard, or a longer, fuller beard, Partial shave, or Beard outlines, etc.	-	-	-	-
PC36. create balanced and shaped sideburns that suit the required look	-	-	-	-
<i>hair relaxing services</i>	5	5	-	-
PC37. prepare and maintain work area	-	-	-	-
PC38. prepare client for head massage	-	-	-	-
PC39. • perform various massage techniques to complete the service as required Techniques: • Effleurage, petrissage, tapotement, rotary, vibration, friction	-	-	-	-
<i>perform facial procedures</i>	5	15	-	-
PC40. prepare and maintain work area	-	-	-	-
PC41. prepare the client for required facial services	-	-	-	-
PC42. perform facial service using correct movement and procedure	-	-	-	-
<i>foot massage</i>	5	10	-	-
PC43. prepare and maintain work area	-	-	-	-
PC44. prepare the client for foot massage	-	-	-	-
PC45. perform foot massage service using correct strokes and procedure	-	-	-	-
<i>Entrepreneurial Skills And Design Workshops</i>	5	10	-	-
PC46. identify different types of Entrepreneurship and Enterprises and assess opportunities for potential business through research	-	-	-	-
PC47. develop a business plan and a work model, considering the 4Ps of Marketing Product, Price, Place and Promotion	-	-	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC48. identify sources of funding, anticipate, and mitigate any financial/ legal hurdles for the potential business opportunity	-	-	-	-
PC49. identify different types of customers and ways to communicate with them	-	-	-	-
PC50. identify and respond to customer requests and needs in a professional manner	-	-	-	-
PC51. use appropriate tools to collect customer feedback	-	-	-	-
PC52. follow appropriate hygiene and grooming standards	-	-	-	-
PC53. ensure cleanliness and focus on client experience and feedback which will form the base for expansion and growth	-	-	-	-
<i>Advance Digital Literacy</i>	45	55	-	-
PC54. • Use the mobile phone in a secure way by locking/unlocking phone/apps using various • options like face recognition, fingerprint etc	-	-	-	-
PC55. Use advanced camera features for business tasks, like scanning QR codes.	-	-	-	-
PC56. Crop photos, take screenshots, and share them as attachments.	-	-	-	-
PC57. Understand how to use features like conference calls, call recording, and call forwarding	-	-	-	-
PC58. • Access and manage documents stored in different folders in phone. Eg. File folder, • download folder, etc	-	-	-	-
PC59. Manage phone memory and data storage	-	-	-	-
PC60. • Use other features of smartphone such as Airplane mode, Do Not Disturb, Bluetooth, other • sharing services etc.	-	-	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC61. Connect to internet using Wi-Fi, Mobile Data.	-	-	-	-
PC62. How to secure various apps installed on phone.	-	-	-	-
PC63. Using mobile applications to compress pictures and documents.	-	-	-	-
PC64. Access, store, and share documents using Google Drive from your phone	-	-	-	-
PC65. Use apps for managing schedules and appointments	-	-	-	-
PC66. <ul style="list-style-type: none"> Utilize Advanced Features of WhatsApp, Gmail, Google Maps, PayTM, and other social media applications such as Facebook and YouTube. 	-	-	-	-
PC67. Using Video conferencing features in different apps (Zoom etc.)	-	-	-	-
PC68. <ul style="list-style-type: none"> Create and improve business profiles on relevant social media platforms to reach more customers using features of geo-tagging. 	-	-	-	-
PC69. <ul style="list-style-type: none"> Interact with customers by responding to messages and comments promptly, and share business-related content effectively 	-	-	-	-
PC70. Using applications for customer service interaction (chat and voice calls)	-	-	-	-
PC71. Usage of common applications like currency conversion, interest calculation etc.	-	-	-	-
PC72. <ul style="list-style-type: none"> Usage of apps to help in various trades like carpenter, tailor etc. (Measurement and calculation apps, find and obtain construction material, manage inventory, learn new techniques and best practices in their specific trade) 	-	-	-	-
PC73. Identification of authentic calls and blocking SPAM calls	-	-	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC74. • Apply safe and ethical browsing practices (protecting identity) online privacy and the • potential risks associated with social media use	-	-	-	-
PC75. Understand how to safely store passwords and apply the same.	-	-	-	-
PC76. • Identify common online harassment scenarios (e.g., hate speech etc, cyberbullying), • prevention, consequences and ways to deal with them.	-	-	-	-
PC77. • Understanding fake and real information, importance of verifying the content available on the net and also understanding the responsibility while sharing any content.	-	-	-	-
PC78. Learn to identify deep fake AI generated frauds and reporting to the concerned authorities	-	-	-	-
<i>Advance Financial Literacy</i>	20	40	-	-
PC79. • Explain advanced financial terms such as long and short-term assets, liabilities, • investments, debit, credit, etc	-	-	-	-
PC80. • Understand various types of business-related financial transactions and their uses in • business scenarios	-	-	-	-
PC81. Describe various types of payment methods such as cheques, UPI, RTGS etc	-	-	-	-
PC82. • Use mobile applications and online platforms to track expenses and manage financial goals • (mention some names).	-	-	-	-
PC83. • Know about various Government schemes such as Pradhan Mantri Jan Dhan Yojana, Jeevan • Jyoti Bima Yojana, Suraksha Bima Yojana, Sukanya Samriddhi Yojana, National Pension • Scheme (NPS), Atal Pension Yojna (APY)	-	-	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC84. Know various banking services offered by bank such as transfer-receipt of money, deposit withdrawal etc	-	-	-	-
PC85. Operate ATM, Deposit Cash/ Cheque through machines or manually	-	-	-	-
PC86. Visit branch to operate and manage bank accounts	-	-	-	-
PC87. Use mobile and net banking to operate and manage bank account	-	-	-	-
PC88. Follow safety measures while managing bank accounts	-	-	-	-
PC89. Know various types and features of secured and unsecured loan	-	-	-	-
PC90. Identify appropriate type of loan as per need, purpose, and loan terms and conditions	-	-	-	-
PC91. Select the loan repayment structure based on the interest rate and duration.	-	-	-	-
PC92. Legal process for resolution of delay/ default in payment of loan instalment	-	-	-	-
PC93. Know various types of Taxes such as Income tax, Goods and Services Tax (GST), etc	-	-	-	-
PC94. <ul style="list-style-type: none"> • Explain simple terms related to taxation such as taxable income, tax rates, Tax Deductible • at Source (TDS), Value of Goods et 	-	-	-	-
PC95. Understand important concepts and applicability of income tax and GST	-	-	-	-
PC96. Understand Basic guidelines for filing income tax and GST returns, including deadlines	-	-	-	-
PC97. Install and configure Digital Payment Applications	-	-	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC98. • Learn and practice advanced features of Digital Payment Applications such as wallets, bill payments, recharge etc.	-	-	-	-
PC99. Perform transactions using Digital Payment Applications such as UPI, RTGS, NEFT, IMPS etc.	-	-	-	-
PC100. Identify common online financial frauds and spams and associated potential risks	-	-	-	-
PC101. Apply safe and ethical practices for securing online transactions	-	-	-	-
<i>Advance Marketing and Outreach Skills</i>	50	50	-	-
PC102. Conduct marketing activities for artisan products	-	-	-	-
PC103. . Evaluate customer feedback to improve product offerings and marketing strategies	-	-	-	-
PC104. Obtain relevant quality certifications such as e ISI mark, Agmark and Hallmark	-	-	-	-
PC105. Manage product quality as per quality standards	-	-	-	-
PC106. Understand brand identity to enhance sales and promotion	-	-	-	-
PC107. Promote products through Social media and digital marketing.	-	-	-	-
PC108. Leverage National Marketing Committee support in operations and logistics.	-	-	-	-
PC109. Leverage National Marketing Committee support in operations and logistics.	-	-	-	-
PC110. Onboarding e-commerce platform.	-	-	-	-
PC111. Understand process of cataloguing the products and services of Vishwakarmas	-	-	-	-
PC112. Apply strategies for e-commerce linkage with GeM, Khadi India, MSME Mart	-	-	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC113. Use digital marketing for wider reach and publicity of the Vishwakarma Scheme.	-	-	-	-
PC114. Identify and collaborate with relevant Industry Bodies	-	-	-	-
PC115. . Create links with suitable exporters and traders operating under the sector	-	-	-	-
PC116. Participate in trade fairs, exhibitions related to the products.	-	-	-	-
PC117. Set up collective display of PM Vishwakarma Products to associations of the artisan groups	-	-	-	-
NOS Total	150	220	-	-

National Occupational Standards

National Occupational Standards (NOS) Parameters

NOS Code	BWS/N0234
NOS Name	Assistant Barber-Salon Services (Advanced)
Sector	Beauty & Wellness
Sub-Sector	Beauty and Salons
Occupation	Haircare Services, Haircare Services
NSQF Level	2.5
Credits	4
Minimum Educational Qualification & Experience	Existing Vishwakarmas duly verified as per the Scheme
Version	1.0
Last Reviewed Date	15/03/2024
Next Review Date	15/03/2029
NSQC Clearance Date	15/03/2024
Reference code on NQR	NG-03-BW-02326-2024-V1-BWSSC
NQR Version	2
CCN Category	2