

## National Occupational Standards



# Assistant Hair Dresser

Unit Code: BWS/N0235

Version: 1.0

NSQF Level: 2.5

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### Description

As an assistant hairdresser, plays a supportive role in general salon tasks, which include client assistance, shampooing and conditioning, basic haircut, and blow-drying of the client's hair.

### Scope

The scope covers the following :

- Overview of PM Vishwakarma Scheme
- Upskilling on working with the listed modern Tool- kit for Assistant Hair Dresser to perform operations using modern
- tools
- Digital Literacy
- Financial Literacy
- Marketing and Branding
- Self-Employment

### Elements and Performance Criteria

#### *Overview of PM Vishwakarma Scheme: Introduction to PM Vishwakarma scheme*

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

- PC1.** Hon'ble Prime Minister's vision for artisans and craftspeople, who work with their hands and tools, are usually self-employed and are generally considered to be a part of the informal or unorganized sector of the economy
- PC2.** Understanding of the scheme objective - to improve the quality and reach to ensure that the Vishwakarmas are integrated with the domestic and global value chains
- PC3.**
- Explain the scheme components:
    - o Recognition: PM Vishwakarma Certificate and ID Card
    - o Skill Upgradation
    - o Toolkit Incentive
    - o Credit Support
    - o Incentive for Digital Transactions
    - o Marketing Support
- PC4.** List the 18 trades covered under the scheme

#### *Overview of PM Vishwakarma Scheme: Benefits under PM Vishwakarma Scheme*

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

- PC5.** Importance of the PM Vishwakarma Certificate and ID Card, emphasizing their role in giving artisans a unique identity and validating their skills and legacy
- PC6.** Highlight the core aim of Basic Training to enable the Vishwakarmas to improve their skill levels through exposure to modern tools and best practices, designs, introduction to the larger value chain of the sector; digital, financial, and soft skills; and imbued with marketing and entrepreneurial knowledge
- PC7.** Discuss the importance of digital and financial literacy in today's era and how these open new avenues
- PC8.** Offer insights into the various ways the 1 lakh loan can be utilized for buying advanced tools, attending specialized workshops, or setting up a small workspace

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- PC9.** Highlight the core aim of Advanced Training: discuss the transition from an artisan to an entrepreneur, hands-on training on advanced tools
- PC10.** Discuss the option for availing 2 lakh loan and the potential areas of its investment
- PC11.** Discuss the importance of self-assessment: to check their achievements against the identified goals and upskill to stay updated in one's craft and business
- PC12.** Understand the credit and market support provided under the scheme

### *Overview of PM Vishwakarma Scheme: Processes and Procedures*

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

- PC13.** Discuss the complete application procedure, including where and how to apply
- PC14.** Explain how the scheme will reach out to them for various skill-enhancing opportunities
- PC15.** Elaborate on market support
- PC16.** The Scheme envisages to incentivize digital transactions undertaken importance of digital transactions and the incentives they would receive for adopting this modern method
- PC17.** List other Government schemes which may cater to their various requirements
- PC18.** Facilitate linking the beneficiaries with the suitable exporters and traders operating under this sector

### *carryout shampooing and conditioning*

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

- PC19.** carry out the procedure using methods that minimize risk of cross infection
- PC20.** apply shampoo using rotary massage technique
- PC21.** carry out and adapt massage techniques to suit the client needs and to perform the service plan
- PC22.** check the water temperature and flow to meet the needs of the service procedure and client comfort
- PC23.** leave the hair clean and free of products, dirt, and grease after the shampoo
- PC24.** perform and follow an accurate shampoo and conditioning service ensuring the client is comfortable throughout the process
- PC25.** complete the shampooing and conditioning process with suitable towel wrap procedure to remove excess remaining water and reposition the client comfortably for completion of service
- PC26.** detangle hair without causing damage to hair or scalp using a tooth comb
- PC27.** check the clients comfort and wellbeing throughout the service and adapt procedures to ensure the same, reassure the client with necessary information and positive comments as required
- PC28.** perform and adapt the service procedure using materials, equipment and techniques correctly and safely to meet the needs of the client
- PC29.** promptly refer problems that cannot be solved to the relevant superior for action
- PC30.** complete the service procedure to the satisfaction of the client in a commercially or professionally acceptable time as per organisational standards and client needs
- PC31.** ensure the work area is kept clean and tidy during the service
- PC32.** dispose waste materials as per organizational standards in a safe and hygienic manner
- PC33.** record the service details accurately as per salon policy and procedures
- PC34.** store information securely in line with the salons policies and procedures

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- PC35.** provide correct, specific after-procedure, homecare advice, recommendations for product use and further services to the client, as per manufacturer instructions and salon standards
- PC36.** ask questions to check with the client their satisfaction with the finished result
- PC37.** thank customer for feedback post-service, where customer is not satisfied with service take actions to resolve matter to customer satisfaction or apologies for the same and refer to supervisor
- PC38.** minimize the wastage of products by using products economically, by storing products and chemicals as per manufacturer's instructions

### *perform basic hair cut*

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

- PC39.** ensure the health and safety standards and processes laid out by manufacturer and the salon are followed to perform the operation and secure self, workplace, co-workers and clients
- PC40.** use suitable consultation techniques to identify the clients wishes for the desired look before cutting the hair including with guardians/parents for minors. Consultation techniques: eg. ask questions, catalogue of styles, chart or image referencing, etc.
- PC41.** ensure a guardian/parent is present for minors under age 14
- PC42.** identify contra-indications that may restrict or limit provision of services
- PC43.** use tools and products that are safe and fit for purpose
- PC44.** explore the variety of looks with the client using relevant visual aids to identify client preference and selection
- PC45.** identify and advise the customer on any factors which may limit, prevent or affect their choice of look
- PC46.** confirm with the client the look agreed before commencing
- PC47.** prepare the clients hair prior to cutting in straight cut, V or U
- PC48.** establish and follow suitable hair cutting guidelines provided in organizational standards, training or manuals
- PC49.** consult with the client during the cutting service to confirm accurate progress towards the desired look
- PC50.** perform the basic one length hair cut to achieve the desired look
- PC51.** cut using various techniques. Techniques: Scissors over comb, clipper over comb, freehand, thinning
- PC52.** create suitable neckline shapes as per client preference Shapes: Tapered, round, square
- PC53.** create suitable neckline shapes as per client preference Shapes: Tapered, round, square
- PC54.** ensure the work area is kept clean and tidy during the service
- PC55.** get confirmation from the client on the accuracy of the finished look in relation to clients expectation
- PC56.** provide advice and recommendations accurately and constructively for hair care post cutting
- PC57.** provide the client suitable advice on the maintenance of their look

### *basic blow dry*

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

- PC58.** prepare and maintain work area as per requirement

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- PC59.** confirm blow drying requirements and any special instructions with the client
- PC60.** apply hair products, if required, following the stylist's instructions. Products: Hair spray, cream, mousse, gel, etc.
- PC61.** use techniques and carry out checks to minimize the risk of damage to the hair and client discomfort. Techniques and checks: Setting of dryer, direction of blow drying, duration and movements, moisturizing hair prior to drying, not drying out fully, shampooing hair prior, drying with wet towel first, applying products, blowing cool air to end, etc.
- PC62.** blow dry using sections of hair that are convenient and efficient and as per styling tool size
- PC63.** check regularly whether client is comfortable during the drying process, if not, work to increase comfort levels
- PC64.** maintain even tension throughout the blow drying process
- PC65.** check temperature of the styling equipment to ensure it is in comfortable and approved range
- PC66.** use back combing and back brushing techniques to achieve desired look
- PC67.** use tools and equipment effectively to achieve the required result. Tools: Blow dryer, comb, etc.
- PC68.** use finger drying to shape hair, achieve volume, balance, direction and desired look
- PC69.** use flat brush/paddle brush to straighten hair
- PC70.** use thermal/rollers for hair setting with curls. Rollers: Heated rollers, Rollers with pin

### *Digital Literacy: Basics of using mobile phones (Feature phones and Smart Phones)*

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

- PC71.** Identify and name basic parts of a smart phone and feature phone
- PC72.** Switch on and off the phone along with inserting sim card, charging the phone
- PC73.** Configure phone settings such as setting passwords, saving and transferring contacts, adjusting display, volume, mobile data, hotspot, back up etc.
- PC74.** Transfer data from one mobile to another, recharge phones
- PC75.** Use camera features like photos and video recording and other features like dictation and voice recording
- PC76.** Use of one phone number especially for government schemes, banking, Aadhar, etc.

### *Digital Literacy: Using Basic Internet and mobile applications (Apps)*

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

- PC77.** installing and configure applications such as whatsapp, gmail, google maps, paytm and other social media applications such as facebook and youtube
- PC78.** using WhatsApp effectively
- PC79.** creating a gmail account
- PC80.** geo-tag your location your workshop/office location, shop
- PC81.** setting up of account, and Upload and share content on social media like Facebook, Youtube, Instagram, etc.
- PC82.** use platforms for skilling and learning, including government portals
- PC83.** basics of Online Shopping and using digital payment modes such as Paytm, credit card, etc.

### *Digital Literacy: Privacy and security related to Internet and Mobile Phones*

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

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- PC84.** identify and save oneself from cyber frauds
- PC85.** use social media appropriately and ethically
- PC86.** safeguard mobile phones and data by using passwords, not clicking on suspicious links and sharing data securely

### *Financial Literacy: Importance of being financially literate*

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

- PC87.** understand simple financial terms such as payments, receipts, income, expenses, etc.
- PC88.** know about business related financial transactions for taking decisions
- PC89.** know about business related financial transactions for taking decisions
- PC90.** understand the importance of savings and expenses

### *Financial Literacy: Process of opening and operating a bank account*

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

- PC91.** difference between savings and current account
- PC92.** process of opening a bank account
- PC93.** know-about required KYC documents like Aadhaar, PAN, GST, MSME certificate etc.
- PC94.** operate and manage bank accounts

### *Financial Literacy: Applying and managing loans*

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

- PC95.** understanding of secured and unsecured loans
- PC96.** process of applying for loans
- PC97.** understanding the repayment schedule of the loan based on the interest rate and duration
- PC98.** impact of delayed payment of loan installment

### *Financial Literacy: Using Digital Tools for Receipts and Payments*

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

- PC99.** using UPI for digitally receiving and making payments
- PC100.** using UPI for digitally receiving and making payments
- PC101.** use internet and mobile banking for fund transfer and payment
- PC102.** perform transactions using ATM cum debit cards and credit cards, Rupay Card, etc.

### *Financial Literacy: Selecting savings and insurance products*

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

- PC103.** explain different saving products
- PC104.** select appropriate saving products
- PC105.** explain different types of insurance plans and products

### *Financial Literacy: Preparing and Maintaining Bahi- Khata (Book-keeping)*

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

- PC106.** creating accounts for Bahi- Khata (Book-keeping)
- PC107.** maintain Bahi-Khata
- PC108.** prepare income statement

### *Financial Literacy: Awareness and prevention of financial frauds*

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

- PC109.** identify potential fraudulent transactions.

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**PC110.** apply preventive measures to avoid financial frauds

*Financial Literacy: Filing complaints on business related issues with appropriate authority*

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

**PC111.** reporting of fraud to the appropriate authority

*Marketing and Branding: Know the benefits of marketing and branding for products and services*

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

**PC112.** give accurate meaning for branding, marketing, and sales

**PC113.** provide the reason for obtaining quality certifications like ISI mark, Agmark, and Hallmark

**PC114.** create photographs and videos that effectively represent the overall brand identity

**PC115.** use social media platforms effectively for marketing of products and services

**PC116.** select preferred social media, online or traditional marketing platforms/ channel as per the needs of the customer

**PC117.** include geotagged videos and pictures appropriately to enhance the advertisement's effectiveness

**PC118.** design and develop printed marketing materials (pamphlets, brochures, banners) that are visually appealing and informative

**PC119.** design and develop printed marketing materials (pamphlets, brochures, banners) that are visually appealing and informative

*Marketing and Branding: Engaging with customers to establish long-term relationships*

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

**PC120.** maintain a well-groomed and presentable appearance and behavior

**PC121.** engage effectively with customers to gather information about their specific needs

**PC122.** identify and confirm customers' expectations

**PC123.** recognize the value of customer feedback in improving products and services

**PC124.** gather feedback from customers that will help in improving customer service

**PC125.** develop long term relationship with customers to increase business profitability

**PC126.** evaluate the effectiveness of incentive plans, deals, offers etc. in retaining and engaging customers

*Marketing and Branding: Physical and Digital Marketplaces*

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

**PC127.** conduct market research to identify marketplaces relevant to the products and services

**PC128.** define the terms Physical and Digital marketplace

**PC129.** give the benefits of setting up shops, and stalls in events like melas, exhibitions, trade shows, etc.

**PC130.** demonstrate the process of registering and listing the products or services on the digital marketplaces

**PC131.** use of social media platforms effectively for the sale of goods and services

*Marketing and Branding: Benefits of doing business collectively*

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

**PC132.** identify the benefits of collectively doing Business

**PC133.** apply the best practices of the organizations like "Amul", "Lijjat", "Javed Habib" etc. for coming together to produce a product or service and help people get out of poverty

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**PC134.** give an overview on these success stories that has helped these companies succeed, grow, and remain in business

### *Self-Employment: Introduction to Self-Employment*

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

**PC135.** explain the meaning of self-employment and its benefits

**PC136.** identify and categorize various types of self-employments

### *Self-Employment: Making a plan for small business*

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

**PC137.** create a plan for a small business with defined goals, customers, costs, competitors, resource utilization etc.

**PC138.** develop a cost sheet planning the utilization of INR 1 Lakh loan amount to start their business and the roadmap ahead.

**PC139.** summarize the legal pre-requisites set by the local authority for starting and operating a small business.

### *Self-Employment: Managing and expanding business*

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

**PC140.** manage effectively and efficiently various resources such as money, labour, raw materials, tools and machinery, etc. using the loan fund and mitigate risks.

**PC141.** develop ways to increase sales, maintain quality of products and services and healthy customer relations.

### *Self-Employment: Knowing Government schemes and using ecommerce platforms*

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

**PC142.** identify various relevant Government schemes for small businesses and self-employed individuals and explain their terms and conditions.

**PC143.** list various e-commerce platforms such as on ONDC, Amazon, Flipkart, India Mart, Urban Clap, Yes Madam, etc. and register as vendor on the same.

## Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

**KU1.** PM Vishwakarma Scheme vision, components, benefits, and beneficiaries

**KU2.** hair and scalp condition and cause

**KU3.** knowledge of various cutting tools scissors, razors, thinning scissors, clippers, combs, mirrors, with disposable blades Shaving brushes, and Sponges, etc.

**KU4.** knowledge of various sectioning techniques

**KU5.** various facial hair shapes and facial outlines

**KU6.** lathering products like creams, oils, gel soap

**KU7.** hair cutting and analysis techniques, equipment and hair styles

**KU8.** uniform layer, short graduation, current trend

**KU9.** hair distribution when cutting and its effects

**KU10.** range and suitability of styling products, tools and equipment and the effects achieved

**KU11.** basic blow drying techniques



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- KU12.** range and application of finishing products
- KU13.** physical effects of styling on hair structure
- KU14.** basic features of smart and feature phones and various apps
- KU15.** basics of privacy and security related to Internet and Mobile Phone
- KU16.** basic arithmetic calculations
- KU17.** basic accounting concepts
- KU18.** awareness of financial frauds and authorities handling them
- KU19.** differences between Marketing, Branding and Sales
- KU20.** different marketing tools and platforms
- KU21.** techniques to build good customer relationships
- KU22.** methods and benefits of doing collective business
- KU23.** awareness about self-employment and its benefits
- KU24.** components of a Business Plan for a small unit
- KU25.** different Government schemes and e-commerce platforms

### Generic Skills (GS)

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

- GS1.** communicate effectively using appropriate language
- GS2.** behave politely and appropriately with all
- GS3.** perform basic calculations
- GS4.** solve problems effectively
- GS5.** be careful and attentive at work and maintain safety norms
- GS6.** use time effectively
- GS7.** maintain hygiene and sanitation

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### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Overview of PM Vishwakarma Scheme: Introduction to PM Vishwakarma scheme</i>	-	-	-	<b>5</b>
<b>PC1.</b> Hon'ble Prime Minister's vision for artisans and craftspeople, who work with their hands and tools, are usually self-employed and are generally considered to be a part of the informal or unorganized sector of the economy	-	-	-	-
<b>PC2.</b> Understanding of the scheme objective - to improve the quality and reach to ensure that the Vishwakarmas are integrated with the domestic and global value chains	-	-	-	-
<b>PC3.</b> <ul style="list-style-type: none"> <li>• Explain the scheme components:</li> <li>• o Recognition: PM Vishwakarma Certificate and ID Card</li> <li>• o Skill Upgradation</li> <li>• o Toolkit Incentive</li> <li>• o Credit Support</li> <li>• o Incentive for Digital Transactions</li> <li>• o Marketing Support</li> </ul>	-	-	-	-
<b>PC4.</b> List the 18 trades covered under the scheme	-	-	-	-
<i>Overview of PM Vishwakarma Scheme: Benefits under PM Vishwakarma Scheme</i>	-	-	-	<b>10</b>
<b>PC5.</b> Importance of the PM Vishwakarma Certificate and ID Card, emphasizing their role in giving artisans a unique identity and validating their skills and legacy	-	-	-	-
<b>PC6.</b> Highlight the core aim of Basic Training to enable the Vishwakarmas to improve their skill levels through exposure to modern tools and best practices, designs, introduction to the larger value chain of the sector; digital, financial, and soft skills; and imbibed with marketing and entrepreneurial knowledge	-	-	-	-
<b>PC7.</b> Discuss the importance of digital and financial literacy in today's era and how these open new avenues	-	-	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC8.</b> Offer insights into the various ways the 1 lakh loan can be utilized for buying advanced tools, attending specialized workshops, or setting up a small workspace	-	-	-	-
<b>PC9.</b> Highlight the core aim of Advanced Training: discuss the transition from an artisan to an entrepreneur, hands-on training on advanced tools	-	-	-	-
<b>PC10.</b> Discuss the option for availing 2 lakh loan and the potential areas of its investment	-	-	-	-
<b>PC11.</b> Discuss the importance of self-assessment: to check their achievements against the identified goals and upskill to stay updated in one's craft and business	-	-	-	-
<b>PC12.</b> Understand the credit and market support provided under the scheme	-	-	-	-
<i>Overview of PM Vishwakarma Scheme: Processes and Procedures</i>	-	-	-	<b>5</b>
<b>PC13.</b> Discuss the complete application procedure, including where and how to apply	-	-	-	-
<b>PC14.</b> Explain how the scheme will reach out to them for various skill-enhancing opportunities	-	-	-	-
<b>PC15.</b> Elaborate on market support	-	-	-	-
<b>PC16.</b> The Scheme envisages to incentivize digital transactions undertaken importance of digital transactions and the incentives they would receive for adopting this modern method	-	-	-	-
<b>PC17.</b> List other Government schemes which may cater to their various requirements	-	-	-	-
<b>PC18.</b> Facilitate linking the beneficiaries with the suitable exporters and traders operating under this sector	-	-	-	-
<i>carryout shampooing and conditioning</i>	<b>10</b>	<b>15</b>	-	-
<b>PC19.</b> carry out the procedure using methods that minimize risk of cross infection	-	-	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC20.</b> apply shampoo using rotary massage technique	-	-	-	-
<b>PC21.</b> carry out and adapt massage techniques to suit the client needs and to perform the service plan	-	-	-	-
<b>PC22.</b> check the water temperature and flow to meet the needs of the service procedure and client comfort	-	-	-	-
<b>PC23.</b> leave the hair clean and free of products, dirt, and grease after the shampoo	-	-	-	-
<b>PC24.</b> perform and follow an accurate shampoo and conditioning service ensuring the client is comfortable throughout the process	-	-	-	-
<b>PC25.</b> complete the shampooing and conditioning process with suitable towel wrap procedure to remove excess remaining water and reposition the client comfortably for completion of service	-	-	-	-
<b>PC26.</b> detangle hair without causing damage to hair or scalp using a tooth comb	-	-	-	-
<b>PC27.</b> check the clients comfort and wellbeing throughout the service and adapt procedures to ensure the same, reassure the client with necessary information and positive comments as required	-	-	-	-
<b>PC28.</b> perform and adapt the service procedure using materials, equipment and techniques correctly and safely to meet the needs of the client	-	-	-	-
<b>PC29.</b> promptly refer problems that cannot be solved to the relevant superior for action	-	-	-	-
<b>PC30.</b> complete the service procedure to the satisfaction of the client in a commercially or professionally acceptable time as per organisational standards and client needs	-	-	-	-
<b>PC31.</b> ensure the work area is kept clean and tidy during the service	-	-	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC32.</b> dispose waste materials as per organizational standards in a safe and hygienic manner	-	-	-	-
<b>PC33.</b> record the service details accurately as per salon policy and procedures	-	-	-	-
<b>PC34.</b> store information securely in line with the salons policies and procedures	-	-	-	-
<b>PC35.</b> provide correct, specific after-procedure, homecare advice, recommendations for product use and further services to the client, as per manufacturer instructions and salon standards	-	-	-	-
<b>PC36.</b> ask questions to check with the client their satisfaction with the finished result	-	-	-	-
<b>PC37.</b> thank customer for feedback post-service, where customer is not satisfied with service take actions to resolve matter to customer satisfaction or apologies for the same and refer to supervisor	-	-	-	-
<b>PC38.</b> minimize the wastage of products by using products economically, by storing products and chemicals as per manufacturer's instructions	-	-	-	-
<i>perform basic hair cut</i>	<b>10</b>	<b>35</b>	-	-
<b>PC39.</b> ensure the health and safety standards and processes laid out by manufacturer and the salon are followed to perform the operation and secure self, workplace, co-workers and clients	-	-	-	-
<b>PC40.</b> use suitable consultation techniques to identify the clients wishes for the desired look before cutting the hair including with guardians/parents for minors. Consultation techniques: eg. ask questions, catalogue of styles, chart or image referencing, etc.	-	-	-	-
<b>PC41.</b> ensure a guardian/parent is present for minors under age 14	-	-	-	-
<b>PC42.</b> identify contra-indications that may restrict or limit provision of services	-	-	-	-
<b>PC43.</b> use tools and products that are safe and fit for purpose	-	-	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC44.</b> explore the variety of looks with the client using relevant visual aids to identify client preference and selection	-	-	-	-
<b>PC45.</b> identify and advise the customer on any factors which may limit, prevent or affect their choice of look	-	-	-	-
<b>PC46.</b> confirm with the client the look agreed before commencing	-	-	-	-
<b>PC47.</b> prepare the clients hair prior to cutting in straight cut, V or U	-	-	-	-
<b>PC48.</b> establish and follow suitable hair cutting guidelines provided in organizational standards, training or manuals	-	-	-	-
<b>PC49.</b> consult with the client during the cutting service to confirm accurate progress towards the desired look	-	-	-	-
<b>PC50.</b> perform the basic one length hair cut to achieve the desired look	-	-	-	-
<b>PC51.</b> cut using various techniques. Techniques: Scissors over comb, clipper over comb, freehand, thinning	-	-	-	-
<b>PC52.</b> create suitable neckline shapes as per client preference Shapes: Tapered, round, square	-	-	-	-
<b>PC53.</b> create suitable neckline shapes as per client preference Shapes: Tapered, round, square	-	-	-	-
<b>PC54.</b> ensure the work area is kept clean and tidy during the service	-	-	-	-
<b>PC55.</b> get confirmation from the client on the accuracy of the finished look in relation to clients expectation	-	-	-	-
<b>PC56.</b> provide advice and recommendations accurately and constructively for hair care post cutting	-	-	-	-
<b>PC57.</b> provide the client suitable advice on the maintenance of their look	-	-	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>basic blow dry</i>	10	20	-	-
<b>PC58.</b> prepare and maintain work area as per requirement	-	-	-	-
<b>PC59.</b> confirm blow drying requirements and any special instructions with the client	-	-	-	-
<b>PC60.</b> apply hair products, if required, following the stylist's instructions. Products: Hair spray, cream, mousse, gel, etc.	-	-	-	-
<b>PC61.</b> use techniques and carry out checks to minimize the risk of damage to the hair and client discomfort. Techniques and checks: Setting of dryer, direction of blow drying, duration and movements, moisturizing hair prior to drying, not drying out fully, shampooing hair prior, drying with wet towel first, applying products, blowing cool air to end, etc.	-	-	-	-
<b>PC62.</b> blow dry using sections of hair that are convenient and efficient and as per styling tool size	-	-	-	-
<b>PC63.</b> check regularly whether client is comfortable during the drying process, if not, work to increase comfort levels	-	-	-	-
<b>PC64.</b> maintain even tension throughout the blow drying process	-	-	-	-
<b>PC65.</b> check temperature of the styling equipment to ensure it is in comfortable and approved range	-	-	-	-
<b>PC66.</b> use back combing and back brushing techniques to achieve desired look	-	-	-	-
<b>PC67.</b> use tools and equipment effectively to achieve the required result. Tools: Blow dryer, comb, etc.	-	-	-	-
<b>PC68.</b> use finger drying to shape hair, achieve volume, balance, direction and desired look	-	-	-	-
<b>PC69.</b> use flat brush/paddle brush to straighten hair	-	-	-	-
<b>PC70.</b> use thermal/rollers for hair setting with curls. Rollers: Heated rollers, Rollers with pin	-	-	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Digital Literacy: Basics of using mobile phones (Feature phones and Smart Phones)</i>	<b>10</b>	<b>20</b>	-	-
<b>PC71.</b> Identify and name basic parts of a smart phone and feature phone	-	-	-	-
<b>PC72.</b> Switch on and off the phone along with inserting sim card, charging the phone	-	-	-	-
<b>PC73.</b> Configure phone settings such as setting passwords, saving and transferring contacts, adjusting display, volume, mobile data, hotspot, back up etc.	-	-	-	-
<b>PC74.</b> Transfer data from one mobile to another, recharge phones	-	-	-	-
<b>PC75.</b> Use camera features like photos and video recording and other features like dictation and voice recording	-	-	-	-
<b>PC76.</b> Use of one phone number especially for government schemes, banking, Aadhar, etc.	-	-	-	-
<i>Digital Literacy: Using Basic Internet and mobile applications (Apps)</i>	<b>10</b>	<b>30</b>	-	-
<b>PC77.</b> installing and configure applications such as whatsapp, gmail, google maps, paytm and other social media applications such as facebook and youtube	-	-	-	-
<b>PC78.</b> using WhatsApp effectively	-	-	-	-
<b>PC79.</b> creating a gmail account	-	-	-	-
<b>PC80.</b> geo-tag your location your workshop/office location, shop	-	-	-	-
<b>PC81.</b> setting up of account, and Upload and share content on social media like Facebook, Youtube, Instagram, etc.	-	-	-	-
<b>PC82.</b> use platforms for skilling and learning, including government portals	-	-	-	-
<b>PC83.</b> basics of Online Shopping and using digital payment modes such as Paytm, credit card, etc.	-	-	-	-



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<i>Digital Literacy: Privacy and security related to Internet and Mobile Phones</i>	10	20	-	-
<b>PC84.</b> identify and save oneself from cyber frauds	-	-	-	-
<b>PC85.</b> use social media appropriately and ethically	-	-	-	-
<b>PC86.</b> safeguard mobile phones and data by using passwords, not clicking on suspicious links and sharing data securely	-	-	-	-
<i>Financial Literacy: Importance of being financially literate</i>	-	-	-	5
<b>PC87.</b> understand simple financial terms such as payments, receipts, income, expenses, etc.	-	-	-	-
<b>PC88.</b> know about business related financial transactions for taking decisions	-	-	-	-
<b>PC89.</b> know about business related financial transactions for taking decisions	-	-	-	-
<b>PC90.</b> understand the importance of savings and expenses	-	-	-	-
<i>Financial Literacy: Process of opening and operating a bank account</i>	-	-	-	10
<b>PC91.</b> difference between savings and current account	-	-	-	-
<b>PC92.</b> process of opening a bank account	-	-	-	-
<b>PC93.</b> know-about required KYC documents like Aadhaar, PAN, GST, MSME certificate etc.	-	-	-	-
<b>PC94.</b> operate and manage bank accounts	-	-	-	-
<i>Financial Literacy: Applying and managing loans</i>	-	-	-	10
<b>PC95.</b> understanding of secured and unsecured loans	-	-	-	-
<b>PC96.</b> process of applying for loans	-	-	-	-
<b>PC97.</b> understanding the repayment schedule of the loan based on the interest rate and duration	-	-	-	-

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<b>PC98.</b> impact of delayed payment of loan installment	-	-	-	-
<i>Financial Literacy: Using Digital Tools for Receipts and Payments</i>	-	-	-	<b>10</b>
<b>PC99.</b> using UPI for digitally receiving and making payments	-	-	-	-
<b>PC100.</b> using UPI for digitally receiving and making payments	-	-	-	-
<b>PC101.</b> use internet and mobile banking for fund transfer and payment	-	-	-	-
<b>PC102.</b> perform transactions using ATM cum debit cards and credit cards, Rupay Card, etc.	-	-	-	-
<i>Financial Literacy: Selecting savings and insurance products</i>	-	-	-	<b>5</b>
<b>PC103.</b> explain different saving products	-	-	-	-
<b>PC104.</b> select appropriate saving products	-	-	-	-
<b>PC105.</b> explain different types of insurance plans and products	-	-	-	-
<i>Financial Literacy: Preparing and Maintaining Bahi-Khata (Book-keeping)</i>	-	-	-	<b>5</b>
<b>PC106.</b> creating accounts for Bahi- Khata (Book-keeping)	-	-	-	-
<b>PC107.</b> maintain Bahi-Khata	-	-	-	-
<b>PC108.</b> prepare income statement	-	-	-	-
<i>Financial Literacy: Awareness and prevention of financial frauds</i>	-	-	-	<b>3</b>
<b>PC109.</b> identify potential fraudulent transactions.	-	-	-	-
<b>PC110.</b> apply preventive measures to avoid financial frauds	-	-	-	-
<i>Financial Literacy: Filing complaints on business related issues with appropriate authority</i>	-	-	-	<b>2</b>

## National Occupational Standards

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC111.</b> reporting of fraud to the appropriate authority	-	-	-	-
<i>Marketing and Branding: Know the benefits of marketing and branding for products and services</i>	-	<b>15</b>	-	<b>5</b>
<b>PC112.</b> give accurate meaning for branding, marketing, and sales	-	-	-	-
<b>PC113.</b> provide the reason for obtaining quality certifications like ISI mark, Agmark, and Hallmark	-	-	-	-
<b>PC114.</b> create photographs and videos that effectively represent the overall brand identity	-	-	-	-
<b>PC115.</b> use social media platforms effectively for marketing of products and services	-	-	-	-
<b>PC116.</b> select preferred social media, online or traditional marketing platforms/ channel as per the needs of the customer	-	-	-	-
<b>PC117.</b> include geotagged videos and pictures appropriately to enhance the advertisement's effectiveness	-	-	-	-
<b>PC118.</b> design and develop printed marketing materials (pamphlets, brochures, banners) that are visually appealing and informative	-	-	-	-
<b>PC119.</b> design and develop printed marketing materials (pamphlets, brochures, banners) that are visually appealing and informative	-	-	-	-
<i>Marketing and Branding: Engaging with customers to establish long-term relationships</i>	-	<b>5</b>	-	<b>5</b>
<b>PC120.</b> maintain a well-groomed and presentable appearance and behavior	-	-	-	-
<b>PC121.</b> engage effectively with customers to gather information about their specific needs	-	-	-	-
<b>PC122.</b> identify and confirm customers' expectations	-	-	-	-
<b>PC123.</b> recognize the value of customer feedback in improving products and services	-	-	-	-

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<b>PC124.</b> gather feedback from customers that will help in improving customer service	-	-	-	-
<b>PC125.</b> develop long term relationship with customers to increase business profitability	-	-	-	-
<b>PC126.</b> evaluate the effectiveness of incentive plans, deals, offers etc. in retaining and engaging customers	-	-	-	-
<i>Marketing and Branding: Physical and Digital Marketplaces</i>	-	<b>10</b>	-	<b>5</b>
<b>PC127.</b> conduct market research to identify marketplaces relevant to the products and services	-	-	-	-
<b>PC128.</b> define the terms Physical and Digital marketplace	-	-	-	-
<b>PC129.</b> give the benefits of setting up shops, and stalls in events like melas, exhibitions, trade shows, etc.	-	-	-	-
<b>PC130.</b> demonstrate the process of registering and listing the products or services on the digital marketplaces	-	-	-	-
<b>PC131.</b> use of social media platforms effectively for the sale of goods and services	-	-	-	-
<i>Marketing and Branding: Benefits of doing business collectively</i>	-	-	-	<b>5</b>
<b>PC132.</b> identify the benefits of collectively doing Business	-	-	-	-
<b>PC133.</b> apply the best practices of the organizations like “Amul”, “Lijjat”, “Javed Habib” etc. for coming together to produce a product or service and help people get out of poverty	-	-	-	-
<b>PC134.</b> give an overview on these success stories that has helped these companies succeed, grow, and remain in business	-	-	-	-
<i>Self-Employment: Introduction to Self-Employment</i>	<b>5</b>	<b>5</b>	-	-

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<b>PC135.</b> explain the meaning of self-employment and its benefits	-	-	-	-
<b>PC136.</b> identify and categorize various types of self-employments	-	-	-	-
<i>Self-Employment: Making a plan for small business</i>	<b>10</b>	<b>20</b>	-	-
<b>PC137.</b> create a plan for a small business with defined goals, customers, costs, competitors, resource utilization etc.	-	-	-	-
<b>PC138.</b> develop a cost sheet planning the utilization of INR 1 Lakh loan amount to start their business and the roadmap ahead.	-	-	-	-
<b>PC139.</b> summarize the legal pre-requisites set by the local authority for starting and operating a small business.	-	-	-	-
<i>Self-Employment: Managing and expanding business</i>	<b>10</b>	<b>30</b>	-	-
<b>PC140.</b> manage effectively and efficiently various resources such as money, labour, raw materials, tools and machinery, etc. using the loan fund and mitigate risks.	-	-	-	-
<b>PC141.</b> develop ways to increase sales, maintain quality of products and services and healthy customer relations.	-	-	-	-
<i>Self-Employment: Knowing Government schemes and using ecommerce platforms</i>	<b>5</b>	<b>15</b>	-	-
<b>PC142.</b> identify various relevant Government schemes for small businesses and self-employed individuals and explain their terms and conditions.	-	-	-	-
<b>PC143.</b> list various e-commerce platforms such as on ONDC, Amazon, Flipkart, India Mart, Urban Clap, Yes Madam, etc. and register as vendor on the same.	-	-	-	-
<b>NOS Total</b>	<b>90</b>	<b>240</b>	-	<b>90</b>

## National Occupational Standards

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	BWS/N0235
<b>NOS Name</b>	Assistant Hair Dresser
<b>Sector</b>	Beauty & Wellness
<b>Sub-Sector</b>	Beauty and Salons
<b>Occupation</b>	Haircare Services, Haircare Services
<b>NSQF Level</b>	2.5
<b>Credits</b>	1.5
<b>Minimum Educational Qualification &amp; Experience</b>	Existing Vishwakarmas duly verified as per the Scheme
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	14/09/2023
<b>Next Review Date</b>	14/09/2028
<b>NSQC Clearance Date</b>	14/09/2023
<b>Reference code on NQR</b>	NG-2.5-BW-00741-2023-V1-BWSSC
<b>NQR Version</b>	1
<b>CCN Category</b>	2