



# PM VISHWAKARMA

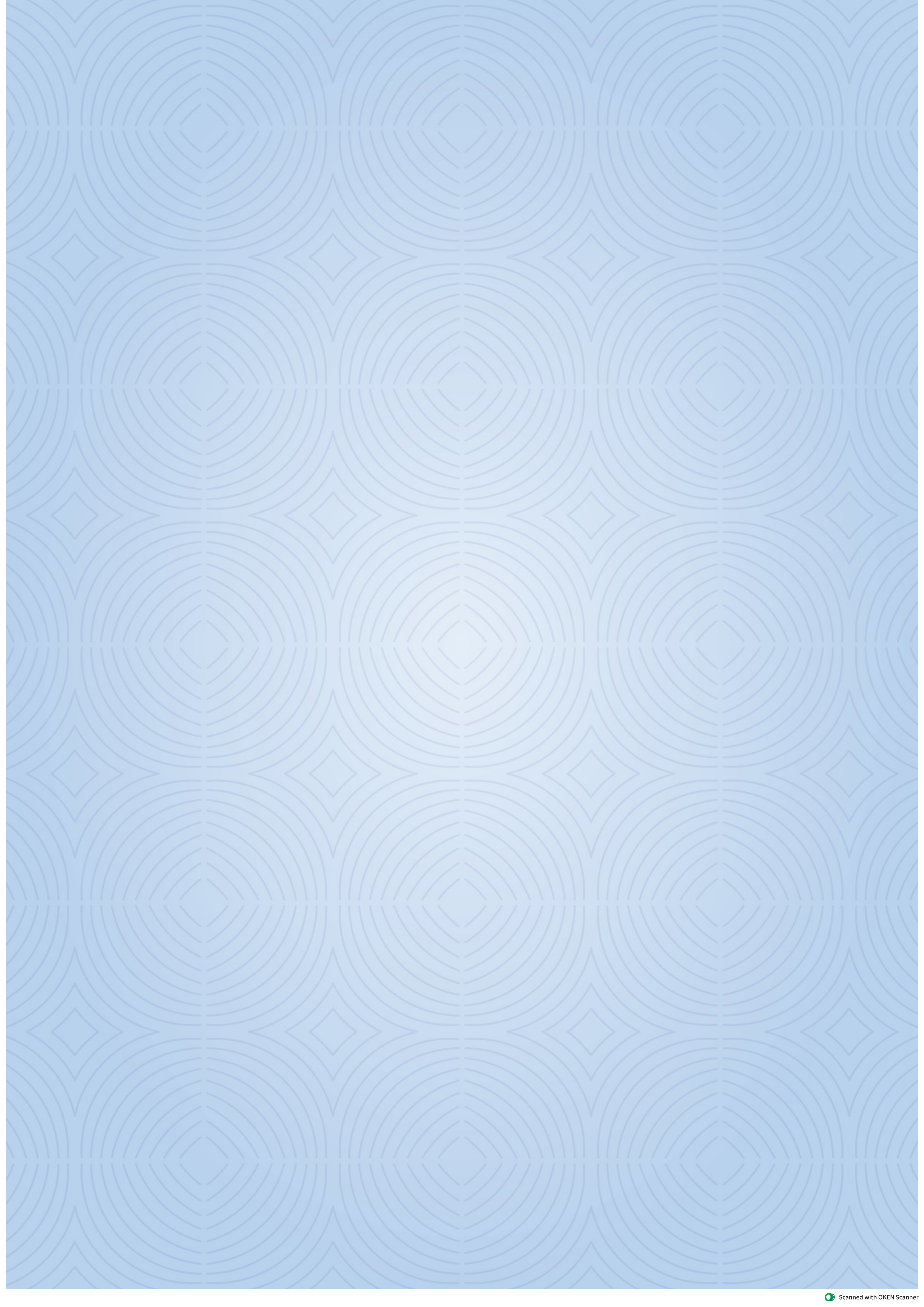
## Trainee Handbook



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Knowledge Centre

## Assistant Barber - Salon Services (Advanced)









“

This is the class that has been preserving its craft for centuries by using traditional methods. This is the class, which is making a mark with its extraordinary skills and unique creations. These are symbols of the true spirit of self-reliant India. Our government considers such people, such classes as Vishwakarma of New India.

”

**Narendra Modi**



## About This Book

This book is designed to up-grade the knowledge and advanced skills of the vishwakarmas to take up the job of Assistant Hairdresser (Advanced) in the 'Beauty & Wellness' sector. All the advanced services carried out by an Assistant Hairdresser are covered in this advanced training module. Upon successful completion of this training course, the trainee will be eligible to work as an Assistant Hairdresser performing advance services in a salon.

The list of modules covered in this book are:

Module 1: Orientation to the advanced training

Module 2: Entrepreneurship & Design Workshop

Module 3: Advanced Digital Skills

Module 4: Advanced Financial Skills

Module 5: Advanced Marketing & Outreach Skills

Module 6: Usage of new Tools, Equipment & Products



## Table of Contents

S.No.	Modules	Page No.
1.	<b>Orientation to the Advanced Training</b>	<b>06</b>
	Orientation to the Advanced Training-PM Vishawakrama	06
2.	<b>Understand Entrepreneurship- A Mindset</b>	<b>08</b>
	2.1 Entrepreneurship - A Mindset	08
	2.2 Aligning Barbering to Key Traits of an Entrepreneur: The Story of Mridul	10
	2.3 Entrepreneurial Motivation-Trade Specific Success Story	12
	2.4 Business Idea and Plan For Salon Set Up	13
	2.5 Innovative Leadership	19
	2.6 Process and Need of Opportunity Identification	19
	2.7 Business Plan: Activity	20
3.	<b>Advanced Digital Skills</b>	<b>24</b>
	3.1 Advanced Features of Using Mobile/Smart Phones	24
	3.2 Using Advanced Internet and Mobile Applications (Apps)	27
	3.3 Privacy and Security Related to Internet and Mobile Phones	29
4.	<b>Advanced Financial Skills</b>	<b>32</b>
	4.1 Importance of Being Financial Literate	32
	4.2 Managing Bank Account	35
	4.3 Managing Loans	35
	4.4 Taxes	36
	4.5 Using Advanced Features of Digital Payment Applications	38
	4.6 Savings, Investments , and Financial Planning	38
	4.7 Awareness and Prevention of Financial Frauds	38
5.	<b>Marketing and Outreach</b>	<b>40</b>
	5.1 Marketing and Customer Insights	40
	5.2 Brand Development and Promotion Strategies	43
	5.3 E-Commerce Management for Artisans	44
	5.4 Building Trade Network for Craft Business	45
	5.5 Trade Fairs and Exhibitions	47



## Table of Contents

S.No.	Modules	Page No.
<b>6.</b>	<b>Perform Advance Salon Services for Men</b>	<b>48</b>
	6.1 Recap of Assistant Barber - Salon Services(Basic Training)	48
	6.2 Introduction to Advance Barbering	48
	6.3 Duties of a Barber for Performing Advanced Services	49
	6.4 Safe and Effective Methods of Working	49
	6.5 Creative Haircuts	50
	6.6 Hair Colouring Services	52
	6.7 Beard Shaping	55
	6.8 Hair Relaxing Services	56
	6.9 Facial	56
	6.10 Foot Massage	57
<b>7.</b>	<b>Annexure I</b>	<b>59</b>
	Business Plan Activity	



## Key Learning Outcomes

1. Explain the upskilling training interventions under the advanced training program of PM Vishwakarma scheme.
2. Utilize the practical training and up-to-date knowledge to improve your craftsmanship, stay competitive and enhance your productivity and product quality for better income.
3. Explain about the advance services in barbering.
4. Discuss roles and responsibilities of an Assistant Barber performing advance services
5. Prepare and maintain the work area using hygienic practices.
6. Explain the protective measures/occupational hazards while using the products.
7. Demonstrate steps and procedures to conduct various barbering services
8. Secure phone, manage privacy settings and use QR code scanners, meeting apps.
9. Edit, share, access and manage documents on phone & google drive.
10. Monitor data usage while using wi-fi, mobile data, enhance business with useful apps and to stay safe online.
11. Explain the importance of being financially literate and manage your bank account through ATMs, mobile and net banking.
12. Manage your loans, how and which tax to file and how to use advanced features of digital payment applications.
13. Apply the concepts of risk & returns, learn financial planning and how to prevent financial frauds.
14. Explain how to create the basic branding, and use online platforms for marketing of products and services.
15. Showcase the use and management of e-commerce platforms for artisans.
16. Build trade network for craft business through trade fairs and exhibitions.





## UNIT 1: Orientation to Advanced Training

### 1.1: Objective

The PM Vishwakarma skilling program aims to boost the skills of traditional artisans and craftsmen.

It focuses on enhancing the abilities of those who have been using hands and traditional tools for generations. This program provides training to help them improve their craft and stay competitive.

Additionally, it encourages digital transactions and promotes their brands, helping them grow and access new opportunities.



Fig. 1.1: Training Interventions under PM Vishwakarma

### 1.2: Advanced Training Program

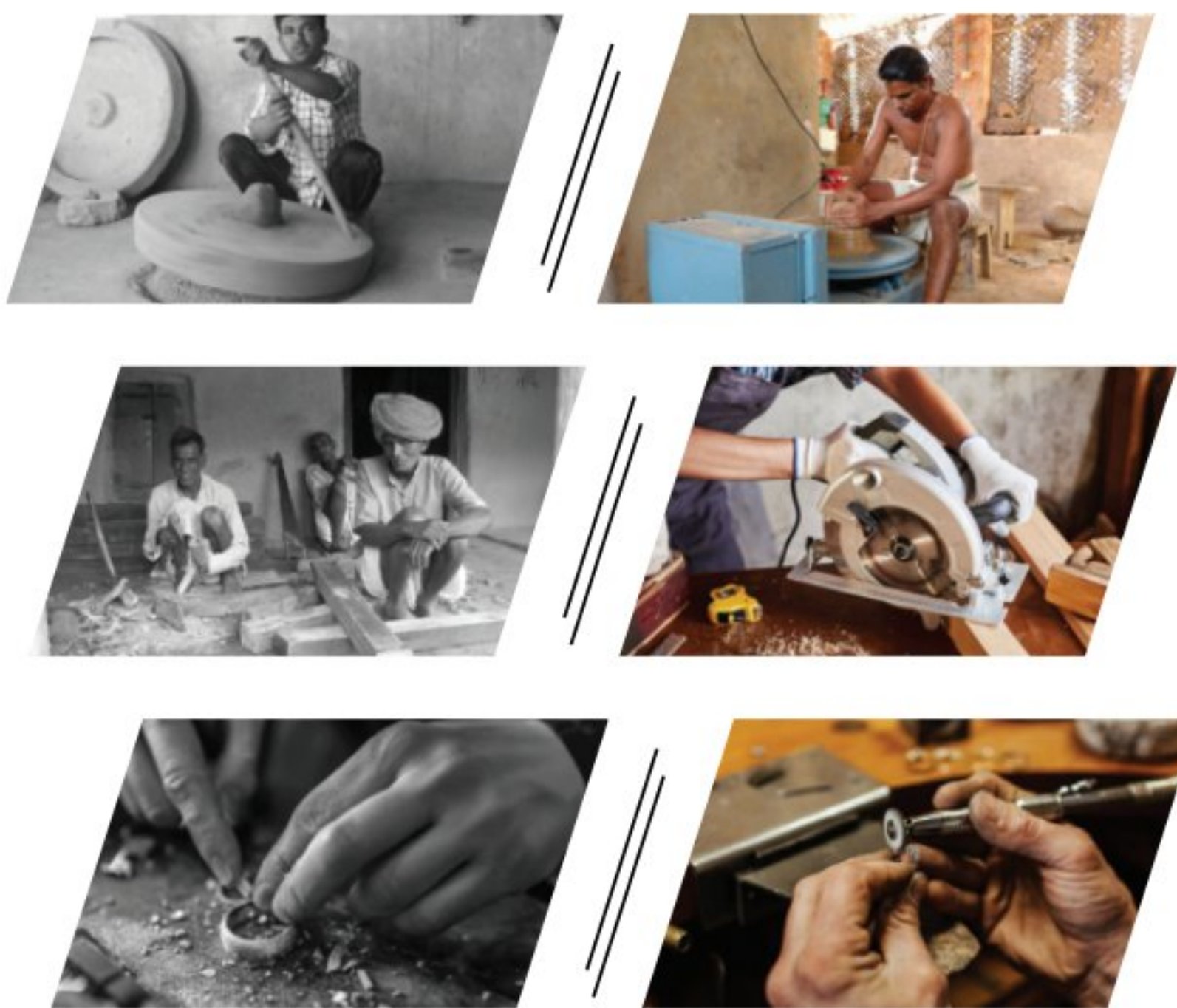


Fig. 1.2: Upskilling existing craftsmen

The Advanced Training Module aims to upgrade the skills of Vishwakarmas by introducing modern tools and design elements. It focuses on enhancing their expertise and integrating their work within the sector's value chain.

This module provides practical training and up-to-date knowledge to help Vishwakarmas improve their craftsmanship, stay competitive, and contribute more effectively to the industry.

The Advanced Training modules are designed to help Vishwakarmas better understand the latest technologies and design elements. These modules focus on connecting their skills with the broader value chain by partnering with key industry leaders.





Through this training, Vishwakarmas will learn to integrate modern techniques and tools into their traditional crafts, enhancing their productivity and product quality.

The program aims to bridge the gap between traditional craftsmanship and contemporary industry demands, ensuring that artisans can compete effectively and thrive in today's market.



*Fig. 1.3: Adaptation of modern technologies*

### Training Duration

The 15-day / 120-hour Advanced Training will empower Vishwakarmas to transition from self-employment to entrepreneurial success.

### Empowering Vishwakarmas: Digital Literacy, Financial Expertise, and Marketing Strategies

#### Digital Literacy

This module covers essential skills for using mobile phones (both feature phones and smartphones), basic internet usage, and mobile applications (apps). It also includes topics on internet and mobile phone privacy and security.



#### Financial Literacy

This module provides knowledge on assets, liabilities, investments, and modern payment methods.

It explains various government schemes, banking services, loans, and filing income tax and GST returns.

Additionally, it covers savings, investments, financial planning, and awareness of financial fraud prevention.

#### Marketing & Outreach

This module focuses on marketing strategies to enhance outreach and branding.

It covers building customer relations both in physical and digital marketplaces, and running digital advertisements on social media platforms.





Unit 2.1: Understand Entrepreneurship - A Mindset

Unit Objectives

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

- 1. Describe the concept & key competencies necessary to become a successful entrepreneur
- 2. Analyze case studies of successful entrepreneur in salon industry
- 3. Develop a comprehensive business plan for a salon set-up
- 4. Describe the key steps involved in starting & scaling up as an enterprise
- 5. Explain the principles of innovative leadership
- 6. Demonstrate the process and need of opportunity identification

2.1.1 Entrepreneurship - A Mindset

What is Entrepreneurship

- Entrepreneurship is the process of creating, launching, and running a new business.
- It involves identifying a need in the market, coming up with a business idea to meet that need, and then organizing the resources necessary to turn the idea into a reality.
- Entrepreneurs are the people who take on the challenge of starting and growing these new businesses.

Scope of Entrepreneurship in Salon industry


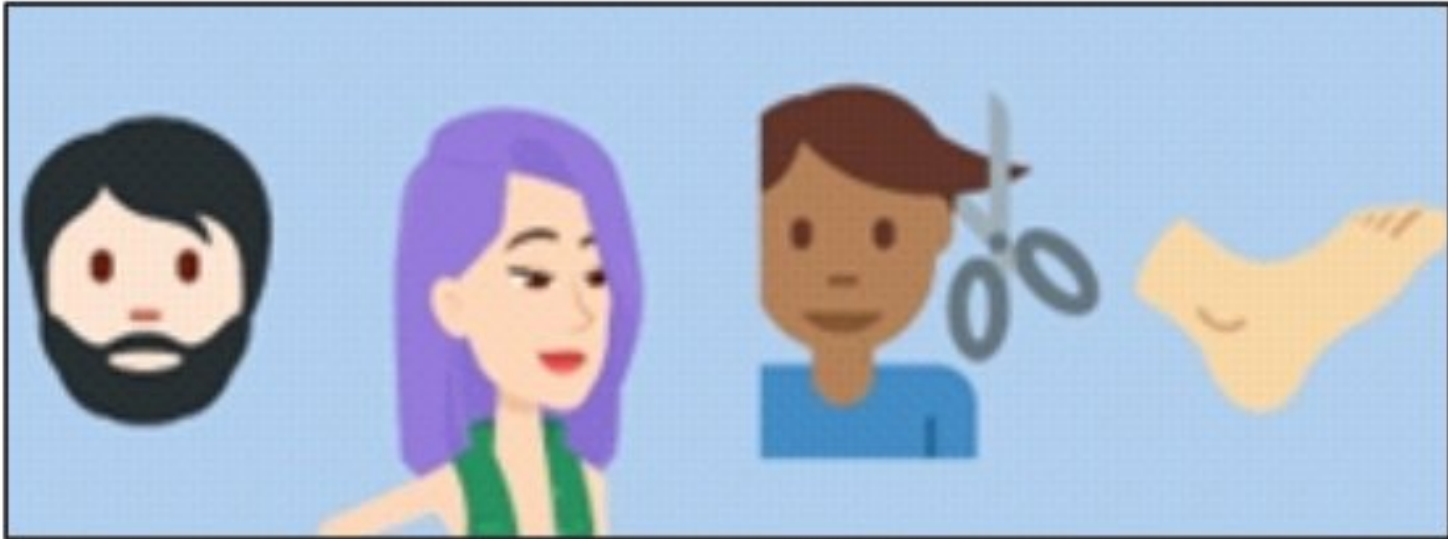

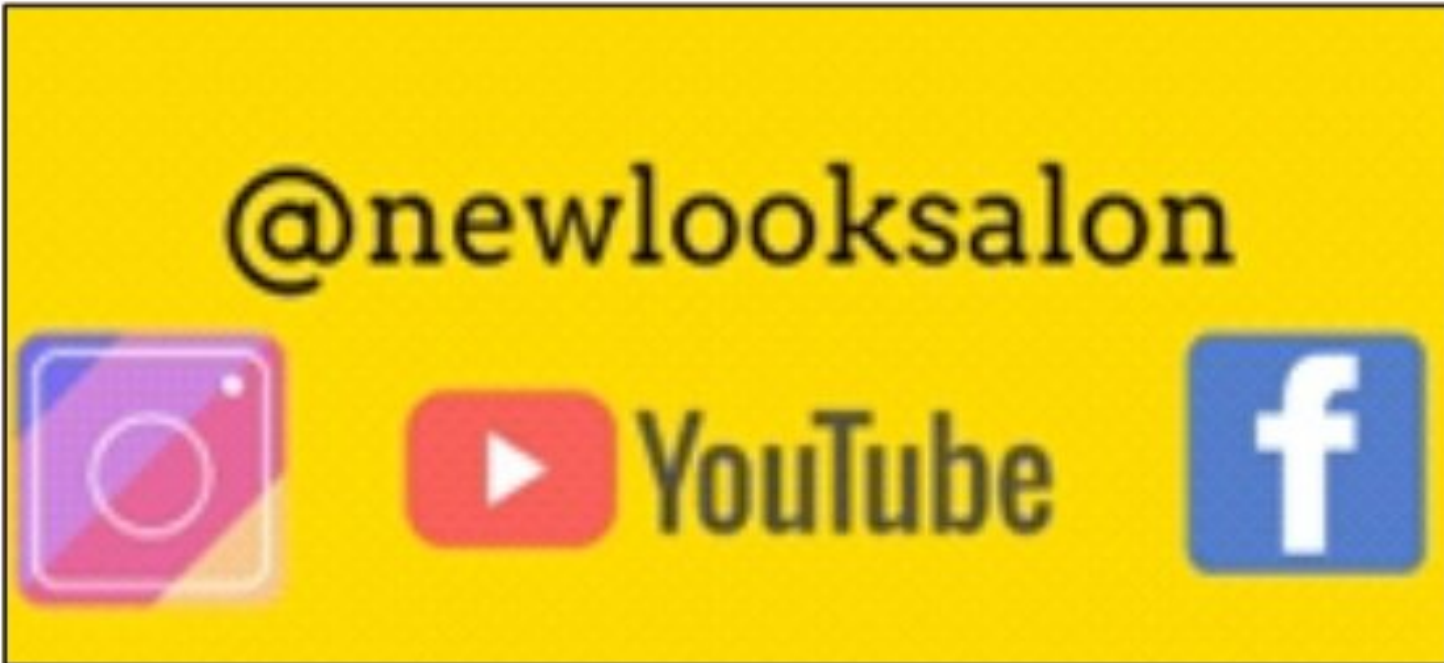
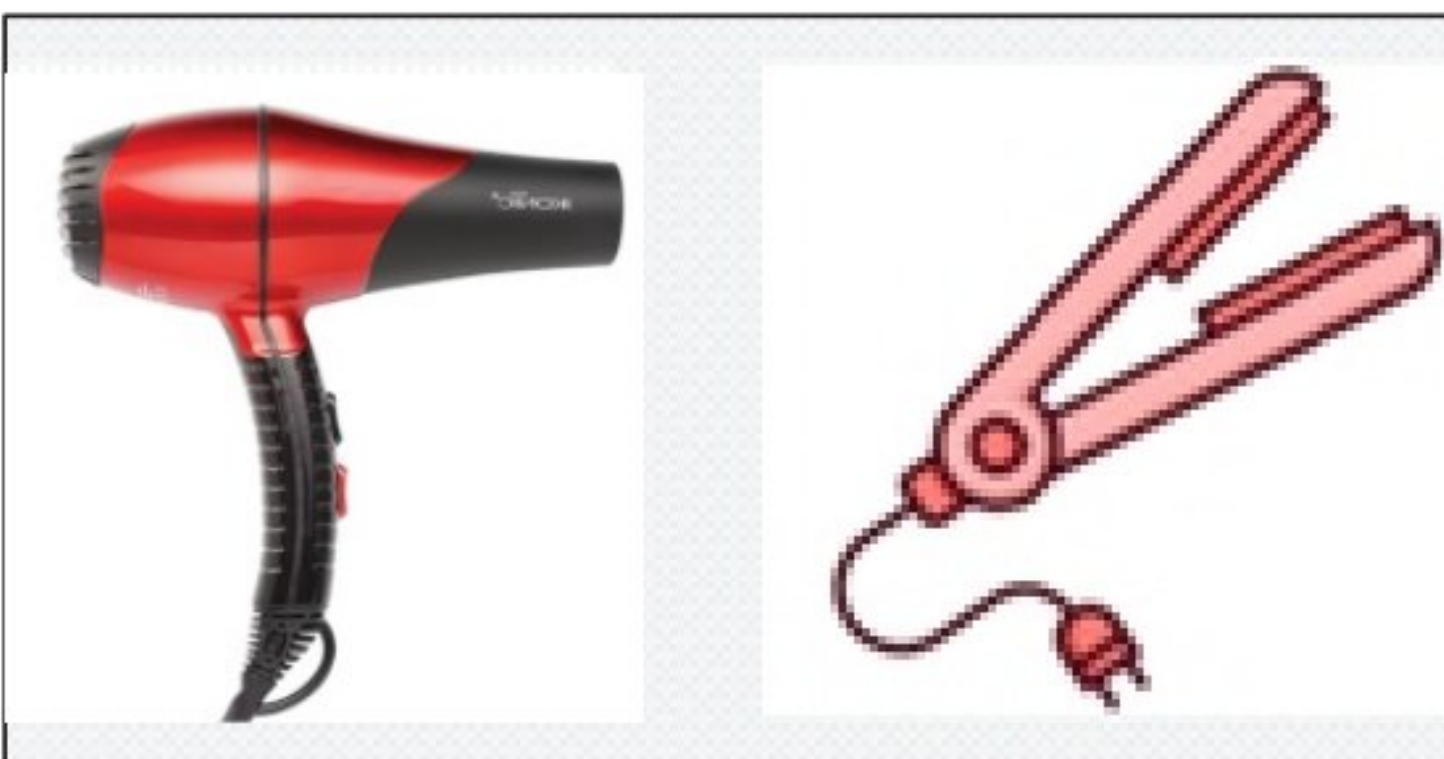
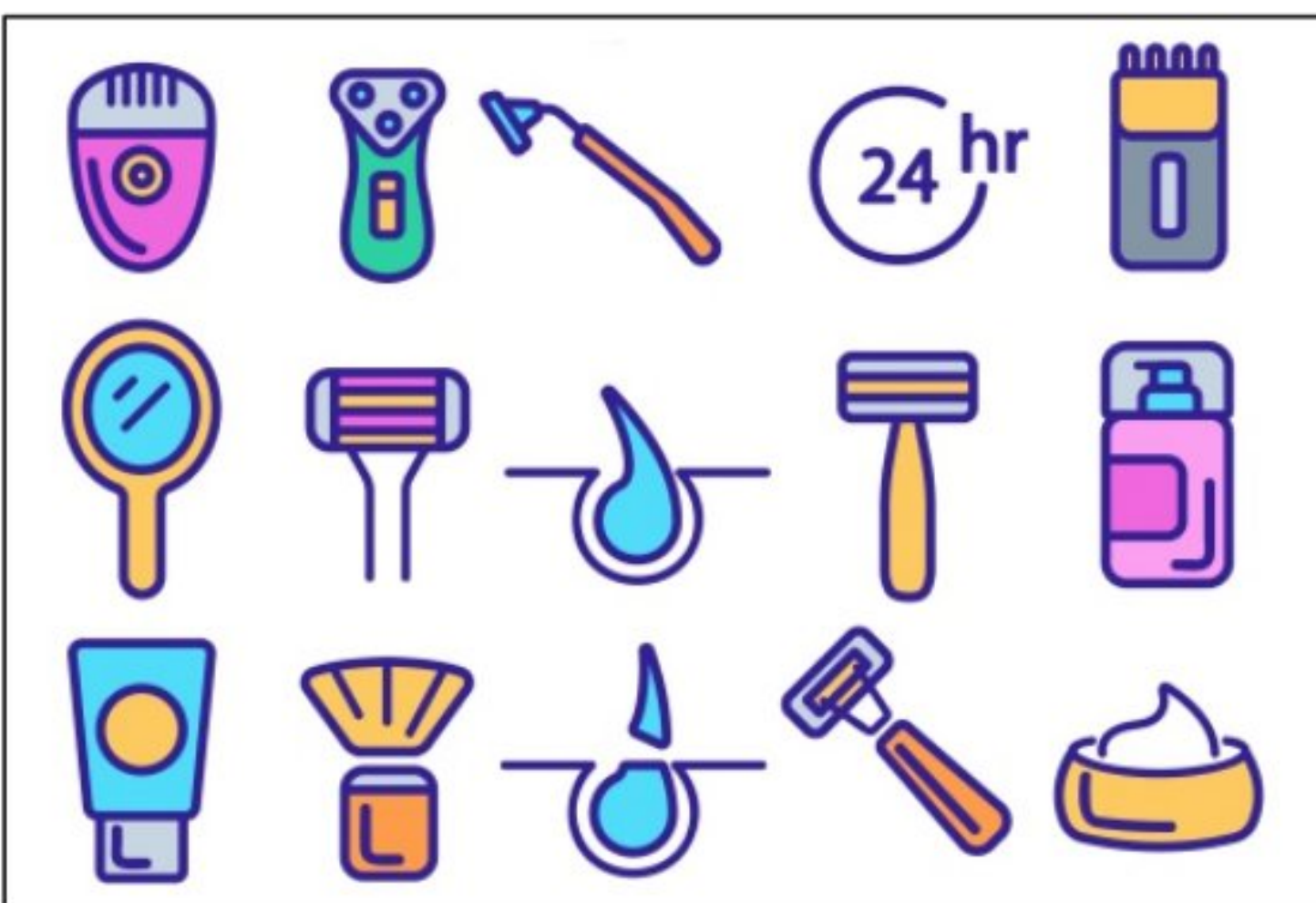

<p><b>Salon Ownership</b> - Opening up a barber shop/salon involves managing the operations, purchasing tools &amp; equipment, and marketing services.</p>	
<p><b>Specialized Services</b> - Entrepreneurs can offer specialized barber services for men, such as beard shaping, hair care, facial and foot care.</p>	

Fig. 2.1: Salon Ownership

Fig. 2.2: Specialized Services



<p><b>Franchise Opportunities -</b></p> <p>Entrepreneurs can start franchise to own and operate a salon business with the support of an established brand.</p>	 <p style="text-align: center;"><i>Fig. 2.3: Franchise Opportunities</i></p>
<p><b>Digital Presence -</b> Entrepreneurs can increase their brand presence and customer engagement with social media marketing.</p>	 <p style="text-align: center;"><i>Fig. 2.4: Digital Presence</i></p>
<p><b>Advance Equipment -</b> Entrepreneurs investing in high-quality, advance salon equipment can differentiate a business by offering superior services.</p>	 <p style="text-align: center;"><i>Fig. 2.5: Advanced Equipment</i></p>
<p><b>Diversification -</b> Innovation and including wide range advanced beauty and hair care services, will offer new avenues.</p>	 <p style="text-align: center;"><i>Fig. 2.6: Diversification</i></p>
<p><b>Training and Development -</b> Opening up the academy to train on the latest trends and techniques and maintain high service standards.</p>	 <p style="text-align: center;"><i>Fig. 2.7: Training and Development</i></p>



2.1.2 Aligning Barbering to Key Traits of an Entrepreneur: The Story of Mridul



An entrepreneurial mindset is a key component for the success and growth of any business, including barber shops & salon Implementing an entrepreneurial mindset in a barber shop can transform it to a dynamic and profitable business

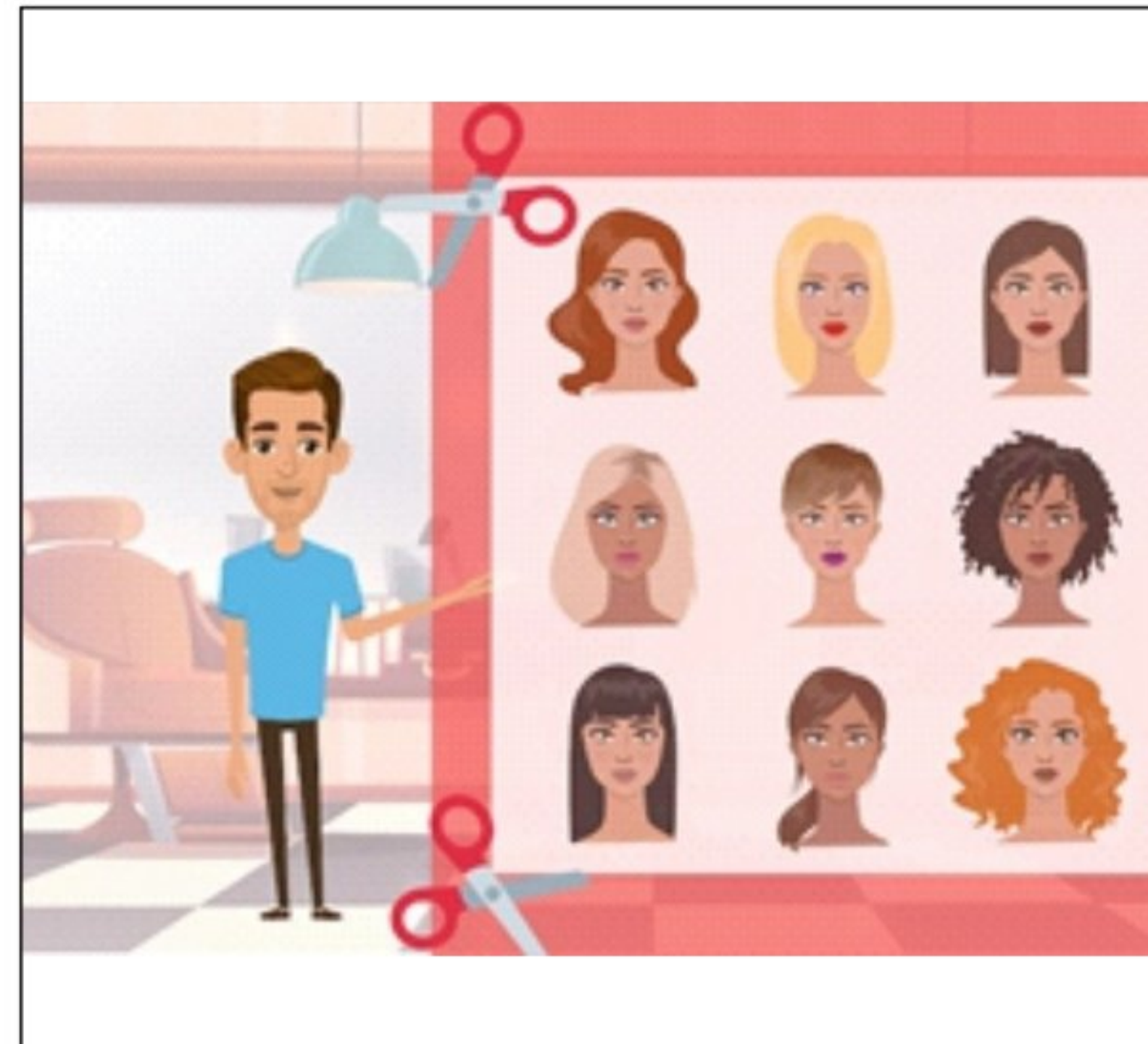
<div>1. Vision and Goal Setting</div> <div><p><b>Example:</b> Mridul wants to increase customer base by 20% in six months by offering hair and beard services to the clients.</p><p>Barbershop owners should have a clear long-term vision and a well-defined goal for the business, such as becoming a trusted service provider and educator in their area.</p></div>	<div>An illustration of a man in a blue t-shirt pointing at a large digital screen. The screen displays a bar chart with a green upward arrow and the text '20%'. Below the chart are three stylized human figures. The background shows a wall with several portraits of people with different hairstyles and beards.</div>
<div>An illustration of a man in a blue t-shirt standing next to a wall. The wall is covered with a grid of 12 different beard styles. A pair of scissors is shown cutting a beard on the wall.</div>	<div>2. Innovation and Creativity</div> <div><p><b>Example:</b> Mridul introduced a variety of beard shaping and beard designing.</p><p>Innovation and creativity can significantly enhance a barber shop's appeal and success.</p></div>



### 3. Risk-Taking and Resilience

**Example:** Mridul introduced professional hair colours in a rural shop, which obviously came at a higher price but once the client base developed, sales were much higher. He did SWOT analysis for understanding the internal and external factors that can impact the success of his business.

Risk-taking in creativity and resilience in adversity, will attract more clients and builds a loyal customer base who appreciates the dedication to innovation and quality service.



### 4. Customer-Centric Approach

**Example:** He implemented loyalty programs or incentives to reward repeat clients. This not only encourages loyalty but also shows appreciation for his business.

A customer centric approach can create a salon experience that not only meets but exceeds the expectations of your clients, fostering loyalty and positive word-of-mouth referrals.



### 2.1.3 Entrepreneurial Motivation - Trade Specific Success Story

This mindset encompasses a set of attitudes, skills, and behaviours that enable individuals to identify opportunities, take calculated risks, innovate, and persist through challenges.

**Kapil Thakur**



Kapil runs a successful salon offering hair, skin, and makeup services, as well as artificial jewellery and bridal wear rentals. His story is not just about overcoming challenges but also about giving back and encouraging others in his profession to continuously enhance their skills.

#### **Introduction and Early Life Challenges:**

- Kapil Thakur, born in Karnal district, Haryana, faced adversity due to his father's alcohol addiction and abusive behaviour.

#### **Early Struggles and Determination:**

- Kapil became self-reliant at a young age due to financial difficulties.

#### **Career Beginnings in Hairdressing:**

- Kapil's early interest in hairdressing and how he learned from local barbers without formal training.

#### **Formal Training and Professional Development:**

- Kapil's enrolment in the Recognition of Prior Learning (RPL) program by B&WSSC, which provided him with formal certification in hair dressing.

#### **Establishing a Successful Business:**

- Kapil's journey of expanding his salon to offer a wide range of services including hair, skin, makeup, artificial jewellery, and bridal wear rentals made his business.



## 2.1.4 Business Ideas and Plan For Salon Set Up

Mridul, a passionate individual with a vision of creating a full-service salon, faced significant financial constraints. Despite limited funds, he was determined to establish a salon that offered high-quality services with professional tools & products

### 1. Securing Initial Capital



#### Challenge:

- Mridul had limited personal savings and struggled to secure bank loan due to a lack of credit history and collateral.

#### Solution:

- He turned to microfinance institutions that provided small loans to startups and explored community development financial institutions (CDFIs) that support small businesses in underserved areas.

### 2. Finding an Affordable Location



#### Challenge:

- Prime locations were prohibitively expensive, and cheaper locations lacked visibility and foot traffic.

#### Solution:

- Mridul opted for a small salon setup which in an emerging neighborhood with growth potential, reducing his initial rent costs.
- He negotiated a short-term lease with the option to extend, allowing flexibility to move if the location didn't perform well.
- To increase visibility, he invested in eye-catching signage and leveraged online marketing to attract customers.



3. Cost-Effective Salon Setup



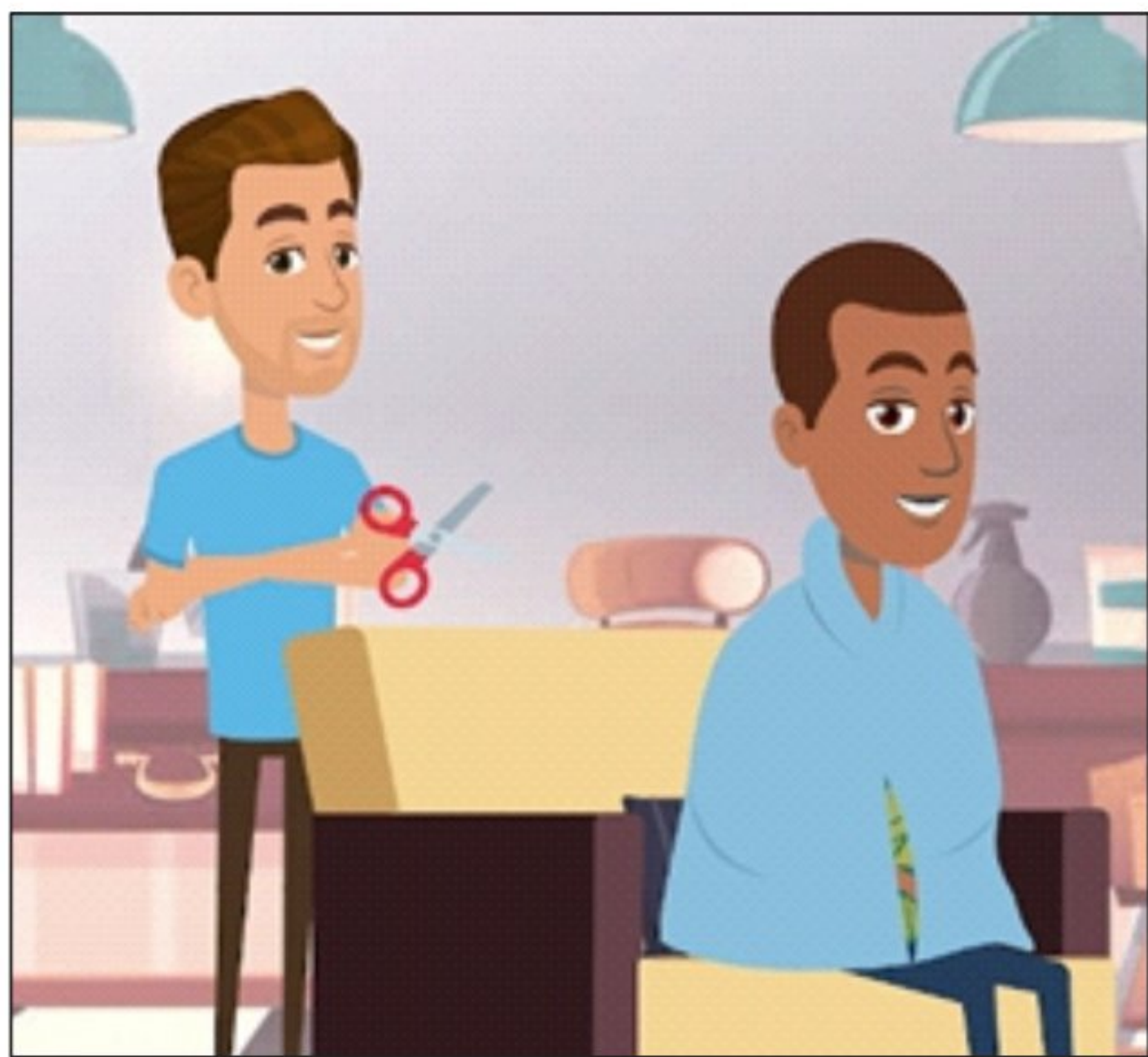
**Challenge:**

- High costs of salon furniture, equipment, and renovations.

**Solution:**

- He adopted a minimalist design that emphasized a clean, aesthetic, reducing renovation costs.
- Friends and family helped with painting and minor renovations, further cutting down expenses.

4. Managing Operating Costs



**Challenge:**

- High operational expenses threatened to deplete his limited finances quickly.

**Solution:**

- Mridul opted for LED lighting and efficient water usage to reduce utility bills.
- He sourced eco-friendly disposable linen in bulk at discounted rates and negotiated favourable terms with suppliers.
- Mridul initially hired only essential personnel and handled administrative tasks himself.



## 5. Building a Customer Base



### Challenge:

- Limited budget for marketing and advertising.

### Solution:

- Mridul utilized free and low-cost marketing channels like social media.
- He took data base of customers from the previous salon owner and reach out to them.
- He encouraged satisfied customers to leave positive reviews online and showcasing before-and-after transformations.
- Introduced special promotions, referral discounts and loyalty programs.
- Mridul partnered with local businesses to cross-promote services and participated in community events to increase visibility.

## 6. Providing Competitive Services



### Challenge:

- Competing with established salons while maintaining quality on a budget.

### Solution:

- Mridul focused on a few high-demand services initially, ensuring top-notch quality and personalized experiences.
- He invested in continuous education & training for himself and his staff.
- The salon's eco-friendly approach became a unique selling point, attracting customers.





Scaling up Business

After successfully scaling up his initial salon, Mridul envisioned expanding his business to multiple locations. With a strong customer base and enhanced brand recognition, Mridul aimed to replicate his success in other parts of the city.

Initial Challenges faced by Mridul

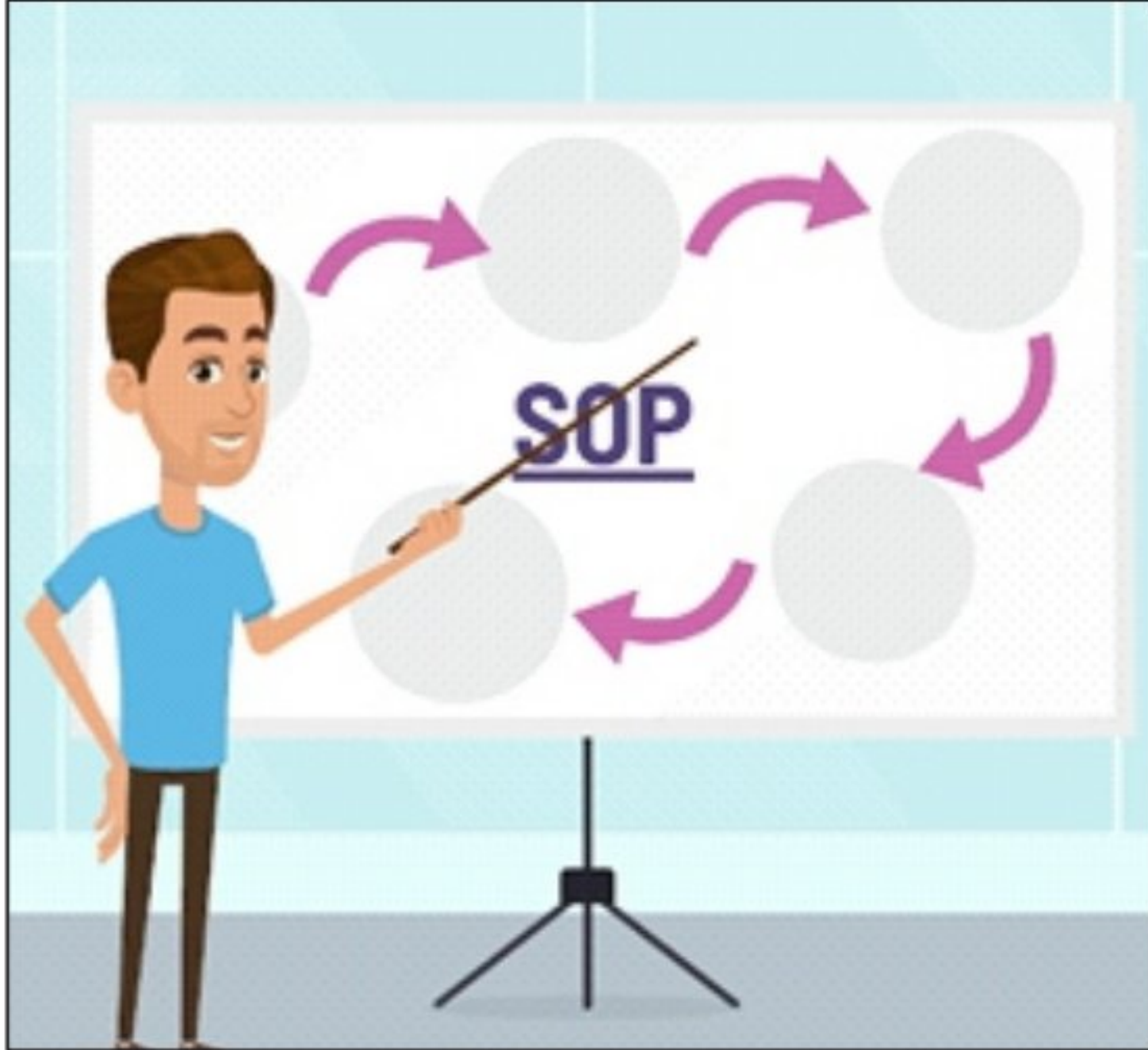
- 1. **Capital Requirements:** Expanding to multiple locations required significant financial investment in terms of property leases, renovations, equipment, and staffing.
- 2. **Consistency in Service Quality:** Ensuring that the quality of service remained consistent across all locations.
- 3. **Management and Supervision:** Effective management and supervision of multiple salons without compromising operational efficiency.
- 4. **Market Research:** Identifying suitable locations with potential customer bases.
- 5. **Brand Standardization:** Maintaining a uniform brand identity across different locations.

Strategies for Expansion

<p>1. Securing Funding</p> 	<p><b>Business Loans and Investors:</b> Mridul approached banks for business loans and pitched his expansion plan to potential investors, showcasing the success of his initial salon.</p> <p><b>Reinvesting Profits:</b> He reinvested profits from the first salon to fund the expansion.</p>
<p>2. Location Selection and Expansion</p> 	<p><b>Market Research:</b> Mridul identified areas with high foot traffic, minimal competition, and a demand for salon services.</p> <p><b>Expansion:</b> He started with a pilot location to test and refine the expansion strategy.</p> <p>He then gradually opened up new barber shops in areas with high potential.</p>



### 3. Standard Operating Procedures (SOPs)



**Developing SOPs:** He created detailed SOPs for all services, ensuring consistency in service quality across all locations.

**Staff Training:** Implemented a comprehensive training program for new staff to align with the salon's standards.

### 4. Brand Consistency and Marketing



**Uniform Branding:** Mridul maintained a uniform branding, decor, and service menus across all locations to ensure a consistent customer experience.

**Local Advertising:** He contacted local marketing agencies for campaigns, including flyers, local newspaper ads, and social media promotions tailored to each new location.

**Community Engagement:** Mridul with his team organized events and promotions to build a strong customer base with local communities.



5. Operational Efficiency & Strong Work Ethic



**Regular Audits:** Mridul conducted regular audits of each salon to ensure adherence to SOPs and maintain service quality.

**Feedback Utilization:** Mridul has personally gone through all customer feedback to make necessary adjustments and improvements.

6. Customer-Centric Approach



**Unified Loyalty Programs:** Mridul introduced loyalty programs that were valid across all locations, encouraging customers to visit any of the salons.

**Feedback Mechanisms:** A robust feedback mechanism helped Mridul to continuously improve services based on customer input. And thus, maintain high customer satisfaction.

By addressing challenges proactively and implementing a scalable business model, Mridul successfully grew his salon business, setting a strong foundation for future expansions.