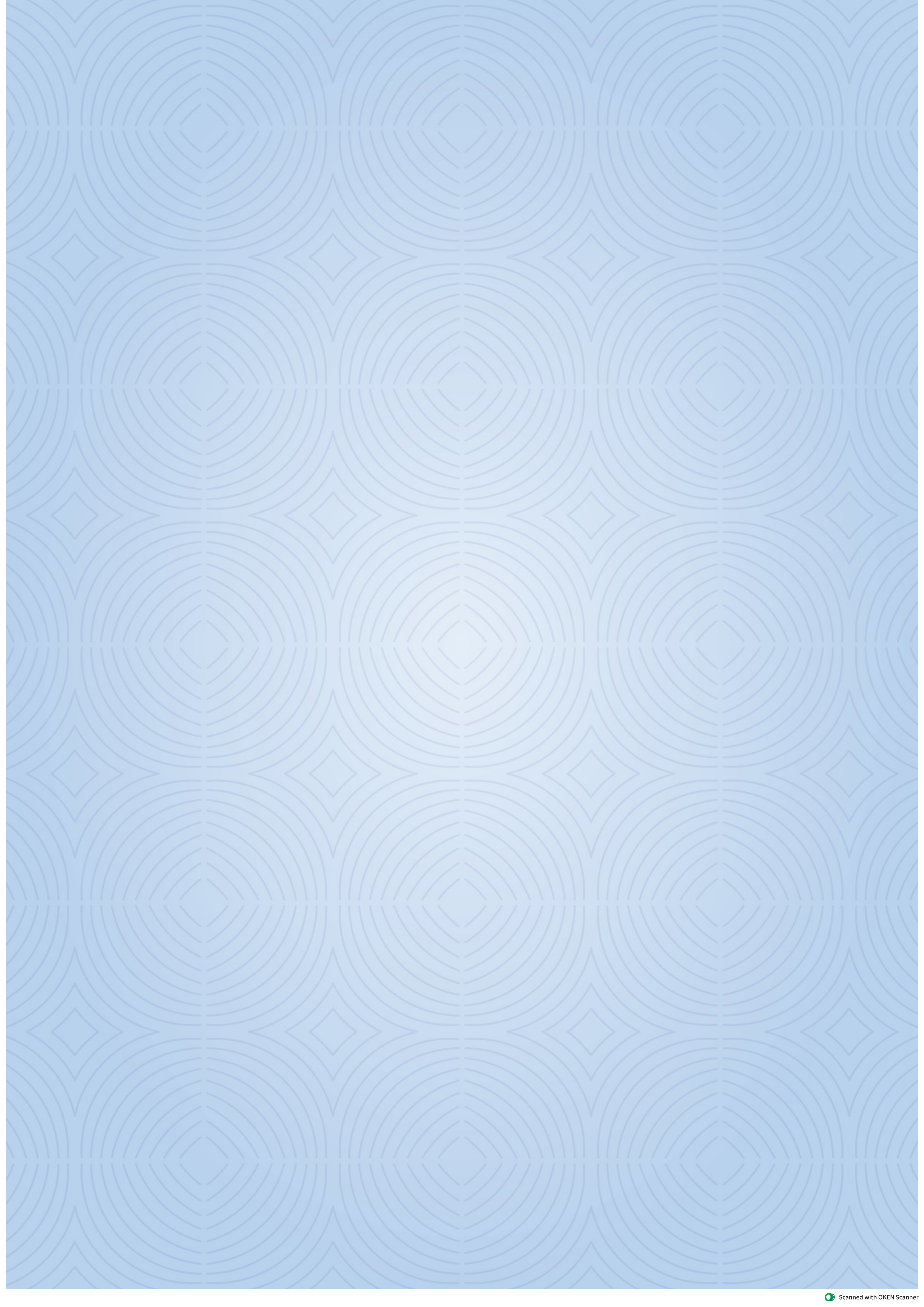# PM VISHWAKARMA

Trainee Handbook

Scan the QR Code to read
this E-Participant Handbook on
Knowledge Centre

Assistant Hair Dresser (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

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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 hairdressing
4. Discuss roles and responsibilities of an Assistant Hairdresser 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 hairdressing 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
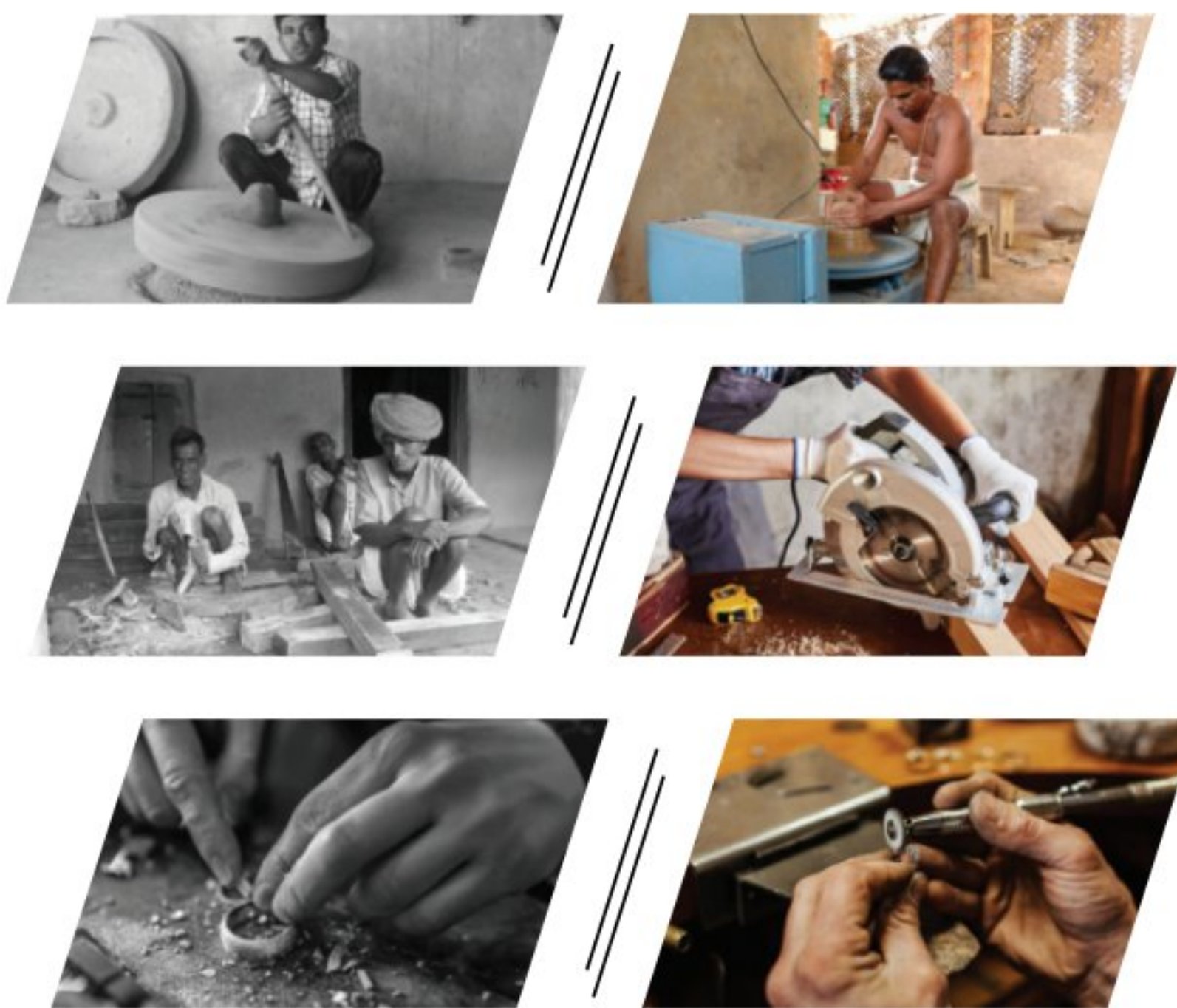
Fig. 1.2: Upskilling existing craftsmen

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

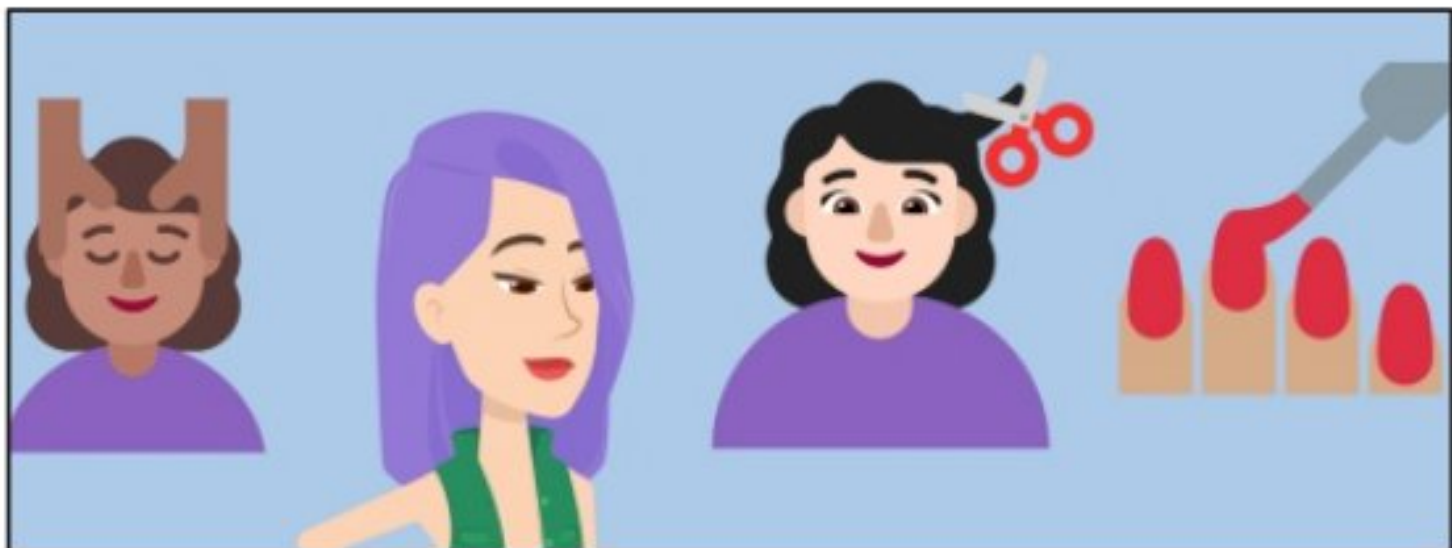## Unit Objectives

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

Salon Ownership - Opening up a salon involves managing the operations, purchasing tools & equipment, and marketing services	*Fig. 2.1: Salon Ownership*
Specialized Services - Hairdressers can offer specialized advance hair care services for men and women.	*Fig. 2.2: Specialized Services*

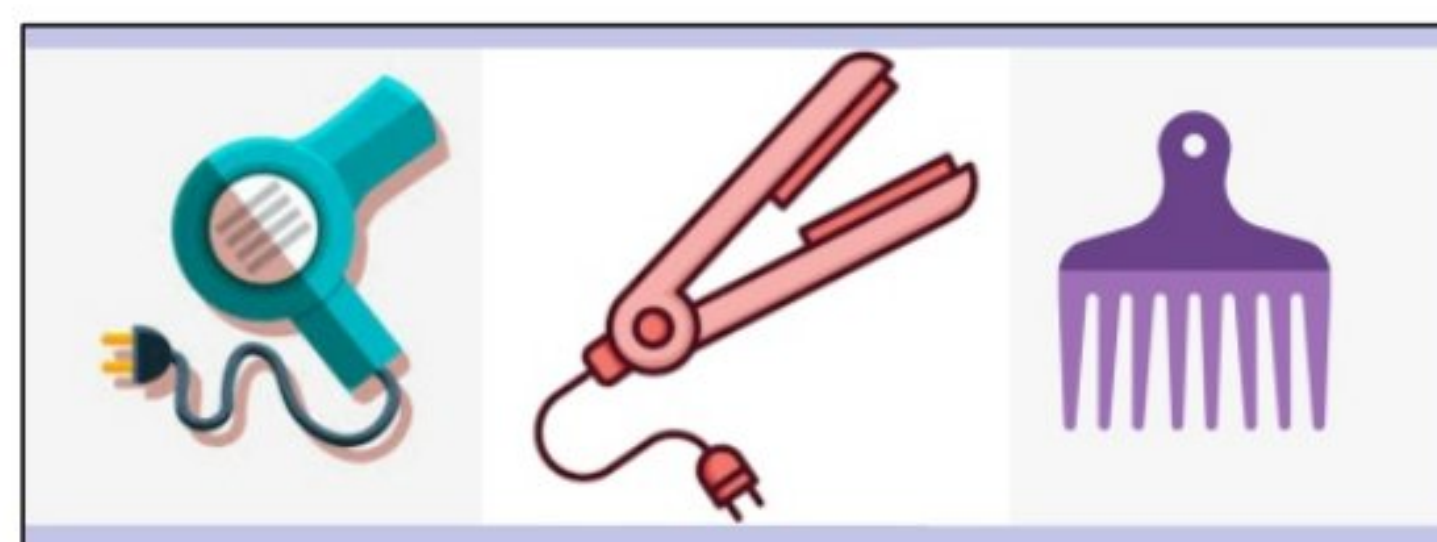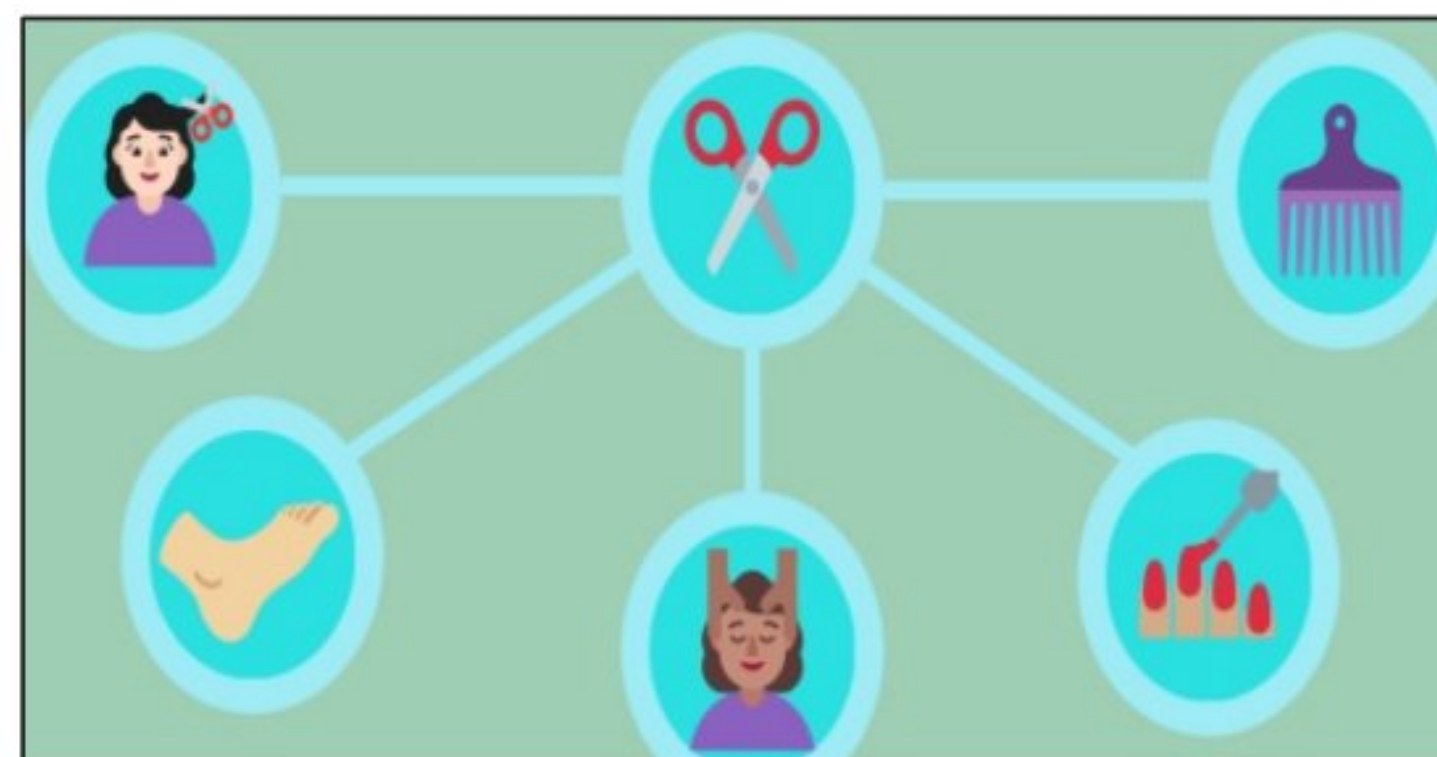|	
Franchise Opportunities - Entrepreneurs can start franchise to own and operate a salon business with the support of an established brand.	 *Fig. 2.3: Franchise Opportunities*
Digital Presence - Entrepreneurs can increase their brand presence and customer engagement with social media marketing.	 *Fig. 2.4: Digital Presence*
Advance Equipment - Entrepreneurs investing in high-quality, advance salon equipment can differentiate a business by offering superior services.	 *Fig. 2.5: Advanced Equipment*
Diversification - Innovation and including wide range advanced beauty and hair care services, will offer new avenues.	 *Fig. 2.6: Diversification*
Training and Development Salon - Opening up the academy to train on the latest trends and techniques and maintain high service standards.	 *Fig. 2.7: Training and Development*
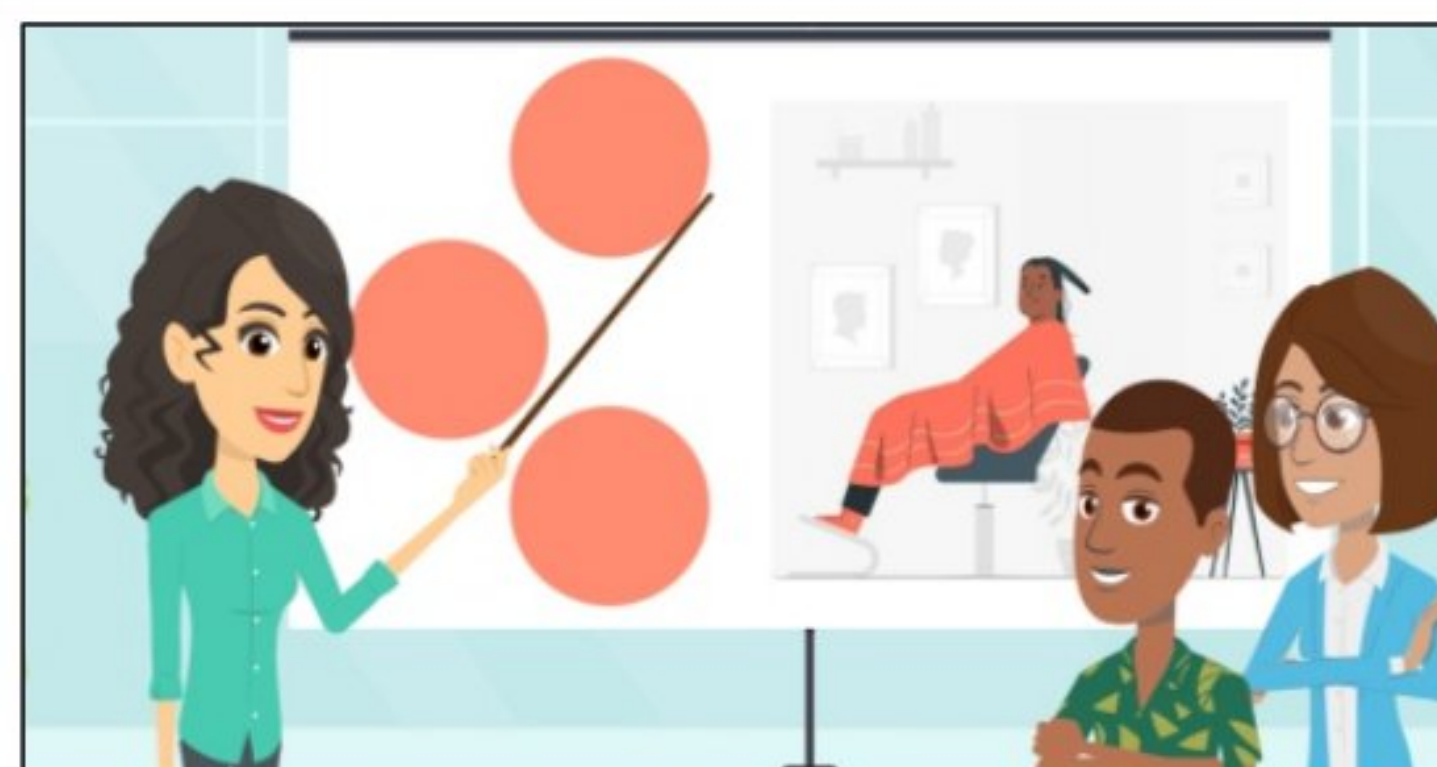
2.1.2 Aligning Hairdressing to Key Traits of an Entrepreneur: The Story of Parul
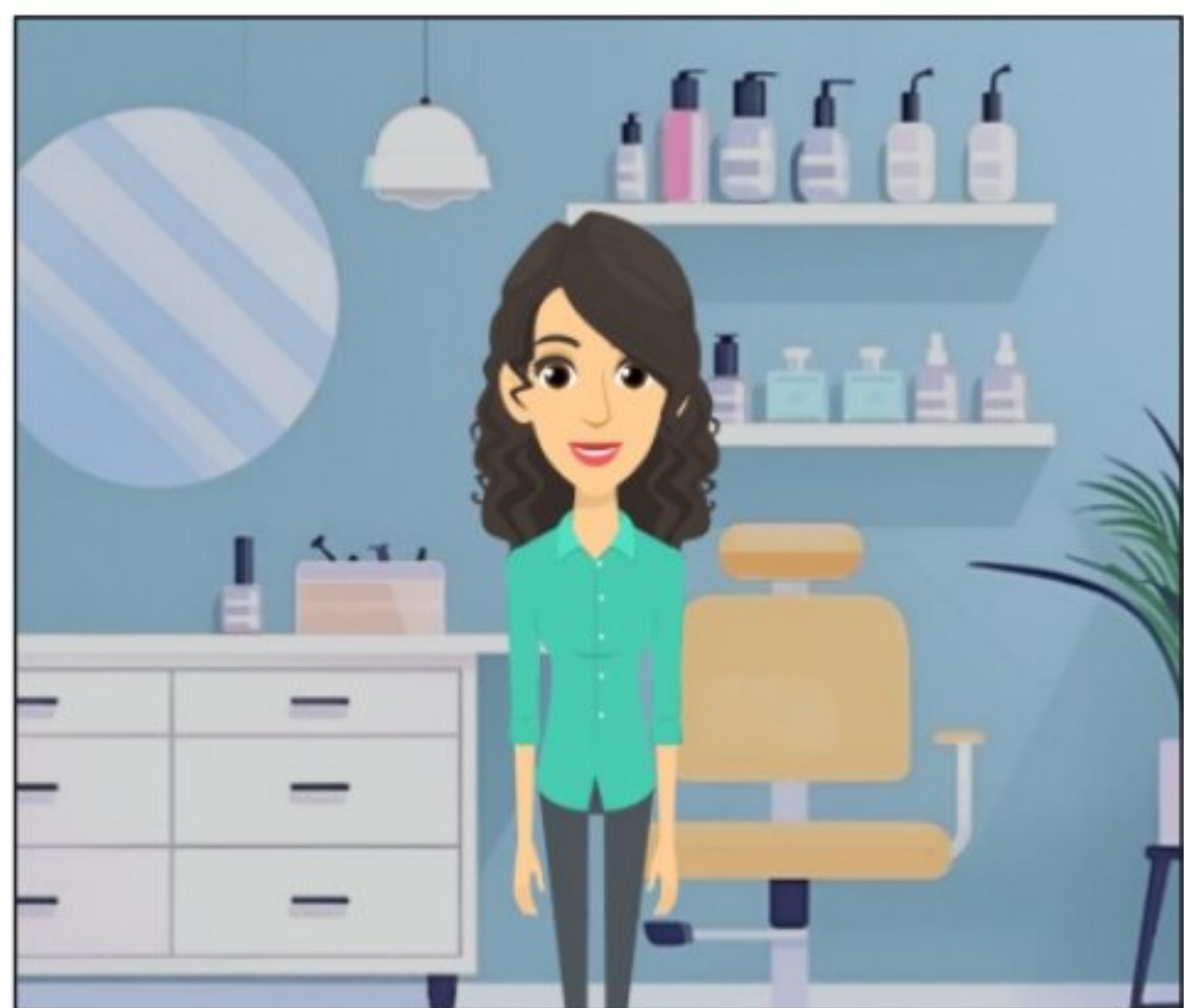
An entrepreneurial mindset is a key component for the success and growth of any business, including salon Implementing an entrepreneurial mindset in a salon can transform it to a dynamic and profitable business

1. Vision and Goal Setting	
Example: Parul wants to increase customer base by 20% in six months by offering hair and beard services to the clients	
Salon 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	

	2. Innovation and Creativity
	Example: Parul introduced a variety of beard shaping and beard designing
	Innovation and creativity can significantly enhance a salon appeal and success.

3. Risk-Taking and Resilience

Example: Parul 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. She 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: Parul implemented loyalty programs or incentives to reward repeat clients. This not only encourages loyalty but also shows appreciation for her 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 Business Ideas and Plan For Salon Set Up

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

| 1. Securing Initial Capital	**Challenge:**
	• Parul had limited personal savings and struggled to secure bank loan due to a lack of credit history and collateral. **Solution:** • She 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:** • Parul opted for a small salon setup which in an emerging neighborhood with growth potential, reducing his initial rent costs. • She negotiated a short-term lease with the option to extend, allowing flexibility to move if the location didn't perform well. • To increase visibility, She invested in eye-catching signage and leveraged online marketing to attract customers.

3. Cost-Effective Salon Setup
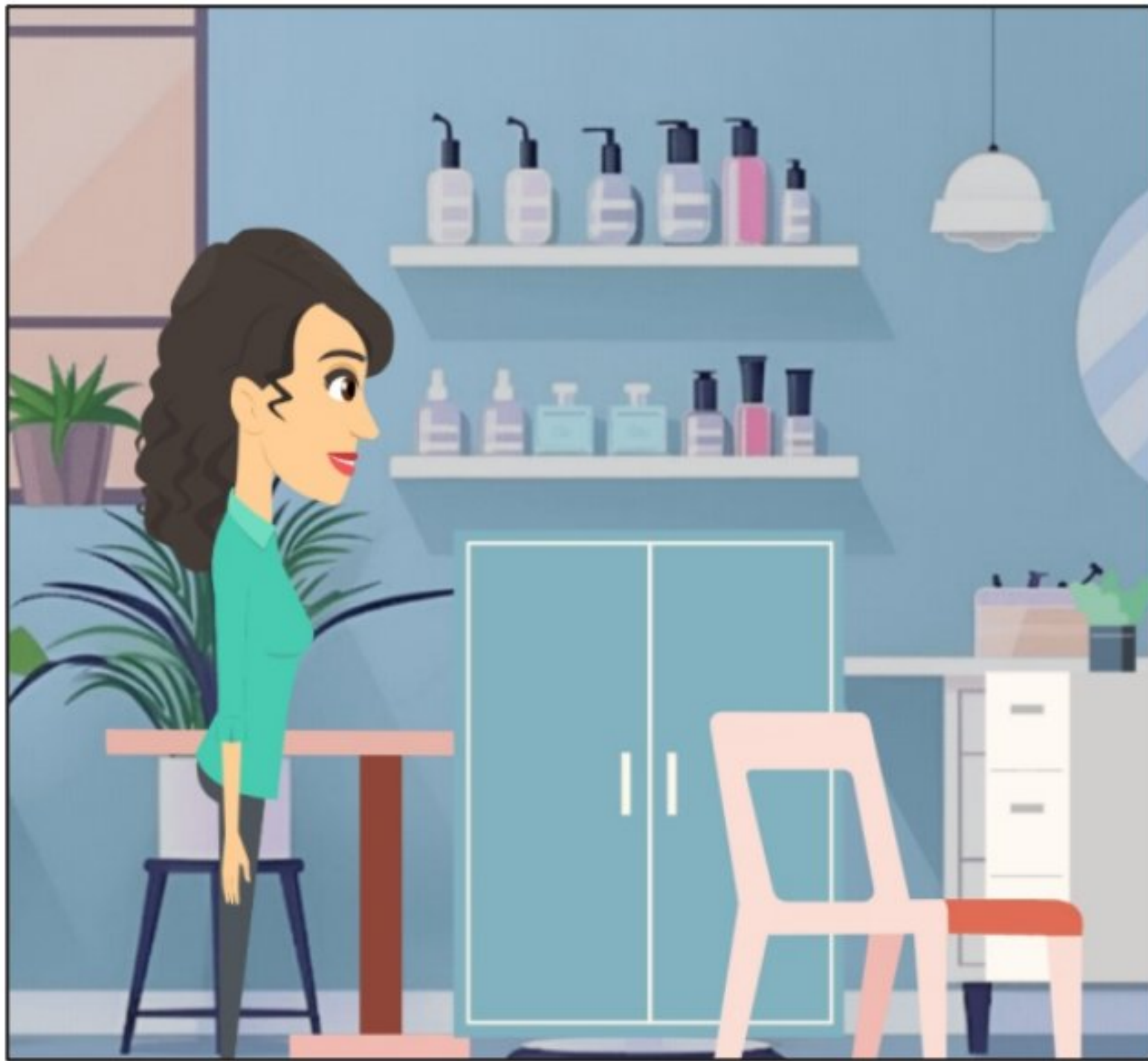
Challenge:
- High costs of salon furniture, equipment, and renovations.

Solution:
- She 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
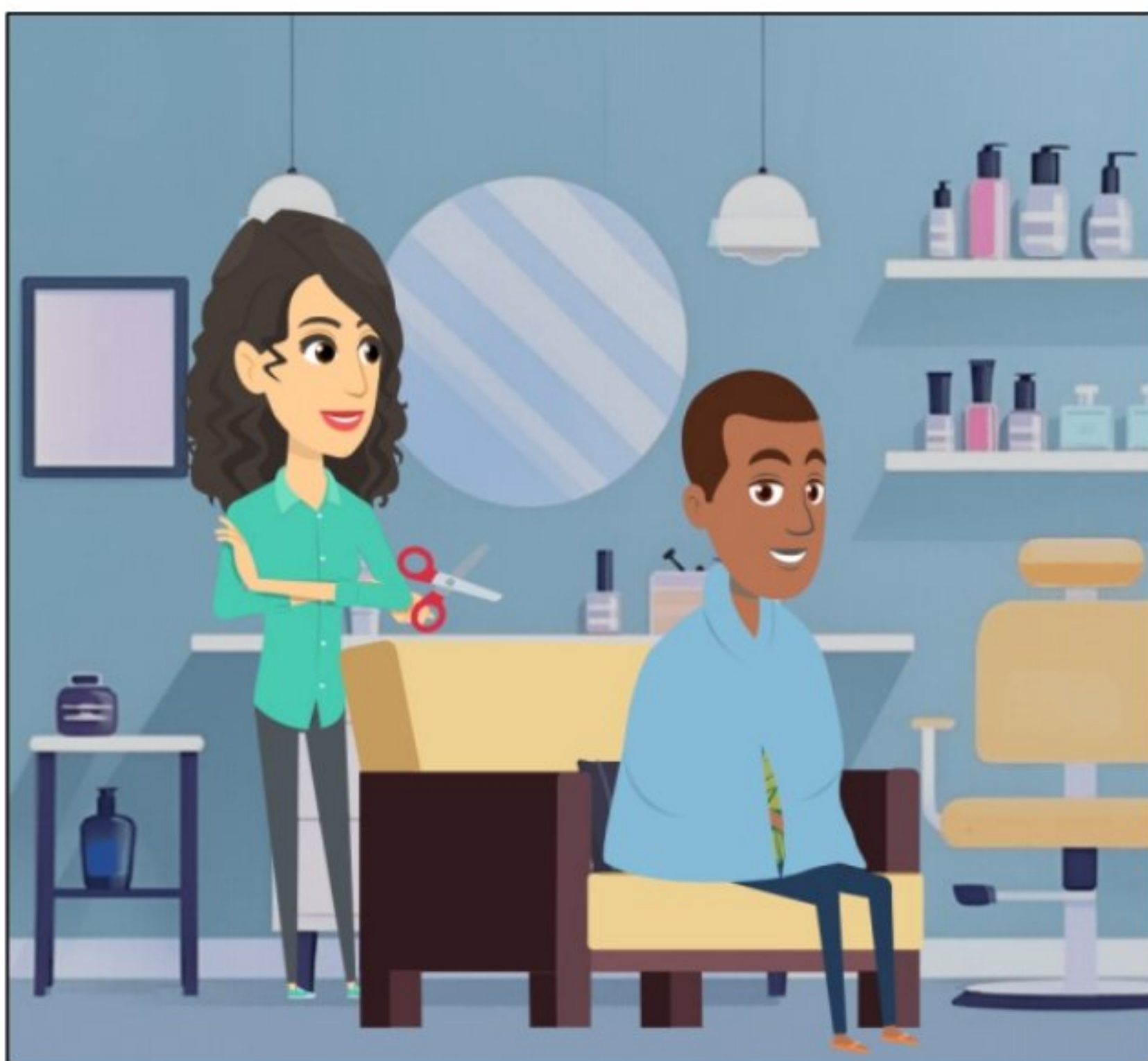
Challenge:
- High operational expenses threatened to deplete her limited finances quickly.

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

5. Building a Customer Base

Challenge:
- Limited budget for marketing and advertising.

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

6. Providing Competitive Services
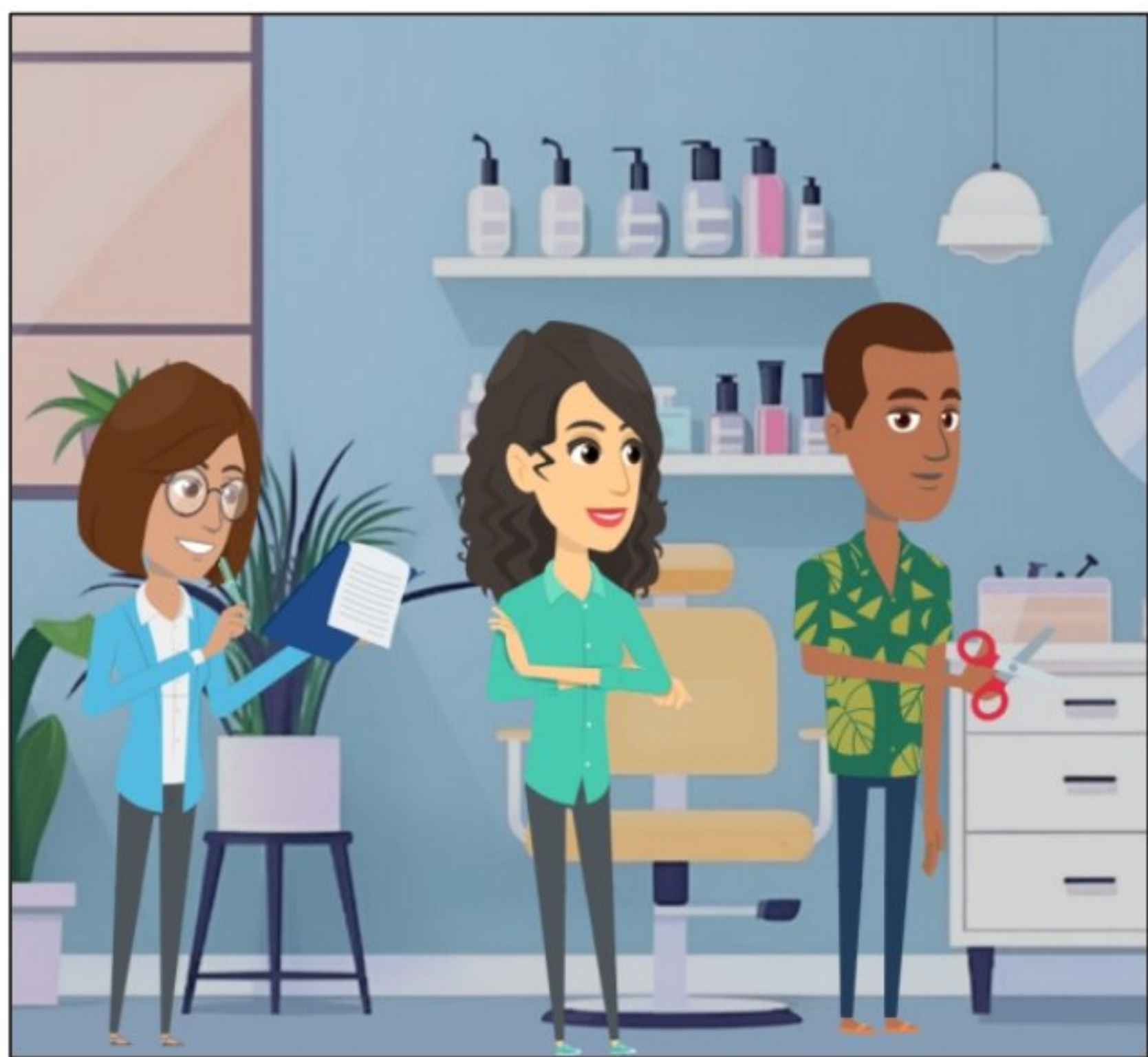
Challenge:
- Competing with established salons while maintaining quality on a budget.

Solution:
- Parul focused on a few high-demand services initially, ensuring top-notch quality and personalized experiences.
- She invested in continuous education & training for herself and her staff.
- The salon's eco-friendly approach became a unique selling point, attracting customers.

Scaling up Business

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

Initial Challenges faced by Parul

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

1. Securing Funding:	**Business Loans and Investors:** Parul approached banks for business loans and pitched her expansion plan to potential investors, showcasing the success of his initial salon. **Reinvesting Profits:** She reinvested profits from the first salon to fund the expansion.

2. **Location Selection and Expansion:**	**Market Research:** Parul identified areas with high foot traffic, minimal competition, and a demand for salon services.
	Expansion: She started with a pilot location to test and refine the expansion strategy. She then gradually opened up new salons in areas with high potential.

3. **Standard Operating Procedures (SOPs):**	**Developing SOPs:** She 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:** Parul maintained a uniform branding, decor, and service menus across all locations to ensure a consistent customer experience. **Local Advertising:** She contacted local marketing agencies for campaigns, including flyers, local newspaper ads, and social media promotions tailored to each new location. **Community Engagement:** Parul with her team organized events and promotions to build a strong customer base with local communities.

5. Operational Efficiency & Strong Work Ethic:	**Regular Audits:** Parul conducted regular audits of each salon to ensure adherence to SOPs and maintain service quality. **Feedback Utilization:** Parul has personally gone through all customer feedback to make necessary adjustments and improvements

6. Customer-Centric Approach	**Unified Loyalty Programs:** Parul introduced loyalty programs that were valid across all locations, encouraging customers to visit any of the salons.
	Feedback Mechanisms: A robust feedback mechanism helped Parul to continuously improve services based on customer input. And thus, maintain high customer satisfaction. This helped her to maintain high level of customer satisfaction

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