



PM Vishwakarma

Trainee Handbook



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**Assistant Barber-
Salon Services
(Basic Training)**



“ Our aim is to turn today’s artisans into big entrepreneurs of tomorrow. For this, sustainability in their sub-business model is essential. Keeping this in mind, we are also working on improving the products they make with attractive designing, packaging and branding. ”

Narendra Modi

About this Book

This book is designed for up-grading the knowledge and basic skills of the vishwakarmas to take up the job of Assistant Barber - Salon Services in the 'Beauty & Wellness' sector. All the activities carried out by an Assistant Barber - Salon Services are covered in this basic training module. Upon successful completion of this training course, the trainee will be eligible to work as an Assistant Barber - Salon Services.

The list of modules covered in this book are:

Module 1: Overview of PM Vishwakarma Scheme

Module 2: About Barbering

Module 3: Self Employment

Module 4: Digital Literacy

Module 5: Financial Literacy

Module 6: Marketing and Branding

Symbols Used

The symbols used in this book are given below.



Key Learning
Outcomes



Unit
Objectives



Exercise

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Key Learning Outcomes

1. Explain the vision of the Hon'ble Prime Minister for artisans and craftspeople
2. Learn about the goals and objectives of the PM Vishwakarma scheme
3. Recognize the purpose of Basic & Advanced Training for Vishwakarmas
4. Explain about barbering
5. Discuss roles and responsibilities of an Assistant Barber
6. Prepare and maintain the work area using hygienic practices
7. State ways to sterilise tools and equipment
8. Identify safety precautions to avoid injury and workplace hazard
9. Describe ways to understand the client's requirements
10. Explain how to suggest suitable services
11. Demonstrate steps and procedures to conduct various hair dressing services
12. Learn about how to use loans, credit, and market support provided under the scheme, and understand the application process
13. Comprehend how the scheme offers skill-enhancing opportunities and promotes digital transactions
14. Attain a detailed knowledge of self employment and entrepreneurship
15. Identify advantage of taking entrepreneurship over wage employment
16. Discuss the process of linking beneficiaries with exporters and traders to expand their market reach
17. Demonstrate how to be well groomed and be presentable
18. Identify the precise needs of the customers
19. Identify the features and benefits of products and services that meet the needs of the customers
20. Describe the importance of customer feedback
21. Explain how building long-term relationships with customers help increase profitability in business
22. Prepare incentive plans, deals, offers etc. for regular customers

Unit 1: Overview of PM Vishwakarma Scheme

1.1 Vision of Hon'ble Prime Minister for Artisans and Craftspeople

In India, artisans known as 'Vishwakarmas,' pass down their skills in traditional ways to their families or other groups. The 'PM Vishwakarma' scheme supported by the Indian Government helps these artisans to improve their skills, connect to larger markets, and advance in their crafts.

1.2 Objectives of PM Vishwakarma Scheme

The objectives of the Scheme are as under:

- 1 To enable the recognition of artisans and craftspeople as Vishwakarma making them eligible to avail all the benefits under the Scheme.
- 2 To provide skill upgradation to hone their skills and make relevant and suitable training opportunities available to them.
- 3 To provide support for better and modern tools to enhance their capability, productivity, and quality of products.
- 4 To provide the intended beneficiaries an easy access to collateral free credit and reduce the cost of credit by providing interest subvention.
- 5 To provide incentives for digital transaction to encourage the digital empowerment of these artisans and craftspeople.
- 6 To provide a platform for brand promotion and market linkages to help them access new opportunities for growth.

1.3 Various Components of the Scheme

The PM Vishwakarma Scheme is a complete plan that aims to give all-around help to artisans and craftspeople through the following components:

- **Recognition:** PM Vishwakarma Certificate and ID Card
- **Skill Upgradation:** By providing basic skills training, advanced skills training and toolkit incentive
- **Credit Support:** Loan of Rs. 3 Lakhs; Rs 1 lakh after completion of basic training and Rs.2 lakhs after completion of advanced training.
- **Incentive for Digital Transactions:** By providing a monthly credit of Re. 1, with a maximum of 100 transactions.
- **Marketing Support:** For branding and marketing of products by creating market linkages.

1.3.1 List of 18 Trades Covered Under the Scheme

Initially, the PM Vishwakarma Scheme will support artisans and craftspeople in the following trades:

1. Carpenter (Suthar)	2. Boat Maker	3. Armourer	4. Blacksmith (Lohar)	5. Hammer and Tool Kit Maker	6. Locksmith
7. Sculptor (Moortikar, stone carver), Stone Breaker	8. Goldsmith (Sunar)	9. Potter (Kumhaar)	10. Cobbler (Charmakar)/ Shoesmith/ Footwear Artisan	11. Mason (Raajmistri)	12. Basket/ Mat/ Broom Maker/ Coir Weaver
13. Doll & Toy Maker (Traditional)	14. Barber (Naai)	15. Garland Maker (Malakaar)	16. Washerman (Dhobi)	17. Tailor (Darzi)	18. Fishing Net Maker

1.3.2 Benefits Under PM Vishwakarma Scheme

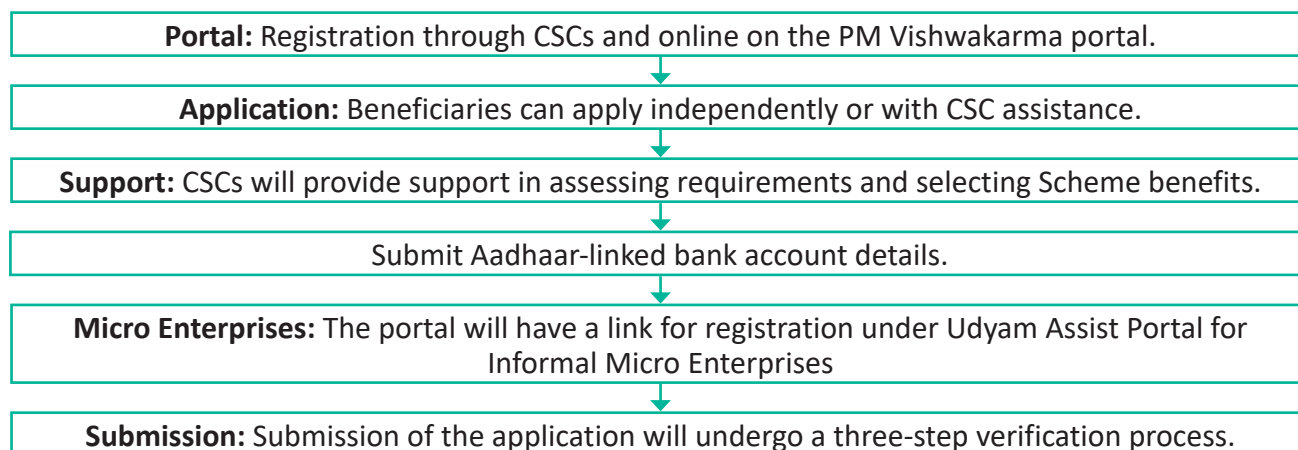
1. PM Vishwakarma Certificate and ID Card
2. Credit support in terms of Loan of Rs. 3 Lakhs
3. Market support

1.3.3 Application Procedure for PM Vishwakarma Scheme

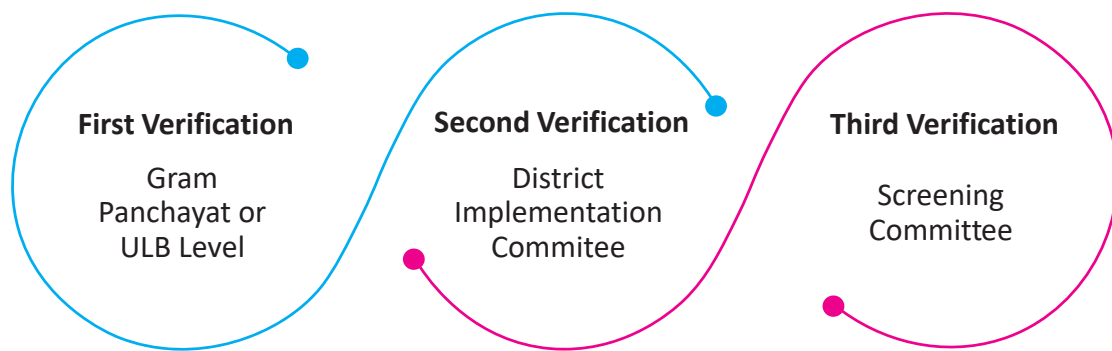
The application procedure for the PM Vishwakarma Scheme involves several steps for the enrolment of beneficiaries. Here's a step-by-step guide on how to apply:

Step 1) Registration: Enrolment of beneficiaries will be done through CSCs at the Gram Panchayat and Urban Local Bodies level, as well as open online applications. This process will capture details of eligible artisan and craftspeople families, including bank account information and loan details.

Steps for Registration Process



Step 2: Verification: Verification involves a three-stage online process, as given below:



1.3.4 Skill Enhancing with Vishwakarma

The PM Vishwakarma Scheme ensures skill-upgradation opportunities for beneficiaries in the following ways:

Sharing of Beneficiary Database with Ministry of Skill Development and Entrepreneurship

Skill-upgradation training takes place at affiliated vocational training centers

Training is organized at locations near beneficiaries, typically at the district level

Beneficiaries will receive a stipend in their Aadhar linked bank account after completing 5-7 days of basic training

A Skill Upgradation Committee led by MSDE, with members from MoMSME and experts from various trades, monitors and ensures the quality of skill training.

1.3.5 Importance of Digital Transactions

Empowering Beneficiaries Digitally

- The scheme empowers beneficiaries to use digital transactions. For every eligible transaction, they receive Re. 1 in their bank account, up to 100 transactions per month, encouraging the use of digital payments in their financial transactions.

Incentivizing Digital Transactions

- The scheme encourages artisans to use digital transactions by offering cashbacks. These transactions build a credit history, making it easier for artisans to get loans later. This promotes a digital payment culture among Vishwakarmas.

1.3.6 Linking Beneficiaries with Exporters and Traders

Connecting artisans with exporters and traders through partnerships can be really helpful. It makes their market bigger, boosts demand for what they make, and provides valuable support and knowledge for their businesses through the PM Vishwakarma Scheme.

Linking beneficiaries with suitable exporters and traders operating in the sector under the PM Vishwakarma Scheme is done in the following ways:

Market Linkages

The NCM will encourage collaboration with buyers through integration of artisans and craftspeople into the supply chains, creation of backward and forward linkages, packaging and logistics support, etc. Efforts will be made to promote the use of digital marketing for wider reach and publicity of the Scheme to reach beneficiaries in remote areas.

Exporters & Traders

The NCM will facilitate linking the beneficiaries with the suitable exporters and traders operating under this sector. This will be achieved through collaborations with Industry Bodies and Export Promotion Councils.

Trade Fairs

The PM Vishwakarma Scheme will help artisans take part in trade events by joining forces with other government programs. This way, artisans can get opportunities to participate in trade fairs. To get this benefit, they'll need to register on the Udyam Registration Portal under specific schemes, either for local or international exhibitions.

Module 2: Shampoo, condition hair and Scalp

Unit Objectives

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

Analyze and prepare self and the client for shampoo, conditioning the hair and scalp

2.1 Introduction to Barbering

2.1.1 Introduction to Barbering

Barbering is an ancient and time-honoured profession that revolves around the art and skill of cutting, grooming, and styling hair, particularly for men. The barbering industry in India is thriving and evolving rapidly. Barbering is an integral part of Indian culture, and the demand for grooming and personal care services has been steadily increasing, driven by factors such as urbanization, changing fashion trends, and a growing middle-class population.

2.1.2 Roles & Responsibilities of the Barber

The roles and responsibilities of a barber encompass a wide range of tasks and skills.

Tasks	Skills
Haircutting: Barbers are responsible for providing haircuts to clients, utilizing various cutting techniques to achieve desired styles and looks.	Product Knowledge: Barbers should have knowledge of hair care and grooming products, including styling products, shampoos, conditioners, and beard oils.
Shaving and Beard Grooming: Barbers may offer shaving services of various styles along with beard and moustache shaping and trimming shave.	Time Management: Effective time management is crucial to ensure that clients are served promptly and that appointments run smoothly.
Hairstyling: Beyond basic haircuts, barbers are skilled in hairstyling using different products and tools.	Client Service: Being friendly, attentive, and approachable helps create a positive experience on clients and encourages them to return.
Client Consultation: Barbers must consult with clients to understand their grooming preferences, lifestyle, and specific requirements.	Continuous Learning: Barbers should stay updated with the latest trends, techniques, and industry developments through regular upgradation of their skill set
Sanitation and Safety: They must follow proper sterilization procedures for tools, equipment, and workstations to prevent the spread of infections.	

2.1.3 Maintaining a Clean Work Area

Following are some ways to keep the work area clean and tidy:

Clean and disinfect the tools and equipment



Fig. 1: Sanitizing Clipper

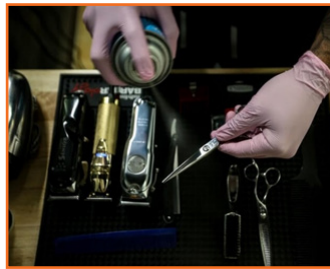


Fig. 2: Sanitizing Scissors

Cleaning salon area



Fig. 3: Cleaning Work Area

Use disposable items



Fig. 4: Apron



Fig. 5: Neck Strips



Fig. 6: Gloves

2.1.4 Personal Hygiene Practices for Assistant Barber

Maintaining personal hygiene is crucial for Assistant Barber to ensure a safe and clean environment for themselves and their clients. Following are some important practices to follow:

Frequent hand washing after each service



Fig. 7: Washing Hands

Trimmed nails



Fig. 8: Trimmed Nails

Clean uniform



Fig. 9: Clean Uniform

2.1.5 Sterilise Tools and Equipment

Sterilizing barbering tools and equipment is essential to maintain a safe and hygienic environment for both barbers and their clients. Following are some effective ways to sterilize tools and equipment:

Clean any residual on scissors and clippers and reset them regularly



Fig. 10: Sanitizing Clipper



Fig. 11: Sanitizing Scissors

Replacing disposable razor blade



Fig. 12: Replacing disposable razor blade

Maintaining electrical equipment



Fig. 13: Repairing clipper

Handle the products and tools as per the manufacturer's instructions and the salon's guidelines.

- Electronic tools like the straightener, hair-dryer, hair curling tong etc. should be kept aside from liquid hair products. The same has to be maintained for metallic tools & equipment like scissors and hair clippers.
- Heavy equipment should be kept away from the mirror
- There should be separate holders near the mirror that would hold dryers and straighteners.
- Hair colour and bleach should be kept separately from other hair products and in a cool, dark place.
- Conditioners, shampoos, serums, hair treatment products etc. for different hair types are to be stored in one section.

2.1.6 Correct Posture & Position to Minimize the Risk of Injury

Good posture is necessary not only for a healthy spine but also for an overall health. Maintaining a good posture is essential as it supports your spine, skeletal systems and muscles.

To maintain appropriate posture, one should follow these aspects:

- Refrain your body from slouching.
- While standing straight make sure your weight is distributed evenly. Try not to lock your knees.
- Attain a firm standing position by tucking your tummy (stomach) in. Keep your shoulders and back straight.
- Try to keep the chin tucked in, and your head held up. If you are standing for a long time you can shift your weight from one leg to another.

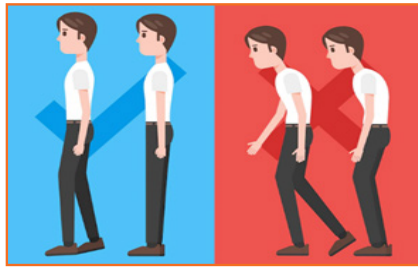


Fig. 14: Left image shows correct posture, and right one shows incorrect posture



Fig. 15: Left image shows incorrect posture, and right one shows correct posture

2.1.7 First Aid Kit and First Aid Procedures

First aid is the basic stage of treatment that is provided to a person suffering a sudden illness or injury. It is essential to keep a first aid box in salon, which consists of at least the basic materials that are required to treat minor injuries.

First Aid Kit Items

- Bandage
- Scissors
- Antiseptic solution
- Adhesive Tape
- Thermometer
- Band-aid
- Medical Tape
- Aspirin/paracetamol
- Tweezers
- Dressing
- Gauze
- Cream or spray to relieve insect bites and stings
- Antiseptic liquids like Dettol, Savlon, etc.
- Antiseptic cream
- Distilled water for cleaning wounds

2.1.8 Client's Requirement and Suitable Services

When suggesting hairdressing services to a client, it's essential to be informative, attentive, and considerate of their needs and preferences.

- **Listen actively:** Listen carefully to the client's requirements and pay attention to their concerns and desires for their hairstyle.
- **Assess their current look:** Analyse their hair condition, length, and style. This will give you a starting point for suggesting an appropriate hairdressing services.
- **Offer personalized recommendations:** Based on their preferences and the current state of their hair suggest specific hairdressing services that would suit them best.
- **Explain the benefits:** When suggesting services, explain the benefits of each option.
- **Show visual references:** If possible, have a catalogue of colours and cuts to show different options to the clients. Visual references can help them better visualize the end result and make an informed decision.
- **Consider their lifestyle:** Take their lifestyle into account when suggesting services.
- **Demonstrate expertise:** Showcase your knowledge and expertise in hairdressing by explaining the techniques involved in each service.
- **Be honest and transparent:** If you think a particular style might not work well for them or requires too much maintenance, then be honest about it.

- **Provide package options:** Offer package deals that combine multiple services. This can encourage clients to try out new services and save money in the process and increases the salon's ticket size.
- **Ask for feedback:** After suggesting and executing services and completing the appointment, ask for their feedback.

You can also show charts and catalogues like these:



Fig. 16: Undercut



Fig. 17: Spike with Waves



Fig. 18: Thick Wavy Curls



Fig. 19: High Fade Comb over



Fig. 20: Layered Taper Fade

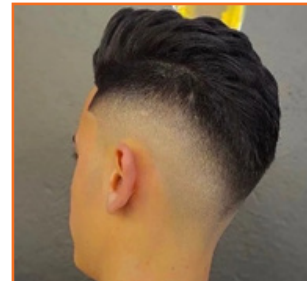


Fig. 21: Shaved Sides With V-shaped Back

2.1.9 Safe Disposal of Waste

- **Segregate Waste:** Separate different types of waste like recyclables, general waste, hazardous waste into designated containers.
- **Use Proper Containers:** Use sturdy and leak-proof containers for hazardous and biohazardous waste.
- **Chemical Waste Disposal:** Follow local regulations for the disposal of chemical waste.
- **Hair Disposal:** Dispose of hair clippings in general waste.
- **Recycling:** Recycle materials like plastic, paper, and glass whenever possible.
- **Shampoo and Product Containers:** Rinse out empty shampoo and product bottles before recycling them.
- **Battery Disposal:** If your salon uses batteries, dispose them at designated battery recycling location rather than in the regular trash.
- **Electronics:** Recycle old electronic devices like hair dryers and curling irons at appropriate electronic recycling centres.
- **Avoid Illegal Dumping:** Never dispose of salon waste illegally.
- **Regular Waste Collection:** Schedule regular waste collections
- **Keep Areas Clean:** Regularly clean and maintain waste disposal areas to prevent spills or accidents.

2.1.10 Document and Record Client's Service Information

Keeping thorough documentation and records of client services in a salon is essential for various reasons, including providing better client service, ensuring consistency, tracking client preferences, and maintaining a professional and organized business. Following are some elements to include in the documentation and record-keeping process:

- Client Information
- Service History
- Before and After Photos
- Consultation Notes
- Products Used
- Feedback and Reviews
- Appointment Schedule
- Payment and Pricing
- Special Promotions and Discounts
- Client Preferences and Allergies

Privacy and Data Protection Forms:



CLIENT INTAKE FORM - HAIR

Date: _____

☐ Male ☐ Female

Name _____ Date of Birth _____

Address _____ City _____

State _____ Zip _____ Email _____

Phone _____ Referral _____

Emergency Contact _____ EC Phone _____

Physician _____ Health Insurance Carrier _____

What is your current hair length? Short Ear-Length Shoulder-Length Mid-Back Length Lower Back+

Is your hair currently natural? Yes No

How would you describe your scalp? Dry Normal Oily

How would you describe the current condition of your hair? Healthy Slightly Damaged Dry/Damaged

Shampoo frequency? Daily Weekly Bi-weekly Monthly

Condition frequency? Daily Weekly Bi-weekly Monthly

Deep condition frequency? Daily Weekly Bi-weekly As Needed

Are you currently taking medications? If so, please list: _____

How would you describe the curl pattern of your hair? Straight Wavy Curly Kinky-Curly Kinky

How would you describe the density of your hair? Fine Medium Thick

Are you currently taking any medication that has side effects that can cause hair thinning and/or hair loss? If so, which one(s)? _____

Do you have now, or have had in the past, any problems with hair loss? Yes No

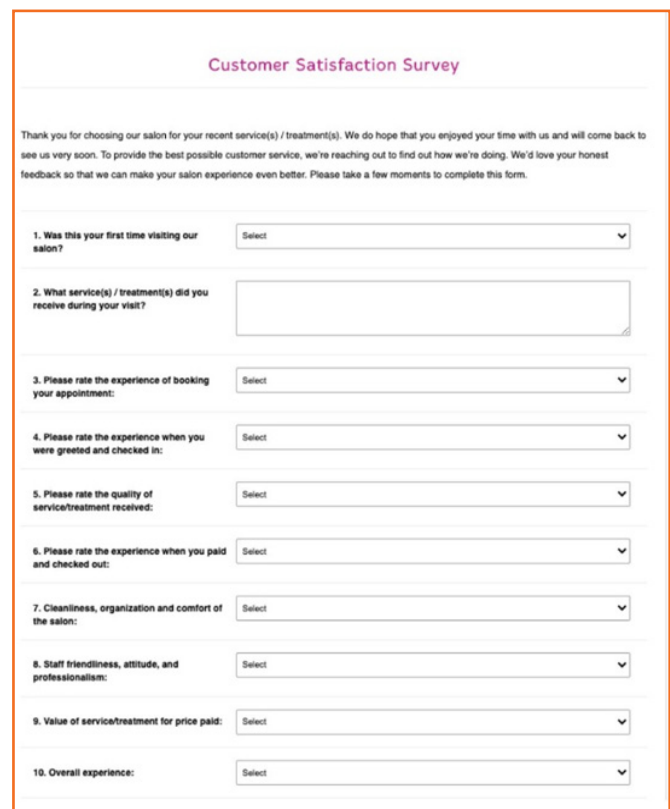
What are your long-term hair goals? More Length More Moisture Permanent Color Other: _____

Is there anything you need to improve your current method of hair care?

Daily Regimen Hair Products Eating Habits Water Intake

I have read the above information and have given an accurate account of the questions. If I have any concerns, I will address these with my stylist before the service. I give permission to my stylist to perform the hair service we have discussed and will not hold the stylist nor b Salon & Spa accountable for any liability that may result from this treatment. I understand that my stylist will take every precaution to minimize or eliminate negative reactions as much as

Fig. 22: Client detail form



Customer Satisfaction Survey

Thank you for choosing our salon for your recent service(s) / treatment(s). We do hope that you enjoyed your time with us and will come back to see us very soon. To provide the best possible customer service, we're reaching out to find out how we're doing. We'd love your honest feedback so that we can make your salon experience even better. Please take a few moments to complete this form.

1. Was this your first time visiting our salon?

2. What service(s) / treatment(s) did you receive during your visit?

3. Please rate the experience of booking your appointment:

4. Please rate the experience when you were greeted and checked in:

5. Please rate the quality of service/treatment received:

6. Please rate the experience when you paid and checked out:

7. Cleanliness, organization and comfort of the salon:

8. Staff friendliness, attitude, and professionalism:

9. Value of service/treatment for price paid:

10. Overall experience:

Fig. 23: Client feedback form

Exercise

Multiple Choice Questions (MCQs)

- 1) Sterilisation involves:
 - a) Boiling
 - b) Baking
 - c) Steaming
 - d) All of these
- 2) The basic sanitation practices in a salon involve:
 - a) Ventilated rooms
 - b) Safe drinking water
 - c) Cleans towels and gowns
 - d) All of these
- 3) Cleaning of combs involves:
 - a) Removal of hair from combs and brushes.
 - b) Immerse combs and brushes completely into a bowl of soapy water for several minutes.
 - c) Clean each comb separately with a small brush
 - d) All of these
- 4) A client record card is a card that contains:
 - a) Client information
 - b) Directions to the salon
 - c) Product information
 - d) All of the above
- 5) When the client has left the treatment area, the following things need to be done:
 - a) Towels washed
 - b) Products tidied away and disposables thrown away
 - c) Worktops and trolleys disinfected and tools sterilised
 - d) All of the above
- 6) All tools and equipment must be cleaned, disinfected and sterilised to:
 - a) Prevent infections
 - b) Cross contamination
 - c) Maintain hygiene
 - d) All of the above

Unit 2.2: Perform Basic Salon Services for Men

Unit Objectives

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

1. Carry out beard/moustache trimming, shaping and styling
2. Perform shaving services
3. Perform shampoo and conditioning of hair and scalp
4. Perform Haircut
5. Carry out hair colouring services
6. Perform hair styling and dressing

2.2.1 Beard, Moustache Trimming, Shaping & Styling

Following are the steps that can help you to provide these services effectively:



Fig. 24: Consultation



Fig. 25: Preparation



Fig. 26: Trimming & Shaping



Fig. 27: Neckline



Fig. 28: Cheek Line

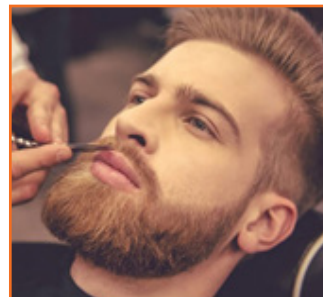


Fig. 29: Moustache Styling

2.2.2 Shaving Procedure

Following are the steps to carry out shaving service:

- **Step 1:** Prepare the Workspace: Keep the tools and products ready. This includes razor, blades, clipper, shaving brush, shaving cream or soap, pre-shave oil, towels, aftershave lotion,
- **Step 2:** Consult with your Client: Your consultation is the key to delivering an appropriate service that takes into consideration any contraindications that may limit or prevent you from proceeding with the service all together.

- **Step 3:** Pre-Shave Treatment: Pre-shave products are essential for softening the beard hair and providing a lubrication layer. Initially, apply your pre-shave product to the neck. Then work the product over the chin, jaw, moustache and cheeks,



Fig. 30: Pre-shaving the treatment



Fig. 31: Softening the beard

- **Step 4:** Soften the Beard Hair: Softening the beard hair with a hot towel is an essential step for a close, comfortable shave.



Fig. 32: Applying the lather

- **Step 6:** The First Pass: There are two parts to the shaving technique: the first pass and the second pass. The first pass removes the beard hair length. The second pass provides a closer shave and checks over the first pass for missed hairs.



Fig. 34: Forehand shaving technique



Fig. 35: First pass shaving technique

During the first pass, begin in the sideburn area, working in with the grain of beard growth. Shave across the chin. Then work down towards the neck. Next, shave across the moustache and then across the chin. Finally, shave along the jaw and down the neck. Repeat this same process on the opposite side, being mindful of body position, skin tension, and the appropriate use of forehand and backhand techniques.



Fig. 36: Repeat this same process on the opposite

Finally, shave across the upper lip.



Fig. 37: Shave across the upper lip



Fig. 38: The second pass

- **Step 7:** The Second Pass: During the second pass, shave against the grain of the beard hair to provide your closest shave result. Repeat step 4 – soften the beard hair and step 5 - apply the lather before commencing the second pass. The second pass is worked in the same order with the same forehand and backhand techniques as the first pass.

- **Step 8:** The Aftershave: The step is ideal for further relaxing your client and completing the service by closing down the pores and calming the skin. First apply a hot towel then use an after shave lotion on the shaved area.



Fig. 39: Applying Aftershave

2.2.3 Shampoo and Condition the Hair and Scalp

There are various reasons for which shampooing is performed. One of the main reasons is the removal of dirt, natural oil, and dust and skin cells

Step 1: Position self and the client throughout the service to ensure privacy, comfort and safety

Make the client sit on a reclining chair that is specially used for shampooing and conditioning sessions

Safety Measures to be followed before shampooing

- Before you start with the shampooing service, wash your hands with an antiseptic soap or use a good sanitizer.
- Wear disposable gloves to cut down the chances of cross-infection.
- Wear an apron to protect your clothes from getting wet.



Fig. 40: Shampoo station



Fig. 41: Wearing gloves

- Make sure that you are not wearing any jewellery, watch, kada (steel bangle), bracelet etc. while working.
- Do not wear strong perfume that can cause client discomfort.
- Wear a shirt or dress whose sleeves are either half or quarter.