



सत्यमेव जयते  
GOVERNMENT OF INDIA

# PM VISHWAKARMA

## Trainee Handbook



Scan the QR Code to read  
this E-Trainee Handbook on  
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.
<b>1.</b>	<b>Orientation to the Advanced Training</b>	<b>06</b>
	Orientation to the Advanced Training-PM Vishawakrama	06
<b>2.</b>	<b>Entrepreneurship &amp; Design Workshop</b>	<b>08</b>
	2.1 Understand 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
<b>3.</b>	<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
<b>4.</b>	<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
<b>5.</b>	<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

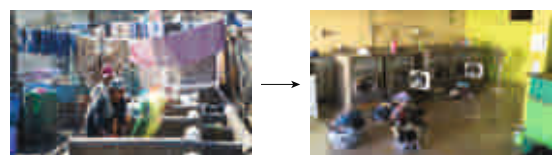


Fig. 1.2: Upskilling existing craftsmen

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

**Salon Ownership** - Opening up a barber shop/salon involves managing the operations, purchasing tools & equipment, and marketing services.



Fig. 2.1: Salon Ownership

**Specialized Services** - Entrepreneurs can offer specialized barber services for men, such as beard shaping, hair care, facial and foot care.

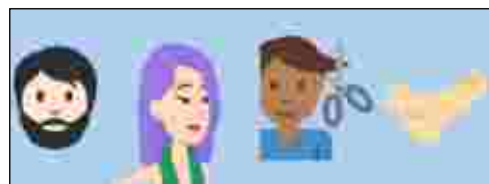

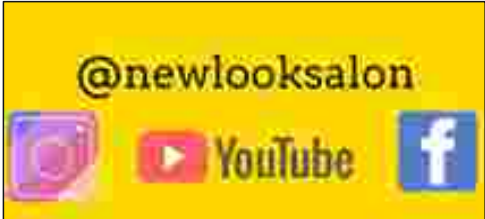





Fig. 2.2: Specialized Services

<p><b>Franchise Opportunities -</b> Entrepreneurs can start franchise to own and operate a salon business with the support of an established brand.</p>	 <p><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><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><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><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><i>Fig. 2.7: Training and Development</i></p>

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

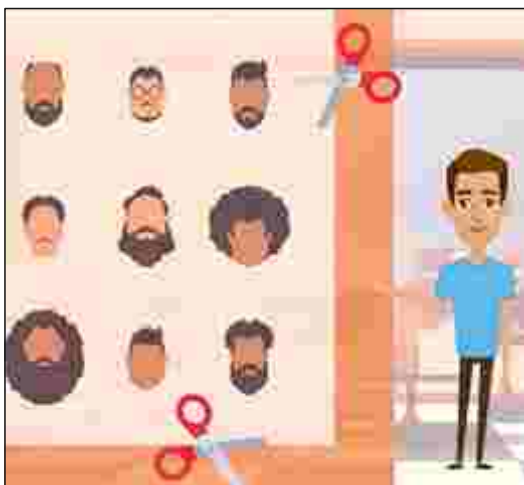


An entrepreneurial mindset is a key component for the success and growth of any business, including barber shops & salon. Implementing an entrepreneurial mindset in a barber shop can transform it to a dynamic and profitable business.

#### 1. Vision and Goal Setting

**Example:** Mridul wants to increase customer base by 20% in six months by offering hair and beard services to the clients.

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.



#### 2. Innovation and Creativity

**Example:** Mridul introduced a variety of beard shaping and beard designing.

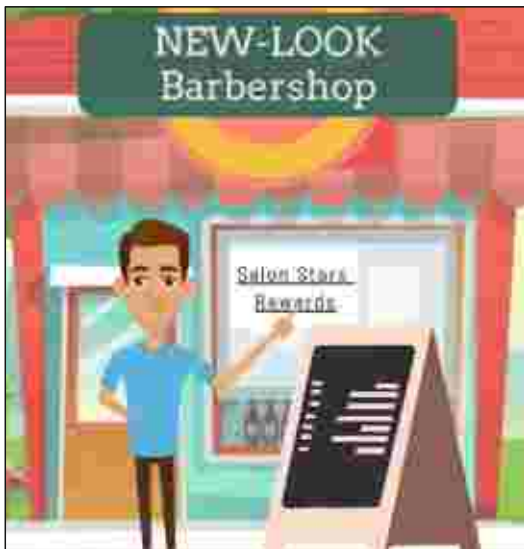
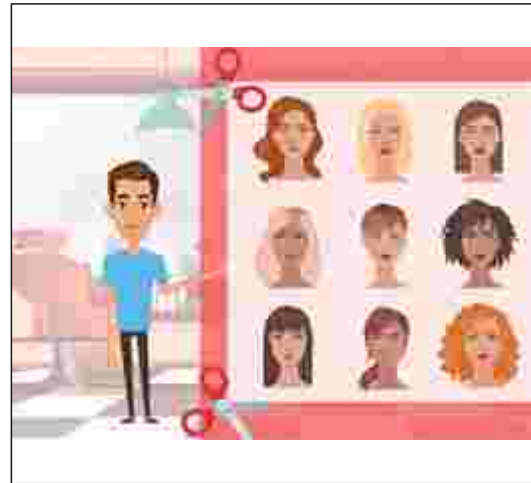
Innovation and creativity can significantly enhance a barber shop's appeal and success.



### 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><b>1. Securing Funding</b></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><b>2. Location Selection and Expansion</b></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.

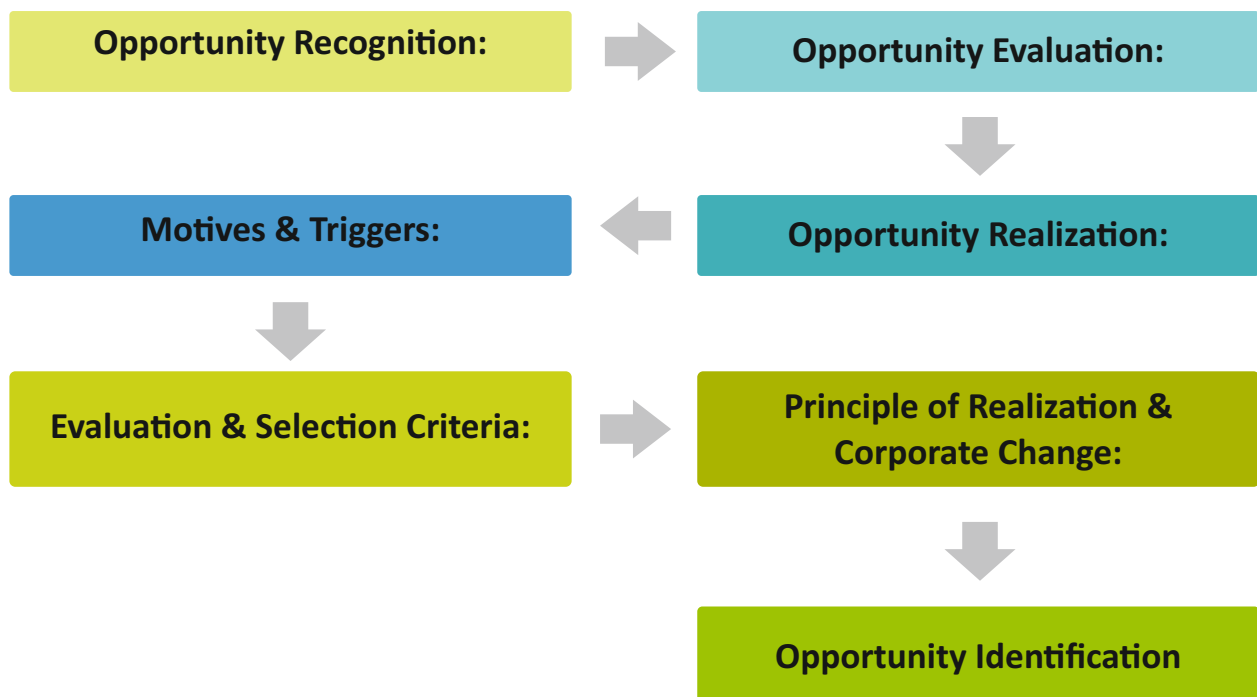


### 2.1.5 Innovative Leadership



By following the same Mridul is now able to open avenues of partnerships, inclusion and expansion of his salon chain by giving away franchise and partnership salon in many districts of the state and now has more than 15 salon branches across the state.

### 2.1.6 Process and Need of Opportunity Identification



### 2.1.7 Business Plan: Activity

A business plan is a document that outlines what a business aims to achieve and how it plans to accomplish those goals. It includes information about the business idea, target market, products or services offered, marketing strategies, and financial projections. Essentially, it's a roadmap that helps guide the business in its operations and growth.

<b>Revenue Model:</b>	<ul style="list-style-type: none"><li>• Income per workstation</li><li>• Number of workstations</li><li>• Total number of employees</li></ul>
<b>Expense Model:</b>	<ul style="list-style-type: none"><li>• Variable Cost</li><li>• Fixed Cost</li></ul>
<b>Breakeven Analysis:</b>	<ul style="list-style-type: none"><li>• Calculate Breakeven Point</li><li>• Profitability Analysis</li></ul>

Understanding the revenue model, expense model, and break-even analysis is crucial for developing a successful business plan. For example, analysing income figures of a salon helps in understanding its business operations. Below we have made a business plan projecting the various cost heads and profit for a month and a year.

### 1. Projected Income from Salon for the First Year

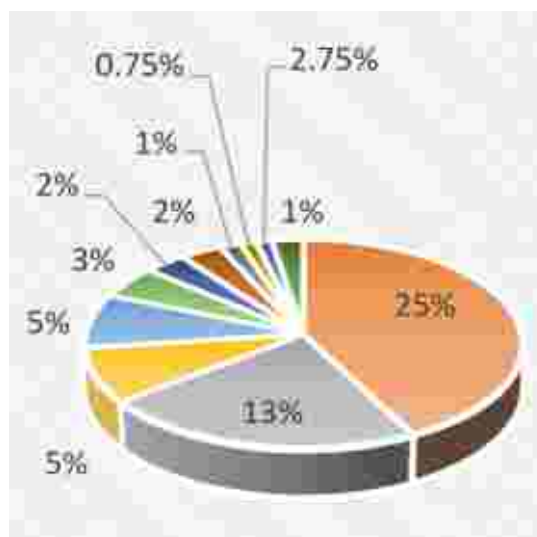
Hair Salon Menu (Considering there are 2 chairs)		Total client visits per week	Time per service in minutes	Per week revenue	Monthly revenue (4.25 weeks)	Annual revenue (For year 1)
Service Type	Price					
Shampoo & Conditioning (Female)	150	3	20	450	1913	22950
Shampoo & Conditioning (Male)	100	2	15	200	850	10200
Female Haircut	250	7	40	1750	7438	89250
Gents Haircut	100	12	20	1200	5100	61200
Kids Haircut	70	5	30	350	1488	17850
Blow Dry/ Iron	150	3	20	450	1913	22950
Hair Colour (Female)	800	2	90	1600	6800	81600
Hair Colour (Male)	400	2	90	800	3400	40800
Only colour application female (Client's colour)	450	1	90	450	1913	22950
Head Massage	100	10	20	1000	4250	51000
Hair Spa	400	3	60	1200	5100	61200
Hair up-styling	250	1	20	250	1063	12750
Shave	50	12	15	600	2550	30600
Moustache Grooming	30	12	10	360	1530	18360
Threading	20	12	10	240	1020	12240
<b>Total</b>				<b>10900</b>	<b>46325</b>	<b>555900</b>

#### Assumptions:

\* It has been assumed that one Vishwakarma Trainee who has set-up the salon and an employee under him are working 6 days a week for 10 hours a day.

\* 30 days in month are considered hence the calculation of 4.25 weeks per month is taken.

## 2. Projected Cost Heads, % Wise Expense Contribution and Average Ticket Size



Cost type	Hair Salon	% Contribution	Monthly expenses	Yearly expenses
	Average Ticket Size		726	
	Per Month Sale		46325	555900
Fixed	Salaries	25%	11581	138975
	Rent	14%	6486	77826
	Depreciation	3%	1390	16677
Variable	Supplies	5%	2316	27795
	Advertising	5%	2316	27795
	Housekeeping & laundry	2%	927	11118
	Electricity & Water supply	2%	927	11118
	Repairs	1%	463	5559
	Insurance	2.75%	1274	15287
	Telephone	0.75%	347	4169
	Miscellaneous	1.00%	463	5556
	Net Expenses	Sum of all the costs	28490	341880
	<b>Net Profit</b>	<b>Income- Net expenses</b>	<b>17835</b>	<b>214020</b>

\*\* The trainees are expected to derive the business plan as per their individual salon fixed, variable and overhead expenses for next 3 years

## Exercise

### MultipleChoice Quesstions

1. **Choose the crucial step in establishing a successful hair salon?**
  - a. Finding the best barbers
  - b. Identifying target customers
  - c. Purchasing good quality barber tools & equipment
  - d. All of the above
  
2. **Which of the following is an example of a unique selling proposition(USP) for a barber shop?**
  - a. Offering the lowest prices in town
  - b. Using expired products
  - c. Knowing only limited barbering services
  - d. Only accepting cash payments
  
3. **What is an effective way for a barber shop to build customer loyalty?**
  - a. Frequently changing prices
  - b. Providing inconsistent service
  - c. Offering loyalty programs
  - d. Ignoring customer feedback
  
4. **In the context of barber shop marketing, what does 'branding' primarily refer to?**
  - a. Offering discounts to new customers
  - b. Creating a recognizable image and message
  - c. Changing the shop's name frequently
  - d. Giving ads in news papers
  
5. **What does SWOT analysis stand for in business strategy?**
  - a. Strengths, Weaknesses, Opportunities, Threats
  - b. Sales, Wins, Optimizations, Targets
  - c. Savings, Wealth, Outlook, Teamwork
  - d. Suppliers, Workers, Objectives, Tools



## UNIT 3: Advanced Digital Skills

## Unit Objectives

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

1. Secure phone with face recognition, fingerprint, PIN.
2. Manage privacy settings, block spam calls.
3. Use QR code scanners, editing tools, meeting apps like Zoom.
4. Utilize Google Assistant. Edit, share photos, access phone documents.
5. Store, share documents on Google Drive.
6. Manage memory, delete unused files/apps.
7. Monitor data usage, set limits, use Wi-Fi and Mobile Data.
8. Enhance business with mobile apps: calculation, inventory management.
9. Stay safe online, report harassment.

## What is Digital Literacy?

Digital literacy is the ability to use digital tools like computers, smartphones, and the internet effectively. This is important because it helps you to reach more customers and sell your products online. With digital literacy, you can showcase your work on websites and social media, communicate with buyers, and use online platforms to market and sell your crafts. You can also learn new techniques, access online tutorials, and collaborate with other artisans.




*Fig 3.1: Digital Literacy*

### 3.1: Advanced Features of Using Mobile/Smart Phones

## 1. Securely Locking and Unlocking Your Mobile Phone and Applications

## Locking a Smartphone

To keep your mobile phone safe, you can lock it using several methods:

Method	Description	Setup Instructions
 <b>Face Recognition</b>	Uses the camera to identify your face.	Go to Settings > Face Recognition > Scan your face.





Method	Description	Setup Instructions
 <b>Fingerprint</b>	Reads your fingerprint for authentication.	Go to Settings > Fingerprint > Scan your finger.
 <b>PIN Code</b>	Requires entering a 4 – 6 digit number.	Go to Settings > PIN > Enter a code.
 <b>Password</b>	Offers more complexity with letters and numbers.	Go to Settings > Password > Create a password.
 <b>Pattern</b>	Unlock by drawing a unique pattern on the screen.	Go to Settings > Pattern > Draw a pattern.

Table 3.1: Methods to lock/unlock your phone

## 2. Using Advanced Camera Features and Editing Images

### Scanning QR codes

- Open the camera app and select the Google Lens option.
- Position the QR code within the camera's viewfinder.
- Tap the notification or link that appears after the scan for further actions.



Fig. 3.2: Scanning a QR Code

### Photo and Screenshot Editing

- Open the photo or screenshot to edit.
- Tap Edit > Crop to adjust the aspect ratio or Auto to automatically crop.
- Tap Rotate to turn the photo 90 degrees.
- Tap Save to keep a copy with your edits.

### Sharing Photos and Screenshots

- Open your email or messaging app.
- Select the attach option and choose the photo or screenshot.
- Alternatively, share directly from the gallery app by selecting the share icon.

### 3. Additional Call Features

Feature	Instructions
<b>Conference Calls</b>	You call up the first person, and then merge calls one by one using the other conference attendees' phone numbers.
<b>Call Recording</b>	You can record phone call conversations on Android devices using built-in features, third-party apps, or services like Google Voice <i>(Note: Recording calls of others without their consent or knowledge can lead to legal issues, especially if it infringes on privacy rights.)</i>
<b>Call Forwarding</b>	It is especially useful if you're traveling or working from home, because calls can be forwarded to your current location.

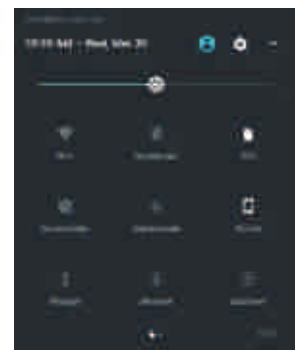
Table 3.2: Additional Call Features

### 4. Managing Phone Memory and Data Storage

S.No.	Method	Instructions
1)	<b>Delete Unused Files</b>	<ul style="list-style-type: none"> <li>Focus on large videos and photos.</li> <li>Use your File Manager app to locate and delete unnecessary files.</li> </ul>
2)	<b>Uninstall Unused Apps</b>	<ul style="list-style-type: none"> <li>Long-press on an app icon on your home screen.</li> <li>Select "Uninstall" to remove the app.</li> </ul>
3)	<b>Monitor Data Usage &amp; Set Data Limits &amp; Use Wi-Fi</b>	<ul style="list-style-type: none"> <li>Go to Settings &gt; Network &amp; Internet &gt; Data Usage.</li> <li>Set data usage limits to avoid exceeding your mobile data plan.</li> <li>Whenever possible, connect to Wi-Fi to save mobile data.</li> </ul>

### 5. Additional Features of Smartphone

- Airplane mode disables all wireless connections.
- Do Not Disturb silences notifications, except for important calls.
- Bluetooth pairs devices wirelessly.



## 6. Voice Assistant for Task Management

### Setting Up Voice Assistant

- Activate by saying "Hey Google" (for Android) or "Hey Siri" (for iOS), or by pressing the assistant button. Use for setting reminders, alarms, sending messages, finding information online, and more.



## 3.2: Using Advanced Internet and Mobile Applications (Apps)

### 1. Connecting to the Internet Using Wi-Fi and Mobile Data and application security.

- **Wi-Fi:** Connect to the internet through available wireless networks. To turn Wi-Fi on/off:

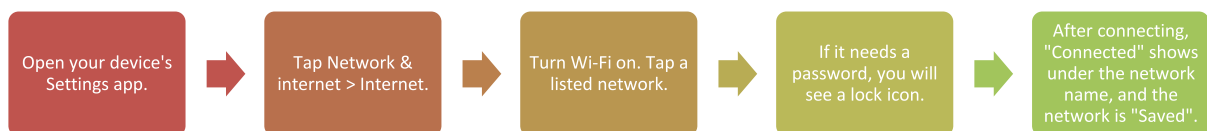


Fig. 3.3: How to connect to a Wi-Fi

- **Mobile Data:** Connect to the internet using your cellular network.



Fig. 3.4: How to connect using Mobile Data

- **Wi-Fi Hotspot:** Connect to the internet using Wi-Fi Hotspot.

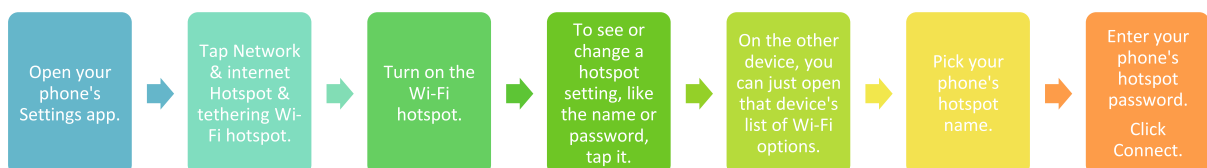


Fig. 3.5: How to connect using Wi-Fi Hotspot

### 2. Managing Documents and Media

Document compression reduces the file size of a document to save storage space and make sharing easier.

- **Photo Compression Apps:** Photo Compressor & Resizer, JPEG Optimizer etc.
- **Document Compression Apps:** PDF Compressor, Tiny Scanner, ilovepdf etc.



### 3. Access, Store, and Share Documents Using Google Drive

**Google Drive:** It is an online storage service where you can keep and access documents, photos, and files from anywhere with an internet connection.

Action	Instructions
<b>Accessing Documents</b>	Open the app, tap a file to view content, or search using the search bar.
<b>Storing Documents</b>	Tap "+" and choose Docs, Sheets, or Slides to create or upload your document.
<b>Sharing Documents</b>	<ol style="list-style-type: none"> <li>1. Press and hold a file or tap the 3 dots menu.</li> <li>2. Select "Share. Enter recipient's email and set access level (Editor, Viewer, or Commenter).</li> <li>3. Send the file using an email id.</li> </ol>

Fig. 3.6: Using Google Drive

### 4. Digital Productivity: Boosting Productivity with Important Apps

Advanced Features of WhatsApp and Gmail Application

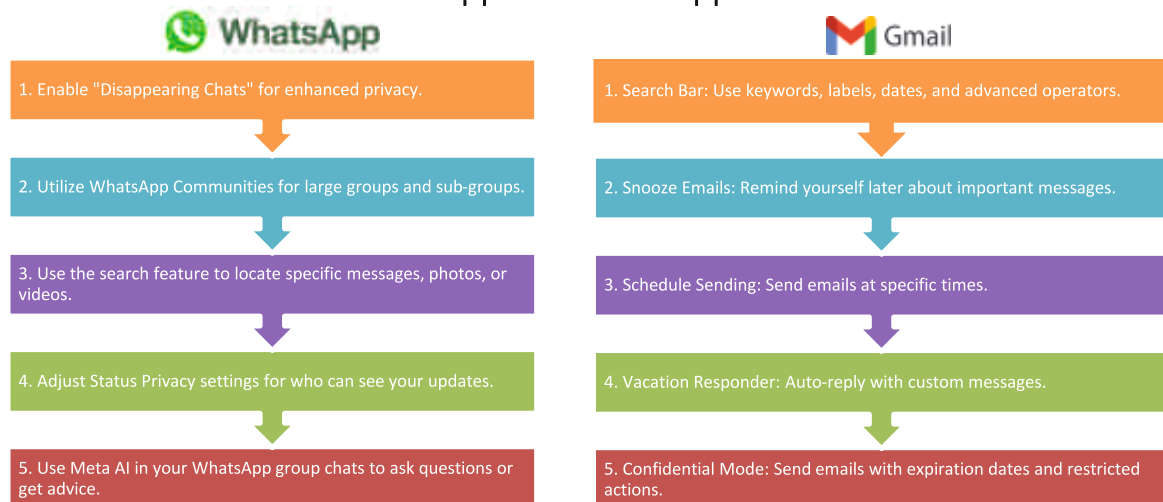


Fig. 3.7: Features of WhatsApp and Gmail Application

### 5. Enhancing Customer Service and Communication



**WhatsApp Business:** It is an app specifically for small businesses to communicate with customers using business profiles, messaging tools, and automated responses for efficient customer interaction.

**Creating a Business Profile:** Customize with contact info, business hours, and service details for customers to view.

**Automating Responses:** Configure automatic replies to handle common customer inquiries efficiently.



## 6. Applications for Currency Conversion and Interest Calculation

### Currency Conversion

- Use a web browser and search in the format: “amount currency1 to currency2”.
- We can also use the application XE Currency Converter to convert the currency. Here are the steps to do that.

**Interest Calculator Apps:** Interest calculator apps compute interest, loan repayments, or investment returns based on principal amount, interest rate, and time period, aiding in financial planning and decision-making.



Fig. 3.8: How to calculate EMI

## 3.3: Privacy and Security Related to Internet and Mobile Phones

### 1. A. Identify Authentic Calls and Block Spam

- Identify Authentic Calls

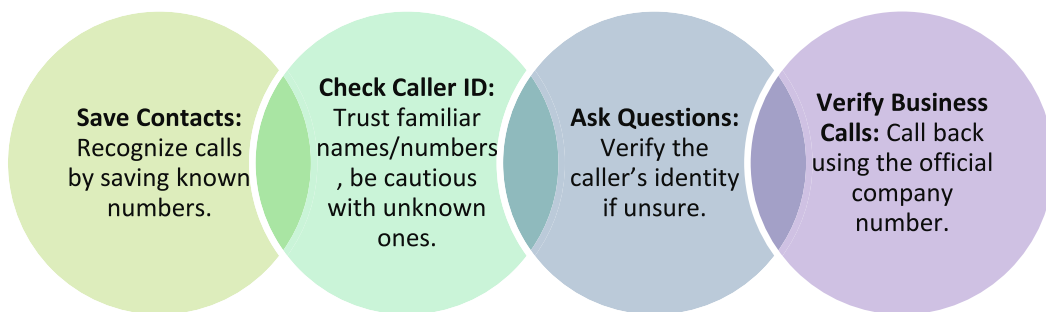


Fig. 3.9: How to Identify Authentic Calls

- Block Spam Calls

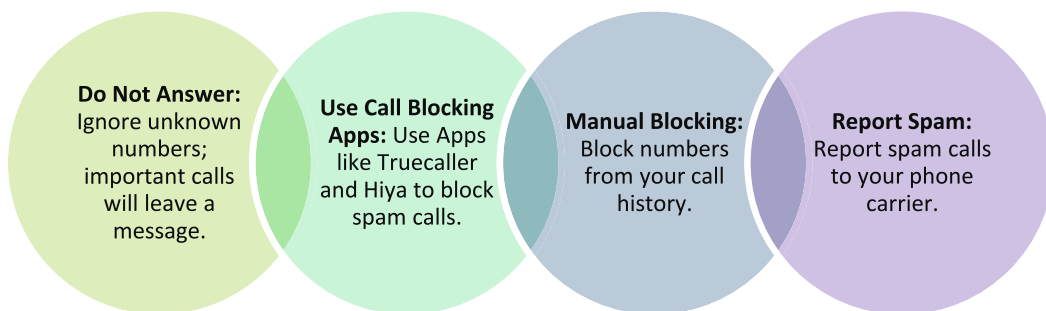


Fig. 3.10: How to Block Spam Calls

## 2. Practice Safe Browsing and Protect Online Privacy

Using the internet is part of daily life, but it's important to stay safe online. Here are some simple tips to help you browse safely and protect your privacy.

- Use Strong Passwords
- Enable Two-Factor Authentication (2FA)
- Be Cautious with Links and Downloads
- Keep Software Updated
- Use Secure Connections

## 3. Safely Store Passwords

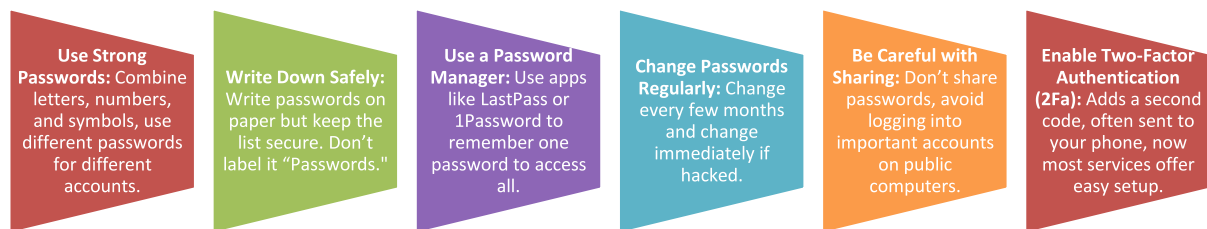


Fig. 3.11: Safely Store Passwords

## 4. Recognize and Handle Online Harassment

Online harassment is a serious issue affecting everyone, including traditional workers like carpenters and tailors.

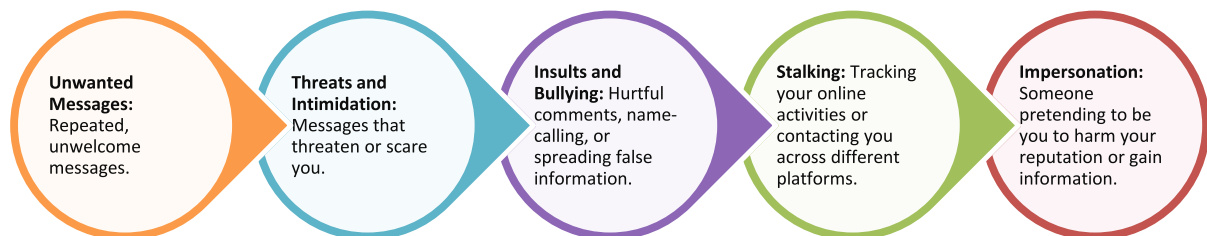


Fig. 3.12: Recognise and Handle Online Harassment

## 5. Verifying Information Online and Spot Deepfake Frauds and Report

**Verify Information:** Verifying information online ensures accuracy and prevents the spread of misinformation and fake news, maintaining trust and understanding.

### What is a Deepfake ?

A deepfake is a synthetic media, typically a video or audio recording, that uses artificial intelligence to create realistic but fake content by manipulating or superimposing existing images or sounds.

## Exercise

### 1. Which method uses the camera to lock your smartphone?

- |                |                     |
|----------------|---------------------|
| a) PIN Code    | b) Face Recognition |
| c) Fingerprint | d) Password         |

### 2. What should you do if you receive repeated, unwelcome messages online?

- |                                    |                              |
|------------------------------------|------------------------------|
| a) Respond politely                | b) Ignore and don't respond  |
| c) Share your personal information | d) Change your email address |

### 3. Which app can help you block spam calls?

- |               |              |
|---------------|--------------|
| a) Facebook   | b) Instagram |
| c) Truecaller | d) Twitter   |

### 4. What is a key feature to look for in a secure website?

- |                          |                           |
|--------------------------|---------------------------|
| a) "http" in the address | b) "https" in the address |
| c) A colorful background | d) A flashing banner      |

### 5. Which app can be used to compress PDF documents?

- |                               |                   |
|-------------------------------|-------------------|
| a) Photo Compressor & Resizer | b) JPEG Optimizer |
| c) PDF Compressor             | d) Tiny Scanner   |

### 6. What icon will you see if a Wi-Fi network requires a password?

- |                  |                |
|------------------|----------------|
| a) A shield icon | b) A lock icon |
| c) A star icon   | d) A gear icon |

## References:

1. <https://www.youtube.com/watch?v=hOwjwEZV6LU>
2. <https://youtu.be/NH1CkBVOQ1k?si=kUiRT5vx9C73MMZd>
3. [https://youtu.be/iI00z-KAw\\_A?si=-6Djyg6pAvEz2p\\_0](https://youtu.be/iI00z-KAw_A?si=-6Djyg6pAvEz2p_0)
4. [https://youtu.be/NBc9f3eDSWw?si=\\_KknRYxriNXQsH3c](https://youtu.be/NBc9f3eDSWw?si=_KknRYxriNXQsH3c)
5. <https://youtu.be/KGKd4RJNOWo?si=l4l3VtsBkqAlilbO>

## UNIT 4: Advanced Financial Skills

### Unit Objectives

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

1. Identify long-term and short-term assets, liabilities, investments, etc.
2. Explain why it's important to have a debit card and debit card accidental coverage.
3. Demonstrate the procedure for using and operating ATMs, mobile and net banking.
4. Choose the right loan and calculate monthly loan instalments using various apps and explain the concept of NPA.
5. Describe the basic rules for filing income tax and GST returns, including when they are due.
6. Explain the concept of risk and return when making decisions about money.
7. Use safe and ethical practices for securing online transactions.

### 4.1: Importance of Being Financial Literate

#### Long-Term and Short-Term Assets, Liabilities, Investments

##### Long-Term and Short-Term Assets

Short-Term (Current) Assets	Long-Term (Non-Current) Assets
<ul style="list-style-type: none"> <li>• Cash and cash equivalents</li> <li>• Inventory</li> <li>• Prepaid expenses</li> <li>• Stocks and bonds</li> </ul>	<ul style="list-style-type: none"> <li>• Property, Plant, and Equipment</li> <li>• Land</li> <li>• Long term investments</li> <li>• Intangible assets</li> </ul>

*Table 4.1: Long-Term and Short-Term Assets*

##### Long-Term & Short-Term Liabilities

Short-term (Current) Liabilities	Long-Term (Non-Current) Liabilities
<ul style="list-style-type: none"> <li>• Short term loans</li> <li>• Salaries and wages</li> <li>• Taxes payable</li> <li>• Utility bills</li> </ul>	<ul style="list-style-type: none"> <li>• Long term loans</li> <li>• Mortgage payables</li> <li>• Deferred tax liabilities</li> <li>• Long term lease debts</li> </ul>

*Table 4.2: Long-Term & Short-Term Liabilities*

### Return on Investment (ROI)

ROI is like measuring how much money you make compared to what you spend.

$$\text{Return on Investment (ROI)} = \frac{\text{Net Return}}{\text{Cost of Investment}}$$

### Modern Payment Methods and Digital Financial Management



Cash



Cheques



Demand Drafts  
(DD)



UPI (Unified  
Payments  
Interface)



RTGS (Real Time  
Gross Settle-  
ment)



NEFT (National  
Electronic Funds  
Transfer)



ECS (Electronic  
Clearing Service)



Credit Cards



Debit Cards




Prepaid Cards



Online Banking

Table 4.4: Types of Payment Methods

### Various Government Schemes

Scheme	Eligibility	Benefits
 <b>PMJDY</b> (Pradhan Mantri Jan Dhan Yojana)	<ul style="list-style-type: none"> <li>Anyone who is a resident of India</li> <li>Does not have an existing bank account</li> </ul>	<ul style="list-style-type: none"> <li>Free opening of a Zero balance bank account</li> <li>RuPay debit card with inbuilt accidental insurance cover of Rs. 1 lakh</li> <li>Overdraft facility of up to Rs. 10,000 for eligible account holders</li> </ul>





Scheme	Eligibility	Benefits
 <b>PMJJBY</b> (Pradhan Mantri Jeevan Jyoti Bima Yojana)	<ul style="list-style-type: none"> <li>Age between 18 and 50 years</li> <li>Having a bank account</li> <li>Aadhaar-linked to the bank account</li> </ul>	<ul style="list-style-type: none"> <li>Low-cost life insurance cover for ages 18-50</li> <li>Life insurance cover of Rs. 2 lakhs</li> <li>Premium of Rs. 330 per annum</li> <li>Death benefit for family's financial support</li> </ul>
 <b>PMSBY</b> (Pradhan Mantri Suraksha Bima Yojana)	<ul style="list-style-type: none"> <li>Age between 18 and 70 years</li> <li>Having a bank account</li> <li>Aadhaar-linked to the bank account</li> </ul>	<ul style="list-style-type: none"> <li>Affordable accident insurance for ages 18-70</li> <li>Accidental death and disability cover of Rs. 2 lakhs</li> <li>Premium of Rs. 12 per annum</li> </ul>
 <b>SSY</b> (Sukanya Samriddhi Yojana)	<ul style="list-style-type: none"> <li>Girl child up to the age of 10 years</li> <li>Maximum 2 accounts per family</li> <li>Resident of India</li> </ul>	<ul style="list-style-type: none"> <li>Interest rate of 8.6% per annum (compounded annually)</li> <li>Maturity amount of up to Rs. 15 lakhs</li> <li>Tax benefits under section 80C of the Income Tax Act</li> </ul>
 <b>APY</b> (Atal Pension Yojana)	<ul style="list-style-type: none"> <li>Age between 18 and 60 years</li> <li>Regular contribution for 20 years</li> <li>Minimum monthly pension of Rs. 1,000 to Rs. 5,000</li> </ul>	<ul style="list-style-type: none"> <li>Guaranteed pension after 60 years of age</li> <li>Tax benefits under section 80C of the Income Tax Act</li> </ul>

Table 4.5: Government schemes

## Debit Cards

A debit card is like a magic wallet that lets you spend money from your bank account without needing cash.



### Debit Card Accident Coverage

To activate the shield, you might need to use your card at least once a month for 3 months (swiping at shops or using ATMs).

## 4.2: Managing Bank Account

### Various Banking Services Offered by Banks

Some of the core banking services provided by banks:



Fig 4.1: Services offered by Banks

### ATM Usages and Cheque/Cash Deposits

Steps of using ATM for cash withdrawal:

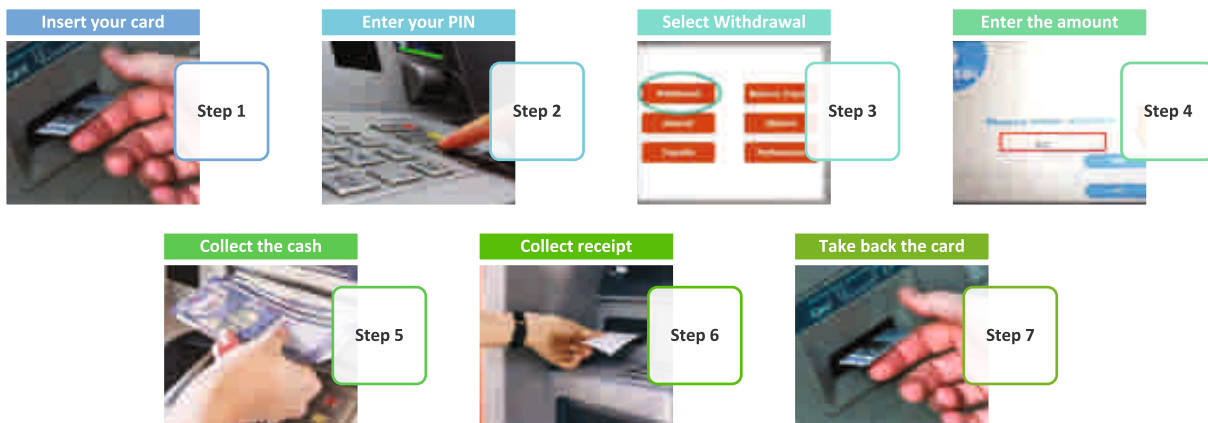


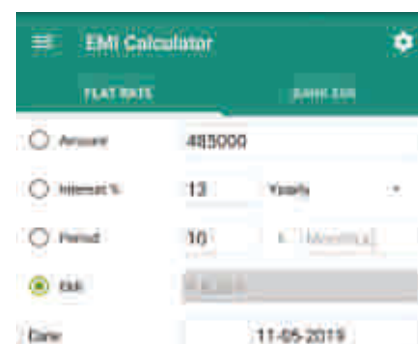
Fig 4.2: Cash withdrawal process at ATM

## 4.3: Managing Loans

### Calculation of Monthly Loan Instalment Using Various Apps

**Step 1:** Look for it in banking apps or finance apps under "Calculators" or "Tools".

**Step 2:** Input how much money you want to borrow, the interest rate (how much extra you have to pay), and how long you need to pay it back.



**Step 3:** Tap "Calculate" to see how much you need to pay each month.

**Step 4:** The app will show your monthly instalment. Some apps might also show details like how much goes towards paying back the loan and interest.



### Choosing the Right Loan Repayment Structure

Monthly Payments

Loan Term

Early Payment

*Fig. 4.5: Choosing the right loan repayment structure*

### NPA (Non-Performing Assets)

Non-Performing Asset or NPA is a term used to describe a loan that hasn't been paid back for more than 90 days.

## 4.4: Taxes

### Basic Guidelines for Filing Income Tax and GST Returns

#### Income Tax Filing

Requirement	Description
<b>Who needs to file?</b>	Individuals and businesses with taxable income (money you earn after deductions)
<b>Deadline (Individuals)</b>	July 31st for the previous financial year (April 1st - March 31st)
<b>Extension (Individuals)</b>	Up to December 31st (late filing fees apply)
<b>Deadline (Businesses)</b>	September 30th for the previous financial year
<b>Extension (Businesses)</b>	Up to December 31st (late filing fees apply)
<b>Documents Required</b>	
<b>Proof of Income</b>	Salary slips, investment certificates (showing your earnings)
<b>Deduction Proofs</b>	Medical bills, rent receipts (documents showing allowed deductions)

Requirement	Description
<b>Bank Statements</b>	Records of your income and expenses
<b>PAN Card</b>	A unique identification number for tax purposes

Table 4.7: Income tax filing

**GST Filing**

Requirement	Description
<b>Who Needs to File</b>	Businesses registered under GST (Goods and Services Tax)
<b>Return Types</b>	
<b>GSTR-3B</b>	Summary of sales (outward supplies) and tax paid on purchases (input tax credit)
<b>GSTR-1</b>	Detailed breakdown of sales (outward supplies)
<b>GSTR-9</b>	Annual return summarizing all GST activity
<b>Deadline</b>	
<b>GSTR-3B</b>	20th of the next month
<b>GSTR-1</b>	Monthly: 11th of the next month (if turnover > Rs. 5 crore or not in QRMP scheme) Quarterly: 13th of the month following the quarter (if in QRMP scheme)
<b>GSTR-9</b>	December 31st of the following year
<b>Documents Required</b>	
<b>Sales and purchase invoices</b>	Records of everything you sell and buy
<b>Bank statements</b>	Records of your income and expenses
<b>Input tax credit details</b>	Details of taxes you paid when buying things (to claim credit)

Table 4.8: Income tax filing

## 4.5: Using Advanced Features of Digital Payment Applications

Steps of using digital payment apps for transactions:

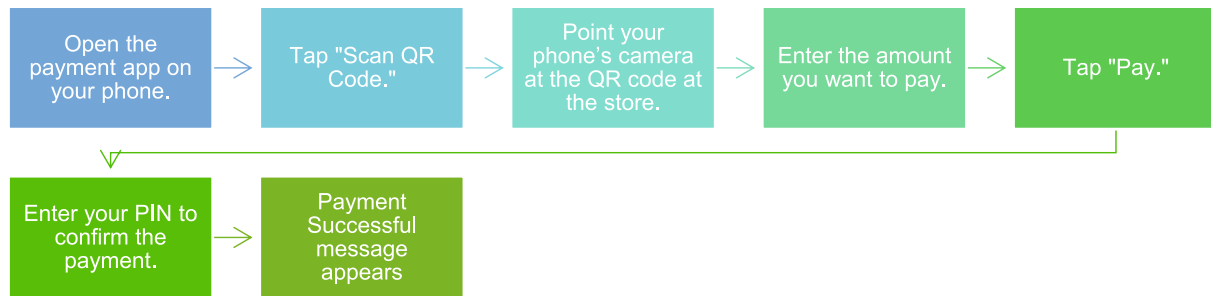


Fig. 4.8: Steps to perform transactions using digital payment apps

## 4.6: Savings, Investments, and Financial Planning

### Risk and Returns

Risk means the chances of something going wrong when you use your money.

Return means what you get back when you use your money. If you save or invest your money wisely, you might get more money back later.

### Financial Planning



Setting goals



Saving money



Budgeting



Being prepared for unexpected expenses

## 4.7: Awareness and Prevention of Financial Frauds

### Secure Websites

- Use secure websites with HTTPS to keep personal and financial data safe with encryption.

### Two-Factor Authentication (2FA)

- Use 2FA for added security by needing two types of ID before making transactions.

### Regular Software Update

- Keep software updated (like operating systems and antivirus programs) to protect against cyber threats.

### Beware of Phishing

- Be careful of fake emails or websites trying to steal personal information.

**Use of Virtual Private Networks (VPNs)**

- Use VPNs to encrypt internet connections, especially on public Wi-Fi, to protect sensitive data.

**Monitor Transactions**

- Check bank statements often to spot any unusual or unauthorized transactions quickly and take action.

*Fig 4.9: Ways to keep your online money transactions safe*

## Exercise

### 1. Which of the following is a long-term asset?

- |                        |             |
|------------------------|-------------|
| a) Inventory           | b) Building |
| c) Accounts Receivable | d) Cash     |

### 2. Which payment method is commonly used for instant fund transfers in India?

- |            |         |
|------------|---------|
| a) Cheques | b) UPI  |
| c) NEFT    | d) RTGS |

### 3. Which government scheme provides life insurance coverage to individuals at nominal premiums?

- |                            |                               |
|----------------------------|-------------------------------|
| a) Sukanya Samriddhi Yojna | b) PM Jeevan Jyoti Bima Yojna |
| c) PM Jan Dhan Yojna       | d) Atal Pension Yojna         |

### 4. Which service allows customers to withdraw cash using automated machines?

- |                              |                   |
|------------------------------|-------------------|
| a) Transfer-receipt of money | b) Mobile banking |
| c) Deposit-withdrawal        | d) Visit the ATM  |

### 5. Which one of the following is a service offered by banks?

- |                    |                     |
|--------------------|---------------------|
| a) Fixed deposits  | b) Loans            |
| c) Savings account | d) All of the above |

## UNIT 5: Marketing and Outreach

### Unit Objectives

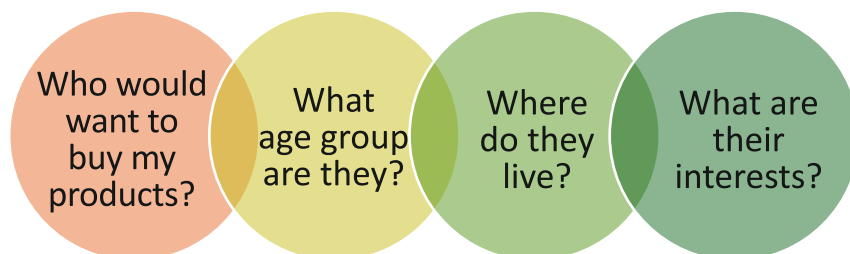
**By the end of this unit, you will be able to:**

1. Gain insights on marketing and outreach activities
2. Demonstrate ability to create basic branding for the products and services.
3. Demonstrate the procedure for using online platforms for marketing.
4. Choose the right platform and process for marketing.
5. Demonstrate use of e-commerce platforms.
6. Demonstrate the ability to participate in trade fairs and exhibitions.

### 5.1: Marketing and Customer Insights

#### Conduct Marketing Activities for Artisan Products

Marketing is a way of telling people about your products and why they should buy them. As an artisan, you create beautiful and unique items, but to sell them, people need to know they exist. Let's explore some simple marketing activities you



**1. Understand Your Market** Before you start marketing, it's important to know who your customers are.

For example, if you make handmade jewellery, your customers might be women aged 18-35 who like fashion and unique accessories. Knowing your market helps you create marketing messages that speak directly to them.

**2. Create a Brand** Your brand is how people see and remember your business. It includes your business name, logo, colors, and even the way you talk to customers. A strong brand makes you stand out from other artisans. Here are some tips:

Choose a catchy name that reflects your products.

Design a simple logo that looks good on your products and packaging

Use the same colors and fonts in all your marketing materials



**3. Use Social Media:** Social media platforms like Instagram, Facebook, and Pinterest are great for showing off your artisan products. Here's how to use them effectively:



**4. Participate in Local Events** Craft fairs, farmers' markets, and art shows are perfect places to meet customers in person. Here's what to do:



**5. Build a Website** A website gives you a professional online presence where customers can learn more about you and your products. Your website should have:



**6. Send Newsletters** Email newsletters help you stay in touch with your customers.



Collect email addresses at events or on your website and send out newsletters regularly but not too often – once a month is a good start.

### Evaluate Customer Feedback to Improve Product Offerings and Marketing Strategies

Listening to your customers is key to improving your products and marketing strategies. Customer feedback provides valuable insights into what you're doing well and what you can do better. Here's how to gather and use this feedback effectively.

**1. Ask for Reviews:** Encourage your customers to leave reviews online or give feedback directly to you. Positive reviews can attract new customers, while constructive criticism helps you improve. Here's how to ask:

- **In Person:** After a sale, ask the customer if they would be willing to leave a review.
- **Online:** Send a follow-up email after a purchase asking for feedback.

**2. Use Surveys:** Create simple surveys to ask specific questions about your products and services. You can use online tools like Google Forms. Ask questions like:

How satisfied are you with our products?

What did you like most about your purchase?

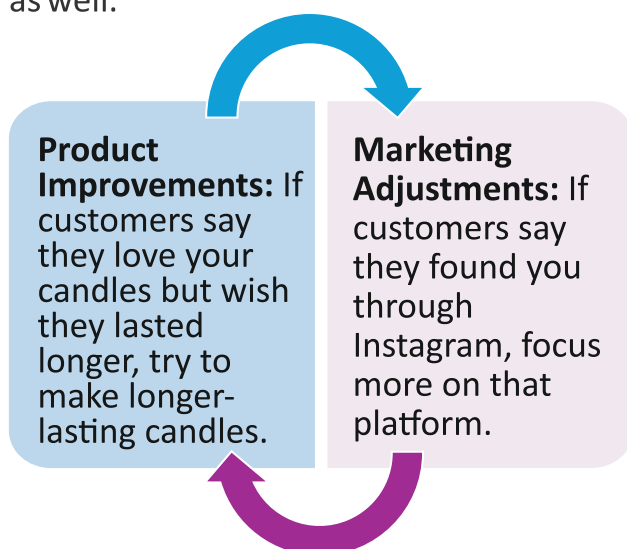
How can we improve our products or services?

**3. Monitor Social Media:** Pay attention to what people are saying about your products on social media. Respond to comments and messages and take note of any recurring themes or suggestions. This can help you identify trends and areas for improvement.



**4. Analyze Sales Data:** Look at your sales data to see which products are most popular and which ones aren't selling as well.

Use this information to adjust your product offerings and marketing efforts.



**5. Implement Changes** Based on the feedback and data you gather, make improvements to your products and marketing strategies. For example:

**6. Communicate Changes** Let your customers know that you're listening to their feedback and making improvements. This shows that you value their opinions and are committed to providing the best possible products and service. You can communicate changes through:

- Social media posts
- Newsletters
- Updates on your website

**7. Build Relationships** Building strong relationships with your customers encourages loyalty and repeat business. Here's how:

## 5.2: Brand Development and Promotion Strategies

### Understand Brand Identity to Enhance Sales and Promotion

**Brand Identity:** Brand identity is how you want your customers to perceive your business. It includes everything from your business name and logo to your products' design and the way you communicate with customers. A strong brand identity helps you stand out from the competition and builds customer loyalty.

**1. Define Your Brand:** Start by defining what makes your brand unique. Ask yourself these questions:

What are my core values?

What do I want my brand to represent?

Who is my target audience?

For example, if you make eco-friendly handmade soaps, your core values might include sustainability and natural ingredients. Your brand should reflect these values in everything you do.

**2. Create a Memorable Logo:** Your logo is a visual representation of your brand. It should be simple, memorable, and reflective of your brand's identity. Here are some tips for creating a good logo:



**3. Develop a Consistent Voice:** Your brand voice is how you communicate with your audience. It should be consistent across all platforms, from social media posts to customer emails. Decide on a tone that matches your brand's identity:

**4. Design Attractive Packaging:** Packaging plays a significant role in how customers perceive your products. Good packaging should be both functional and visually appealing. Consider these aspects:

**5. Tell Your Story:** Customers love stories. Share the story behind your brand to create a personal connection with your audience.

## Promote Products through Social Media and Digital Marketing

### Social Media Marketing

Social media platforms like Instagram, Facebook, and Pinterest are powerful tools for promoting your products.

### Digital Marketing

Digital marketing includes various online strategies to promote your products and reach a larger audience.

Here are some key methods:

#### 1. Email Marketing:

Email marketing is a direct way to reach your customers and keep them informed about your brand.

#### 2. Online Advertising:

Paid online ads can boost your visibility and attract more customers

## Exercise

### 1. What is a key component of a brand identity?

- a) Price of the product
- b) Location of the store
- c) Logo
- d) Number of employees

### 2. What is the purpose of a brand tagline?

- a) To set product prices
- b) To list the company's employees
- c) To describe the brand's mission or values in a memorable way
- d) To provide customer service information

## 5.3: E-Commerce Management for Artisans

### Onboarding E-commerce Platform

#### Choose the Right E-commerce Platform

Selecting the right e-commerce platform is the first step to selling your products or services. When choosing a platform, consider factors like fees, ease of use, target audience, and the platform's reputation.

#### Set Up Your Account

To get started on an e-commerce platform, you need to create an account.

#### Customize Your Store

Once your account is set up, customize your online store to reflect your brand. Here's how:  
**Store Name:** Choose a name that matches your brand identity.  
**Logo and Banner:** Upload your logo and create a banner that visually represents your brand.  
**Store Description:** Write a brief description of your store, highlighting what makes your products unique.

#### Set Up Payment and Shipping Options

Ensure your customers have convenient payment and shipping options.

## Apply Strategies for E-commerce Linkage with GeM, Khadi India, MSME Mart

Understanding GeM, Khadi India, and MSME Mart

GeM (Government e-Marketplace)	Khadi India	MSME Mart
A platform for government procurement of goods and services. Registering on GeM allows you to sell your products to government departments and agencies.	Promotes products made by artisans under the Khadi and Village Industries Commission (KVIC). Selling on Khadi India can boost your visibility and sales.	An online marketplace for Micro, Small, and Medium Enterprises (MSMEs) in India. It helps MSMEs reach a larger audience and increase their sales.

## 5.4: Building Trade Network for Craft Business

Use Digital Marketing for Wider Reach and Publicity of the Vishwakarma Scheme

- 1. Understanding Digital Marketing:** Digital marketing involves using online platforms and tools to promote products and services. For artisans under the Vishwakarma Scheme, digital marketing can help you reach a broader audience, increase awareness, and boost sales. Key components of digital marketing include social media, email marketing, content marketing, and online advertising.
- 2. Social Media Marketing:** Social media platforms are powerful tools for promoting the Vishwakarma Scheme and your craft products. Here's how to use them effectively:
- 3. Email Marketing:** Email marketing helps you keep your audience informed about new products, special offers, and updates related to the Vishwakarma Scheme.
- 4. Content Marketing:** Content marketing involves creating and sharing valuable content to attract and engage your target audience.

Start a Blog

**Topics:** Write about topics related to your craft, such as tutorials, the history of your craft, and stories of artisans.  
**SEO:** Use Search Engine Optimization (SEO) techniques to make your blog posts discoverable on search engines.

Create Videos

**YouTube:** Start a YouTube channel where you can post videos about your products, tutorials, and the Vishwakarma Scheme.  
**Live Streams:** Host live streams on social media to interact with your audience in real time.

## 5. Online Advertising

Online advertising can help you reach a larger audience quickly.

### Create Links with Suitable Exporters and Traders Operating Under the Sector

#### 1. Understanding the Export Market

- Exporting products can significantly increase sales and expand customer base. It involves selling your products to customers in other countries.

##### Research Export Markets

- Identify Target Markets: Research which countries have a demand for products.
- Understand Regulations: Learn the regulations and requirements for exporting to those countries.

#### 2. Finding Suitable Exporters and Traders

- Export Promotion Councils
- Trade Fairs and Exhibitions

#### 3. Collaborating with Exporters and Traders

- Identify Potential Partners
- Contact
- Establish Relationships
- Negotiate Terms

#### 4. Leveraging Government Schemes

GeM (Government e-Marketplace)	Khadi India	MSME Mart
<b>Registration:</b> Register on the GeM portal to sell your products to government departments and agencies.  <b>Compliance:</b> Ensure your products comply with the standards and requirements of GeM.	<b>Certification:</b> Get your products certified by Khadi India to leverage their brand and network.  <b>Listing:</b> List your certified products on the Khadi India platform.	<b>Membership:</b> Join MSME Mart to access their marketplace and resources.  <b>Promotion:</b> Use MSME Mart's tools and resources for promotion.

## 5. Logistics and Shipping

Reliable Shipping Partners	Packaging and Documentation
<b>Research:</b> Find reliable shipping partners who can handle international shipments. <b>Negotiation:</b> Negotiate rates and terms to ensure cost-effective shipping.	<b>Packaging:</b> Ensure your products are well-packaged to withstand international shipping. <b>Documentation:</b> Prepare all necessary export documentation, including invoices, shipping labels, and certificates of origin.



## 5.5: Trade Fairs and Exhibitions

### Participate in Trade Fairs and Exhibitions Related to the Products

#### 1. Understanding the Importance of Trade Fairs and Exhibitions

Trade fairs and exhibitions provide a platform for artisans to showcase their products to audience and network, and stay updated on industry trends. Participating in these events can significantly boost your visibility and sales.

Industry Relevance	Audience	Location	Timing
Look for events specifically focused on crafts and artisan products.	Consider the type of visitors the event attracts, such as wholesalers, retailers, and individual buyers.	Choose events in locations where your target market is concentrated.	Participate in events that align with your product launch schedules or selling seasons.

#### 2. Preparing for Participation

Preparation is key to making a strong impression at trade fairs and exhibitions. Here's what you need to do:

Plan Your Booth	Marketing Materials	Staffing
-----------------	---------------------	----------

#### 3. Engaging with Visitors

Engagement is crucial to attracting and retaining the interest of visitors.

#### 4. Follow-Up After the Event

Following up with the contacts you made during the event is essential for converting leads into customers.

### Exercise

#### 1. Which digital marketing tool is effective for reaching a wider audience?

- a) Television ads
- b) Social media platforms
- c) Newspaper articles
- d) Radio announcements

#### 2. What is one benefit of collaborating with relevant industry bodies for artisans?

- a) Increased isolation from the market
- b) Higher production costs
- c) Enhanced support and networking opportunities
- d) Limited access to new customers

## Unit 6.1: Perform Advance Salon Services for Men

### Unit Objectives

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

1. Explain the advance duties of barbering services
2. Carry out creative haircuts
3. Carry out beard/ moustache trimming and shaping
4. Perform hair relaxing services
5. Perform facial procedures
6. Perform foot massage

### 6.1.1 Recap of Assistant Barber - Salon Services (Basic Training)

Barbering is a revered profession focusing on cutting, grooming, and styling men's hair. The industry in India is rapidly evolving. The Trainee Handbook for "Assistant Barber-Salon Services" in beauty & wellness aims to enhance skills for the role, covering modules such as PM Vishwakarma Scheme, barbering techniques, self-employment, digital literacy, and financial literacy.

**Key topics include:**

1. Maintain a clean, hygienic work area by disinfecting tools, cleaning the salon, and using disposable items.
2. Ensure personal hygiene through regular hand washing, trimmed nails, and clean uniforms.
3. Maintain correct posture to reduce injury risks and support overall health.
4. Keep a first aid kit handy and know basic first aid procedures.
5. Understand client needs to suggest suitable services effectively.
6. Ensure safe disposal of salon waste to maintain a healthy environment.
7. Document client service information for consistency and better client service.
8. Perform various grooming services for men, including beard trimming, shaving, haircuts, and styling.

These responsibilities are crucial for providing professional barbering services and maintaining high standards of hygiene and safety.

### 6.1.2 Introduction to Advance Barbering

Barbering has evolved from traditional haircuts and shaves to encompass sophisticated techniques meeting modern grooming needs. Advancing from basic to advanced skills demands mastery and ongoing adaptation to new trends. Advanced barbering blends tradition with innovation, offering clients higher care standards and precision, often delivered by certified barbers trained in the latest techniques.

### 6.1.3 Duties of a Barber for Performing Advanced Services

Advanced duties of a barber extend beyond the basic tasks and require a higher level of skill which includes:

	<b>Beard and Moustache Grooming:</b> Expertise in shaping, trimming, and styling beards and moustaches, providing personalized grooming services based on facial shape and hair type.
	<b>Straight Razor Shaving:</b> Proficiency in classic straight razor shaving techniques, offering precise and comfortable shaves for clients.
	<b>Facial Hair Design:</b> Creating intricate and personalized designs or patterns in facial hair.
	<b>Hair and Scalp Treatments:</b> Offering advanced hair and scalp treatments.
	<b>Hair Colouring:</b> Expertise in hair colouring techniques.
	<b>Sanitation and Hygiene:</b> Maintaining high standards of cleanliness and hygiene within the barbershop.

### 6.1.4 Safe And Effective Methods of Working

Occupational hazards in a salon can encompass various risks to both employees and clients. Managing these hazards requires proper training, use of personal protective equipment (PPE), regular maintenance of equipment, good hygiene practices, and ergonomic adjustments to minimize risks and ensure a safe working environment for salon staff and clients alike. Listed are some common preventive measures:

1. Wash hands before and after each treatment.
2. For any treatment remember to be both safe and effective. This means that your work area must always be:
  - **Organised** – Set the trolley or work station up with all required tools/equipment/products. Forget nothing
  - **Easy to reach** – Place everything within easy reach
  - **Hygienic** – Make sure everything is clean and disinfected before & after use or disposed of depending on type.

### 6.1.5 Creative Haircuts

Creative haircuts in barbering showcase barbers' artistic skills by offering unique, personalized styles that incorporate advanced techniques, modern trends, and an understanding of individual client preferences.

#### Short Textured Modern Mullet Haircut

##### Step 1 Create a guideline:



Use a comb to create a guideline for the short sides. Start at the bottom of the hairline on the sides and work your way up, keeping the clippers flat against the head to maintain a consistent length.

##### Step 2 Blend the sides:



Gradually blend the sides into the longer hair on top.

##### Step 3 Define the back:



The distinctive feature of a modern mullet is the longer back. Use scissors to trim the hair in the back. Keep the back section longer and more textured.

##### Step 4 Texturize the top:



Use scissors to add layers and texture to the top, creating a choppy look.

##### Step 5 Detailing:



Use hair trimmers or scissors to clean up the edges and create a neat, well-defined shape for the mullet.

##### Step 6 Styling:



Apply a small amount of your preferred hair product (e.g., pomade or wax) to the top section of the mullet to create texture and hold. You can style it as you like, such as adding more texture or making it messy.

## Trending Medium Length Haircut

### Step 1 Sectioning:



Section the hair by separating the crown area in C section.

### Step 2 Create a guideline:



Use a comb to create a guideline for the haircut.

### Step 3 Begin cutting:



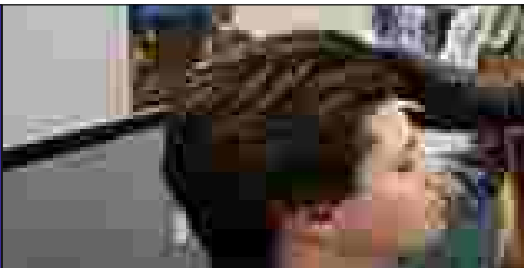
Start by trimming the hair along the guideline established.

### Step 4 Texturize the hair:



To add texture and remove bulk, use various cutting techniques, such as point-cutting or slide-cutting.

### Step 5 Styling:



Use pomade, gel, mousse, or other styling products based on the desired look.

### Step 6: Final Look



Final Look

### 6.1.6 Hair Colouring Services

Hair colouring, is the process of altering the natural colour of hair. It's typically done professionally by a hairdresser. Reasons for changing hair colour include covering grey or white hair, achieving a fashionable or desired colour, and restoring hair to its original colour after discoloration from treatments or sun exposure.



**Shown here are shades as mentioned:**

- Blacks
- Peroxides
- Blonds light
- Blonds dark
- Browns light
- Browns dark
- Reddish browns
- Reds

Fig. 6.1: Hair Colour Chart

**Colour Theory (Law of colour):** It is important to understand the theory of colour pigments before applying colour.

Primary Colours	Secondary Colours	Tertiary Colours
<p>The three primary colours create both neutral and artificial shades</p> <p>Red (Warm Tone) Blue (Cool tone) Yellow (Warm Tone)</p>	<p>Secondary colours on a colour wheel are the colours formed by mixing two primary colours. There are three secondary colours:</p> <ul style="list-style-type: none"> <li>• <b>Green:</b> Made by mixing blue and yellow.</li> <li>• <b>Orange:</b> Created by combining red and yellow.</li> <li>• <b>Purple:</b> The result of mixing blue and red</li> </ul>	<p>Mix an equal portion of a particular primary colour with their immediate next secondary colour, it makes a tertiary colour.</p> <ul style="list-style-type: none"> <li>• Blue &amp; Green = Blue-Green</li> <li>• Blue &amp; Violet = Blue-Violet</li> <li>• Red &amp; Orange = Red-Orange</li> <li>• Red &amp; Violet = Red-Violet</li> <li>• Yellow &amp; Orange = Yellow-Orange</li> <li>• Yellow &amp; Green = Yellow-Green</li> </ul>



Fig. 6.2: Colour Wheel



**Preparing the work area and the client**

- Wipe trolleys/work surfaces/shelves with surgical spirit.
- Wipe down work surfaces prior to use.
- Use clean towels for each client
- Use disposable products.
- Maintain a clean /tidy work area.
- The barber should wash their hands before and after each treatment.
- Sterilize all tools before and after use or dispose of them depending on type

**Protective Measures**

- Check that the scalp is not oily, in case the hair/scalp is oily take the client for Shampoo before starting the procedure.
- Drape the client with a cape and place a towel around their neck.
- Apply a thin layer of petroleum jelly along the hairline to prevent staining.

**Patch Test**

Patch test is a crucial step to eliminate the possibility of any allergic reaction to the hair colour products that will be used. Here's how a patch test is typically conducted in a salon:



**Step 1:** Prepare a small amount of the hair dye or bleach mixture.

Mix the product exactly as it will be applied to the hair, including any developer or additives.

**Step 2:** A small amount of the mixed product will be applied to a discreet area of the skin, usually behind ear or on the inside of the elbow.

**Step 3:** For colour - It needs to be kept for 30 minutes.

For hair bleach - Apply the product for 10 to 15 minutes and clean properly with water.

**Step 4 :** Monitor the area for any signs of an allergic reaction, such as redness, itching, swelling, blistering, or any other unusual reactions within 24 to 48 hours.

## Full Highlight hair colour

### Step 1: Colour Selection



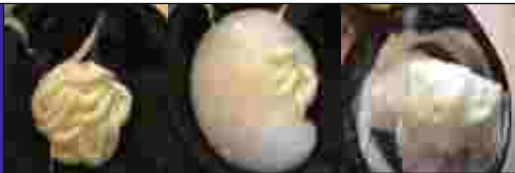
Section the hair by separating the crown area in C section.

### Step 2: Sectioning



Use a comb to create a guideline for the haircut.

### Step 3: Mixing the Bleach or Colour



For lightened highlights, mix a bleach or lightening product with a developer to the desired strength. For non-lightening colour highlights, prepare the colour.

### Step 4: Application Foil Technique:



Take a small section of hair, place a piece of foil underneath, and apply the mixture from the roots to the ends using the tint brush. Fold the foil to encase the hair.

### Step 5: Processing



For bleach - 15 to 20 minutes depending upon the level of shade.  
For colour - As per the manufacturer given instruction between 30 to 35 minutes.

### Step 6: Shampoo and Conditioning



When the processing time is up, rinse the hair thoroughly with lukewarm water until the water runs clear. Use a shampoo and conditioner.

### Final Look



Blow-dry and style to achieve the final look.

### Final Look



## 6.1.7 Beard Shaping

Beard shaping is an art that requires technical skill that enhances a client's facial features, groomed appearance.

### Step 1:



Choose beard style Decide on the style and length of the beard.

### Step 2: Select the right guard length:



Use beard trimmer with the appropriate guard length for the desired style.

### Step 3: Trim the overall length:



Begin by running the trimmer through the beard in the direction of hair growth.

### Step 4: Define the neckline:



The neckline is a critical element in shaping a beard. To define the neckline, imagine a "U" shape that starts just above Adam's apple and extends up towards ears.

### Step 5: Shape the cheek line:



For a neat look, define the cheek line by following the natural contour of cheekbone.

### Step 6: Trim the moustache:



Comb moustache hair downward and trim it to desired length.

### Step 7: Detail work:



Use small scissors to trim any stray or longer hairs, especially along the edges and to clean up the mustache.

### Step 8: Check symmetry:



Examine your beard in the mirror to ensure it's symmetrical and that both sides match.

## 6.1.8 Hair Relaxing Services

### Head Massage

The Indian head massage is also known by the champi .Head massage helps in promoting hair growth and improving mobility, flexibility, blood circulation, and reducing stress and tension.



**Step 1:** Use gentle kneading, pressing, and circular motions to relax and warm these areas

**Step 2:** Start with gentle movements, gradually increasing the pressure as the recipient becomes more relaxed.

**Step 3:** Use your fingertips to make gentle circular motions all over the scalp.

**Step 4:** Gently grasp sections of the scalp with your fingertips and thumbs and knead in a circular motion.

**Step 5:** Lightly and gently tug on small sections of the hair to stimulate the scalp.

**Step 6:** Use fingertips to apply gentle pressure to specific points on the scalp.

**Step 7:** Continue the massage for at least 15-20 minutes to ensure relaxation and tension relief.

**Step 8:** After the massage, use fingertips to make light, feathery strokes all over the scalp to signal the end of the massage.

## 6.1.9 Facial

The face is the most important part of the body and we endeavour to keep looking young and healthy. Facial treatments are essential to clean the skin and renew the cells.

### Step 1 Cleansing:



1. Start by applying a facial cleanser suitable for the client's skin type.
2. Gently massage using upward and outward motions.
3. Rinse with water & pat dry.

### Step 2 Exfoliation:



1. Apply facial cleanser
2. Gently massage using upward & outward motions.
3. Rinse & pat dry

### Step 3 Steam or warm towels:



Use a facial steamer or warm towels to open the pores and soften the skin.

### Step 4 Massage:



This helps to improve circulation and relieve tension.



**Step 5 Massage:**



Apply a suitable facial mask. Allow the mask to sit for the recommended time, approx. 15-20 min

**Step 6 Final steps:**



Remove any excess product and clean the client's face using a damp towel.

**Contraindication:** Eczema, psoriasis, allergy, an unhealed cut, big pimples, rash etc. makes or could make a facial difficult or unsuitable for the client.

## 6.1.10 Foot Massage



**Step 1:** Soaking the feet in a pedicure tub with warm water and gently wipe them clean towel. Shorten the nails with clippers if required.

**Step 2:** Apply a small amount to your hands.

**Step 3:** Gently warm up the feet by placing your hands on them and applying gentle pressure with the thumbs.

**Step 4:** Move on to circular motions with the thumbs, focusing on the arches and the ball of the foot. This can help release tension.

**Step 5:** Use thumb and forefinger to gently squeeze and rub each toe.

**Step 6:** Use the thumbs and the base of your palms to apply circular motions and knead the heel area.

**Step 7:** Gently hold the heel with one hand and the top of the foot with the other.



**Step 8:** Use the thumbs to make circular motions around the ankle. Be gentle and focus on any tight spots.

**Step 9:** End the foot massage with some light, soothing strokes to help the person relax.

**Step 10:** If you used oil or lotion, make sure to wipe off any excess.

**Contraindications:** Bruised nail may restrict treatment to that nail. A bacterial or fungal infection will prevent treatment completely due to the risk of cross-infection.

## Exercise

### Multiple Choice Questions

1. What does the term "texturizing" refer to in barbering?
  - a. Adding colour to the hair
  - b. Changing the structure of the hair to create movement and reduce bulk
  - c. Cutting the hair in straight lines
  - d. Styling the hair with a curling iron
2. What is the purpose of creating a guideline in a haircut?
  - a. To determine the colour of the hair
  - b. To establish a consistent length and shape for the haircut
  - c. To add texture to the hair
  - d. To straighten the hair
3. What is a patch test, and why is it important in hair colouring?
  - a. A test to check the hair's porosity before colouring
  - b. A test to determine the final colour result on a small section of hair
  - c. A test to check for allergic reactions to the hair dye on a small patch of skin
  - d. A test to measure the time required for the colour to develop
4. What does "full highlight" mean in hair colouring?
  - a. Colouring only the roots
  - b. Adding highlights throughout the entire head
  - c. Colouring the hair a single uniform colour
  - d. Adding lowlights to the hair
5. What is the first step in applying hair colour?
  - a. Applying conditioner
  - b. Conducting a patch test
  - c. Drying the hair
  - d. Cutting the hair
6. Which tool is commonly used to apply highlights?
  - a. Razor
  - b. Foil
  - c. Hair dryer
  - d. Curling iron
7. What is the primary reason for sanitizing tools before beard shaping?
  - a. To enhance the sharpness of the tools
  - b. To prevent infection and cross-contamination
  - c. To make tools look shiny
  - d. To improve the grip on the tools
8. What is the primary benefit of a head massage?
  - a. To increase hair length
  - b. To improve blood circulation and promote relaxation
  - c. To permanently straighten hair
  - d. To colour the hair



## Annexure I

[illegible]

**Under Creative Commons License: CC-BY -SA**

**Copyright ©: 2023**

**Attribution-Share Alike: CC BY-SA**



This license lets others remix, tweak, and build upon your work even for commercial purposes, as long as they credit you and license their new creations under the identical terms. This license is often compared to "copy left" free and open-source software licenses. All new works based on yours will carry the same license, so any derivatives will also allow commercial use. This is the license used by Wikipedia and is recommended for materials that would benefit from incorporating content from Wikipedia and similarly licensed projects.

### **Disclaimer**

The information contained herein has been obtained from sources reliable to the relevant trade. The coded boxes in the booklet called Quick Response Code (QR Code) will help to access the e-resources linked to the content. The information given is for education purpose only and does not promote any product, brand, or make.



सत्यमेव जयते  
GOVERNMENT OF INDIA