

CONTACT DETAILS OF THE AWARDING BODY FOR THE QUALIFICATION

1. Name and address of awarding body:

National Academy of RUDSETI
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3. List of Documents submitted in support of the Qualifications file (Annexure)

- i. **About National Academy of RUDSET**
- ii. **RUDSETI Model of Entrepreneurship Development**
- iii. **Curriculum document /Syllabus**
- iv. **Session Plan**
- v. **Bank wise list of RSETIs**
- vi. **Research Studies regarding RUDSETI/RSETI**
- vii. **Success Stories**

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SUMMARY

Qualification Title: Beauty Parlour Management

Qualification Code: NARQ40007- PROCESS

Nature and purpose of the qualification:

To impart training to enable the trainee to venture into self employment / entrepreneurship by setting up a Beauty Parlour for women.

According to NSSO Data (2013) among workers in rural areas, 54.2% are self-employed and 38.6% work as casual labor, where as only 7.2% have regular wage employment. Most of the self employed are engaged in agriculture and have very little formal skills both in farm and non-farm occupations. Hence, the need to skill rural youth so that the next generation of workers become skilled, productive and contribute positively for the growth of the economy.

On gaining skills for providing beautician services and in entrepreneurship, the candidates trained in this qualification can start their own Beauty Parlour and also take up outdoor make-up assignments. There is increasing demand for this service especially for private (domestic) and public events in the rural areas and small towns. On becoming an entrepreneur the candidate trained in this qualification will initially promote a micro-enterprise which can gradually grow to become a small and later medium scale enterprise. The Micro, Small and Medium Enterprises (MSME) sector has emerged as a highly vibrant and dynamic sector of the Indian economy over the last five decades. MSMEs are playing a crucial role in providing large employment opportunities at comparatively lower capital cost than large industries. They are also contributing in a significant manner to the industrialization and development of rural and backward areas. This helps to reduce regional disparities and provides for a more equitable distribution of national income and wealth. MSMEs contribute enormously to the socio-economic development of the country. This sector today consists of 36 million units and provides employment to over 80 million persons. The Sector through more than 6,000 products contributes about 8% to GDP besides 45% to the total manufacturing output and 40% to the exports from the country. The MSME sector has the potential to spread industrial growth across the country and can be a major partner in the process of inclusive growth. The Micro, Small and Medium enterprises contribute to over. Entrepreneurship, and resultant creation of employment and wealth, is a major mean for inclusive development. A programme which is conducted with a motive to promote potential entrepreneurs, understanding of motives, motivational pattern, their impact on behavior and entrepreneurial value is termed as entrepreneurial development programme.

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Body/bodies which will award the qualification: National Academy of RUDSETI, Bengaluru

The National Academy of RUDSETI was established in April 2009 in response to an emerging need for capacity building and mentoring of more than 585 Rural Self Employment Training Institutes (RSETIs) established in each district of the country as joint venture between different Banks and the Ministry of Rural Development, Government of India to work as National Level Resource Organization for RUDSETIs and RSETIs and other similar type of Institutes

1. To design and conduct training programmes and undertake project in Enterprise Promotion, Rural Development, Technology Transfer and imparting Human Resource Development (HRD) concepts.
2. To conduct research and development work in the field of Entrepreneurship Development
3. To act as a advisory to policy makers relating to Enterprise Promotion and Rural Development (for Government /NGOs/ Other Organizations / Financial Institutions /Corporate Entities / Central Secretariat, RUDSETI)
4. To take up any other activities connected with Rural Development and Entrepreneurship Development and Rural Development.
5. To provide Consultancy and Counseling Services in the field of Entrepreneurship Development and Rural Development.
6. Any other activity aimed at Development of Entrepreneurship, Rural Development and serving the society at large.

(See Annexure I for a complete profile of NAR and Annexure II for RUDSETI model of Entrepreneurship Development)

Body which will accredit providers to offer courses leading to the qualification:

National Academy of RUDSETI, Bengaluru

Body/bodies which will be responsible for assessment:

National Academy of RUDSETI, Bengaluru

Occupation(s) to which the qualification gives access:

This qualification will enable the trainee to establish a Beauty Parlour of her own to provide service of beautification service for the women of the area. In due course she can accept the outdoor assignments at various places and expand the business by employing required some more skilled women. Besides skills in the field of Photography and Videography, the qualification will give access to the trainee to:

1. Acquire and internalize the required Entrepreneurial Competencies (skill as well as attitude).
2. Knowledge and techniques for identifying the business opportunities, selection of an entrepreneurial activity, launching of the venture and skills for managing a Micro Enterprise.
3. Build confidence in one's own abilities

Proposed level of the qualification in the NSQF:

Level 4

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Anticipated volume of training/learning required to complete the qualification:

240 hours

See Annexure III for Curriculum document/Syllabus and annexure IV for Session Plan

Entry requirements / recommendations:

Female candidates in the age group of 18 to 45 years having inclination for taking up Beauty Parlour as a self employment occupation and aspiring to become an Entrepreneur.

Progression from the qualification:

This qualification will enable the trainees to become self employed by providing service in the field of beautification for women. She will be able to set up their own Beauty Parlour and also providing on the spot service at marriage and other functions. In due course they will graduate to become an entrepreneur through expansion thereby providing employment to others also. She can also take up the advanced course in Beauty Parlour Management conducted by RSETIs.

Planned arrangements for the Recognition of Prior learning (RPL):

Not applicable

International comparability where known:

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<p>Professional Skills</p> <p>8. Ability to select the right tools/equipments, cosmetics etc. used in beauty parlour for the given procedure.</p> <p>9. Set up the work place in an ergonomic manner maintain safe and good working conditions in the beauty parlour</p> <p>10. Conduct / perform the following various beautification techniques such as</p> <ul style="list-style-type: none"> • Eye brow shaping • Waxing and hair removal • Manicure and Pedicure • Facials • Hair cutting • Hair styling • Aroma therapy • Mehendi • Massaging and spa treatments • Skin treatments • Make up <p>11. Perform hair care and different types of hair cut and styling</p> <p>12. Maintain health and safety of work area maintains a safe and hygienic environment at the work area to reduce potential risks to self and others.</p>	Mandatory	124 hours	Level 4
<p>Core Skills</p> <p>13. Identify business opportunities in chosen sector</p> <p>14. Conduct market survey and prepare simple business plan</p> <p>15. Ability to plan and assess risk</p> <p>16. Problem solving capabilities</p> <p>17. Time management skills</p> <p>18. Communication skills</p> <p>19. Business Management skills</p>	Mandatory	34 hours	Level 4
<p>Admission, Examination & Valedictory</p>	Mandatory	6 hours	-
<p>Total Duration of the Course</p>		<p>240 hrs</p>	

Body/Bodies which will carry out assessment:

This qualification will be used by 585 RSETIs (list is furnished in Annexure IV) across the country which has been established in each district. These RSETIs are controlled by commercial banks (both Government owned and Private). NAR is a separate body and there is no linkage in management and control between the RSETIs offering the training and NAR which will conduct the assessment. The assessment of outcome of the qualification will be done by NAR which is an independent organization. It is run by professionals who are expert in rural entrepreneurship development. In NAR there will be a separate vertical similar to 'Controller of Examinations' in Universities, which will conduct the assessment through its empanelled assessors at the RSETI level. The empanelled assessors will be provided training by NAR.

How will RPL assessment be managed and who will carry out?

Not Applicable

Describe the overall assessment strategy and specific arrangements which have been put in place to ensure that assessment is always valid, reliable and fair and show that these are in line with the requirements of NSQF.

Assessment tools for the Qualification are decided on the basis of composition of knowledge and skill in that particular Course. All assessments shall have at least two tools viz. 1. Practical test and 2. Written test and/or Viva.

1. Assessment process:

The assessment will be primarily carried out by collecting evidence of competence gained by the trainees by observing them at work, asking questions and initiating formative discussions to assess understanding and by evaluating their practical work. The question papers for the theory Examinations contain objective/descriptive type questions, drawings etc.

Minimum pass mark: Overall 50% of marks allotted

2. Testing and certifications for the course:

Arrangements will be made by NAR to ensure that the evidence on which assessment / judgments made are comparable for all trainees and that the judgments made does not vary from assessor to assessor. Arrangements relating to the conduct and monitoring process of assessment are as follows:

- Questions papers will be prepared by NAR in consultation with vocation experts in the field.
- Structured tests at the Institute level will be administered in the presence of the assessors.
- The tests will be supervised and monitored at every Centre
- Theory and practical Examinations will be carried out with invigilators/examiners with the overall

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supervision of the certified assessors.

- Examiners called for evaluation of practical will have technical expertise in the field

ASSESSMENT EVIDENCE

Assessment & Evaluation:

The trainees will be assessed through a structured test process. The test will comprise of both written, practical and viva voce. Standard question paper will be devised keeping in view the expected outcome of the training. The test will be administered by certified and empanelled assessors at RSETI level. The technical skill component will be tested through practical examination. Both of these tests will be followed by personal interview wherein the entrepreneurial competencies will be tested. The extent of internalization of the inputs given will be tested. The face-to-face interview will assess the overall ability of the trainee concerned to perform the defined job role including behavioral aspects of entrepreneurial competencies. On getting the results of these tests from the assessors at ground level, a senior expert in entrepreneurship at NAR, Bengaluru will review the marks and on his validation, system generated certificates will be issued to the successful candidates online.

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Entrepreneurship Development				
Outcome Assessable	Performance Criteria	Total	Theory	Practical
1. Candidate is clearly able to differentiate between Wage employment, Self-employment and Entrepreneurship	PC 1 – Understanding the Context and Need for Rural Entrepreneurship Development, Role of RSETIs	1	1	0
	PC 2 – Developing Self Confidence and Positive Attitude (Micro Lab & Tower Building)	2	1	1
2. Understand, appreciate and develop the self-confidence for embarking on self-employment / entrepreneurship.	PC 3 – Comparative Advantages of Entrepreneurship and Self Employment over Wage Employment	1	1	0
	PC 4 – Understanding and self evaluation of Achievement Motivation and ways and improve motivation (SRQ)	6	2	4
3. Understand and internalize entrepreneurial competencies and know their importance for becoming a successful entrepreneur.	PC 5 - Understanding and internalizing entrepreneurial competencies	5	3	2
	PC 6 - Understanding the Concept of Risk Taking and Ability to do Risk Assessment (Ring Toss Game)	3	1	2
4. Trainee is able to understand the legal and regulatory aspects of launching an enterprise.	PC 7 - Understanding the importance of Systematic Planning and Efficiency Orientation (Boat Building)	2	1	1
	PC 8 - Being able to understand the importance of Quality Assurance and Improvement in Business	3	1	1
5. Trainee is able to appreciate need for continuous growth and expansion of an enterprise	PC 9 - Understanding the process of steps in Problem Solving	2	2	1
	PC 10 – Time Management – Understanding of Basic Concepts and ability to manage time	3	2	1
6. Trainee is able to analyze major trends in a given economic sector / sub-sector and identify Business Opportunities	PC 11 – Effective Communication Skills – Understanding of Basic Concepts and ability	2	1	1
	PC 12 – Ability to assess market conditions and identify appropriate business opportunities	3	3	0
7. Trainee is able to conduct market survey and develop sound Business Plans based on obtained data.	PC 13 - Ability to Conduct Market Survey on a limited scale in a given area of Business	7	3	4
	PC 14 – Understanding of Banking & Insurance and how it can help a start up enterprise	6	3	3
8. Develop effective personal management skills like time management and communication skills.	PC 15 – Ability to Prepare Business Plan based on data obtained from Market Survey	16	6	10
	PC 16 – Understanding licensing and regulatory aspects of launching an enterprise.	3	3	0
9. Knows to maintain simple books of accounts and prepare financial statement for small business	PC 17 – Ability to Maintain Books of Accounts and Develop Financial Statements for a Small Business	8	6	2
	PC 18 – Understanding and ability for Inventory and Materials Management	5	3	2
10. Trainees able to devise a simple marketing and sales strategies and plan for a small business	PC 19 – Understanding and ability for Sales and Marketing	7	4	3
	PC 20 – Human Resource Management – Understanding of Concepts and ability to manage a team	5	3	2
11. Trainees able to manage small team of workers required for managing a small business	PC 21 - Understanding of Basic Laws relating to MSMEs	5	5	0
	PC 22 – Growth and Strategic Planning - Understanding of Concepts	5	5	0
Total EDP		100	60	40

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Outcomes to be assessed	Performance Criteria	Assessment Criteria		
		Total	Theory	Practical
Professional Knowledge B. Technical Knowledge 12. Interest generated in learning the techniques of Beautification for taking it up as self employment venture. 13. Knowledge of various aspects of beautification sought by women. 14. Knowledge of various tools/equipments, cosmetics connected to Beauty Parlour. 15. Understanding of the general anatomy and physiology of skin as a human organ. 16. Understand the structure of the skin, function of skin, skin types of different ethnic groups 17. Explain the effect of ageing process on the skin and muscle tone 18. Understanding of the hair growth cycle and types of hair 19. Know how regarding nail growth and care 20. Knowledge of different types of waxing treatment 21. Understand the equipment, materials, products, techniques and treatment for waxing 22. Understand the technique of removing unwanted hair 23. Understand safe and effective methods of working when providing waxing treatments 24. Understand contra-indications that affect or restrict waxing treatments 25. Understand the effects, benefits, techniques and precautions for female intimate waxing 26. Ensure safety and comfort of the client while performing waxing	PC1. Is able to tell about the role of beautician service provider for providing beauty services	2	2	Nil
	PC2. Is able to explain the scope of beauty services business	2	2	Nil
	PC3. Knows well the various aspects of beauty services business	2	2	Nil
	PC4. Know the anatomy of human skin	3	3	Nil
	PC5. Knows various types of skin depending on ethnic types	3	3	Nil
	PC6. Knowledge of various issues related to skin which has significance for beauty treatments.	3	3	Nil
	PC7. Knows about the human body structure – bones and muscles	2	2	Nil
	PC8. Knowledge of facial, neck and shoulder muscles, bones of the head, face and neck	2	2	Nil
	PC9. Knows the basics of hair growth	3	3	Nil
	PC10. Knowledge regarding types of hair	2	2	Nil
	PC11. Understanding of nail growth	3	3	Nil
	PC12. Knowledge of issues related to hygiene of nails	2	2	Nil
	PC13. Knowledge various procedures of manicure and pedicure	3	3	Nil
	PC14. Understanding regarding preparatory procedures for waxing	2	2	Nil
	PC15. Knowledge of materials required for waxing	3	3	Nil
	PC16. Know how of hair removal techniques using waxing	3	3	Nil
	PC17. Safety precautions to be followed during waxing procedures	3	3	Nil
	PC18. Able to understand the contra-indications effect of waxing, especially on sensitive skin and sensitive skin areas.	3	3	Nil
	PC19. Knowledge of how to ensure clients safety and comfort while performing waxing procedures	3	3	Nil
	PC20. Knowledge of the anatomy and physiology of facial skin	3	3	Nil
	PC21. Knowledge of various facial techniques	3	3	Nil
	PC22. Understand the techniques to improve and maintain skin condition	3	3	Nil

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treatments	PC23. Understand the anatomy and physiology related to facial skin care treatments	3	3	Nil
27. Knowledge of threading tools, materials and equipment	PC24. Understand facial skin care techniques, products and treatment planning	3	3	Nil
28. Understand the contra-indications and contra-actions for threading	PC25. Understanding of manicure and pedicure procedures	3	3	Nil
29. Identify contra-indications that affect or restrict facial skin care treatments	PC26. Knowledge of hair and scalp	3	3	Nil
30. Manicure and pedicure procedures	PC27. Understanding of hair structure and other conditions to evaluate type of hair treatment needed	3	3	Nil
31. Identify the condition of the hair and scalp and evaluate the correct products, tools and equipment suitable for the client's hair and scalp condition	PC27. Know how of hair conditioning	3	3	Nil
32. Understand structure of hair structure and hair shaft , skin and scalp and Identify hair and scalp conditions and causes and contra-indications to hair services	PC30. Knowledge of basic science for shampooing, conditioning and treating the hair and scalp	3	3	Nil
33. Understand the science of blow-dry and finishing hair and the tools, equipment, products and techniques used to blow-dry and finish hair	PC31. Know of hair blow drying techniques and its important features and when to use a particular technique	3	3	Nil
34. Understand procedures and effect of blow drying finishing services and the factors that influence blow-dry and finishing services	PC32. Understanding of hair cutting techniques and factors on which a particular method should be selected	3	3	Nil
35. Understand the factors that influence haircutting services and the tools, products, equipment and techniques for haircutting services	PC33. Knowledge of hair cutting tools and equipments	3	3	Nil
36. Knowledge of safety, hygiene and maintenance of work place	PC34. Knowledge of different hair coloring processes	3	3	Nil
	PC35. Understand process and products to sterilize and disinfect equipment/ tools	2	2	Nil
	PC36. Follow manufacturer's instructions related to equipment and product use and cleaning	2	2	Nil
	PC37. Understand handling, usage and storage of products, tools and equipment safely at the workplace	2	2	Nil
	Total for professional Knowledge	100	100	Nil
Professional Skills	Skin Care Services			
1. Identify the characteristics of the skin and skin types of different ethnic client groups	PC1. Carry out facial care/ clean-up process using the products and equipment	2	Nil	2
2. Identify the bones of the head, Face, neck and shoulder girdle and their position	PC2. Clean the skin and remove all traces of make-up by using suitable deep cleansing techniques	2	Nil	2
3. Identify the allergies, contraindications, contra actions	PC3. Use an exfoliation technique suitable for the client's skin type and skin condition	2	Nil	2
4. Identify bones of Lower leg and Foot, bones of the wrist, hands fingers and forearm	PC4. Use a suitable skin warming technique and carry out any necessary extraction relevant to the client's skin type and skin condition	2	Nil	2

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5. Identify nail diseases and disorders	PC5. Provide facial massage using a medium and techniques suitable for the client's skin type and condition	3	Nil	3
6. Identify nail and skin analysis by visual/manual examination to identify treatable conditions and contra indications restricting or preventing treatment	PC6. Apply mask treatments evenly and neatly, covering the area to be treated	3	Nil	3
7. Identify contra-indications related to beauty treatments	PC7. Remove masks as per the recommended time frame	2	Nil	2
8. Select required materials to conduct waxing treatments, of correct standards in correct quantities	PC8. Ensure the skin is left clean, toned and suitably moisturized	2	Nil	2
9. Conduct different types of waxing treatments	Depilation			
10. Select threading tools, materials and equipment	PC9. Conduct a test patch and skin sensitivity test ahead of the waxing treatment	2	Nil	2
11. Conduct facial skin treatments	PC10. Carry out the process of waxing using the equipment and products (hot wax, warm/cool wax, strips etc.)	3	Nil	3
12. Perform manicure and pedicure procedures	PC11. Cleaning after waxing	2	Nil	2
13. Demonstrate Make up for different occasions- day, evening and special occasions.	PC12. Maintain the client's modesty and privacy at all times	2	Nil	2
14. Identify requirements for make-up treatments	PC13. Follow work techniques that minimize discomfort to the client	2	Nil	2
15. Be able to select products, tools and equipment to suit client treatment needs, skin types and conditions	PC14. Check the client's wellbeing throughout the service and giving the necessary reassurance	2	Nil	2
16. Demonstrate application of make-up for a range of occasions and provide aftercare advice to the client	PC15. Clean the treated area and use a suitable soothing product	2	Nil	2
17. Be able to prepare to shampoo and condition the hair and scalp	PC16. Provide specific after-procedure, homecare advice and recommendations for product use and further treatments to the client	2	Nil	2
18. Identify the condition of the hair and scalp using suitable consultation techniques	PC17. Minimize the wastage of products and store chemicals and equipment securely post treatment	2	Nil	2
19. Be able to shampoo and condition the hair and scalp and massage to meet the needs of the client				
20. Be able to blow-dry and finish hair				
21. Be able to prepare for haircutting services				
22. Be able to provide haircutting services adapting various cutting				

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techniques.				
23. Evaluate the potential of the hair to achieve the desired style by identifying the influencing factors Provide clear recommendations to the client	PC18. Dispose all waste safety according to the salon's standards of hygiene and safety	2	Nil	2
24. Select and use products, tools and equipment to achieve the desired effect	Threading			
25. Adapt styling techniques to achieve the desired effects	PC19. Carry out the process using the tools and materials (threads, scissors etc.) and as per process laid down by the salon	3	Nil	3
26. Personalize dressing techniques to take account of influencing factors	PC20. Ensure the hair removal methods are carried out at a comfortable distance from the client whilst maintaining the correct tension of the thread	3	Nil	3
27. Be able to provide styling services	Manicure and Pedicure			
28. Create a finished style that is to the satisfaction of the client	PC21. Remove any existing nail polish	2	Nil	2
29. Be able to prepare for coloring services	PC22. Check the desired length and shape with the client	2	Nil	2
30. Be able to provide coloring services	PC23. File the nails ensuring the nail's free edge is left smooth and shaped to required length	3	Nil	3
31. Handle, use and store products, tools and equipment safely to meet with the manufacturer's instructions	PC24. Remove dirt in the underside of the nails	2	Nil	2
32. Sport clean professional uniform, neat combed hair, closed-in footwear, personal	PC25. Use suitable cuticle tools	2	Nil	2
33. Maintain hygiene and cleanliness (shower/bath), oral hygiene (clean teeth, fresh breath)	PC26. Use specialized hand and nail treatments to improve the appearance of the client's skin and nails	2	Nil	2
34. Maintain a hygienic work area adhering to the salon and applicable legal health and safety standards	PC27. Use smooth and even massage techniques and pressure to meet the client's needs using appropriate products safely and effectively to remove excess cuticle, ensuring that the cuticle and nail plate are undamaged	2	Nil	2
35. Sanitize the hands and clean all working surfaces, use disposable products and sterilized tools	Hair Styling			
36. Manage the storage/ disposal/ cautions of use of products, fire precautions, occurrences, hygiene practice, disposal of waste and environmental protection	PC28. Perform various blow drying technique to achieve the desired look	3	Nil	3
	Hair Conditioning/Treatment			
	PC29. Select and prepare products, tools and equipment that are suitable for the client's hair and scalp condition to meet to the client's needs and treatment plan	2	Nil	2
	PC30. Carry out and adapt massage techniques to suit the client needs and to perform the treatment plan	3	Nil	3
	PC31. Check the water temperature and flow to meet the needs of the client's hair, scalp and comfort, and to leave the hair clean and free of products, dirt, and grease	3	Nil	3

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	PC32. Perform and follow an accurate shampoo and conditioning technique, ensuring the client is comfortable throughout the process	3	Nil	3
	PC33. Complete the shampooing and conditioning process with suitable towel wrap procedure to remove excess remaining water and reposition the client comfortably	3	Nil	3
	PC34. Disentangle hair without causing damage to hair or scalp	2	Nil	2
	PC35. Perform a pre -shampoo or treatment in accordance with the required service	3	Nil	3
	PC36. Select a suitable medium and perform hair spa and the scalp massage	3	Nil	3
	PC37. Perform a post conditioning or treatment in accordance with the required service knowledge of the range and specifications of competitor products skin, hair structure, and type	2	Nil	2
	Hair Cutting			
	PC38. Perform various cutting techniques and texturing technique	3	Nil	3
	General			
	PC39. Sanitize the hands prior to treatment commencement	2	Nil	2
	PC40. Prepare the client and provide suitable protective apparel	2	Nil	2
	PC41. Position self and client throughout treatment to ensure privacy, comfort and wellbeing	2	Nil	2
	PC42. Perform and adapt the therapy using materials, equipment and techniques correctly and safely to meet the needs of the client	2	Nil	2
	PC43. Complete all the treatment/ therapy to the satisfaction of the client in a commercially acceptable time	2	Nil	2
	Total	100	Nil	100
	Grand Total	300	160	140
Means of assessment 1: Physical Test				
Means of assessment 2: Written Test & Viva Voce.				
Pass: Overall 50% and above.				

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SECTION 2 - EVIDENCE OF LEVEL

Option B: Key Requirements of the Job Role

Title of the Qualification: Beauty Parlour Management				
NSQF LEVEL - 4				
Process Required	Professional Knowledge	Professional Skills	Core Skills	Responsibility
Work in familiar predictable, routine, situation of clear choice	Factual knowledge of field of knowledge or study.	Recall and demonstrate practical skill, routine and repetitive in narrow range of application using appropriate rule and tool, using quality concepts.	Language to communicate written or oral, with required clarity, skill to basic arithmetic and algebraic principles, basic understanding of social political and natural environment	Responsibility for own work and learning
Beautification work is usually done in Parlour and in family situation as an indoor activity duly maintaining privacy. This is restricted domestic client.	Factual knowledge of equipment and basic knowledge of use quality consumables.	Ability to perform the various beautification activities using appropriate tools/equipments/furniture.	Enterprise launching and business management skills to a limited scale. This can be imparted through training.	Since this training leads to entrepreneurial outcome responsibility for own work and learning is to be present and demonstrated.

What evidence is there that the qualification is needed?

Entrepreneurship has been embedded in the Indian genius and is a part of its tradition. India traditionally has been an entrepreneurial society. Traditionally, the entrepreneurship of many communities has been facilitated principally by the successful use of informal 'entrepreneurial ecosystems' and interdependent business networks. Further, there is also a rich tradition within the Indian Diaspora, spanning the past several hundred years, whose spirit of enterprise is legion.

Entrepreneurship in India occurs in 'far more encompassing and far reaching ways than in developed countries', and could therefore be far more complex, for there is so much more that needs to be done. Commentators today celebrate the ubiquitous Indian attitude of '*Jugaad*' (a Hindi word roughly translated as 'creative improvisation) tool to somehow find a solution based on a refusal to accept defeat, and calling on initiative, quick thinking, cunning and resolve to quickly fulfill market demands at the lowest possible prices) as an entrepreneurial trait that has been as much a part of everyday Indian living as its rich tradition of philosophy and speculation.

The development and impact of entrepreneurship in India has intensified in recent times, particularly with the rise in knowledge-intensive services. New entrepreneurs who do not belong to traditional business communities have begun to emerge in large numbers. Entrepreneurship has grown rapidly, visibly so, creating wealth and generating employment, especially in the past twenty years. Crucial efforts initiated after economic liberalization – including systematic attempts to reduce the 'license raj', greater efforts to make finance more easily accessible to entrepreneurs and other institutional support to 'techno-preneurs' – have helped improve the climate for Entrepreneurship.

Thus, the opportunities created by today's global knowledge economy coupled with the 'unshackling of indigenous enterprise', have continued to making India a 'fertile ground' for Entrepreneurship. Recent surveys, such as those undertaken by Goldman Sachs and Pricewaterhouse Coopers, have estimated that India has the potential to be among the world's leading economies by 2050. Further India's economy can potentially gain significantly from the country's characteristic features – a democratic open society, a strong technology base (with capacity for leapfrogging), unparalleled diversity, vibrant capital markets (including growing private equity and venture capital markets), an increasingly youthful population (50% of India is 25 years and younger), a sizeable market of a large number of customer with vast unmet needs as well as an environment of full and free competition in the private sector.

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In order to give impetus to this growing demand of first generation entrepreneurs to gain formal training in entrepreneurship knowledge and skills RSETIs have been established by various Banks. Ministry of Rural Development gives part funding of the training. The RSETIs have been established on the RUDSETI models which have been proved very effective in eradicating the problems of unemployed youth. The trainings by these Institutes are unique in the sense they are demand based. The Institutes have got the experience of conducting these Programmes over the years. The RUDSETI model of developing rural entrepreneurs has been now well researched and documented (please see Annexure VI).

Today beauty care is a global industry that enjoys taste of millions of people particularly women across the country. The profession can improve the appearances/outlook of people. If we look around us, we find the fashion/beauty conscious inhabitants of Indian cities and towns/villages making a bee line for beauty parlour in order to improve their appearances. The tedious and time consuming process of working towards looking good is no longer the privilege of rich and famous. Now-a-days awareness of beauty consciousness is more evident in women folk while participating in various functions like marriage, parties, meetings etc. Simultaneously, talking about the beauticians, who run great risks by altering their client's appearances. Risky because smallest of a step can mar an individual's beauty and charm.

Hence the profession requires a proper training which provides knowledge, skill including business ethics, to be successful in the field. Our past three decades of experience in conducting training programmes on Beauty Parlour shows that there is a great demand and scope across the country for conducting this activity to enable the women to take up self employment and make better livelihood.

In order to identify the potential programmes as per the needs of the unemployed youth, a Committee of General Managers of top 5 RSETI sponsoring Banks has been constituted. The General Managers of State Bank of India, Punjab National Bank, Bank of Baroda, Central Bank of India and Bank of India are the members of this Committee. In addition, Executive Director, RUDSETI, National Director for RSETIs and Director General, National Academy of RUDSETI who got rich field experience also joined this Committee. The above Committee met at Mumbai on 7th November 2016. After thorough discussions and based on the past experience the Committee short listed potential /need based courses for training rural unemployed youth in the RSETIs. The training on 'Beauty Parlour Management' is one such shortlisted need based training.

See Annexure VII for Success Stories of candidates who have been trained in this Qualification.

QUALIFICATION FILE TEMPLATE

What is the estimated uptake of this qualification and what is the basis of this estimate?

Presently there are 585+ Rural Self Employment Training Institutes (RSETIs) across the country sponsored by various Banks. National Academy of RUDSETI is the anchoring Institution which designs and approves the training programmes being conducted by these RSETIs. The Training Modules are demand driven and are vetted by National Academy of RUDSETI, having experience of running similar programmes by the RUDSETIs since over three decades. Beauty Parlour Management for Women is one of the most popular need based training programmes conducted by these Institutes. These programmes are having very good settlement rate. The number of trainees under this qualification during the past three years is as under:

F.Y.	No. of Training Programmes	Number of Candidates
2013-14	853	23,868
2014-15	914	25,066
2015-16	839	23,399

So far more than 1.34 lakh candidates have been trained in this Qualification in RSETIs. Cumulative settlement rate for the above training is 51 % and observing the above trend, the candidates trained under the above qualification file, the number of candidates to be trained in the next three years is estimated at more than 75,000.

What steps were taken to ensure that the qualification(s) does/do not duplicate already existing or planned qualifications in the NSQF?

Similar course leading to holistic understanding of the area of beautician services and leading to entrepreneurial outcome is currently not offered by NCVT or Sector Skills Council including the Beauty and Wellness Sector Skill Council Hence, the activities are unique and the Qualification does not get duplicated.

QUALIFICATION FILE TEMPLATE

What Arrangements are in place to monitor and review the qualification (s)? What data will be used and at point will the qualification (s) be revised or updated?

National Academy of RUDSETI has put in place a robust MIS for RSETIs. Comprehensive data (Course wise/Bank Wise/State Wise) for all RSETIs is maintained by NAR in the said MIS. Entry level data include the photograph of the candidate other basic details. Course modules are made available in the MIS and the website of NAR. Training logs and Post Programme Reports with action photographs of the training are also made available in the MIS. Details of Settlement and credit linkages are uploaded in the MIS with action photos and documentary proofs. The State Directors of RSETIs are also visiting the RSETIs every quarter for reviewing the quality of training / settlement. Officials from the controlling offices of the Banks and NAR are also making periodic visits to the RSETIs for reviewing the activities. MIS reports are used for viewing the settlement of the trained candidates, their level of income and employment generation by them. Feedback obtained from the trained candidates, RSETI sponsoring bank and other stake holders are used to review/update the course.

SECTION 4 - EVIDENCE OF RECOGNITION AND PROGRESSION

What steps have been taken in the design of this or other qualifications to ensure that there is a clear path to other qualifications in this sector?

The candidates who are trained in Beauty Parlour Management can go further for Advanced Beauty Parlour programme where in specialized inputs are given for enabling the candidates for technology up-gradation by going in for specialized beautification like SPA management. The Candidates are also eligible for attending the growth Programmes in RSETIs which will help them draw a growth plan for their business and go in for expansion and diversification in the related field of activity.