

17th National Skill Qualification Committee Meeting

Name of
awarding body

- Beauty & Wellness SSC

No of Qualifications

- 03

Profile : Beauty & Wellness

Beauty & Wellness to be a “ Job Puller “ by 2022

The Beauty and Wellness sector has gained prominence in India and displayed consistent and remarkable growth, making it a potentially significant contributor to economic growth and a leading employer creating millions of employment opportunities across the breadth of the country.

India is currently the 10th fastest growing market globally in Beauty & Wellness sector and the industry is poised to reach a size of INR 1,00,000 crores by the year 2015-16.

Rising consumer spend, increased availability of funding and expansion into tier-2 and 3 cities have been growth drivers for the wellness industry

The incremental skilled workforce requirement in Beauty & Wellness Industry alone by 2022 is 10.06 million .
(From current employment Of 4.21 million the projected employment by 2022 is 14.27 million)

In the Beauty and Wellness industry in India, only 20% to 30% of the total market share is controlled by the organized players. The rest of the market is unorganized and fragmented with the presence of small and regional players

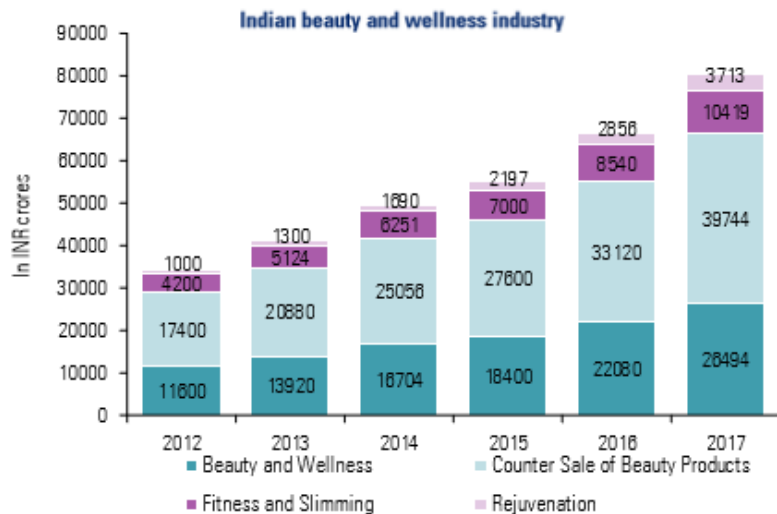
Major challenges faced by the Beauty & Wellness Industry are paucity of quality skilled & trained manpower, attrition, poaching and consequent high manpower costs .

Another challenge is lack of conformity to quality standards across the Industry which restricts to let us project the image of India as a high-quality wellness destination.

Beauty& Wellness is a domain which employs more women than men and also presents them the scope to turn entrepreneurs in their own right.

Profile : Beauty & Wellness

Market Size of the Industry

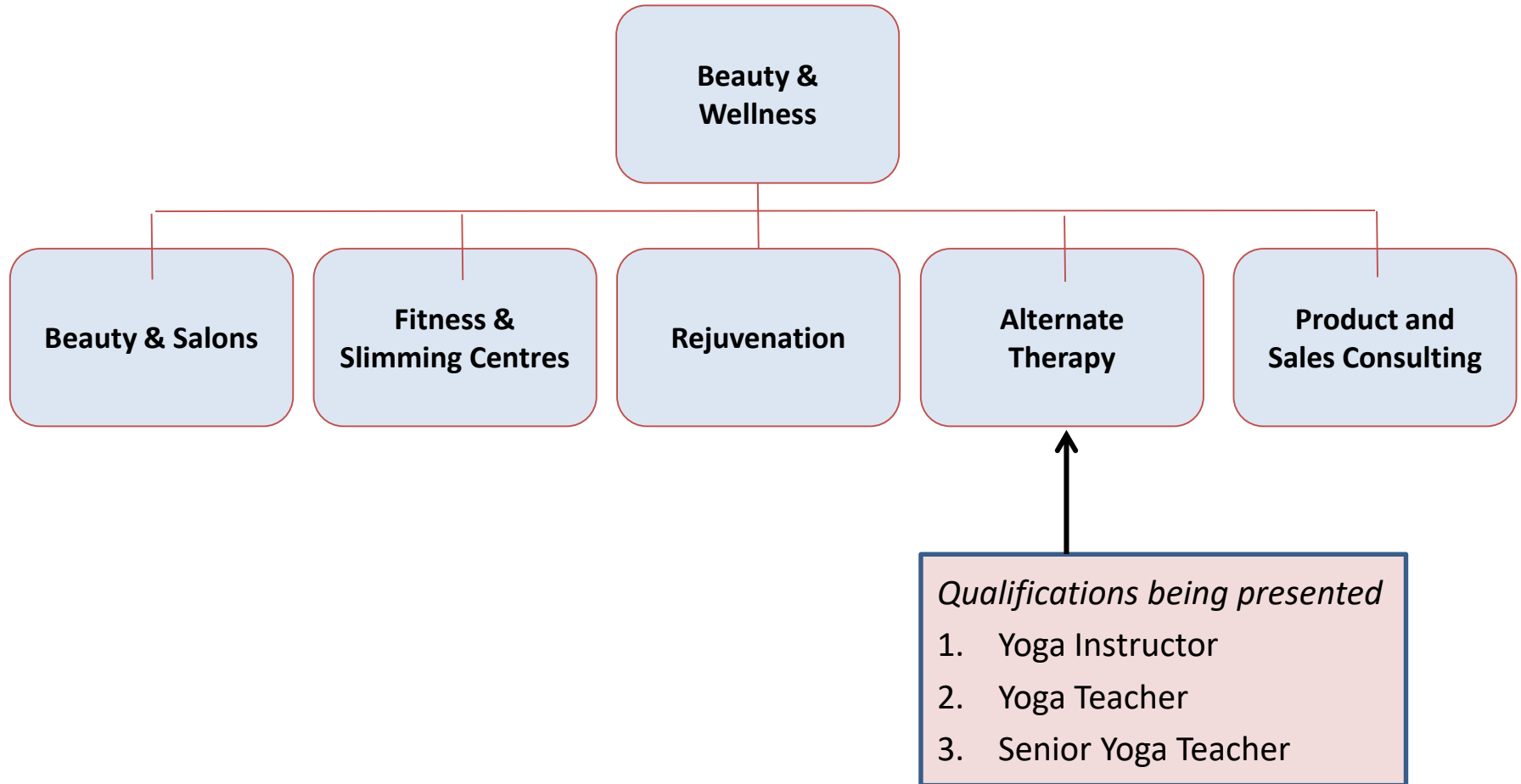


Growth of Workforce in the Industry (Million)

Segments	Workforce requirement in 2013	Workforce requirement in 2017	Workforce requirement in 2022
Beauty & Salon Segment	3.40	6.20	12.10
Beauty Products & Counter Sales	0.70	1.00	1.80
Fitness Segment	0.07	0.09	0.11
Slimming Segment	0.02	0.03	0.04
Rejuvenation	0.03	0.08	0.21
Total	4.21	7.39	14.27

Source : Skill gap Report by KPMG, 2015

Subsectors – Beauty & Wellness



Stakeholder Consultations

Stakeholder meet with Health SSC has been done. Qualifications were shared with Health SSC before presenting to QRC. Had received a clearance from both Health SSC & NSDC to take forward the Yoga job roles.

Qualification Packs shared with Ministry of AYUSH in January 2016. several rounds of discussions since then. In May 2017, again submitted all qualification packs for Yoga on 5th May & post meeting held at NSDA on 22nd May with the M/O AYUSH, Awaiting further response.

Discussions on with QCI as well to work in sync for the roles developed by B&WSSC.

Additionally shared qualification packs with Art of Living, SVYASA, Patanjali. Have received validation from SVYASA, Letter of Intent received from Art of Living for training their 20,000 yoga professionals, appreciation mail from Patanjali

A meeting was held with the Ministry of AYUSH, Beauty and wellness Sector Skill Council and Director General of Training on 02nd June, 2017 to discuss the Yoga qualifications being submitted for NSQF alignment by BWSSC

Yoga Instructor (QP code- BWSSC/Q2201)

NCO code	NCO 2015/NIL
Description of proposed qualification	The yoga instructor must exhibit knowledge of the principles and practices of basic Yogic techniques to explain and respond to the guest questions. The Yoga Instructor will be responsible to conduct the yoga postures, asanas, pranayama, meditation and relaxation techniques for the guests.

Need of the qualification	There is about a 30-40 percent annual increase in demand for Yoga learning in India with a growing publicity and health awareness. This demand trend will accelerate. (ASSOCHAM), option for short-term training programmes for individuals who have not completed formal education. (Large -10 ; Medium -10; Small -10 (S-VYASA, Bapu Nature Cure, Yoga Sanjivani, Kairali , Aarogyam, Sammati Naturopathic Well Being Centre, Anand Yog, Atre Yoga Studio, representative of Art of Living, Patanjali)
Min Educational Qualifications	Preferably Class VIII (students needs to have the ability to read & write & understand basic of science)
Minimum Job Entry Age-	18 years (as per Labour Laws)
Notional hours	226 hours

NOS	All NOS code	Mandatory/Optional	Learning Hours	PCs
Prepare and maintain work area	BWS/N9001	Mandatory	12	6
Conduct the Basic Yoga sessions	BWS/N2201	Mandatory	190	26
Maintain health and safety at the workplace	BWS/N9002	Mandatory	12	9
Create a positive impression at the workplace	BWS/N9003	Mandatory	12	18

Yoga Instructor (QP code - BWS/Q2201)

		NSQF level	4
Level 10		Process required	The Yoga Instructor is a professionally trained individual who works in familiar, predictable, routine situation of clear choice . The job holder is required to perform yoga asana .As the job holder is not required to exhibit well developed skill in Yoga Services such as conduct Ashtanga Vinyasa Yoga Sessions/ Advanced Yoga sessions/ Hatha Yoga sessions, hence s/he does not qualify for Level 5.
Level 9			
Level 8		Professional Knowledge	The job holder is expected to exhibit the factual knowledge about the range of Yoga practices and their potential effects, basic knowledge of Human Anatomy and Physiology including all major systems of the body and their interrelationships, contra-indications related to various yoga & related techniques along with health and safety regulations & guidelines
Level 7	Yoga Master/ HOD (7)		
Level 7	Yoga Services Internal Evaluator	Professional Skills	The job holder is expected to recall and demonstrate practical skills, and s/he should be routine and repetitive in a narrow range of application such as decision making ability, documentation of customer's feedback, building customer relationships, being a problem solver etc.
Level 6	Senior Yoga Teacher		
Level 5	Yoga Teacher	Core Skills	The individual is expected to exhibit sound communication skills including strong client relationship establishment and maintenance, perform respective record maintaining work using basic arithmetic/ algebraic principles and possess basic understanding of environment to cater to the different requirements of varied types of clientele.
Level 4	Yoga Instructor	Responsibility	The individual is responsible to demonstrate the yoga postures, asanas, pranayamas, meditation and relaxation techniques for the guests. The individual must exhibit knowledge of the principles and practices of basic Yogic techniques to explain and respond to the guest questions

Yoga Teacher (QP code- BWSSC/Q2203)

NCO code	NCO 2015/NIL
Description of proposed qualification	<p>A Yoga teacher uses a broad range of mind-body-based healing tools in conjunction with yoga asanas S/he is a professionally trained individual with extensive additional training to be able to work with the guests on conducting yoga postures, asanas, pranayamas, meditation and relaxation techniques within Asthanga Vinyasa Yoga, Hatha Yoga and Advanced Yoga. The individual must exhibit knowledge of the principles and practices of Yogic techniques to explain and respond to the guest questions.</p>

Yoga Teacher (QP code- BWSSC/Q2203)

Need of the qualification	<p>There is about a 30-40 percent annual increase in demand for Yoga learning in India with a growing publicity and health awareness. This demand trend will accelerate. (ASSOCHAM), option for short-term training programmes for individuals who have not completed formal education.</p> <p>(Large -10 ; Medium -10; Small -10 (S-VYASA, Bapu Nature Cure, Yoga Sanjivani, Kairali , Aarogyam, Sammati Naturopathic Well Being Centre, Anand Yog, Atre Yoga Studio, representative of Art of Living, Patanjali)</p>
Min Educational Qualifications	Preferably Class X (this course involves more advance knowledge of asanas so additional education is an added benefit)
Minimum Job Entry Age-	18 years (In reference to labour laws)
Notional hours	300 hours (basis the number of NOSs. Industry inputs taken on the notional hours. Also the candidate already has work experience of 12-36 months as Yoga Instructor)

Yoga Teacher (QP code- BWSSC/Q2203)

NOS	All NOS code	Mandatory/Optional	Learning Hours	PCs
Prepare and maintain work area	BWS/N9001	Mandatory	12	6
Conduct the Advanced Yoga sessions	BWS/N2204	Mandatory	164	35
Conduct Hatha Yoga sessions	BWS/N2202	Mandatory	50	37
Conduct Ashtanga Vinyasa Yoga Sessions	BWS/N2203	Mandatory	50	36
Maintain health and safety at the workplace	BWS/N9002	Mandatory	12	9
Create a positive impression at the workplace	BWS/N9003	Mandatory	12	18
Conduct the Bal Yoga sessions	BWS/N2208	Optional	32	34
Conduct the Mathila Yoga sessions	BWS/N2209	Optional	32	34
Conduct the Vridha Yoga session	BWS/N2210	Optional	32	33

Yoga Teacher (BWS/Q2203)

		NSQF level	5
Level 10		Process required	The Job holder is expected to conduct Ashtanga Vinyasa/Hatha Yoga & Advanced Yoga sessions for groups and individuals combining poses/ breathing and meditation exercises Along with maintaining work area, health & safety at workplace and positive impression at the workplace. The individual is even expected to optionally conduct yoga sessions for children & adolescents/ women's / senior citizens.
Level 9			
Level 8		Professional Knowledge	
Level 7	Yoga Master/ HOD (7)		The job holder is expected to exhibit knowledge of detoxification techniques, knowledge of contra indications associated with each of the techniques The job holder is conducting advanced yoga sessions,– understanding of advanced yoga, other schools and teachings of yoga - evolution of the teachings and philosophy of Yoga tradition and its relevance and application, therefore s/he can't be placed at Level 4
Level 7	Yoga Services Internal Evaluator		
Level 6	Senior Yoga Teacher	Professional Skills	The job holder should have understanding of services offered when selling/explaining to clients. the Job holder is expected to exhibit cognitive skills along with practical skills required to accomplish the tasks by ensuring that the team of Yoga Instructors are aware of the schedules on a daily basis. The job holder is also expected to solve problems by counselling and addressing issues/ grievances/ concerns among the team for any work
Level 5	Yoga Teacher	Core Skills	
Level 4	Yoga Instructor		The individual is expected to exhibit good communication skills including strong guest relationship establishment and maintenance, perform accurate record maintaining and possess basic understanding of environment to cater to the different requirements of varied types of guest.
		Responsibility	
			The individual is responsible of working with groups and individuals, combining poses, breathing and meditation exercises to conduct Ashtanga Vinyasa,Hatha Yoga& Advanced Yoga sessions along with exhibiting impeccable personal grooming and behaviour to create a positive impression in front of guests & at the workplace and maintain health and safety at the workplace.

Senior Yoga Teacher (QP code- BWSSC/Q2205)

NCO code	NCO 2015/NIL
Description of proposed qualification	A Senior Yoga Teacher is a professionally trained individual with extensive additional training to be able to work with the guests on conducting the advanced yoga asanas, advanced pranayamas, advanced meditations and relaxation techniques within Asthanga Vinyasa Yoga, Hatha Yoga. S/he is also expected to train Yoga Instructors on the intricacies of Yoga services.

Senior Yoga Teacher (QP code- BWSSC/Q2205)

Need of the qualification	<p>There is about a 30-40 percent annual increase in demand for Yoga learning in India with a growing publicity and health awareness. This demand trend will accelerate. (ASSOCHAM), option for short-term training programmes for individuals who have not completed formal education.</p> <p>(Large -10 ; Medium -10; Small -10 (S-VYASA, Bapu Nature Cure, Yoga Sanjivani, Kairali , Aarogyam, Sammati Naturopathic Well Being Centre, Anand Yog, Atre Yoga Studio, representative of Art of Living, Patanjali)</p>
Min Educational Qualifications	<p>Preferably Graduate (Since this role involves training of yoga instructors as well, hence graduate candidate would be preferred)</p>
Minimum Job Entry Age-	<p>18 years (In reference to Labour Laws)</p>
Notional hours	<p>360 hours (basis the number of NOSs. Industry inputs taken on the notional hours. Also the candidate already has work experience of 12-36 months as Yoga Teacher)</p>

Senior Yoga Teacher (QP code- BWSSC/Q2205)

NOS	All NOS code	Mandatory/Optional	Learning Hours	PCs
Prepare and maintain work area	BWS/N9001	Mandatory	12	6
Conduct advanced Yoga Sessions and train the yoga instructors	BWS/N2207	Mandatory	164	42
Conduct advanced Ashtanga Vinyasa Yoga Sessions and train the yoga instructors	BWS/N2206	Mandatory	80	38
Conduct advanced Hatha Yoga Sessions and train the Yoga Instructors	BWS/N2205	Mandatory	80	38
Maintain health and safety at the workplace	BWS/N9002	Mandatory	12	9
Create a positive impression at the workplace	BWS/N9003	Mandatory	12	18
Conduct the Advanced Bal Yoga sessions	BWS/N2214	Optional	32	34
Conduct the Advanced Mahila Yoga sessions	BWS/N2215	Optional	32	34
Conduct the Advanced Vridha Yoga session	BWS/N2216	Optional	32	33

Senior Yoga Teacher (BWS/Q220)

		NSQF level	6
Level 10		Process required	The individual is expected to conduct Advanced Ashtanga Vinyasa yoga, Advanced Hatha yoga sessions for groups and individuals combining poses/breathing and meditation exercises as well as conduct extensive training sessions and research in the field of yoga
Level 9			
Level 8		Professional Knowledge	The individual is expected to exhibit In depth knowledge of Yoga perspectives on the structure/states/functioning and conditions of the mind. knowledge of the range of Yoga practices and their potential therapeutic effects for common conditions, knowledge of counseling/ teaching methodology and knowledge & ability to design/ implement/assess and evaluate programmes to suit different groups of guests / students.
Level 7	Yoga Master/ HOD (7)		
Level 7	Yoga Services Internal Evaluator		
Level 6	Senior Yoga Teacher	Professional Skills	The Job holder is expected to plan & organize the schedule for all services, bookings & training sessions for subordinates to be undertaken by self or by the team and ensure adherence to the same. Further s/he must be able to take decision on a regular basis & solve problems being faced by self and team. The Job holder should also be able to analyze the data pertinent to the guest/ product/services and evaluate future course of action to make a decision.
Level 5	Yoga Teacher		
Level 4	Yoga Instructor	Core Skills	The individual is expected to exhibit excellent communication skills including very strong guest relationship establishment and maintenance, perform accurate record maintaining with precision and possess basic understanding of environment to cater to the different requirements of varied types of guest.
		Responsibility	The individual is responsible to deliver assessing and training of Yoga Instructors and guests for a range of therapies S/he is also responsible for managing & leading the team of subordinate's.

Checklist – QF supporting documents

1. Career Map/ Progression
2. Relevant QPs
3. Skill Report
4. Qualification files
5. Industry endorsements
6. Model Curriculum