



**The Transformative Role Of National Skill Development Corporation (Nsdc)
Training Centre In The Creation Of Better Job Opportunities For Un Skilled And
Semi Skilled Workers In Beauty & Wellness Sector In Hyderabad**

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Abstract:

The demand for the personal services is increasing due to the change in lifestyle among the urban middle class individuals as the women in India are adopting western culture. According to a KPMG survey report, the beauty and wellness industry in India was estimated to grow at a CAGR of 12% between 2018 and 2023. The beauty and wellness sector in Telangana has been experiencing significant growth in recent years. The state has seen a rise in demand for beauty and wellness services, including hair care, skincare, spa treatments, and fitness. Research of the literature revealed that evaluation of the training centers is required for skilling the trainees effectively in the beauty and wellness sector. Hence the main objective of the study is to evaluate the training process of the beauty and Wellness Sector. This primary research is carried out in Hyderabad in two training centers namely VLCC Institute of Beauty & Nutrition and Hyderabad Loreal Center. 129 Respondents were selected using purposive sampling for the study. Majority of the respondents (89.1%) agreed that the overall training ecosystem is good in the training centers. The main challenge which was mentioned by the training centers is sourcing of the students. It can be concluded that more focused training can be given in soft skills and interpersonal skills so that the training can be more effective and it enhances the employability of the trainee.

Key words: Beauty & Wellness Sector, Training Center, NSDC, Skill.

Introduction

India has a rich dividend of population in the working age group. Unemployment is one of the major challenges that the Indian economy faces and to address this nation's skill gap, India launched the National Skill Development Cooperation. The Indian government has launched several initiatives such as the Skill India program, which aims to provide vocational training to millions of young people across the country and many

private organizations are also coming forward to offer training programs to bridge the skill gap and make the workforce more employable. However, the skill gap in India remains a significant challenge that needs to be addressed on a war footing, as it is not only impacting the employability of the workforce but also hindering the country's economic growth. NSDC acts as a catalyst in skill development by providing funding to

companies, enterprises and organizations that provide skill training.

NSDC, which is a not-for-profit public limited company, was set up by the Ministry of Finance as a Public Private Partnership (PPP) model on July 31, 2008, under section 25 of the Companies Act, 1956. The Government of India through the Ministry of Skill Development & Entrepreneurship (MSDE) holds 49% of the share capital of NSDC, while the private sector has the balance 51% of the share capital. Its aim is to create a skilled workforce and its objective is to contribute about 30% to the overall target of skilling/up-skilling 500 million people in India by 2022. It has identified 41 sectors for skill development and contributes to the country's economic growth and development. These sectors include agriculture, automotive, aviation, beauty and wellness, construction, electronics, healthcare, hospitality, information technology, and many others. The unique NSDC initiative provides sector specific training through training partners at their training centers by skilling youth to cater to the industry needs.

In India, the informal sector employs nearly 90% of the workforce and most of them are either inadequately skilled or unskilled. In this regard, NSDC develops appropriate models to skill the youth by coordinating with the private sector.

This research paper focuses on the beauty and wellness sector.

Beauty And Wellness Industry

The Beauty and Wellness Industry is one of the fastest and emerging sectors in India. It has great potential to generate large scale employment opportunities for the country's youth. Grand View Research Report mentions that the global beauty and personal care market size is expected to grow at a compound annual growth rate (CAGR) of 5.9% from 2021 to 2028.

According to industry reports, the beauty and wellness industry in India is estimated to be worth around \$16 billion, and it is expected to grow at a compound annual growth rate (CAGR) of around 18% between 2021 and 2026. The industry comprises various segments, including skincare, hair care, makeup, wellness, fragrance, and spa services.

According to a KPMG survey done on behalf of NSDC, their report mentions that India is one among the top five growth markets and the beauty and wellness industry is growing at a CAGR of 18.6%. The industry is driven by various factors such as rising disposable income, increasing awareness about personal grooming, and a growing demand for natural and organic products. The sector depends on affluent and Middle class consumers. Several major players dominate the global beauty and wellness industry, including companies like L'Oréal, Estée Lauder, Unilever, Procter & Gamble, and Johnson & Johnson.

Research and markets report of 2019 mentions that based on the Indian Beauty & Hygiene Association (IBHA) research, the per capita spending on beauty and personal care products is expected to increase during 2019-2024 period and the industry is expanding at a compound annual growth rate (CAGR) of approximately 18.40% during the 2019-2024 period. According to expert market research the market is projected to grow at a CAGR of 10.8% between 2023 and 2028. Kaur, Kulvinder & Kumar, Pawan. (2020) mentioned in their study that social media like Facebook, Instagram, Snapchat, YouTube and LinkedIn can be used for creating awareness among the people. The Beauty & Wellness Sector Skill Council (B&WSSC) is the sector skill council under the National Skill Development Corporation (NSDC) responsible for skill development initiatives and create skilled workforce in the beauty and wellness industry in India by enhancing the employability of Indian youth and meet the growing demand of skilled workforce in the industry.

The B & WSSC offers a range of courses and certification programs in areas such as beauty therapy, hair styling, spa therapy, nail art, and makeup artistry to meet the specific skill requirements of different job roles in the beauty and wellness industry, from entry-level jobs to advanced roles. The B & WSSC also works closely with industry stakeholders, training providers, and government agencies

to create standards and frameworks for skill development in the beauty and wellness sector.

Need For The Study

From the research studies it is evident that Employment in the beauty sector is expected to grow and though there is an increasing demand among the middle income groups for beauty and wellness services, highly skilled workforce is still unavailable due to lack of training support. Research shows that 70% of the industry is a high unorganized sector by small players with limited training and lack of knowledge of modern techniques and infrastructure availability is not upto global standards (NSDC - KPMG Survey Report 2022). Hence this study is undertaken in Hyderabad to study the training centers training process and challenges faced by them while offering the services.

Not much literature was found on the training skills of the beauty and wellness sector especially in Telangana. Hence, this research study is undertaken on the specific training centers to fill the gap. This paper discusses two NSDC training centers in Hyderabad which offer training in the beauty and wellness sector.

Objectives Of The Study

1. To study the training process followed by two Beauty & Wellness training centers at Hyderabad
2. To gain understanding about the courses demanded.

3. To study the placement support offered by the training center.

Research Methodology

Research Design: In this study exploratory and descriptive research design is used.

Sample: 129 Respondents were selected by using purposive sampling technique that is from VLCC 50 students were selected and 79 from Hyderabad Loreal Center.

Data Sources: Primary and secondary Data sources are used for the study.

Data Collection Tool: Data from the primary source was collected using a self – administered questionnaire and an interview with the center manager/Trainer. Jayasree Rajaratnam, VLCC Center Manager and Bhavana, Trainer Hyderabad Loreal Center were interviewed.

A Five point likert scale was used to measure the attitudes of respondents. Each question consists of a statement that consists of five possible responses. Strongly Disagree =1, Disagree - 2, Neutral =3, Agree = 4 and strongly agree = 5 for few questions and Highly Unsatisfied =1, Unsatisfied - 2, Neutral =3, Satisfied = 4 and Highly Satisfied = 5 for few questions. Few of the questions were given options for the respondents to choose.

The Secondary Data is collected from e-resources, reports and various websites.

Techniques of Analysis: Tables and percentages are the Statistical Tools used for analysis.

About The Training Institutes

1. Vlcc Institute Of Beauty & Nutrition

Training partner: VLCC Health Care Limited
Vision of VLCC is to empower individuals to achieve their health and beauty goals and to make a positive impact on society by promoting a healthy lifestyle. VLCC is a leader in the Beauty and Wellness training program in such schemes and has trained more than 40000 students in the last three years. The center at Hyderabad trains more than 1000 students. The following courses are offered by the institute at Dilsukhnagar.

1. Professional Certificate in Esthology and Complete Makeup Artist Program
2. Certificate in Esthology
3. Comprehensive Program in International Spa
4. Certificate in Western Spa Therapies
5. Professional Course in Weight Management and Slimming Therapies
6. International Certificate in Media Makeup

VLCC, which stands for "Vandana Luthra Curls and Curves," is a well-known beauty and wellness company that has been offering a wide range of skill development programs and training in the beauty and wellness industry for many years. The company has a strong focus on empowering women by providing them with the skills and knowledge to meet the needs of people at all levels of experience. These programs include courses in hairdressing, makeup artistry, nail art, spa therapy, and nutrition, among others.

The company also offers advanced programs for experienced professionals who want to

expand their skill set and stay up-to-date with the latest industry trends and techniques in anti-aging treatments, laser treatments etc..

VLCC's skill development programs are led by experienced trainers who are experts in their respective fields. They use a combination of classroom instruction, hands-on practice, and real-world experience to provide students with a comprehensive and practical education.

2. Sambhav – Hyderabad –Loreal Center, Khairatabad

Training Partner: Sambhav Foundation, LabourNet Services India Private Limited

Course: Assistant Beauty Therapist

VISION: To enable livelihood for informal sector

As a training partner, LabourNet Services India Private Limited offers a range of courses in the beauty and wellness industry, including the Assistant Beauty Therapist course. This course is designed to provide students with the skills and knowledge they need to start a career in the beauty and wellness industry as an assistant beauty therapist.

The Assistant Beauty Therapist course covers a range of topics, including skin care, makeup application and hair removal, nail care, and basic spa treatments. The course is delivered through a combination of classroom instruction, hands-on practice, and real-world experience.

LabourNet's trainers are experts in the beauty and wellness industry and use their experience and expertise to provide students with a comprehensive and practical education. Students also have access to modern equipment and tools to ensure that they receive the most up-to-date training possible. Sambhav Foundation, which is a CSR initiative of LabourNet Services India Private Limited, aims to empower marginalized communities by providing them with access to education and skills training. One of the programs offered by Sambhav Foundation is in the Beauty & Wellness sector, specifically targeted towards women.

The Beauty & Wellness program by Sambhav Foundation is designed to provide women with comprehensive training in different aspects of beauty and wellness services, including beauty therapy, hair styling, makeup, and spa therapy. The program is aimed at enabling women to become self-employed or work in the rapidly growing beauty and wellness industry.

The program provides hands-on training and practical experience, as well as theoretical knowledge, to equip women with the necessary skills and expertise to succeed in the industry. Participants also receive guidance and support in setting up their own beauty and wellness businesses, as well as assistance in finding job placements.

By providing women with access to training and opportunities in the Beauty & Wellness

sector, Sambhav Foundation aims to enable them to become financially independent and improve their livelihoods. The program also

helps to address the gender gap in the industry by promoting the participation of women in the workforce.

Data Analysis And Interpretation

Table 1: Demographic profile of respondents

| | Description | Frequency | Percent |
|----------------------------|--------------------------|-----------|---------|
| AGE | 14-25 | 118 | 91.5 |
| | 25-35 | 11 | 8.5 |
| | 35-45 | 0 | 0.0 |
| | ABOVE 45 YEARS | 0 | 0.0 |
| GENDER | FEMALE | 127 | 98.4 |
| | MALE | 2 | 1.6 |
| SOCIAL CATEGORY | OC | 104 | 80.6 |
| | OBC | 14 | 10.9 |
| | SC | 6 | 4.7 |
| | ST | 5 | 3.9 |
| EDUCATIONAL QUALIFICATIONS | PRIMARY (UPTO 5) | 0 | 0.0 |
| | UPPER PRIMARY (UPTO 8TH) | 7 | 5.4 |
| | SECONDARY (UPTO TO 10TH) | 24 | 18.6 |
| | INTER | 26 | 20.2 |
| | GRADUATE | 72 | 55.8 |
| | POST GRADUATE | 0 | 0.0 |
| MARITAL STATUS | MARRIED | 13 | 10.1 |
| | UNMARRIED | 116 | 89.9 |
| EMPLOYMENT | EMPLOYED | 8 | 6.2 |
| | UNEMPLOYED | 121 | 93.8 |

[Source: Primary Data]

From the above table it can be analysed that 91.5 % of them are between 14- 25 years of age, 98.4% of the respondents are female, 80.6% are OC with 4.7 % SC and 3.9% ST

category and majority of them are graduates from nearby colleges, 89.9 % are unmarried and 93.8% of them are unemployed.

1. Awareness of the skill training center through:

| Awareness of the Course through | No. of respondents | % of respondents |
|-------------------------------------------------|--------------------|------------------|
| Through door to door campaign | 67 | 51.94 |
| Mobile van campaign | 0 | 0.00 |
| Peer group | 35 | 27.13 |
| Advertisement on print/radio/audio-visual media | 9 | 6.98 |
| From the School/College | 10 | 7.75 |
| Social Media | 8 | 6.20 |

2. Instrumental reason for participation in skill training

| Instrumental reason for joining the course | no. of Respondents | % of the respondents |
|--------------------------------------------|--------------------|----------------------|
| Interested in the course | 19 | 14.7 |
| Beneficial to get employment | 39 | 30.2 |
| Increase of income level | 15 | 11.6 |
| Utilise the leisure hours | 0 | 0.0 |
| Family members encouraged | 5 | 3.9 |
| In anticipation of stipend | 17 | 13.2 |
| To start own venture | 34 | 26.4 |

[Source: Primary Data]

Course material

1- HUS- Highly UnSatisfied, 2- US- Unsatisfied, 3 – N- Neutral, 4 – S- Satisfied, 5 – HS- Highly Satisfied

TABLE 2: COURSE MATERIAL

| Q. No | Details | % of respondents | | | | |
|-------|-----------------------------------------------------------------------------|------------------|------|------|------|-------|
| | | 1= HUS | 2=US | 3= N | 4= S | 5= HS |
| 1 | Training Kit /Induction kit | 0.0 | 2.3 | 3.9 | 32.6 | 61.2 |
| 2 | Course content | 0.0 | 0.0 | 0.0 | 13.2 | 86.8 |
| 3 | Training aids were of good quality | 0.0 | 3.9 | 5.4 | 18.6 | 72.1 |
| 4 | Industry partners are encouraged to provide support in curriculum designing | 0.0 | 2.3 | 3.1 | 17.8 | 76.7 |

[Source: Primary Data]

From the above table it can be interpreted that 93.8% of the respondents are satisfied with the training kit given, 100% are happy with the course content, 90.7 % are satisfied with

the training aids and 94.5% said that the industry partners are encouraged to provide support in the curriculum designing.

TABLE 3: QUALITY OF TRAINING/DELIVERY STRUCTURE

1-SD- Strongly Disagree, 2- D- Disagree, 3- N- Neutral, 4 – A – Agree , 5 – SA – Strongly Agree

| Q. No | Details | 1= SD | 2=D | 3= N | 4=A | 5=SA |
|-------|-------------------------------------------------------------------------|-------|------|------|------|------|
| I | Orientation Programme | | | | | |
| 1 | Oriented on Trainer details (Name, experience, qualifications & photo) | 0.0 | 0.0 | 0.0 | 14.7 | 85.3 |
| 2 | Oriented on Course | 0.0 | 0.0 | 4.0 | 26.0 | 76.7 |
| 3 | Orientated on Assessment process | 0.0 | 0.0 | 22.0 | 23.0 | 65.1 |
| II | Delivery Of Training | | | | | |
| 4 | Lectures were as per schedule | 0.0 | 8.5 | 3.1 | 17.1 | 71.3 |
| 5 | Receiving of individual attention from trainer | 4.7 | 7.0 | 6.2 | 13.2 | 69.0 |
| 6 | Trainer is qualified and trained | 0.0 | 1.6 | 3.1 | 13.2 | 82.2 |
| 7 | Trainer(s) were knowledgeable | 0.0 | 0.0 | 5.4 | 7.8 | 86.8 |
| 8 | Delivered quality teaching | 6.2 | 8.5 | 8.5 | 15.5 | 61.2 |
| 9 | Trained on Entrepreneurship skills | 0.0 | 3.1 | 3.9 | 17.1 | 76.0 |
| 10 | On the Job training | 0.0 | 0.0 | 0.0 | 17.1 | 82.9 |
| 11 | Participation of trainees | 1.6 | 3.9 | 5.4 | 17.1 | 72.1 |
| 12 | Use of the Digital Tool | 7.0 | 6.2 | 8.5 | 27.1 | 51.2 |
| 13 | Received sufficient training on Soft skills | 5.4 | 11.6 | 7.0 | 22.5 | 53.5 |
| 14 | Training provided as per Industry alignment / market connect | 0.0 | 3.1 | 5.4 | 24.8 | 66.7 |

| | | | | | | |
|----|------------------------------------------------------|------|-----|------|------|------|
| 15 | Received sufficient training on interpersonal skills | 14.7 | 8.5 | 13.2 | 28.7 | 34.9 |
| 16 | The practical sessions are conducted | 0.0 | 0.0 | 0.0 | 24.8 | 75.2 |
| 17 | Encouraged to frequently access the equipment | 0.0 | 3.1 | 1.6 | 24.8 | 70.5 |
| 18 | Relevant industry site visits | 0.0 | 2.3 | 3.1 | 17.8 | 76.7 |
| 19 | The course had enhanced practical knowledge | 0.0 | 2.3 | 1.6 | 20.9 | 75.2 |
| 20 | Overall Training Ecosystem | 1.6 | 3.9 | 5.4 | 20.9 | 68.2 |

[Source: Primary Data]

From the above Table 3, it can be interpreted that

1. Majority of the respondents (100%) said that they were Oriented on Trainer details (Name, experience, qualifications & photo), 96% of them said they were oriented on the course and only 78% of them said they were oriented on the assessment process.
2. Majority of the respondents (91.53%) said that Lectures were as per schedule.
3. Majority of the respondents (82.2%) said that they receive individual attention from trainers.
4. Majority of the respondents (95.4%) said that the trainer is qualified/trained and 94.6% said they were knowledgeable.
5. Majority of the respondents (76.7%) said that the trainers deliver quality teaching.
6. Majority of the respondents (93.1%) said the trainees are trained on entrepreneurship skills
7. Majority of the respondents (100%) said the trainees are given on the job training.

8. Majority of the respondents (82.2%) said the trainees are given the opportunity to participate and 78.3% of the respondents said trainers use digital tools.
9. Majority of the respondents (76%) said that they received soft skills training and only 63.6% of them said they received training in interpersonal skills.
10. Majority of the respondents (91.5%) agreed that training is provided as per industry needs.
11. Majority of the respondents (100%) agreed that practical sessions are conducted and 95.3% of the respondents said that they are encouraged to frequently access the equipment.
12. Majority of the respondents (94.5%) agreed that relevant visits to saloons/workshops take place and 96.1% said that the course had enhanced their practical knowledge.
13. Majority of the respondents (89.1%) agreed that the overall training ecosystem is good.

Findings From The Study

The following were the findings from the study:

1. Majority of the respondents said that they were given good orientation on the Trainer details course and on the assessment process.
2. Majority of the respondents agreed that Lectures were arranged as per schedule, they received individual attention from trainers, encouraged them to be involved and provided quality training.
3. Majority of the respondents said that the trainer is qualified/trained, and knowledgeable.
4. Majority of the respondents agreed that the trainees are trained on entrepreneurship skills and soft skills
5. Majority of the respondents agreed that on the job training is provided as per industry needs and practical sessions are conducted and it enhances their practical knowledge.
6. Majority of the respondents agreed that the overall training ecosystem is good.

Based on the Interview with the center Manager the following findings were observed

1. Appointment of center managers through recruitment process from naukri.com
2. The most popular course in the VLCC Institute of beauty & Nutrition is Certificate course in Esthiology which is a 6 months course. Nearly 10 students are

enrolled for the 6 courses offered by the center. The Placement cell is well established and places the students in well known companies like Taj, Amway, BBlunt etc...

3. To attract students the center does seminars in various colleges and uses social media platforms.
4. The most popular course in Hyderabad-Loreal Centre is Assistant Beauty Therapist which is a 5 months course and free of cost. For the assessment they charge Rs 500. The center takes 30 - 45 students per batch and two batches run in a day (morning and afternoon).
5. Both the centers have a minimum 2 hrs per day classes and the trainees are trained using 20% theory and 80% practical.
6. The skilling targets are fixed by the Corporate office and the center runs with a vision.
7. Students get 2 months classroom training and 3 months on the job training with Anooos, L'oreal and Shannaz. The training center has tie - up with the mentioned institutes for on the job training.
8. The assessment test contains viva and practical tests.
9. The Certificate after the assessment is issued within 3 weeks after the assessment is completed by NSDC.

10. The center incharges has mentioned that the Training centers have a challenge in sourcing the candidates.
11. The trainers use English, Hindi and Local language Telugu to teach the trainees.
12. The Minimum eligibility is 8th Class of the courses offered.
13. Nearly 60-70% of the trained people have their own business and the centers also guide the trainees for getting loans. Rest of the trainees gets employed in the organisations.

Suggestions

- There is a lack of awareness regarding the need for training for improving their skills.
- The government should arrange workshops to create awareness about the various courses of Beauty & Wellness Sector.
- Government should align with the private institutes to provide training

Scope For Future Study

The study can be extended to other training centers located in the other regions in the country.

Conclusion

Skill development is rapidly gaining significance in the present scenario. The results of the present study indicate that there is a great demand for skilled workforce in the Beauty and Wellness Sector. The study concludes that the NSDC has a critical role to play in the skill development landscape in

India, and recommends the continued strengthening of the organization's partnerships with industry and other stakeholders, as well as greater emphasis on outcomes-based monitoring and evaluation of training programs of Beauty and wellness sector. The findings of the study highlight the need for a comprehensive and integrated approach to skill development in the Beauty and Wellness industry, with a focus on improving the quality and relevance of training programs. The study recommends the development of a competency-based training framework, the establishment of industry-academia partnerships, and the adoption of technology-enabled learning methods to improve access and quality of training.

Acknowledgements

The authors (scholars) are the awardees of ICSSR major Research project. This paper is an outcome of the research project sponsored by Indian Council for Social Sciences Research (ICSSR). However the responsibility for the facts stated, opinions expressed and the conclusions drawn is entirely that of the authors.

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