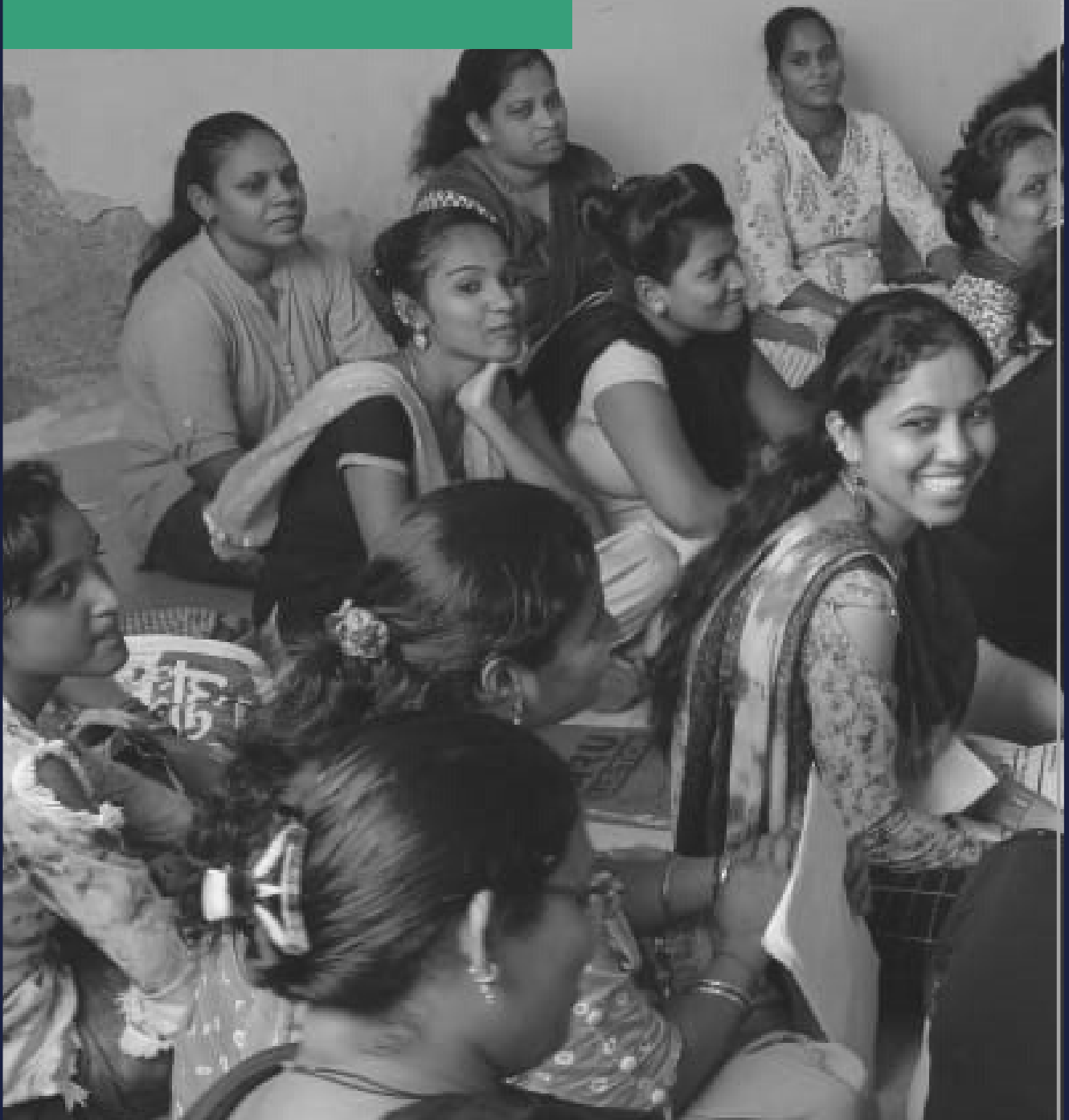


NOVEMBER 2019

# IMPACT REPORT



Submitted To

**LabourNet**  
*Enabling livelihood...*

Prepared By

 **CLARE**



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## EXECUTIVE SUMMARY

The center run by LabourNet Services India Pvt. Ltd. in Mumbai, Maharashtra organised the Certificate Course in Assistant Beauty Therapist (NSQF Level 3) from July through October of 2019 in 2 batches. The total duration for each batch was 180 hours spread over the course of 2 months.

The aim of the program was to train women from underprivileged families with the necessary skills to take up jobs in different forms of establishments in the Beauty and Haircare sector. In order to ensure that the most needful ones are benefited, candidates from families with a total income of less than Rs. 15,000 were targeted.

The program initiated with efforts for mobilizing potential candidates through the mode of door-to-door outreach where around 200 candidates were reached out over the span of a month. Thereafter, 100 candidates underwent counselling to determine the fit for the program and 85 candidates were enrolled in two batches conducted over the course of the project.

The training for the first batch started on the 23rd of July, 2019 and ended on the 25th of September. A total of 51 candidates were enrolled for the batch and 45 of them successfully completed the course and were certified. The training for the second batch started on the 4th of August, 2019 and ended on the 8th of October, 2019. The second batch witnessed enrollment of 34 candidates, and 30 of them successfully completed the course and were certified.

# INTRODUCTION

Given the conditions in which the labour markets and the structure of the Indian economy are evolving, skilling interventions in all forms play a crucial role in order to attain the potential levels of employment and productivity. This is especially significant in the case of women since the female labourforce participation rate has been dramatically low as revealed by the latest Periodic Labour Force Survey conducted by the National Sample Survey Organisation.

The Beauty and Haircare (BHC) sector is among the very few sectors that provide a conducive space for employment of women. This is largely because of the societal norms and requirements of the job roles in the sector. Skilling interventions in this sector provides a significant room to empower the lives of women and thereby ignite a chain of breaking personal, financial and social barriers at various levels.

With India's low labour force participation and peaking unemployment rate at a time where both the Indian and global economy are slowing down, skilling interventions play a very critical role in making adjustments towards reaching the potential levels of employment and productivity.

The certificate course for Assistant Beauty Therapist funded by a Charitable Trust and organised by LabourNet Services India Pvt. Ltd. is an effort undertaken to train female candidates and equip them with employable skills in order to tap the increasing opportunities in the sector.

The following are the stages in which the program was carried out.



Stage 1: Mobilisation & Counselling



Stage 2: Enrollment



Stage 3: Training



Stage 4: Assessment & Certification



## ABOUT

### **LabourNet Services India Pvt. Ltd.**

LabourNet is a social enterprise founded in the year 2006 and is dedicated to enable sustainable livelihoods for men, women and youth in urban and rural areas through skilling interventions. Its three-pronged engine integrates social and business impact by bridging the gaps in Education, Employment and Entrepreneurship. It focuses on formalising the informal by improving the socioeconomic status of people associated with the unorganised value chain. LabourNet has enabled livelihoods of over 9.6 lakh individuals so far and has a presence in over 6000 locations in India.

## LOCATION

### Mumbai, Maharashtra

Mumbai, formerly known as Bombay is one of the world's m. It is also India's largest city and widely regarded as the financial, commercial and entertainment capital. According to the 2011 census, over 1.84 crore people reside in Mumbai and about 20% fall below the poverty line.

Despite the extent of globalization and the rapid pace of growth that makes Mumbai the 12th richest city in the world with an estimated worth of \$950 billion, it is a metropolitan city with the largest share of unskilled and semi-skilled population in India. More than half the city's population live either in slums or areas of extreme poverty that lack access to basic necessities like clean water and electricity, making Mumbai the city with the largest slum population in the world.



## MOBILISATION

The mobilisation for both the batches was carried out by door-to-door campaigns in selected economically backward areas in Mumbai. This was done with the intent to identify candidates from underprivileged families i.e., families with a monthly income of less than Rs. 15,000. The mobilization efforts were carried out over the span of a month by 4 mobilizers. Around 200 people were reached out across various target locations and 100 candidates were mobilized for counselling by door-to-door outreach based on the mentioned criteria. Nearly 70% of the mobilized candidates were from Ramabai Colony and the rest hailed from Vikhroli Park Site, Ghatkopar, Pant Nagar, Kurla and Dombivli. Majority of the candidates happened to be from Ramabai Colony since the travel expenditure to the center was relatively lower than that from other areas and since the targeted candidates hailed from weak economic background, high travel expenditure acts as a barrier despite the course being offered free of cost.

After mobilizing 100 candidates, counselling was carried out to know more about the interests of the candidates, to identify their fit for the program by discussing their intent for attending the program and expected outcomes in order to align them with all that the program has to offer. A total of 85 candidates were enrolled in batches of 51 and 34 each after the counselling

**The mobilisation efforts were carried out over a span of a month by 4 mobilisers and reached out to over 200 potential candidates**



## PROGRAM

**To enable candidates to provide basic skin care treatment**



### **Assistant Beauty Therapist**

The intended outcome of the program was to enable the candidates to provide basic skin care treatment, carry out basic depilation services, perform manicure and pedicure services, maintain health and safety at work area and create a positive impression at the workplace. The following are the modules covered in the training sessions.

- Introduction (8 hrs)
- Introduction to Anatomy and Physiology (11 hrs)
- Basic Waxing Services (23 hrs)
- Threading Services (23 hrs)
- Manicure and Pedicure Services (33 hrs)
- Basic Skin Care (33 hrs)
- Knowledge of Skin Care (20 hrs)
- Health and Safety (21 hrs)
- Client Care and Communication in the Beauty Industry (8 hrs)

The Assistant Beauty Therapist (NSQF Level 3) course was provided for 2 batches. Each batch took 2 months and had a total duration of 180 hours. The details of all the batches are given in the table below.

Batch Start Date	Batch End Date	Number of Candidates Enrolled	Number of Candidates Certified
23/7/2019	25/9/2019	51	45
4/8/2019	8/10/2019	34	30

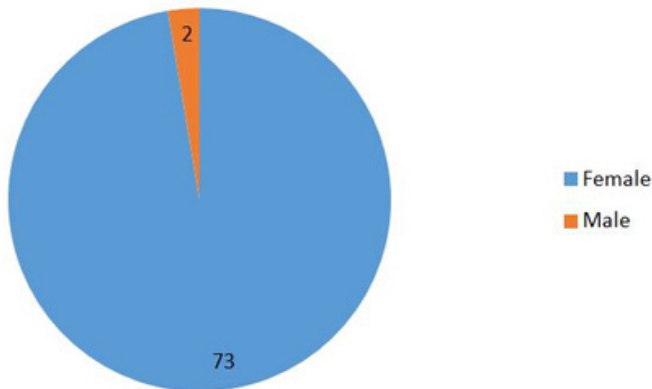


# CANDIDATE PROFILE

Out of the 85 candidates who were enrolled in the program, 75 of them successfully completed the program and were certified. This section presents a profile of the 75 certified candidates

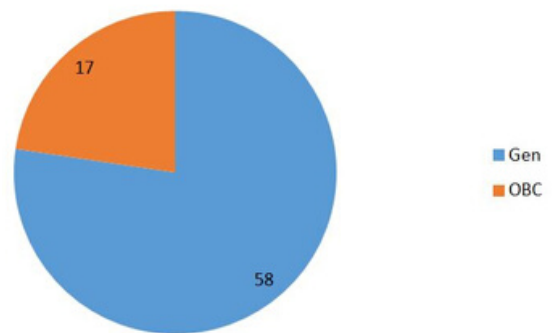
## GENDER

Since female candidates were the ones targeted due to the nature of the job role for which the training was conducted, 73 of the 75 candidates were female.



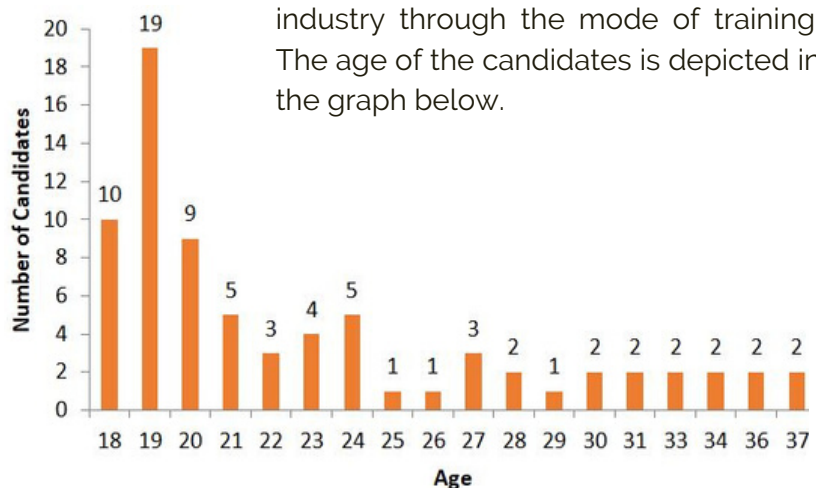
## CASTE

77% of the candidates belonged to the General category and the rest hailed from Other Backward Castes. The graph below depicts the caste distribution of the candidates.



## AGE

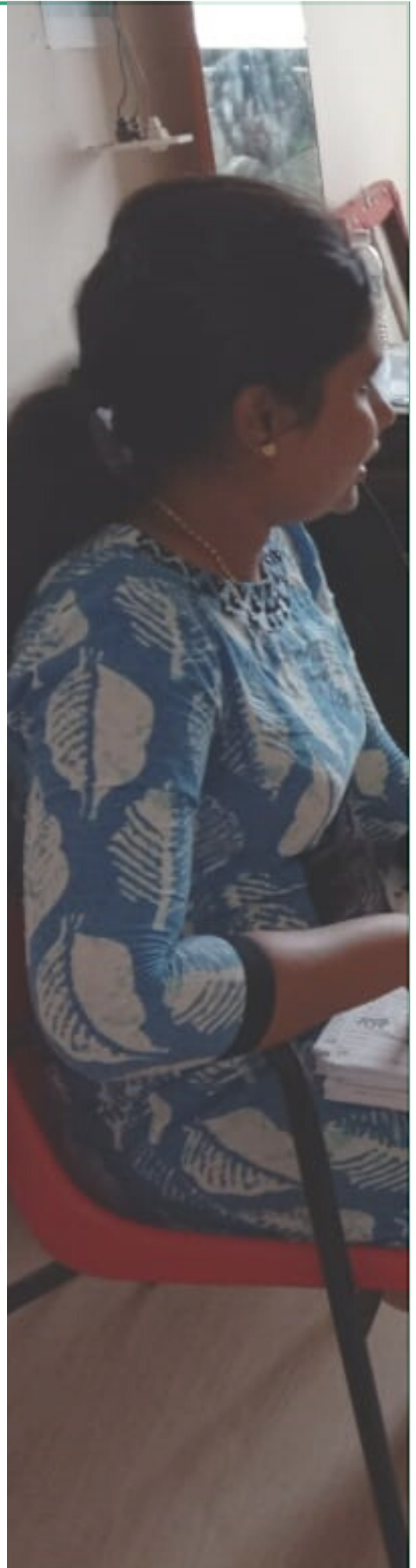
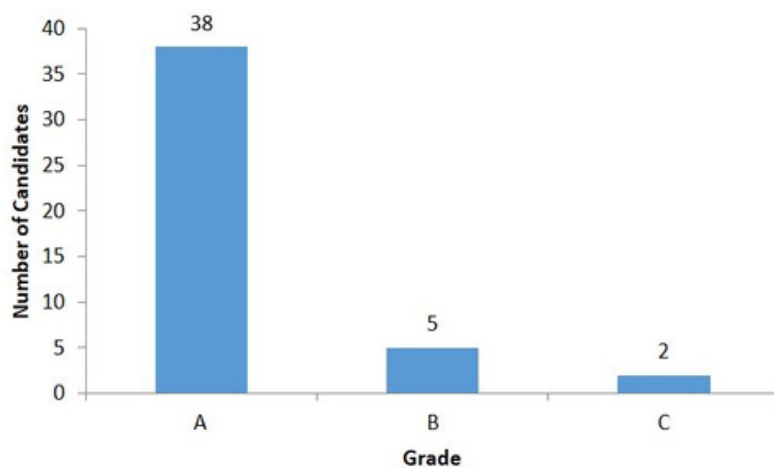
57% of the candidates belonged to the 18-21 age bracket. This is a reflection of the young segment of the population entering the beauty and haircare industry through the mode of training. The age of the candidates is depicted in the graph below.



## ASSESSMENT RESULTS

**Batch 1 (23/7/2019 - 25/9/2019) - 45 candidates**

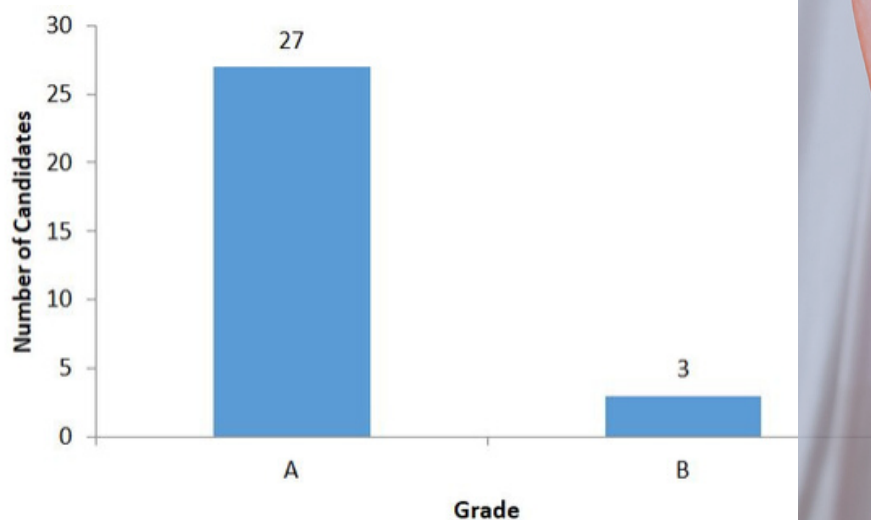
**84% of the candidates from the batch achieved the grade A in the assessment conducted. The results of all the candidates are summarized in the graph below.**



## ASSESSMENT RESULTS

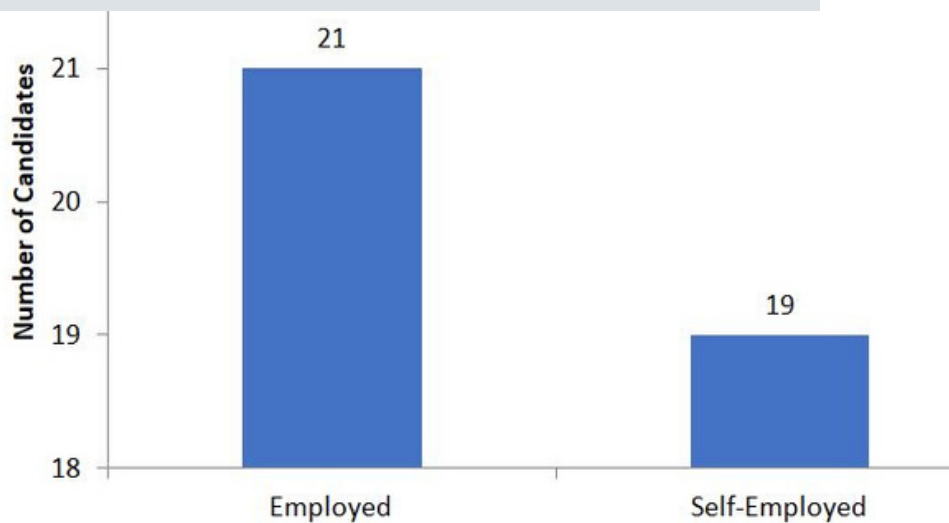
Batch 2 (4/8/2019 - 8/10/2019)  
- 30 candidates

90% of the candidates from the batch achieved the grade A in the assessment conducted. The results of all the candidates are summarised in the graph below.



## PLACEMENT RESULTS

Out of the 75 candidates certified, 28% of the candidates received employment offers by then end of the training and 25% of them opted for self-employment. The employment status of the candidates is depicted in the graph below.



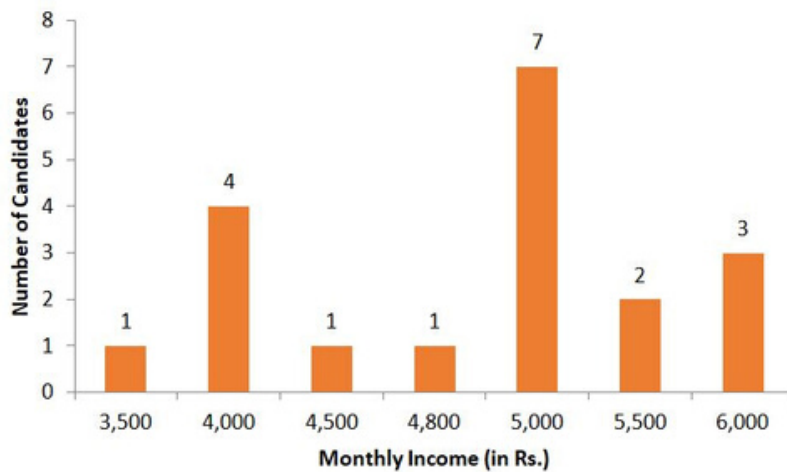
## **RECRUITERS**

**Candidates who were employed were recruited by the following establishment**

1. **Ayesha Beauty Salon**
2. **Dipti Beauty Salon**
3. **Durva Beauty Parlour**
4. **Identity Salon**
5. **Maithli Beauty Parlour**
6. **Manisha Beauty Salon**
7. **Mansi Beauty Parlour**
8. **Nisha Beauty Salon**
9. **Prema Beauty Salon**
10. **Purvi Beautician**
11. **Raaga Beauty Salon**
12. **Rahul Phates Innovation**
13. **Rebecca's Beauty Salon**
14. **Rockin Salon**
15. **Roopse Beauty Salon**
16. **Sarita Beauty Parlour**
17. **Sneha Beauty Parlour**
18. **Sundariya Beauty Salon**
19. **Sushma Beauty and Salon**
20. **Sweetys Beauty Parlour**
21. **Tejal Beauty Salon**

## PLACEMENT RESULTS

Among the 21 candidates employed, majority of them were hired for a monthly salary of Rs. 4,000. The monthly income of the candidates employed is depicted in the graph below.



Among the 19 candidates who opted for self-employment, 63% of them earned a monthly income of Rs. 5,000 or more. The monthly income of the self-employed candidates is depicted in the graph below.



# QUALITY ASSURANCE

Reference Activity	How is Quality Assured?
Daily Training Photographs (Theory and Practical)	Photographs were taken for all sessions under the program, both theory and practice as a way of maintaining records for the program and ensuring that all mentioned training activities were taking place.
Feedback form	Candidates were asked if they were happy with the training they received, the capabilities of the trainer, the setting of the training centre, etc to ensure that quality training was taking place. Feedback was collected using three forms - mid-training, final term and trainer feedback.
Daily Attendance (Manual)	Biometric attendance was taken every day of the program manually to ensure that all the enrolled candidates actually showed up for the training process.
Surprise Visit by Auditor	The auditor conducted a surprise visit for each of the batches to ensure that all the activities were carried out as per the plan and deviations could be corrected for.

## SDG 4

### Quality Education



#### ACTIVITY:

Many young candidates were skilled through the program so that they are better educated in their choice of work and are better equipped to find employment opportunities."

#### Target 4.4

**By 2030, substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship.**



## SDG 10

### Reduce inequality within and between countries

#### ACTIVITY

The program focused on skilling female candidates from underprivileged families (families with an income of less than Rs. 15,000). This effort acts as a significant event in the lives of the candidates and their families and holds potential to change working norms and income levels of the families involved and the society at large.

**Target 10.1: By 2030, progressively achieve and sustain income growth of the bottom 40 percent of the population at a rate higher than the national average.**

## SDG 5

### Achieve gender equality and empower all women and girls

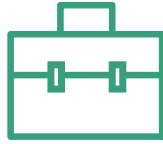


#### ACTIVITY

The training program was focused on women as a result of the nature of trades for which the programs were organized. This would empower them at various levels as they were equipped with employable skills."

**Target 5.5: Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision making in political, economic and public life**





## SDG 8

### Good jobs and economic growth

#### ACTIVITY:

Candidates were trained on efficient ways of carrying out the tasks as required by the job role so that they could improve their productivity and growth of the business

#### Target 8.2:

**Achieve higher levels of economic productivity through diversification, technological upgrading and innovation, including through a focus on high-value added and labour-intensive sectors**

#### ACTIVITY

Young female candidates comprised the majority and were skilled to attain the highest levels of productivity. The certification is a reflection of the skill set and thereby enables the candidates to find the best of the employment

#### Target 8.5:

**By 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value**

#### ACTIVITY

A large segment of the beneficiaries were young people. The program helped them acquire the right set of skills and enabled them to find suitable jobs.

#### Target 8.6:

**By 2020, substantially reduce the proportion of youth not in employment, education or training**

## SDG 17

### SDG 17: Partnerships for the goals



#### ACTIVITY

LabourNet collaborated with a charitable trust to create sustainable employment for the candidates under the program. Resources were efficiently shared between the two partners to enhance the efficiency of business operations of the women entrepreneurs."

#### Target 17.16:

**Enhance the global partnership for sustainable development, complemented by multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology and financial resources, to support the achievement of the sustainable development goals in all countries, in particular developing countries**

#### ACTIVITY

LabourNet collaborated with a charitable trust to share resources and knowledge to enable livelihoods of many people from poor economic background

#### Target 17.17:

**Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships**



## TESTIMONIALS

"It was great to be a part of this training program. I am very glad to have joined it. I started my own parlour service at home and I have clients coming to my house for beauty services. I earn about Rs3000 every month due to these home services. The trainer at the program taught me how to do waxing, bleaching, threading, manicures, pedicures, facials, etc which I now use for my own beauty services. It was a good program and I don't want to change anything about it as such. I would recommend others I know to join such programs too."

**-Vaishali Ganesh Chava  
(28)**



"I learnt about certain makeup techniques that I had never seen or heard of before. It was really great. After seeing and learning these makeup practices, I was sure that I would learn more about it and start working on my skills in that area. It really improved my confidence about my skills. I use my makeup skills on people in my family and am presently waiting for a job. I am looking forward to using the techniques I learnt from the program".

**-Aarti Rajesh Kahar (19)**

## TESTIMONIALS

"I would recommend this training program to others that I know of. It was a good program and I have no complaints. I have my own home service parlour. I have clients visit sometimes. I wish the training was more advanced and taught techniques like haircutting, etc that I did not know of. Besides that, everything else was fine."

**-Vaishali Sanjay Mane (33)**



"I am glad I came across this opportunity to attend the program since it has helped me learn many valuable skills that have helped me secure a job through the means of my network. The trainer was very supportive and patient with all the clarifications I needed. All the skills I learnt along the program have been very useful to carry my daily tasks efficiently and has resulted in my performance being better than all my colleagues at the parlor."

**-Meena More (30)**

## TESTIMONIALS

"I am so glad I did this course. At first I was not sure about joining because it was a free course and I was not sure that I will get to learn anything new. Once I joined, I realized that the trainers really wanted to help us. They taught us so many things and even helped us in finding jobs. I got a job through the training and now I am able to earn money on my own. I will recommend this course for all young girls who want to start their career. I am also looking forward to a more advanced course."

**-Kajal**



"I had no knowledge about being a beautician before I joined the course but now I am able to do everything. In just two months they taught us all the basics needed to get a job in a parlour. They even taught us how to talk to clients. Since the course has ended, I have become so much more confident and have even started working as an assistant at a parlour. I am now earning Rs. 5,000 every month. All the things I learned at the training really come in handy and my friends even ask me to teach them what I learnt. I would really like to thank my trainer who never said no to anything and was always ready to help us."

**-Saroj**

## TESTIMONIALS

"I learnt so many things at the training; waxing, bleaching, doing a hair spa, manicures, etc. I am not employed right now, but use my newly learnt skills on my neighbours. I was quite happy with the training and would like to recommend it to others I know. My fear of talking to clients was also resolved as the training also taught client handling and soft skills. I definitely feel much more confident about my skills and about getting a job now that I have finished this training."

**-Simran Pawar (20)**



"I joined the training program with very little experience but now I know how to do a lot of things like pedicure, manicure, and facials. All these new things are really helping me do better at work and I am so much more confident while talking to clients. I am even planning on applying to a bigger parlour and I am sure that the certificate will help me get the job."

**-Kiran**

## TRAINER PROFILE



**Soumya Bhaskaran**  
**Centre Manager**



**Russel Pereira**  
**Territory Manager**



**Supriya Kamble**  
**Trainer**