

# 'Doors open for people with right qualification'

VANDANA LUTHRA tells AVENUES that there are several jobs in the beauty & wellness sector provided one has necessary qualifications



Vandana Luthra  
Founder & Vice-Chairperson, VLCC Group

■ **What do the certification courses at VLCC cover?**

It offers entry-level and skills enhancement courses in beauty and nutrition. The long-term, short-term, certificate-based and correspondence courses range across the beauty and wellness domain and include cosmetology, skin-care, hair-care, makeup, nutrition, clinical nutrition, sports and fitness nutrition and child care nutrition.

■ **How are these courses beneficial?**

Youth, being trained for job roles that are in demand in the beauty and wellness domain and thereafter certified by the Beauty and Wellness Sector Skill Council, enjoy a competitive advantage over their peers with more doors opening up to them for job opportunities as employers are more receptive to hiring staff who have gone through a recognised certification process.

■ **Is there any qualification required for the certified course at VLCC?**

The admission criteria vary from course to course.

■ **What prompted you to contribute to the Pradhan Mantri Kaushal Vikas Yojana (PMKVY)?**

We have always been cognizant of the fact that the presence of skilled manpower is essential for growing the beauty and wellness sector. Considering the huge transformational role that the PMKVY scheme can play in enabling our country to become the Skills Capital of the world by 2022, it is a great honour to contribute to the process of shaping a new India through our involvement with this initiative.

■ **How will this course help to create better performance in the Indian beauty and wellness sector?**

Given that the Indian beauty and wellness sector is still largely unorganised and fragmented, flagship skills training initiatives like the PMKVY contribute to improving the quality of service delivery in this sector besides contributing to women empowerment.

■ **What is the main requirement for growth of this industry?**

The availability of skilled manpower is one of the biggest requirements to sustain the high performance. A Human Resource and Skill Requirement report by KPMG for the NSDC estimates that the workforce

requirement in the beauty and wellness sector in India is likely to witness a rise from 4.21 million in 2013 to 7.39 million in 2017 and to 14.27 million by 2022.

■ **Do students from the under-privileged strata of society benefit from such courses?**

Many of the students enrolling at vocational training institutes for courses in the beauty and wellness domain, including the VLCC institutes, come from economically disadvantaged backgrounds. Such courses open up opportunities for them.

■ **How do these courses and initiatives generate jobs?**

Considering the large demand for trained manpower, skill training courses ensure that the industry can continue its growth momentum and pass-outs from vocational training providers can get jobs. VLCC Institute, for instance, finds employment opportunities for students improving over time. Our network of 73 institutes across India and Nepal provide skilled manpower to the wellness industry at large. Only a fraction of students are absorbed by us.

■ **What pay scale do freshers get?**

Depending on the job role, students emerging from top-tier skilling institutions get attractive salary packages to start with ranging anywhere between ₹10,000 to ₹15,000.

■ **Is there a lack of skilled manpower in this industry?**

Yes, it is one of the most daunting challenges for the Indian beauty and wellness industry today.

■ **People who get certified find jobs in the organised or unorganised sector?**

Considering that this industry is largely unorganised and fragmented with a limited number of large industry players, skilled and certified youth find jobs in both the organised and unorganised segments.