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After successfully venturing into several industry verticals, leading skilling MNC, Centum Learning now announces its entry into the Beauty and Wellness sector. Considering the increasing requirement for skilled workforce in the Beauty and Wellness sector, Centum Learning, in collaboration with Ministry of Skill Development and Entrepreneurship (MSDE) aims to establish 100 Beauty and Wellness Skilling centers which would undertake skilling programs for 3000 individuals under the Pradhan Mantri Kaushal Vikas Yojana (PMKVY) scheme. Additionally, Centum Learning in association Bihar Mahadalit Vikas Mission (BMVM) will be training 1840 candidates in the Beauty & Wellness sector.

With the mission of contributing to the realization of the Honorable Prime Minister Shri Narendra Modi's vision of a 'Skilled India', the Beauty & Wellness Sector Skill Council (B&WSSC) had developed National Occupational Standards

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(NOS) for various job roles in the beauty & wellness domain. These standards are ratified by a Qualifications Registration Committee (QRC) constituted by the National Skill Development Corporation (NSDC). Centum Learning will undertake all training programs based on these NOS.

Under PMKVY, students will be provided with 100 hours of theory class and 50 hours of applied on-the-job training followed by stringent assessment and subsequent certification basis results. The three courses currently on offer are: Assistant Beauty Therapist, Pedicurist & Manicurist and Assistant Hairstylist. The training will be imparted in English and vernacular languages. Underwith Dashrath Manjhi Kaushal Vikas Yojana and Special Central Assistance (SCA) to Scheduled Castes Sub Plan (SCSP), the courses offered will be 'Integrated Hair, Skin and Make Up' while the other one will be 'Beauty Therapy & Hair Styling'. There will be 600-750 hours of intense training. Enabling social transformation, Centum Learning will also be hiring trainers for these courses in 18 cities who will have to undergo rigorous Train-the-Trainer programme to become certified trainers for this programme.

Announcing the entry into Beauty and Wellness sector, Mr. Sanjeev Duggal, CEO and Director Centum Learning said, 'India is witnessing a rapid growth in beauty and wellness sector due to increasing consumerism and changing lifestyles. We are seizing this opportunity to empower women by providing right skills that will allow them to find jobs or become self-employable. We are undertaking different schemes being rolled out by the Government so that youth get certified from recognized sources'.

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The Beauty and Wellness industry in India is at an all-time high and growing rapidly. It is a recession proof industry, where the high rate of growth in this dynamic industry is being driven by increasing consumer demand for good products and services and a growing middle class. The wellness industry in India is poised to touch Rs. 1,00,000 crore (Rs 1 trillion) by 2015, with a compounded annual growth rate of 15-17%, from about Rs 70,000 crore in 2012 , with a likely shortage of 600,000 skilled personnel by 2016. FICCI-PwC report had forecast that the number of people employed in the Wellness space could potentially almost treble from over 1 million lakh in 2011 to 3 million by 2015.

Source: **Equity Bulls**

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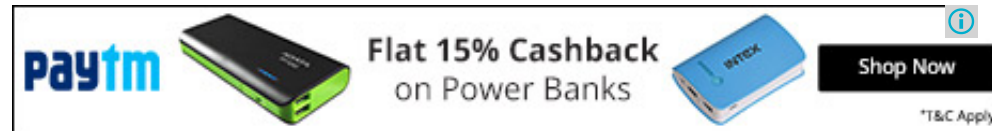
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