



Beautician Training

The Planning & Development Board, Government of the Punjab initiated a project in Southern Punjab with the financial assistance of International Fund for Agricultural Development (IFAD) to eradicate poverty in the poorest areas of Southern Punjab. Initially, the project was designed to facilitate 169479 poor households by providing different interventions to enhance their livelihood in the Ten districts of Southern Punjab i.e. Bahawalpur, Bahawalnagar, Rajanpur, Muzaffargarh, Liaquatpur, Dera Ghazi Khan, Layyah, Bakhar, Khushab & Mianwali. Institute of Rural Management (IRM) is working as a Training Service Provider with SPPAP since 2014 and conducted Vocational Training of successfully trained 14,555 male and female in various trades by establishing field-based training centres. Presently, IRM-VTO going to trained 25000 men and women in 10 district with the ratio of 40% male and 60% of female till march 2023.

VOCATIONAL TRAINING

The vocational training short course is an important source to empowering the people in a short period with productive skills and enable them to earn a handsome amount for their families and create independency. The skills provided to the men and women can be easily transferred to the other people with little effort.

Beautician and its scope

Beautician are proficient occupied with improving customers appearance has ideal knowledge of the skin, beautifying agents, care techniques, massages, waxing, nail treatment, cosmetics and makeup. Beautician training enables them how to care the face and body to its customers as indicated by their sort of skin and their particular requirements. Profession opportunity in this field are exceptionally demanded. There is a wide degree in this calling. As people are increasingly more mindful of the items and treatments, they counsel an ever-increasing number of beauticians, so the extension in this profession is phenomenal. More likely the career in the industry of beauty is endless, to a large extent, it covers the widening scope in the rural areas through social media awareness. The people of these areas are willing to spend to good look.

Course Outline and Duration

IRM VTO under SPPAP provides vocational training by establishing field-based training centres and offered different trades, and beautician is one of the female trade. Duration of the course is three-month, ensuring theory and along with practical. IRM focused on trainee grooming, knowledge and self-confidence. IRM VTO educate people about basic and advance knowledge of beauty product and its way of use and pass the knowledge about skin routine care, henna (mehndi) design, eyebrows, threading, waxing, hair care and different style & colouring, haircutting, massages, pedicure & manicure, facial treatment, scrub, party makeup, bridal makeup.



IRM team facilitate the beneficiaries by:

- pick and drop to the trainee
- provide the material for training
- lunch during training
- Stipend after three-month training

Business Session and linkages

Business development officers gives the business session where they guide about the microfinance facility and motivated them for self-employment during three-month training to beneficiaries and provide the service of job placement. IRM team formed the Business development group where they can contact with businesses and industrialists are created to uncover the rustic networks to greater markets. Stipend toward the part of the bargain is additionally one such activity to assist members with the token cash to begin their very own pay producing movement IRM team Linkages the beneficiaries to the market.

Outcomes

- Pass outs may join any beauty parlour,
- They can set their beauty parlour,
- They can groom themselves at their home,
- They can settle their institutions to conduct beauty parlour courses.



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