

ETHNIC BEAUTY CARE (SKILL DEVELOPMENT TRAINING)
Organized by WB SC ST Development & Finance Corporation

1. **“Ethnic Beauty Care” – Skill development** Initiative of WB SC ST Development & Finance corporation for providing gainful employment to SC/ST female beneficiaries of rural Bengal.
2. **Objective** – Provide skill in **Beauty & Personal care**, Reach out the services at doorsteps in the locality and thus create opportunity for additional gainful employment for the target groups.
3. **Partners-**
 - (1) Indus Integrated Information Management Limited
 - (2) Industry associate – FLORAS
4. **Training Details**
 - a) Non-Residential
 - b) Duration –Three months, 5 days a week.
 - c) Delivery – Theoretical & Hands on
 - d) No. of participants – 1000
 - e) Certification – (a) Industry certification –FLORAS (b) Participation certificate – WBCSTDFC & IIIM Ltd.
 - f) Date of commencement : Tentatively on 25th January 2014
 - g) Tool kits – Beauty care kits with products of FLORAS
5. **Expected outcome** – **Trainees are expected to be** self-reliant, to be able to establish them as beauty care professional in the locality and able to generate addl. Income to support family.
6. **Locations** – **Coochbehar District** - Cooch Behar, Dinhata, Mathabhanga, **Jalpaiguri District** - Jalpaiguri, Alipurduar, Malbazar, **Darjeeling District** - Siliguri, **Purulia District** – Purulia Raghunathpur, Manbazar, **Paschim Medinipur** - Kharagpur, Jhargram, Ghatal, **Nadia District** - Ranaghat, Tehatta, **North 24 Parganas** - Bangoan, Barrackpore, Barasat, **Howrah District** -Uluberia, **South 24 Parganas District** – Sonarpur.
7. **How to Apply:** Apply on-line through <http://www.wbcstcorp.gov.in>. Help Line: 65501888/ 6550199/65503411/ 65503410 Candidates may get themselves registered through help line also.
8. **Who can Apply:** SC/ST BPL female candidates between the age group of 18 to 35 yrs may apply. Candidates having educational qualification of 10th std. and above are eligible.
9. **Selection of Candidates:** Selection shall be made by a committee having representatives of Backward Classes Welfare Department, WB SC ST Development & Finance Corporation and Indus Integrated Information Management Ltd.