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 – WBSCSTD FC & 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

7. **How to Apply**:
   - 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.