

ASIA: INDIA

A famous statesman had said about the transformative power of INDUSTRY GROWTH development, “We cannot always build the future for our industry, but we can build our industry for the future,” as it aptly sums up what we are trying to do through the Beauty& Wellness Sector Skill Council.

1. What is currently making news in your country when it comes to wellness or wellbeing?

The Wellness Industry in India has been growing exponentially over the last couple of years in the field of beauty and wellness sector.

Many new thought process of spa has been opening. For example Kids SPA, Salt Escape SPA which claiming that it is a First Salt Spa To Help you to Breathe Better! Resorts spa has been increasing, the numerous day SPA and SPALON (Spa and Salon) concept of spa has been opening every other day In India.

In last few years there was manpower issue in the wellness industry, which was the biggest hurdle, but the initiative taken by new government of India has now will help to resolve the manpower issue.

The National Skills Development Council has been established with the mission of Skilling 500 million people by 2022 in wellness industry. Government has understood the significance of Skills and knowledge are the driving forces of economic growth and social development for our country.

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

The major challenges faced by the Indian Wellness domain on the wellness skill development front are in terms of the inadequate availability of training infrastructure, standardized training curriculum (especially at the entry level), the absence of quality trainers in sufficient numbers, easier financial access to outcome-linked skills training initiatives, as also a general misplaced notion about the benefits of vocational training. Matters have not been helped by the fact that the Wellness domain in India is still largely unorganized and fragmented, with a very limited number of companies in the organized space having a pan-India presence.

The talent deficit poses extreme threat to the growth and expansion of the whole beauty and wellness industry. The sector needs to come together on one platform at the national level so that a cohesive thread between those who need a livelihood, those who will prepare and employ them are in Wellness Industry.

There are enough success stories in the country to share and enough space to expand. Keeping all this challenges and problems with the above reality Beauty & Wellness Sector Skill Council (BWSSC) was formed. The aim of the sector skill council is to focus on establishing an effective and efficient eco-system for development and imparting of skills for Beauty and Wellness industry including relevant curriculum courses, information database, delivery system, standardization, and accreditation and certification process to enhance the employability of the Indian workforce globally.

By 2023, the SSC aims to accredit 390 Training organizations, train 2,200 trainers and provide certification to an almost 1.67 Million (16.7 Lac) workforce by 2023.2023 Indian wellness industry will be working with skilled manpower to flourish individuals business in the Spa, Beauty and Fitness industry.

In collaboration with the Union Ministry for Human Resource Development, the Beauty& Wellness Sector Skill Council (BWSSC) formed by CII with financial support from the National Skill Development Corporation. Being the training partner with BWSSC and NSDC, my institute in rural areas has recorded registration of more than 1000 students and number is even rising day by day, this highlights that the wellness sector is expanding vastly not only in the urban areas but in rural areas too.

2. Please provide one sentence that describes what you think are important developments in your country for each of the following:

Spas: As the impact of western culture is rising the spending power of Indian households has increased in the past few years they are comfortable with spending surplus money on beauty and wellness services. With the global and media exposure for many youngsters' today, looking good is equivalent to feeling good that's why they prefer spa therapies for the feel good factor. Teens, young and old people – all are giving more attention to their looks, and it has become prime factor in both personal and business growth.

Wellness Tourism: Wellness tourism is the trending in the country. The one opting to become wellness tourists will consider significantly lower costs, greater availability of care and a wider selection of treatments, and the recent trend to travel with a higher purpose. Wellness tourism is perfectly suited to “mindful” travel where the health-conscious among us seek natural remedies implemented to promote healing, prevent future illness, and of course deliver a certain measure of tranquility and stress relief. Providing cerebral and spiritual attunement, wellness tourism offers the best of both worlds for healing and rejuvenation, well-being and relaxation.

Wellness Living Communities/Real Estate: Most real estate developers have started incorporating luxurious spa into their projects. Often international operators are being considered for these projects as it gives the project a sense of credibility which real estate developers constantly strive for in India. For example: Six Senses Spa have been asked to develop a spa by the Jaypee group of builders for their ambitious 500 acres residential project in Delhi. Same applies to the other big builders. They want to make sure SPA is the neighborhood concept and this can give them more mileage to sale their property.

3. How would you describe the state of workplace wellness in your country?

I think any workplace health promotion activity or organizational policy is designed to support healthy behavior among employees and to improve health outcomes. It can consists of diverse activities such as on-site health education/fairs; free medical screenings; health coaching; weight loss, stress management and smoking cessation programs; wellness communiqués, on-site fitness programs and facilities; health club memberships, on-site kitchens with healthy food options, company wellness competitions; mobile and web-based education and social platforms; and financial and other incentives for participation. Workplace wellness has been expanded over the past decade to encompass the creation of a “Culture of Health” within the worksite. It includes programs offered by companies and businesses aimed at improving the health and wellness of employees, in order to reduce costs and enhance productivity and performance. As these programs raise awareness, provide education, and offer incentives that address specific health risk factors and behaviors (e.g., lack of exercise, poor eating habits, stress, obesity, smoking etc.) and encourage employees to adopt healthier lifestyles to enhance their work productivity at their workplace.

As Indian metropolitan cities are crowded, by the time employee reaches the workplace he /she is exhausted. If company will offer them wellness at workplace will give a boost to their performance.

4. What has been the general attitude about investing in spa/wellness in your country in 2015? Specific examples?

Most industry respondents see wellness as an important future driver and as good for business. Nearly all industry respondents feel that the concept of wellness is and will continue to be very important for the spa industry as well as for the new business opportunity hunters.

Eighty-two percent have made changes in the last five years in response to the wellness trend. Ninety-five percent expect growing interest in wellness to impact their businesses over the next ten years. There are various changes that have been made by industry respondents in response to the wellness trend. The one who have

introduced new services or products in response to the wellness trend have reported a change in their marketing strategy.

The business opportunities for the spa industry along the wellness continuum will require long-term effort and investment. The spa owners and investors to make small adjustments to their service offerings and needs to reexamine their marketing approaches and customers with a new, wellness-oriented viewpoint.

The tradition of spa as a place for healing, renewal, relaxation, and feeling well positions the spa industry as one of the most logical sectors to take advantage of (and help lead) the wellness movement. The core customer base for wellness almost directly overlaps with the primary customer market for spas.

In India you see Spas & Salons blooming in every corner of the Metros and B, C-towns. I've seen this industry growing since last 23 years. Right from owning a salon in my native place to now leading a Top Spa Solution Company and a Luxury Spa (and its franchisee). The journey has been fascinating and pleasant. New challenges raised every day and to overcome them gave me and my team a wonderful feeling. Since 23 years I have been in this industry, I feel and believe that there is great potential but only if the right guidance is available for people who don't have any idea what the industry has concealed for them.

Placing spa within the context of wellness can raise awareness that massage and other spa services offer real therapeutic benefits beyond pampering. Educating consumers about how spa can enhance a person's overall health and quality of life or how it can effectively treat real ailments and conditions will help consumers to view their spa spending as an investment or an essential element in maintaining their health.

To illustrate this idea, we found, in the consumer survey conducted for this study, 71% of respondents said they would be "much more likely" or "somewhat more likely" to visit a spa if they learned that a series of research studies demonstrated that spa treatments deliver measurable health benefits.

On the other hand, focusing on wellness opportunities does not, by definition, exclude pampering and indulgence. In fact, pampering can be a healthy thing and is considered by many thinkers in the wellness movement to be an important component of wellness. Most offerings across the range of typical spas services – massages, body treatments, hydrotherapy, facials, beauty services, anti-aging services, and so on. It would be considered wellness services if provided with the intent of helping a person feel more well physically or mentally by a curative touch, addressing a specific ailment or condition, or improving a person's self-image and sense of well-being.

5. Whose responsibility is it to create a well world?

Society who can create awareness by speeding word and conducting activities for healthy life style. Yoga has been always a part of social activities which became ignorant form of routine life by passage of time in India. Few months back it created a buzz as Indian Prime Minister showed interest and declared it a "Wellness Activity"

in India. Spa lovers who are into wellness industry, corporate world can create wellness at workplace for healthy employment.

Due to health sickness individuals who have been ignorant and typically rely on medical doctors for treatment to fix their problem do return to good health but, along with doctors instruction, they should look forward to adopt alternative wellness solutions to keep themselves healthy. Most advocates of wellness philosophies emphasize each individual's responsibility to take charge of one's own health and to engage in behaviors that will proactively prevent illness and promote a higher level of health and well-being.

Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity. There are a number of terms and concepts that are associated or equated with the wellness movement, but which are in fact distinct ideas.

Let's turn the famous proverb other way round.

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