

*School of
Beauty & Wellness*



SRIMATI
TECHNO INSTITUTE

director desk



Good leaders are made not born. If you have the desire and willpower, you can become an effective leader. Good leaders develop through a never ending process of self-study, education, training and experience.

Srimati Techno Institute always believes in providing education in an innovative way so that future aspirants can learn without taking any kind of psychological stress.

Our basic motto is to minimize the gap between theoretical and practical aspects so that our students can gain ample experience while there in a learning curve.

I don't believe in note based education, I believe students should concentrate more on conceptual aspects.

At the end I like all the very best for their bright future.

A handwritten signature in black ink, appearing to read 'B.N. Pati'.

B.N. PATI
DIRECTOR
SRIMATI TECHNO INSTITUTE

creative head desk



“Design” the word specifies an approach of a creative person towards creating unique visual aesthetics on any media be it is Digital or Manual. A designer reflects his/her creation and opinion of visualization to particular aspects in order to define new dimensions. A designer uses skill to develop creative illusions in the fields like Interior, Fashion, Animation, We offer courses in Beauty Wellness as well as Mass Communication to create leaders for our society.

A handwritten signature in black ink, appearing to read 'Soma Sarkar'.

Soma Sarkar

CREATIVE HEAD

about us

Srimati Techno Institute (formerly National Techno Institution) was established in the year 1989 by a group of professionals and academicians from various field of specialization with the common objects and strong commitments to the growth and promotion of technical experts for solving the unemployment problem all over India. STI believes that a developing nation like India should have its human resources trained cutting edge technology. The Institution has been planned accordingly to provide budding ambitious young experts with state-of-the art technologies to meet the challenging scenario of the new millennium. The importance of job oriented courses has become the main focus of academic programme at Srimati Techno Institute. The curriculum, meticulously selected and prescribed by technical experts and professionals of different disciplines are in parity of ITI. STI has been brought under the canopy of Srimati Techno Foundation and has been awarded ISO : 9001-2008 Certification in the year 2007 for its quality Education in Management. STI's mission is to provide customized educational programs in an environment that's diverse and conducive to learning. The institution is committed to deliver the best in education, academic research and training through professional partnership programs. The management is committed to enhance the skills of every student and to prepare the younger generation to face the challenges of today's global society and work environment.

The vision is to be one of the premier institutes providing cutting edge education that transforms the younger generation towards being socially responsible and mould them to acquire finer value systems in their professional and personal lives.

- Srimati Techno Institute is an ISO 9001-2008 certified Institute for its quality education & Management system.
- Srimati Techno Institute is a Member of National Safety Council of India.
- Srimati Techno Institute is having strategic tie-up with NIFS, Vizag in technical collaboration with Annamalai University for All Safety Management Courses.
- WBSCTE – Affiliated since 2007 to June – 2016, further applied for affiliation of STVT courses.

*beauty
& wellness*

"There is beauty in simplicity"





Beauty therapists may cut color and style hair to enhance a client's appearance. Some beauticians, such as aestheticians, provide skin care, nail care and hair removal treatments. Beauticians may specialize in certain areas, such as makeup application, nail art, color analysis or personal styling services. Individuals who work in hair salons may spend a long day on their feet, with continuous exposure to cosmetic chemicals such as hair color, permanent solution and others. Those who work in day spas and resorts may experience a more comfortable work environment.

Working as a beauty therapist, you'll be responsible for administering a range of treatments to clients.

Treatments you might have to give to clients include:

- Waxing
- Massage
- Manicures and pedicures
- Tanning
- Eyelash tinting and eyebrow dyeing

A Beautician's job requires skills training. Education in cosmetology is professionally structured. Training in beauty culture includes subjects like anatomy, physiology, client care, body language, sales and marketing, health and nutrition, besides knowledge of skin and hair, their characteristics and functions.

Hairstyling is taught as an academic discipline in various polytechnics and also at some academies. Scientific and systematic training is important as much as it is to practice on live models and on blocks to get a feel of the actual process of hairstyling.

- Beauty therapists give treatment for the face, hair, skin, and the body. Threading, facials, massages, skin treatments, manicure and pedicure are all included in Beauty therapy. They also advice on skin care, make up, hair style.
- Beauticians specialize in doing make up for marriages, for TV and film performances and special occasions.
- Specialized areas of work are electrolysis, permanent make-up used to give a permanent lip-line or eye-line, aroma therapy which uses fragrances and essences for beauty treatment, etc.
- Beauty advisors market cosmetics, help customers identify the skin/ hair type and give advice on how to treat minor ailments. They give advice on the use of cosmetics, general health/fitness advice, treatment and training is given in yoga/aerobics/health clubs by specialists in fitness and exercise.
- Hair stylists/hair dressers specialize in hair care, cutting, styling and setting.
- Cosmetologists study everything related to beauty from daily care to specialized techniques that enhance the appearance

RECRUITING SECTORS

- Beauty Parlours
- Hotels
- Clubs
- TV and Film Production Units
- Beauty Salons in Hotels
- Spas etc.

EMPLOYMENT OPPORTUNITIES

- Beauty parlours
- Beauty clinics in hotels & health resorts
- TV & Film industry
- Fitness clinics
- Cosmetic firms as sales consultant.
- Fashion and advertising firms
- Modelling agencies
- Sports clubs
- Leisure centres
- Department stores
- Cruise ships and hotels
- Self-employment

skin & hair styling

eligibility: 10+
duration: 6 month



- FACIAL
- MANICURE & PEDICURE
- THREADING,
- TWEEZING & BLEACHING
- HAIR CUTS
- BASIC HAIR STYLING
- ADVANCED HAIR CUTS



Beauty On Demand



eligibility: 10
duration: 3 month

professional make-up



BASIC MAKE-UP & BINDI DESIGNING

Trade Theory

- Purpose
- Selection of Tools
- Color theory
- Trolley setting
- Client draping
- Practice in different types of Make-Ups.
- Client consultation
- Recognition of types of skin
- Selection of correct colors, correct cosmetic.
- Types of Make-Ups
 - a) Day Make-Ups
 - b) Evening Make-Ups
 - c) Bridal make-up.
- Application Techniques
- Safety Precautions/ Do's & don'ts
- After care
- Purpose of make-Up
- Knowledge of basic facial shapes
- Types of Professional Make-ups
 - Corrective Make-up
 - T.V Make-up

Trade Practical

- Practice in different types of Bindi Designing.
- Trolley setting
- Client preparation
- Makeup consultation chart
- Practice of applying



BASIC MAKE-UP & BINDI DESIGNING

Trade Theory

- Color Theory
- Product knowledge
- Client Consultation
- Selection of correct color & cosmetics according to skin type
- Knowledge of applying Artificial Eyelashes
- Safety Precautions/ Do's & don'ts
- After care

Trade Practical

- Artificial Eyelashes
- Practice of applying different types of professional Make-up





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