

STUDY ON SCOPE OF ADVANCEMENT IN THE BEAUTY SERVICE INDUSTRY

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Abstract

Beauty Parlor was originally started for the rich and leisured classes. But with the rise in people's standards of living and consciousness of women especially, to look their best in society has made the parlors a necessity and not a luxury anymore. Today where science is the root of all art and artifice, we are in situation where artificial glitter and synthetic glamour rule. Thus the beautification techniques are often seen as an attractive side light of modernism.¹ Beauty Treatments are about making a person look good by doing the needful by performing variety of treatments, use of electrical equipments and using cosmetics with actives if needed. As beauty parlors fall in to the service industry,² and beauty work is demanding, calling for a lot of stamina as well as a good level of knowledge. The training for the beautician in particular is far more demanding intellectually than one might imagine and is in some respect akin to nursing,³ Even after, over 70 yrs of independence, we do not have any guide lines framed with respect to education, training or functioning for these essentials for ladies - "THE BEAUTY PARLORS."

Keywords: Beauty Parlors, Qualification, Beautician, Licence, Clients, Dermatologist, Vigilance.

Scope of Study : The study undertaken by the researcher is related to need of advancement in structuring guidelines with respect to education and working for Beauticians which is needed for effective functioning of Beauty parlors /Clinics.

Hypothesis : The Beauticians have enough qualification to carry out various treatments on Clients and Beauty industry being an established industry has a proper framework for functioning.

This Hypothesis was assessed on the basis of the following aspects;

1. Academic and Professional qualification of the beautician/owner of Beauty Parlor
2. Education requirements in developed countries
3. Qualification of employee, beautician & equipments used by them for treatments
4. Duties of Beauty parlor towards clients
5. Beauticians considering Medical history and/or patch test.
6. Clients reasons for changing the parlor and Dermatologists Opinion
7. Opinion of Clients on need of Regulatory body
8. Legal Provisions on Beauty Parlors in Developed Countries and India
9. Registration body for Beauticians

Research Methodology : The present study was based on ;

- Collection of primary data from various Beauty Parlors/Clinics, Dermatologist & Clients
- Analysis of collected data using Statistical Methods.⁴

Three sets of questionnaire were prepared as per the categories given below.

1. Questionnaire for Beauty Parlors [for Beautician and Surveyor]
2. Questionnaire for Clients
3. Questionnaire for Dermatologists⁵

Location of survey: Nagpur city was selected for present study because geographically it is the centre of India.

Sample Media: Instrument used –Questionnaire, Personal Interview and Personal Observation.

Selection of Sample: Random Sampling technique was used⁶ and due care was taken to cover most of the areas of Nagpur city.

Limitation: Skin and Hair clinics run by Dermatologists were excluded from the study.

INTRODUCTION

People have been interested in their personal appearance through years bygone.⁷ Both the male and the female species have sought to alter and improve their appearance at every point of time. Beautician is a person who works on "Human Skin" for various treatments. It is therefore very essential for her to know "at least" about basic anatomy and physiology of the skin, chemistry, and proper use of cosmetic products, proper method and technique and proper handling of instruments⁸

This is possible through proper education or qualification & the fact that conducting activities requires Vigilance cannot be ignored.

SURVEY ANALYSIS

1. Academic and Professional qualification of the beautician/owner of Beauty Parlor

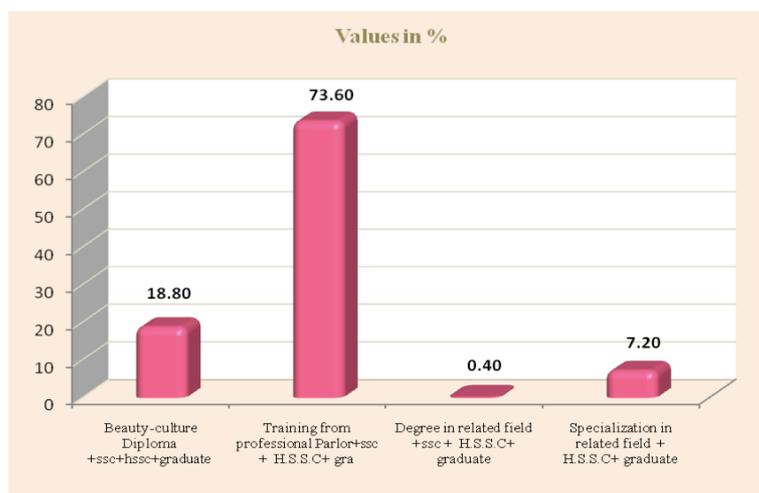
In many beauty therapies certain physical conditions like heart abnormality, epilepsy, high blood pressure, diabetes and asthma would be contra-indicated.⁹ Here medical approval is essential before undertaking any treatment to avoid complications. As a part of Code of professional ethics in developed countries a system of maintaining a Record card of clients is followed which not only helps to solve the post treatment problems but also ensures a safe treatment.¹⁰ To understand these practices proper education

/qualification plays a very important role . But it was a surprising finding that 36% of the beauticians were only 10 th or 12 th passed , while all the graduates were from various streams and not purely Science background, as indicated by readings in Table No.1

Table No. 1 – Academic qualification of the owner of Beauty Parlor

Sr. No.	Qualification	Frequency	Percentage
1.	S.S.C	27	10.80
2.	H.S.S.C	63	25.20
3.	Graduates (B.Com,B.Sc, B.A)	160	64.00
	Grand Total	250	100.00

On considering the Professional Qualification of beauticians , it was found that majority i.e. 82.00% (73.6% + 7.2%) were practicing on the basis of merely a 'training" which they acquired from other Beauty Parlors and only 0.4% possessed degree in beauty field. All this indicated absence of any criteria of Government for an authorised training/ degree essential of this work.



Graph No.1- Professional qualification of Beautician /Owner of beauty parlor

2. Education requirements in developed countries

In Western countries there are various organisations which act as examination boards for beauty qualification, some on an international basis through approved associations in individual countries which operate on a national level to provide training to meet international standard.¹¹

The internationally recognised councils such as National Health and Beauty Council (NHBC) and Le Comate International D’ Esthetiques et de Cosmetology (CIDESCO) operates in U.K. as IHBC and BABTAC respectively providing international qualification to students passing the confederation exam at required level.¹² similarly, in U.S.A. the CIDESCO operates as National cosmetology association (NCA).¹³

The International Therapy Examination Council (ITEC), CIBTAC, Confederation of International Beauty Therapy and Cosmetology, The City and Guilds of London Institute, and the Confederation of Beauty Therapy and Cosmetology, HABIA, The Hairdressing and Beauty Industry, QCA, The Qualifications and Curriculum Authority are some of the organisations.Few examples of bodies providing Certificate/Diploma and the contents covered in the respective course is listed in Table No.2.

Table No.2 - Beauty Qualifications & Awarding Bodies

Sr. No	Name of Qualification	Duration	Contents
I. City and guilds of London Institute			
1	City and Guilds Beauty Therapist’s Certificate 761	2 years	Facial and body treatments covered between theoretical and practical aspects
II. International Health and Beauty Council			
1	National Health and Beauty Council (United Kingdom) The International Beauty Therapist’s Diploma	one or two-year	Salon work, facial and body treatments, figure improvement, and cosmetic applications
2	The Beauty Specialist’s Diploma	one-year plus training.	Facial therapy, grooming treatments and arm and leg applications covering practical and theoretical aspects of Facial therapy, cosmetic and physical science and business organization.

III. THE CONFEDERATION OF BEAUTY THERAPY AND COSMETOLOGY			
2	Beautician Diploma Course	300 hours of training	Subjects relevant to a beauty operator, practicing facials, manicures, makeup, waxing, eyelash tinting etc
IV. CIDESCO			
2	Facial Specialist Certificate CIDESCO	1 yr (in private school) to 2 yrs(in educational establish-ment)	Technical expertise, manual skills and artistic ability based on knowledge of physical science, cosmetic chemistry, and anatomy,
V. ITEC			
1	Beauty Therapy Diploma	Theory & Practical	Facial and body therapy, and related therapy of anatomy, electrical science, and cosmetic chemistry ¹⁴

Thus, in countries like U.K., U.S.A. the Salon/Beauty parlor mentions individuals with different designations handling their specialised sections. For example defining a designation called "Hair Dresser" Hairdresser: A hairdresser deals widely with both men and women. She has to skilled in all the various techniques of perming, coloring, tinting, waving, and setting. The method to acquire training can be a two year full time course at a further education college, a private school course (6 -9 months) or a 3 year apprenticeship in a hairdressing salon.¹⁵ Similar criteria and defined work for personnel like Beauty Therapist, Beautician, Manicurist etc is very well defined structured by frame work of laws.

Such a defined and uniform criteria is missing in India . Although here we have a pattern of education in Beauty Work being imparted by different institutions or universities in various parts of India, but it is ambiguous. Recognised courses offered here are: Courses offered by SISI, Courses offered by Private Institutes and Parlors, Maharashtra state board of technical education, has various courses like Post Graduate Diploma in Beauty Culture And Hair Dressing, Diploma course in Beauty Culture And Hair Dressing also Advance Diploma Course in Beauty Culture and Hair Dressing.

But unless a mandatory minimum criteria is set by governing bodies on what qualification is needed for various levels of beauty work this ambiguity shall be continued.

3. Qualification of employee , beautician' & 'equipments used by them for treatments'

With the advancement of technology many innovative treatments requiring use of various electrical equipments are available for use. The skin problems can be faced if equipments/machines are used without correct knowledge. These equipments are not only used by beauticians but also operated independently by the employees.

Thus, it was essential to co-relate between qualification of beautician as well as qualification of employees and equipments/machines used by them by applying Chi-Square Test on the following Null hypothesis;

1. "The equipments/machines used by the beautician" is independent "of their qualification".

2. The equipments/machines used by the employee" is independent "of their qualification

Result: 1. The Null hypothesis is accepted i.e. "the equipments/machines used by the Beautician" is independent "of their qualification".¹⁶

2.The Null hypothesis is accepted i.e "the equipments/machines used by the employee" is independent "of their qualification"¹⁷

This means that irrespective of their qualification, the beauticians and the employees are engaged in the use of equipments/machines during various treatments and this is a threat to the health of the individuals considering the various harmful effects it causes.¹⁸

4. Duties of Beauty Parlor towards clients

There are two aspects in a service Industry ;

1. Capability to ensure a safe Service (which is mostly determined by qualification or experience)

2. Liability to ensure a safe Service (which is mostly governed by Regulatory bodies ex. The Pharmacy Act, 1948 : for Pharmacists)

A thorough research helped in comparing the existing system here in contrast to those in Western Countries.

Duties of Beauty parlor towards clients as a part of Legal Provisions in Developed Countries

A beauty parlor owes the same duty to its clients that all other professionals do such as to possess the amount of knowledge, skill, and care shared by other members of the profession. This applies even if they are doing the procedure free of charges or to remedy previous unsatisfactory work. Generally, this duty falls into two categories.

First Category - a beauty parlor must conduct tests to determine the effect of a particular product on a patron's skin or hair. These tests are important in determining any possible adverse reactions of both skin and hair to the process, and a failure to conduct such tests may be a breach of duty on the part of the beauty parlor.

Second Category - a beauty parlor must properly administer the treatment. A breach of this kind of duty may occur in three different instances.

- Failure to select the appropriate treatment.
- Failure to use the products as directed

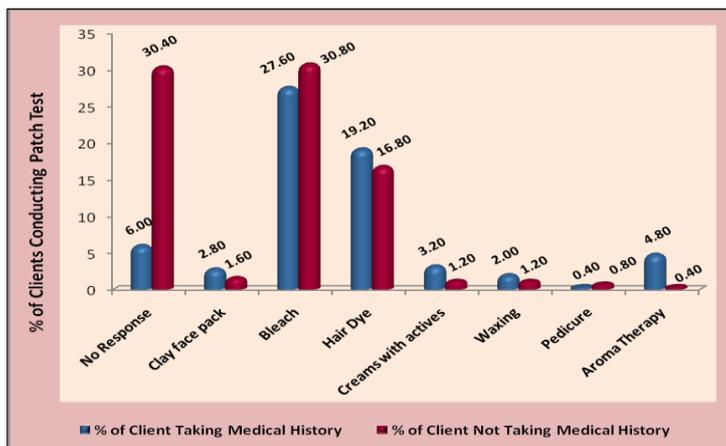
- Failure to carefully and diligently perform the treatment.¹⁹

5.Beauticians considering Medical history and/or patch test.

With respect to the 'First Category' mentioned above the findings regarding performance of patch test and consideration of medical history revealed the following facts ,

- 36.40% of beauticians did not perform patch test before any treatment
- 34.80 % of beauticians did not consider medical history before any of the treatment and
- 30.40 % of beauticians neither performed patch test nor considered medical history.

Also 84% of clients had total dependence on the beautician for the same, as Clients themselves do not demand for a patch test and hence, the responsibility for safety of the client lies more with the beautician.



Graph No. 2 -Percentage of Beauticians not considering Medical history and/or patch test.

With respect to the 'Second Category' mentioned above i.e. the findings regarding properly administering of the treatment The data collected from the clients showed that 25.20% of the clients had to face some or the other skin problem during or after the treatment in the beauty parlor. The following are some problems faced by the clients during/after a treatment in the beauty parlor, indicating careless attitude of beauticians.

- Appearance of pimples, reddening of face with burning feeling
- Pimples increased In number
- Patches seen also itching was there
- Burning sensation and reddening
- Occurrence of grains after getting my eyebrows done
- Rashes and Pimples on the forehead after Facial Reddening

6. Clients changing the parlor and subsequent reasons

The person getting affected due to skin problems ends up changing the beauty parlor for further services and this was accounted by the analysis result. Despite of the strong loyalty bond with beauty parlor, it was found that 50.80% of the clients changed the place they visit regularly, out of these majority of the clients i.e. 79.77% changed the beauty parlor they visited because of the 'problems related to the services' . Table No.3, shows the percentage of clients who changed the parlor and subsequent reasons for changing it.

Table No. 3- No. of clients changing the parlor and subsequent reasons

Clients who changed the parlor (%)	Reasons for change in parlor (%)		
	Reason	Percentage	Category
50.80	1. Bad effect on skin	19.69	PROBLEMS RELATING TO THE SERVICES BEING OFFERED (79.77)
	2. Less knowledge of beautician about services	26.77	
	3. Unsatisfactory services	26.77	
	4. Poor/Bad quality products used	16.54	
	5. Long waiting period	24.41	
	6. Absence of latest equipments	09.45	
	7. Expensive treatments	28.35	
	8. Distance	38.58	
	9. Uncomfortable environment	10.24	

This was further endorsed when the data collected from Dermatologists revealed that 36.36% of the their patients had skin problems due to carelessness of beauticians. The common problems because of which the clients (patients) visited them were as follows;

- Dermatitis due to treatment in beauty parlor,
- Pigmentation on face,
- Aggravation of acne due to facial,
- Communicable Viral disease like Molluscum Contagiosum, and Warts,
- Viral, bacterial and fungal infection,
- Pigmentation and permanent redness,
- Allergic contact dermatitis.

Any such result of injury in developed countries amounts to penalty to service provider, which is the sum of all loss incurred due to injury. It involves physical damage to personal property and physical and emotional damage to the clients.²⁰ amounts While we in India are left with approaching common law remedy or Consumer Protection Act or simply change the place/parlor visited.

7. Opinion of Clients on need of Regulatory body

The observations indicate that 96.00 % of the clients under study were of the opinion to have a regulatory body for governing the operations being carried out in beauty parlors. Thus, clearly indicating the need for constituting a statutory regulatory body. It was further interesting at this point, to find out whether only the clients who faced problems in beauty parlor(changed the parlor) were of the opinion to have a regulatory body or all the clients had a similar opinion. Hence, Chi-square Test was applied on the following

Null hypothesis: The “Opinion about having a regulatory body to govern the beauty parlor activities” is independent of “change of parlor of clients.”

Result: The Null hypothesis is accepted.²¹ This means that the clients who had to change the beauty parlor they visited regularly (faced problems on skin in parlor) and the clients who continued the services of their parlor without problems, collectively were in favor of having a regulatory body to govern the beauty parlor activities.

8. Legal Provisions on Beauty Parlors in Developed Countries and India

Beauticians and cosmetologists directly deal with the health, comfort, safety, and welfare of the public. For this reason, proper government regulations are essential to ensure competent service.

There are numerous government regulations to ensure sanitary conditions and competent work in U.K. AND U.S.A. In addition to these regulations, the law provides remedies for people who suffer injuries like cutaneous reactions, ocular disturbance, hair damage, and systemic infections, as a result of a beauty parlor's negligence towards duties.

Existing Lisencing Authority in U.S. is National-Interstate Council of State Boards of Cosmetology [NIC]

NIC: This council formed in 1936 is dedicated to the elevation of standards in education, public administration, and professional service to the public.²²

According to NIC,

- Individuals who provide cosmetology-related services should be licensed.
- Both written and practical tests are necessary prerequisite for licensure.
- Establishments that provide cosmetology-related services should be licensed and have a licensed manager.
- Establishments should be subject to routine health and safety inspections.

A system should exist for consumers to file complaints, including procedures for disciplinary action of licensees for incompetency and malpractice.²³ Almost every state in the U.S.A. has separate laws and regulations governing the cosmetology profession, including requirements for the training needed to get a license and specific guidelines set by the board of cosmetology related to the ongoing practice of cosmetology in the state.²⁴

The requirement for an individual to hold the License for a particular category is listed in the following Table No.1.7,

Table No.4- License Requirements for individuals in U.S.A.

Sr. No.	Category	Qualifications
1.	Cosmetologist	Must be at least 17 years of age and have completed 9th grade or G.E.D. Applicant must submit proof of completion of 1500 hours of training in a cosmetology school or 24 months as a registered apprentice in a licensed beauty parlor.
2.	Esthetician	Must be at least 17 years of age and have completed the 9th grade or G.E.D. Applicant must submit proof of completion of 600 hours of training in a cosmetology school or 12 months as a registered apprentice in a licensed beauty parlor.
3.	Nail Technician	Must be at least 17 years of age and have completed 9th grade or G.E.D. Applicant must submit proof of completion of at least 250 hours of training in a cosmetology school or 8 months as a registered apprentice in a licensed beauty parlor.
4.	Senior Cosmetologist	Two (2) years of experience as a licensed cosmetologist and passing grades on the Senior Cosmetologist Exam and the Cosmetologist Exam.
5.	Owner Beauty parlor	Submit approved use and occupancy permit from local zoning agency with license application.

6.	Owner Limited Practice	Owner Limited Practice license is issued for either manicuring or esthetician. Submit approved use and occupancy permit from local zoning agency with license application.
7.	Apprentice Cosmetologist (Limited to 1 one-year original license & 2 one-year renewals)	Must complete an application and sponsorship form which must be signed by a senior cosmetologist. Must complete 24 months of training with at least 20 hours per week. Licensees are required to mail monthly training reports to the Board each month.
8.	Apprentice Esthetician (Limited to 1 one-year original license & 1 one-year renewal)	Must complete an application and sponsorship form which must be signed by a senior cosmetologist or a 2 year licensed esthetician. Must complete 12 months of training with at least 20 hours per week. Licensees are required to mail monthly training reports to the Board each month.
9.	Apprentice Nail Technician (Limited to 1 one-year original license)	Must complete an application and sponsorship form which must be signed by a licensed senior cosmetologist or 2 year licensed nail technician. Must complete 8 months of training with at least 20 hours per week. Licensees are required to mail monthly training reports to the Board each month. ²⁵

On possessing a License in a field/category by an individual it is equally essential to have a License to operate the Beauty parlor and requirements are specific to each state.

8.a.Legislation Governing Beauty Parlors in U.S.A. & U.K.

Working within a legal framework protects the interest of everyone associated with the business. Example of existing Legislation governing Beauty parlors is:

The Local Government (Miscellaneous Provisions) Act 1982 : Local authorities have powers to inspect and register businesses which practice beauty therapy treatments. They are concerned particularly with treatments such as ear piercing, electrical epilation and micro-pigmentation. These treatments involve the use of needles or sharp implements and, therefore, carry a higher risk of cross infection and skin damage. The beauty parlor must demonstrate that correct hygiene practices are used for storing, using and disposing of sharp implements.

The Act states that:

- A beautician should not carry out their practice unless registered by the local authority.
- Premises have to be registered to carry out treatments.

To become registered, a beauty parlor must show that its standards confirm the rules and regulations issued by the local council. These are contained in by-laws and cover;

- The cleanliness of the premises and fittings.
- The cleanliness of persons registered and their assistants.
- The cleansing and sterilization of instruments, materials and equipment used.

A certificate of registration or license is awarded by the local authority.²⁶

Other provisions like Health and safety legislation various Acts under the health and Safety regulation ex. The Personal Protective Equipment (PPE) at Work Regulations 1992 , The Health and Safety at Work Act 1974 etc also prevail.

8.b.Legal Provisions In India

In contrast to the concrete, elaborate and strict provisions controlling the activity of the Beauty Parlor in developed countries, the provisions in the territory of India are absolutely limited, rather hopelessly wanting.

There is no specific statutory provision dealing with the activity of Beauty Parlor in the country. The statutory provision which controls manufacture, distribution and sale of drugs and cosmetics is the drugs and cosmetic Act, 1940 and the drugs and cosmetic Rules, 1945.²⁷ However with utmost and careful scrutinising of the said statutory provisions it could be revealed that there is no provision for registration and operations of Beauty Parlor. There is no provision for controlling qualifications of beauticians, registration of the parlor and penalty in the event of breach. Therefore in the event of any serious adverts effect or damage one has to fall back upon the provisions of general law such as;

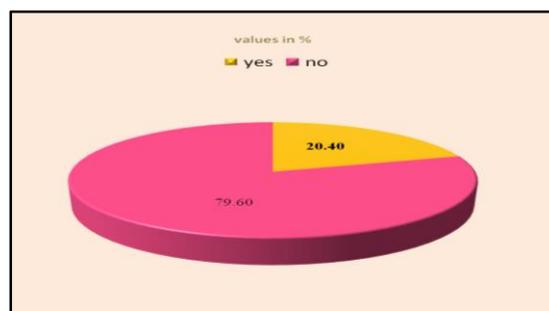
- a) Section 304-A of Indian Penal Code to hold the proprietor guilty of rash and negligent act.²⁸
- b) Civil suit for damages / compensation by involving tortious liability.²⁹
- c) The Consumer Protection Act, 1986 is also promising statutory provision because any defect in service or deficiency by a Beauty Parlor will be covered under the said Act so as to claim damages / compensation from the wrong doer.³⁰
- d) Though the requirement of registration by the beauty parlor under the Bombay Shops and Establishments Act,1948R, is considered to be necessary, the said registration is necessary for any shop or any establishment and does not involve any technical consideration.³¹

Thus as on date none of the Governmental agencies have any control over the activity of Beauty Parlor and the client is required to resort to common law remedy in the event of any damage.

9.Registration body for Beauticians in Nagpur City

The process of registration helps to easily locate and contact establishments also understanding about the increase or decline in business models. During the survey it was observed that 20.40% were registered with an association. Further findings revealed that the body they were registered with was a Non-Government association named 'Beautician association of Nagpur' or

‘Vidharbha Beautician Association’ which was a paid membership body of beauticians formed for their own business interest, whereas, 79.60% of beauty parlors were not registered anywhere as shown in Graph No. 3



Graph No.3 -Number of beauticians registered with ‘Beautician Association’

CONCLUSION

The aim of the study was to find out the beauticians qualification, functioning of beauty parlors and its effect on clients. The study shows that majority of beauticians lacked any formal qualification, degree or diploma, making the entry into this business easy for any body in contrast to the defined outlines for education in western countries. It was found that both beauticians and employees were yet conducting treatments and procedures which require expertise use of equipments on skin and hair. The negligence towards Clients health was further noted as neither medical history was taken nor patch test was done involving a huge risk in the process. The risk taken is an indication of non existing vigilance bodies in India even after, over 70 yrs of independence. It was also found that Parlors/Clinics do not need any Licence specific to beauty services and were not registered with any responsible bodies like Medical Council for Doctors, Bar Council for Lawyers, Nursing Council for Nurses etc, while majority of clients feel the need. In such a scenario beauticians are not accountable to their work which involves direct contact with the clients and is a threat to safety of public health which can lead to serious contagious health problems to the Society. The norms and legal provisions in U.S.A /U.K were also compared for reference as to understand the scope of improvement in this sector in India. Thus, the hypothesis that beauticians have enough qualification to carry out various treatments on clients and beauty industry is an established industry having a proper framework for functioning is found to be **incorrect**.

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