

# PAINTS AND COATINGS SKILL COUNCIL



**Newsletter: Jan - Mar 2019**

Tamil Nadu Skill Development Corporation (TNSDC) recognised the need for certifying the large number of skilled household painters (decorative painters) in all districts of Tamil Nadu. The proposal by Paints and Coatings Skill Council (PCSC) for RPL was evaluated and approved. PCSC with the industry partner Nippon Paint rolled out the RPL programme with an inaugural function on 7th January 2019.



Smt. B. Jothi Nirmalasamy, I.A.S, Commissioner of Employment and Training & Managing Director of Tamil Nadu Skill Development Corporation (TNSDC), inaugurating the RPL programme by lighting the lamp. Mr. Vishnu Venugopal Executive Director, TNSDC and Mr Mahesh Anand President, Nippon Paint graced the occasion.



Smt. B. Jothi Nirmalasamy in her address to the audience emphasised the need for skill development and for the programme to reach the under privileged and women wherever possible.



To mark the occasion, RPL assessment was administered on 25 painters in the venue. Seen here is the orientation for the RPL candidates.



The audience at the inauguration.



## Letters from the CEO's desk

### V. S. Ram bids adieu with an inspiring farewell message



**Dear Friends,**

PCSC's training and certification activities continue and we are adding partners. Training under state schemes is progressing in Uttarakhand and will soon begin in AP.

RPL of applicators in Tamil Nadu is all set to commence and we expect more states to follow. Training and RPL funded by some of our industry partners has been going on for a while now, and PCSC is working on expanding the base. PCSC has developed 7 apprenticeship courses for the paint industry. Besides offering a ready curriculum and course material, these courses are NSQF aligned and hence eligible for financial support under the National Apprenticeship Promotion Scheme (NAPS). There is no restriction on employers adding further modules to suit their context and requirement. We will be happy to onboard employers who wish to take on apprentices and fulfil obligations that are cast on them under the Apprenticeship Act. Over the last couple of years, we have trained quite a few trainers and assessors. However, many of them are not available to conduct training or do an assessment when the need arises, either because of other commitments or because they have

moved on. There appears to be a need to train many more assessors and trainers. PCSC also needs help from industry members to encourage their employees and ex-employees to become certified trainers and assessors and participate in the skill development mission. Improving the quality of trainers is the single biggest step that we can collectively take to enhance training quality.

On a personal note, the time has come for me to hand over the baton. When the Indian Paint Association invited me to set up and manage the SSC three years ago, I readily agreed because training and raising skill levels in our industry, is a subject that has always been close to my heart. Though we encountered some unexpected challenges as we moved on, I believe we have established a robust base capable of meeting the industry's need for skilled persons in the years to come. Mr. Jagdish Acharya who takes over from me is a paint veteran with vast experience cutting across segments and geographies. I leave with the satisfaction that PCSC is in safe hands.

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**V.S. Ram**  
Ex-CEO

### Jagdish Acharya, CEO, on taking up his new role



I am very happy to be an integral part of the Paint and Coatings Skill Council and quite honoured to take over the mantle of leadership from Mr. Ram, who served the PCSC with great dedication and provided

invaluable leadership during its formative years. While it will not be easy for me to emulate him, the high standards of professional work ethics that he has set will guide me in my new journey with PCSC. In fact, it will guide us all in making our Skill Council one of the best in the industry. Sector Skill Councils (SSCs) like ours play a crucial role in the skill development ecosystem in India. Our job is to ensure that the training that is provided is relevant to industry needs and is aligned with the national skill development policy. We also have a critical role in ensuring quality of assessment and certification

while delivering the following key goals:

- To support employers in developing and managing apprenticeship standards
- To reduce skills gaps and shortages through appropriate short-term training modules
- To recognise prior learning, and
- To improve productivity

I am committed to working closely with the National Skill Development Corporation (NSDC) and the Indian Paint Association, who are our main stakeholders, to make a positive difference in the skill development of the Paint and Coatings Industry. And in this pursuit, I am extremely fortunate to lead a team of very experienced people in the Council. While wishing all of you a very happy and successful New Year, I would also like to take this opportunity to seek your blessings and best wishes.



## LIFE TIME ACHIEVEMENT AWARD



Mr. N.K. Bhatia on stage with IPA board members

Mr. N. K. Bhatia, Director, Paints and Coatings Skill Council was felicitated with a Life Time Achievement Award in the Indian Paint Association (IPA) Annual General Meeting in Agra in January 2019. Mr. N. K. Bhatia is a Paint industry veteran - with a career, which includes successful stints in Asian Paints, MRF Speciality Coatings Division and Premium Coatings and Chemicals (P) Ltd. With his depth of knowledge and extensive industry connections, "N K" (as he is popularly known) is deeply admired and respected by all for always being approachable to anyone who needs his help. PCSC is proud to have him on its board of directors and extends its hearty congratulations on this richly deserved award.



Mr. N. K. Bhatia addressing the IPA's annual general meeting



Mr. N. K. Bhatia receiving prestigious Life Time Achievement award



Mr. Kirit Somaiya, MP, is handing over Certificate of Participation to Mr. R. Ramesh Manager Accounts PCSC.

## Rozgar Mela - Mumbai

PCSC participated in a Rozgar Mela held in Mumbai with industry partner Kansai Nerolac.

## World Skills Competition



**To raise the profile and recognition of skilled people and show how important skills are in achieving economic growth and personal success.**

The history of World Skills dates back to the World War II which created a huge skills shortage and threatened the economic growth of Europe. So, in 1950 a skill competition was held for the youth of Spain and Portugal. And this humble beginning was the forerunner to the global event today.

The last, 44th World Skills Competition was held in Abu Dhabi in 2017. With 59 member countries, the event attracted 1251 competitors for 51 Skills.

Being a biennial event, the next World Skill Competition is in Kazan, Russia this year (2019).

In India, we have state wise skill competitions across several skills with Painting and Decorating being one of them. The state level winners compete in a regional competition and the regional winners compete in a national level competition. The winner and runner up of the national level competition are given rigorous training and made to compete in three mock competitions. The overall winner of these three mock competitions goes on to represent India in their respective skills in the World Skill Competition.



Film Director Mr Subash Ghai honouring the winners



The National Winners - Ms Priya Gaira Winner, 1st Runner up Mr Kapil Sahil and 2nd Runner-up Mr Kartaviya



Artisans competing in World Skills Asia



Entrance to India Skills National, 2018



## Artisans displaying their skill at the competition





## RPL Melas for TNSDC

Recognition of Prior Learning (RPL) is a far-reaching, visionary programme to recognise and certify skills acquired through experience. It is well known that there are hundreds of thousands of skilled household painters all over India who have acquired skills through experience and under expert painting contractors/supervisors.

Tamil Nadu Skill Development Corporation under the leadership of Smt. Jothi Nirmalasamy, I.A.S, accepted our proposal to do RPL assessments across Tamil Nadu and certify skilled painters.

Nippon Paint, our industry partner, unleashed its huge organisation capabilities to reach multiple locations and mobilise painters for assessment. PCSC liaised with its

empanelled assessors and ensured that Tamil speaking assessors, certified for the job roles, reached the various locations as per the schedule. The supervising teams from PCSC and Nippon Paint criss-crossed Tamil Nadu monitoring the effectiveness of the RPLs being conducted.

The artisans responded enthusiastically and in some locations, the attendance was overwhelming. The number of painters assessed so far has crossed 5000 and still counting. Despite the great number of participants, the organisers and assessors did not feel demoralised by the excess work.

Finding immense satisfaction in giving the painters formal recognition for their skill made all their efforts worthwhile.

### RPL participants in different regions across Tamil Nadu



Cuddalore



Hosur



Kanchipuram



Madurai



Porur



Salem



Tirupur



Tiruvannamipur



Villupuram





Mr. Jagdish Acharya, CEO presenting at the ISSPA Conference

Mr. Jagdish Acharya, CEO PCSC addressing delegates at the Annual convention of the Indian Small Scale Paint Association, (ISSPA). Mr. Acharya spoke of the various initiatives of PCSC and how the members can benefit from them.

The Indian Small Scale Paint Association (ISSPA) hosted its Annual Convention in Hyderabad on 28th December 2018. With more than 2000 members, ISSPA is a key constituent of the Paints and Coatings Skill Council.



ToT on Protective and Marine Painter in NSTI



Mr. N.K. Bhatia was the lead trainer for the ToT for Industrial Painters at NSTI



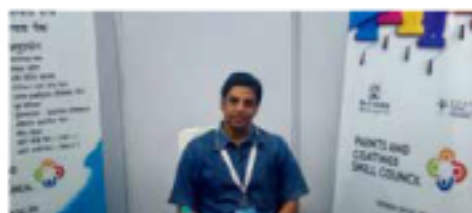
ToT in progress in Delhi for Asst Decorative Painter



Participation in Surface and Coatings Expo 2018 by CII Southern Region



Participation in the Open Day at Central Electro Chemical Institute CECRI



RM North at the CII 8th Global Skill Summit in Lucknow UP



RM South made a presentation to the committee of Karnataka Powder Coaters Association



RPL 4.0 Orientation in Berger Plant, Puducherry



RPL for NSCFDC in progress in Rohtas Bihar



RPL 4.0 orientation programme in Nippon Paint Chennai



Our wonder women are ready to make your home beautiful.

NShakti is an initiative by Nippon Paint that equips rural women with the tools and opportunities to transform them into professional painters. The program has identified and trained over 100 aspiring women in 5 villages across Tamil Nadu - a feat that has won Nshakti the Special Award for CSR Initiative from JFW.



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in Asia



Japanese  
Technology

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Years  
of Heritage



Nippon Paint is a registered trademark of Nippon Paint India Pvt. Ltd., a joint venture of NIPSEA group Singapore and Nippon Paint Holdings Co. Ltd, Japan. NIPSEA, a wholly owned subsidiary of Nippon Paint Holdings Ltd, Japan holds the Asia's No.1 Paint Status as per Asia Pacific Coatings Journal, pp/4, review of the top companies in the Asia Pacific coatings industry compiled by leading industry expert Louis McCulloch published in June 2010 for the year 2010.



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