



PAINTS AND COATINGS SKILL COUNCIL



Newsletter: Oct-Dec 2019



Dear Stakeholder,

Let me start by wishing you all a Merry Christmas and a very Happy New Year - a new chapter in life waiting to be written. Time to ask new questions and discover new answers and time to set new goals and scale new heights! We are never too old to reinvent ourselves!

I wish you and your family great health, happiness and prosperity.

In the last newsletter, I wrote to you about many issues and challenges facing the Skill Council. Some of them are as follows:-

- The Skilling eco-system in the Paints & Coatings Industry is still evolving and largely at a nascent stage. There is a lot of work to do because of lack of awareness and lack of clarity on progression pathways.
- On one hand we have Paint manufacturers and Large Paint Applicators seeking skilled manpower in their respective areas of operations, and on the other we have a large pool of untrained people seeking employment.
- There are Skill Development Institutions which has the potential to house the necessary infrastructure for specialized skill training but lack the funding and willingness to invest from other stakeholders.
- While many NGOs working on the ground can mobilise potential beneficiaries, a job in the Paints & Coatings Sector is not perceived to be aspirational and is undervalued, making mobilization for training difficult.
- According to the Economic Survey 2018, 87% of firms, representing 21% of total turnover, are purely informal, outside both the tax and security nets. The survey glaringly points out that the size of the formal sector (defined here as being either in the social security of GST net) is a mere 13% of total firms in the private non-agriculture sector.
- Therefore, there is an urgent requirement to recognise and assess the skill levels available in the informal sector through a process of formal certification.
- There is also a need to deliver, in a practical way, appropriate upskilling modules for skill enhancement and soft skills which will contribute towards productivity and quality output.
- There is a need to create a robust framework and ecosystem for informal apprenticeship which can create a pathway for formalisation of informal sector and also help in increased entrepreneurial activities.
- And, finally there is a need to recognise and monetize the value of upskilling and compensate skilled manpower appropriately.

As a Sector Skill Council, we are sparing no efforts in creating awareness of the various initiatives already in place under the Skill India Mission.

But there is more that needs to be done. We want industry partners to support these initiatives to make it a win-win situation for all.

Investment in skill will fuel talent and talent will fuel business. The Skill India initiatives aims at developing the youth and making them industry ready. We want you to support us in creating this future.

Looking forward to making the journey with you.

With best regards,

Jagdish Acharya



The Gold Standard in Paint Retail



Take equal parts of passion, vision and conviction and nurture it with hard work and investments and you get the gold standard - in anything. Shantha Paint House, Thiruvananthapuram, Kerala, is undisputedly the Gold Standard in Paint Retail in India. Any Indian paint professional who enters SPH, as Shantha Paint House, is known, will have a jaw-dropping experience. Be it the range of products, or the super-efficient customer servicing systems, SPH will dazzle you with its forward thinking and passion for excellence.



Mr Vijayakumar Sreedharan Nair,
"Vijayan" to the Paint Industry.

Started in 1960 as a small paint shop, SPH has grown in leaps and bounds under the visionary leadership of Mr Vijayan. Mr Vijayan took over from his father in 1964 and decided that SPH will not be a run of the mill paint shop. Now with a turn-over well over Rs. 30 crores from a single outlet, SPH bears testimony to the fact that investing in excellence gives you inimitable competitive advantage. Mr Vijayan, in a focused manner, invested in contemporary technology and competed with the best in the world. Tales of his customer orientation and attention to minute details are legendary. It is inspiring to hear Mr Vijayan talk about the latest innovation with so much enthusiasm and pride.



Eight TV screens in a row giving company specific product information and promotions for the customers waiting to collect their paints.

Just consider this...

- SPH Color Kitchen has 15 different color tinting machines and shakers.
- SPH Color Café – a giant LED screen with multiple software to 'virtually' paint your home and choose.
- Light simulation booth to create 8 vibrant light conditions.
- Forced dry chamber to check the color of the dry film.
- Paint and Color consultants at the point of purchase.

The list goes on.....

If you want to know more of the iconic Shantha Paint House
visit their website: www.sphindia.com



Demand Generation Meets

Demand aggregation is summing the total demand for a sector – in this case the Paint and Coatings Sector. Paints and Coatings Skill Council is actively pursuing every opportunity for demand aggregation meets with every segment of the Paints and Coatings sector.



Members of the Paint Industry at the CxO Conclave organised by ORMAS in Bhubaneswar



CEO PCSC Mr Jagdish Acharya anchoring the panel discussion at the CxO Conclave



CEO PCSC addressing the National Institute of Rural Development and Panchayati Raj



CxO Conclave in Bhubaneswar, Odisha

PCSC is looking for Master Trainers

Paints and Coatings Skill Council (PCSC) is looking for Master Trainers who will deliver the 'Train the Trainers' programme for PCSC. Master Trainers are **Subject Master Experts (SMEs)** in the specific domain. Typically, a Master Trainer would have over 20 years' experience in the relevant domain and will be interested in delivering short duration (3 to 4 days) training programmes. PCSC conducts 'Training of Trainer' programmes regularly, depending on the need, at various locations. These Train the Trainer programmes are to refresh the trainees on their domain knowledge and orient them on the key learnings they need to ensure trainers must focus on. Here is a chance to pass on your knowledge and skill to others and be a part of the **SKILL INDIA** mission. Please mail your resume and the Job Roles you are interested to: manageraffiliation@pcsc.in

There is a need for **Master Trainers in all the regions (North, South, East and West)** as follows.

MANUFACTURING JOB ROLES

1	PCS/Q0601	Air Classification Mill Operator
2	PCS/Q0802	QC Chemist RM&FG
3	PCS/Q0602	Extrusion operator
4	PCS/Q0902	Filling and Packing Operator
5	PCS/Q0510	Liquid Paint Processing Operator
6	PCS/Q0509	Tinting Operator
7	PCS/Q0603	Tumbling Operator
8	PCS/Q0505	Production QC In-charge
9	PCS/Q0102	Technical Sales Representative

APPLICATION JOB ROLES

1	PCS/Q5109	Protective and marine painter
2	PCS/Q5002	Decorative painter
3	PCS/Q5108	General industrial (liquid) painter
4	PCS/Q5005	Painting helper
5	PCS/Q5102	Powder coater
6	PCS/Q5007	Shop tinting assistant
7	PCS/Q5001	Supervisor - decorative application
8	PCS/Q5004	Wood polisher
9	PCS/Q5006	Assistant decorative painter
10	PSC/ASC(Q1406)	Repair painter auto body level 4
11	PSC/ASC(Q1407)	Repair painter auto body level 3

Master Trainers are reimbursed their travel and hotel expenses and paid a honorarium for conducting the training.





WorldSkills Competition

WorldSkills is a movement. It is a group of people and organizations that together advance the shared social objective of increasing the provision of skills. Skills change the lives of young people around the globe. The WorldSkills movement has 82 member countries and regions that reach about two thirds of the world population.

WorldSkills competition measures excellence, celebrates Champions and encourages hundreds of thousands of young people to turn their passions into a profession. The competition is held every 2 years.

All skills are divided into the following six categories:

- | | |
|--|--|
| 01 Construction and Building Technology | 04 Manufacturing and Engineering Technology |
| 02 Creative Arts and Fashion | 05 Social and Personal Services |
| 03 Information and Communication Technology | 06 Transportation and Logistics |

WorldSkills and India

WorldSkills India under the Ministry of Skill Development and Entrepreneurship (MSDE) and National Skill Development Corporation (NSDC) represents India at the WorldSkills organization. The Joint Secretary under MSDE is the Official Delegate (OD) while the Head WorldSkills India is the Technical Delegate (TD).

WorldSkills is the Olympics of Skills where the youth from than 50 countries compete in over 50 trades.

India has been participating in WorldSkills competition since 2007. At the 44th WorldSkills competition held in 2017 in Abu Dhabi, India was ranked 19th out of 54 countries.

The medal tally at WorldSkills 2019 Kazan was:

S.No	Medal	Skill/ Trade
01	Gold	Water Technology
02	Silver	Web Technologies
03	Bronze	Jewellery
04	Bronze	Graphic Design Technology

The 45th WorldSkills Competition was held in Kazan, Russia from August 22 to August 27, 2019. It was the largest WorldSkills Competition with over 1400 young competitors from over 60 countries competing in 56 skills. Indian participation was in 44 skills/trades with 48 competitors participating in the event.

In addition, India won 15 Medallion of Excellence and was ranked 13th as against the 19th rank in WorldSkills Competition 2017.

Painting and Decorating Skill

Painting and Decorating Skill is one of the 56 skills and part of the Construction and Building Technology category.

The test project, which is prepared by an independent agency and disclosed only on Day 1 of the competition, consists of the following six modules:

The test project and modules:

Sr.	Module Description
01	Colour Matching and Speed Mural Painting
02	Wall paper application
03	Door Painting in three colours
04	Free Technique
05	Lettering
06	Main Design

The competitor is expected to complete the test project as specified in 20 hours, spread over 4 days of the competition.

The work done by the competitor is assessed by a group of 3 experts, using the pre-defined marking scheme.

Each of the above modules, also called a criterion for the marking scheme, is further sub-divided into sub-criterion. Each sub-criterion will have a number of aspects, which is the actual unit for measurement.

An aspect can be marked either by judgement or measurement.





Selection Process:

IndiaSkills competition is held every even year at the State, Regional and National level.

In the states, the competition will be held at the district level. The district level competition will be of 4 – 6 hours duration. District winners will compete for the state level competition. The State level competition will be for 8 – 10 hours duration. State winners will compete in the Regional competition, which will be held in 5 regions of the country, including North-East.

The regional winners will compete in IndiaSkills 2020 Nationals. The duration of the Regional and National competition will be 18 – 22 hours. The test project for all the competition will be as per WorldSkills Standard Specification.

All candidates born after January 1, 1999 are eligible for the competition. There is no other eligibility criteria.

The top two IndiaSkills 2020 National winners will be provided extensive training for WorldSkills Competition 2020. The selection of the final competitor will be based on the results of best of 3 mock tests to be conducted and assessed as per WorldSkills Standard Specification. The selected competitor will represent India at WorldSkills 2021 to be held in Shanghai.

Expectations for Industry

1. Identify suitable candidates (born after January 1, 1999) to compete at the state, regional and national level.
2. Provide training to the identified candidate as per WorldSkills Standard Specification.
3. Support IndiaSkills 2020 and training by setting up the required infrastructure and providing the required tools and consumables for the training.



Indian competitor performing at WorldSkills Competition 2019 Kazan.

Participation in WorldSkills Competition helps Paints and Coatings Skill Council and the Paint industry in India, in qualitative upgradation of skills matching to international standards. This is a great opportunity for all of us to be involved in this movement.



India's Entry



Austria – Gold



Switzerland – Silver



France – Bronze





PCSC Team – CEO Mr Jagdish Acharya, Director Mr N K Bhatia and Consultant Mr Gowrishankar with Team iTrain in Vijayawada.



CEOs of Paints and Coatings, Construction and Plumbing Skill Councils met with the MD of Tamil Nadu Skill Development Corporation Mr Vishnu Venugopal I.A.S for a CoE in Tamilnadu.



RPL 4 Assessor orientation in progress in Indigo Paints, Kochi.



PCSC Chairman at the Apprenticeship Pakhwada with Hon Ministers Mr Nitin Gadkari and Mr Mahendranath Pandey.



Governing Council meeting of PCSC in progress in Chennai.



Mrs Rekha Menon – SSC Governance for PCSC being felicitated by Chairman Mr Mahesh Anand.



Chairman Mr Mahesh Anand felicitating Mr Subhash Kiran of SEEDAP





Selection Committee Meeting (SCM) in progress for NDCFDC in Kalimpong, West Bengal.



SCM Kalimpong – All candidates mobilized for verification.



Participation in the UP Skill Summit held in Lucknow



SCM in progress at Darang, Assam for NBCFDC



RPL for TNSDC at Arakkonam, Tamilnadu



TNSDC RPL assessments taking place in Villupuram, Tamilnadu

Nippon NShakti training in Mayiladuthurai, Tamilnadu. Candidates will be certified through TNSDC RPL.



Women Painter Training by Nippon Paint and certification by TNSDC RPL



