

Akzo Nobel India – Inclusive Skill Initiatives through CSR

In line with Government of India's flagship Skill India programme, Akzo Nobel India (ANI) has initiated skill training in painting to promote employability amongst youth. As part of this initiative, ANI runs AkzoNobel Paint Academy in 9 cities across 5 States offering skill training to more than 2,500 youth per year in Decorative Paints and Vehicle Refinish. Post the training, these youth are linked to painting contractors and automobile body shops for employment. Out of 9 centres, 2 have been recently recognized by Government of India as International Training Centres.

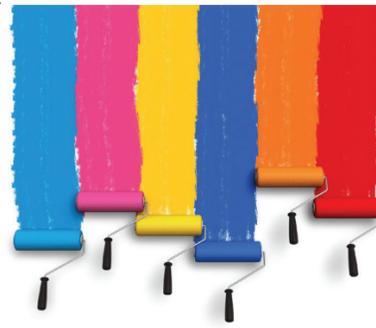


As a part of Diversity & Inclusion initiative, AkzoNobel Paint Academy is putting special focus on disadvantaged groups and sections of society to bridge inequality. 200 women, 160 prison inmates and juveniles and 8 transgenders (LGBT community) have undergone skill training and rehabilitated with employment. Says Mr. Parthasarathi Changdar, Lead CSR, "AkzoNobel is committed to continue (our) focus on vulnerable sections of society and use skill training to empower them".

BLASTLINE MOVES TO STATE-OF-THE-ART PREMISES



The Blastline Institute of Surface Preparation and Painting, established in 2006, is a leading provider of vocational training in Kochi, Kerala. Among our early Training Partners, Blastline have conducted fee based training with an excellent track record of placements abroad. Blastline recently moved to this state-of-the-art, 25,000 square feet premises.



SANKALP



Dilalpur, Uttar Pradesh, India

Ministry of Skill Development and Entrepreneurship (MSDE) along with Department of Panchayati Raj (DoPR) conducted a pilot RPL in the Districts of Varanasi and Chandauli. National Skill Development Corporation (NSDC) was the project implementing agency. Honorable Minister for Skill Development and Entrepreneurship **Dr. Mahendranath Pandey**

distributed RPL Certificates to successful candidates and interacted with them, in a virtual function. Among the Sector Skill Councils, **Paints and Coatings Skill Council (PCSC)** was the highest performer in the number of candidates enrolled and trained vis-à-vis targets.



From the CEO's Desk



Let us usher in the New Year with a prayer on our lips and hope in our hearts. Let us believe in our strength to overcome. The fight is not over as the pandemic is still lurking around and the vaccine is yet to make an impact. And so, it is time to think positively and act positively. It is time to do what we need to do with caution and prudence.

Paints & Coatings Skill Council is well prepared to face the New Year with resolve and conviction. Our resolve to conduct trainings, even in the face of adversity, was in evidence in the various trainings we have conducted since September across India. We are thankful to the Ministry of Skill Development and Entrepreneurship, National Skill Development Corporation, our Master Trainers and our Training and Assessment Partners for the faith they have reposed in us and their unstinted support.

Whether it is the PMKVY programmes, the SANKALP initiative or National Safai Karmachari, Backward Class and Scheduled Caste Finance Corporation programmes or State Skill Mission RPL programmes, we have delivered them all in as effective a manner as possible. This edition of our Newsletter covers these events with visual celebration.

At PCSC, we have completed development of three Online modules and are in the process of doing more. We are also conducting physical training by adopting all the safety guidelines to continue to reach the digitally disadvantaged and conform to all important requirements of hands-on training.

Our efforts in extensive advocacy on the importance of Apprenticeship programmes are bearing fruits and we hope to work on this initial success to build on the Scheme and contribute to augmenting Skill Development.

We seek the support of Industry partners in recognising the importance of Skilling in the face of an uncertain future. Costs can come down due to productivity improvements, migration of workforce as a problem can go away if they are adequately skilled and their skills are recognised as they will find permanent work in places where jobs are being created. As a proactive Industry, it would only be fitting if all stakeholders involved in the skilling ecosystem work towards creating a skilled workforce that will not only benefit the Industry but even the country and beyond its borders.

The Ministry of Skill Development has launched the third phase of its flagship development scheme Pradhan Mantri Kaushal Vikas Yojana (PMKVY 3.0). The District Skill Committees (DSCs) will be the focal point for the implementation of the Scheme. Under the revised structure, DSCs will do a district-level skill gap demand assessment, mobilize and counsel candidates, from training batches, provide post-training support, and handle grievance redressal. We have contacted over 50% of the Districts, already, and will work on this grand initiative with the help of NSDC to cover as many districts as possible.

In an endeavour to improve the information flow and bridge the demand-supply gap in the skilled workforce market, the Ministry of Skill Development and Entrepreneurship (MSDE) has launched 'Atamanirbhar-Skilled Employee Employer Mapping (ASEEM)' portal to help skilled people find sustainable livelihood opportunities. We want all our stakeholders to take advantage of this immensely useful portal.

As I said at the beginning of this letter, I would like to pray along with all of you for a great year ahead. I would also like to share with you my belief that hope is a powerful thing. It inspires us to do the impossible.

So, let there be a prayer in every lip and hope in every heart!

HAPPY NEW YEAR!

Training Palette

1. Assam Skill Development Corporation



Rajpathar Road, Assam



Buraburi, Assam



Piplibari, Assam



Uparnoi Village, Assam

2. National Scheduled Caste Finance Development Corporation



Mowamari, Assam



Bidhnu, Uttar Pradesh



Tharha, Bihar



Bahadurpur, Bihar

Training Palette

3. PMKVY 2.0 RPL in North East



Unknown Location



Thuampui, Mizoram



West Garo Hills, Meghalaya



Salgarha, Tripura

4. Tamil Nadu Skill Development Corporation



Unknown Location



Unknown Location



Unknown Location



Unknown Location

SANKALP RPL 1

SANKALP training and certification in Varanasi and Chandauli, Uttar Pradesh.



In Phase I, M/s Bhaskar Foundation and Mahendra Skills were our Training Partners for Varanasi and Chandauli.



NATIONAL SAFAI KARAMCHARI FINANCE DEVELOPMENT CORPORATION



Aurangabad, Maharashtra



Bareilly, Uttar Pradesh



Aurangabad, Maharashtra



Changing Roles, Responsibilities and Training of Paint Salespersons



Excerpts of the interview, **Mr. Biji Kurien**, ex-MD of Berger Paints, ex-President of Indian Paint Association and founding member of Paints and Coatings Skill Council, had with Mr. Gowri Shankar Mahalingam, our Consultant based in Chennai. The full interview is available in Paint India Magazine November 2020 issue.

On re-orienting the mind set: The first and foremost thinking skill the salesperson should have when meeting the dealers is that he should put the dealer's interest before his own. I often see salespersons approach dealers to sell what they want, rather than what the dealers require. This should be corrected. The company should train them, as part of the sales process, that they should ascertain the needs of the dealers. It's a myth that every dealer looks only for lower prices, higher discounts, and higher margins.

On the training process: I feel that a company should spend a good amount of time and energy in recruiting a salesperson, as much time as it does in manufacturing a quality product. Although all companies are selling similar products, the culture of every company varies. Nowadays, neither the hiring company nor the supervisor seems to have the time and patience to train incoming salespersons. Due to this, the newcomer, if they come from a competing firm, continue to do what they knew / were taught there. This working style may or may not bring sales to the new organization, because the brand differs, working culture differs, and customer perception about the product might also be absolutely different. Hence, it is essential for the hiring company to train the new recruit adequately.

Role of a salesman: Most companies, supervisors, and salespersons think that the primary job of the salesperson out in the field is getting maximum orders from dealers and collecting payment as per the credit days. In my opinion, that's not the primary deliverable. That should be the outcome of most primary activities they are supposed to do on a daily basis.

1. Are they working to generate demand for the dealers, i.e., secondary sales?
2. How many end users or customers do they meet, so that the dealer can liquidate stock regularly?
3. Are they adding value to the dealer through their working?

These are the questions one should ask themselves and should be part of their daily functions.

Invest in right recruitment: Catch them young. Get freshers on board and train them. It might yield results only at a later date. But remember, the experienced person comes with their own baggage of experience, good or bad, biased or otherwise. You should have a mix of both freshers and experienced people.

It could be new and unknown or unheard of, even small companies should adopt psychographic and psychometric tests when recruiting salespersons. Test their IQ and interest levels. Check whether they have the attributes needed in a channel salesperson. The cost of recruiting the right salesperson is much lower than the cost of delays or lack of sales arising due to candidates selected through a poor recruitment process. Many companies or their hiring managers spend insufficient time selecting a candidate. Then, they blame the candidate's performance when they fail. Instead, they should introspect on what went wrong in the selection process.

Key ingredients for Success: All salespersons, irrespective of the industry or segment of business they operate in, but especially a decorative paints salesperson, should primarily work in developing a good relationship with dealers and earn the trust of them more than or as much as of the company he represents. When the trust is built, parallelly relationship with the customer is also built. Then and now and in the days to come, these two ingredients (good relationship and trust) are necessary for a strong and sustained business dealings with a dealer.

The salesperson should consciously, and with care, work to earn the trust of a dealer and build a stronger relationship with them. These are subtle and soft skills; they can't be fully taught. An individual should understand the importance of it and sincerely work on these skills.

Adapting and exploiting technology: The digital transformation has brought abundant data and information into the hands of an individual. Remember the customer too having the information equally or more than what you have. Salespersons should be taught how to manage these data. They can get updates on the company's sales performance metrics, dashboard, etc. on an hourly basis. Their movements can be monitored as well as their geographic position. Smart salespersons find ways to use such information to chalk out plans to meet objectives rather than considering this an intrusion or a disturbance to their work. Companies should upskill and reskill people to use this information/data through gadgets. This applies to small companies too.

Expanding role of the salesman: There are many. To point out one: At present every retail/dealer shop with one or more computerized color-tinting machines has become a mini paint manufacturing company, churning out what a customer wants and delivering to them instantly. Beyond being able to sell paints, salespersons should know about tinting machines, their functioning and some basic trouble shooting too.



Mr. Gowri Shankar Mahalingam, is Consultant to Paints and Coatings Skill Council based in Chennai. Mr. Gowri Shankar Mahalingam has a rich paint industry experience and is also an entrepreneur.

DSC Mailers

In a visionary move to aggregate skill requirement and empower youth and enable employment at the district level, District Skill Committees (**DSC**) have been formed under the District administration. **PCSC** plans to reach out to all 734 for District Skill Committees with this mailer. DSCs are requested to send their contact details to info@pcsc.in and PCSC will get in touch to take things forward.



Adding colours to many lives.



Enabling self-employment as Painters.



Why painter training?
Wherever there is housing, or construction, there is a requirement for painters. Your district too will need painters. Customer feedback highlights the need for enhancing the skill levels and professionalism in painters. Our training programs, based on customer feedback can upskill with latest technology, enhance soft skills and improve productivity, safety, health, and environmental consciousness.



What does Paints and Coatings Skill Council do?
Paints and Coatings Skill Council (PCSC) is a Sector Skill Council under National Skill Development Corporation (NSDC), representing the Indian Paint Industry.

PCSC has developed content and curriculum for 20 Job Roles aligned to the National Standards Quality Framework (NSQF) (Please see www.pcsc.in for details). Through a carefully chosen network of Training Partners, PCSC implements training programs and certification across the country.



How do we enable employment and sustain earnings in your District?
Most painters have no formal training and are self-taught under their mentors. They need structured inputs, and more importantly, certification. This certificate, with the Government of India emblem, will enhance credibility with their customers and increase their self-esteem and confidence.

To this end, we offer the following courses:

- ▶ Short term training for beginners (Asst. Decorative Painter) through a 240-hour, level 3 Course, or
- ▶ A bridge course for existing painters (60 hours / 80 hours / 120 hours) followed by a RPL certification.
- ▶ We also offer specialised Painting Job Roles (Protective and Marine Painter, Powder Coater, etc) and Job Roles for Paint Manufacturing.

These course content can be customised to local requirement to include contemporary technology, digital literacy, COVID-19 awareness, entrepreneurship, etc.

PCSC looks forward to working with you towards improving the livelihoods of the painters in your district through skill training.

CONNECT with PCSC





कई जिंदगियों में रंग भरना



पेंटर के रूप में स्वरोजगार।



चित्रकार प्रशिक्षण क्यों?
जहाँ भी आवास, या निर्माण होता है, वहाँ चित्रकारों की आवश्यकता होती है। आपके जिले को भी चित्रकारों की आवश्यकता होगी। ग्राहक प्रतिक्रिया में चित्रकारों में कौशल के स्तर और व्यावसायिकता को बढ़ाने की आवश्यकता पर प्रकाश डाला गया है। ग्राहक फीडबैक के आधार पर हमारे प्रशिक्षण कार्यक्रम नवीनतम तकनीक के साथ आगे बढ़ सकते हैं, नरम कौशल को बढ़ा सकते हैं और उत्पादकता, सुरक्षा, स्वास्थ्य और पर्यावरण चेतना में सुधार कर सकते हैं।



पेंट्स एंड कोटिंग्स स्किल काउंसिल क्या करती है?
पेंट्स एंड कोटिंग्स कौशल परिषद (पीसीएससी) राष्ट्रीय कौशल विकास नगम (एनएसडीसी) के तहत एक सेक्टर कौशल परिषद है, जो भारतीय पेंट उद्योग का प्रतिनिधित्व करती है।

PCSC ने नेशनल स्टैंडर्ड क्वालिटी फ्रेमवर्क (NSQF) से जुड़े 20 जॉब रोलस के लिए सामग्री और पाठ्यक्रम विकसित किया है (कृपया विवरण के लिए www.pcsc.in देखें)। प्रशिक्षण भागीदारों के साथव्यवस्थापक चुने गए नेटवर्क के माध्यम से, PCSC देश भर में प्रशिक्षण कार्यक्रमों और परामर्शन को लागू करता है।



हम आपके जिले में रोजगार और नरितर कमाई कैसे सक्षम कर सकते हैं?
अधिकांश चित्रकारों का कोई औपचारिक प्रशिक्षण नहीं है और वे अपने आकाओं के अधीन स्वयं-सिखाया जाता है। उन्हें संरचित इनपुट और महत्वपूर्ण रूप से परमाणु की आवश्यकता है। यह परमाणु पत्र, भारत सरकार प्रतीक के साथ, अपने ग्राहकों के साथ विश्वसनीयता बढ़ाएगा और उनके आत्म-सम्मान और आत्मविश्वास को बढ़ाएगा।

इसके लिए, हम निम्नलिखित पाठ्यक्रम प्रस्तुत करते हैं:

- ▶ 240-घंटे, स्तर 3 पाठ्यक्रम, या के माध्यम से शुरूआती (असिस्टेड इंट्रोड्यूसिबल पेंटर) के लिए लघु अवधि का प्रशिक्षण
- ▶ मौजूदा चित्रकारों के लिए एक ब्रिज कोर्स (60 घंटे / 80 घंटे / 120 घंटे) और उसके बाद एक आरपीएल परमाणीकरण।
- ▶ हम पेंटिंग जॉब रोलस (प्रोटेक्टिव और मरीन पेंटर, पावडर कोटर, आदि) और पेंट मैनुफैक्चरिंग के लिए जॉब रोल का प्रस्ताव भी देते हैं।

इन पाठ्यक्रम सामग्री को समकालीन तकनीक, डिजिटल साक्षरता, COVID-19 जागरूकता, उद्यमशीलता आदि को शामिल करने के लिए स्थानीय आवश्यकता के अनुसार अनुकूलित किया जा सकता है।

PCSC कौशल प्रशिक्षण के माध्यम से अपने जिले में चित्रकारों की आजीविका में सुधार लाने की दृष्टि में आपके साथ काम करने के लिए तत्पर है।

PCSC के साथ संबंध

