



Dear Stakeholder,

Since the last few months, the entire world is suffering because of COVID-19. This pandemic is probably one of the worst global calamities the world has ever faced. We hope and pray that you and your family are safe and managing well. I pray that the uncertainty that is around us fades away soon to make way for a brighter and much safer tomorrow. I hope we all go through it with disruptions which we can manage.

The fundamental question we, as leaders, must ask is how can we formulate strategy in the face of uncertainty?

Even before the COVID-19 crisis, rapid technological change, growing economic interdependence, and mounting political instability had conspired to make the future increasingly murky. Uncertainty was so all-encompassing that to fully capture the dimensions of the problem, researchers had devised elaborate acronyms such as VUCA (Volatility, Uncertainty, Complexity, and Ambiguity) and TUNA (Turbulent, Uncertain, Novel, and Ambiguous). In response, many leaders sought refuge in the more predictable short term. Long term commitments, innovation and other acts of faith got severely compromised.

And then the pandemic hit. Now the tyranny of the present is supreme. A lot of organisations have had no choice but to focus on surviving immediate threats. But there is need to look forward. There is a need to search for a future which is better and brighter!

When His Holiness Dalai Lama was asked in an interview, how should one face the worst crisis in one's life, he said, *"Think with the mind"*.

So, let us take a pause and ask a few questions provoked by the process of objective thinking. Let us do this in the context of the skilling eco-system.

The skilling ecosystem of the future is taking shape in the moves that all stakeholders associated with the Skill Eco system are making now. It is said that the worst of times bring out the best in people; as it happens, this is true of ecosystems as well.

What are the changes happening? What emerging trends will stick in the long run? How will it change the landscape of skilling? What does rethinking the skilling model mean?

Is this crisis a chance for change? Or is it a danger that will loom over our heads for long?

Migrant labour is a reality that has emerged as the most conspicuous fall out of the COVID-19 crisis. Digitalisation has been hastened. But it has also widened the Digital Divide. Will this change the way critical business decisions are made? Will short term recovery initiatives be different from long term recovery plans? How should leaders manage this? How do we create value when our backs are against the wall? How do we create a way forward which is inclusive?

All these questions need answers and more. There is a debate we need to have as every decision will have pros and cons.

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COVID-19 Efforts of PCSC



PCSC created a video clip on the safety precautions for the COVID-19 pandemic. This video in Hindi, Tamil and Malayalam gives detailed safety instructions to the painter. And for viewing this presentation and correctly answering the questions, the painter will get an Awareness Certificate from PCSC. This is to show the customer and give them comfort for being COVID-19 Safety compliant.

PAINTS AND COATINGS SKILL COUNCIL

WEBINAR via zoom

Commencing Tinting Machine Operations Post Lockdown

EXPERT PANEL

Mr. VC Gupta
Consultant and Head,
Colour Business, AGS

Mr. Nasser Arivoli
Managing Director,
COROB India

Mr. Jagdish Acharya
(MODERATOR)
CEO, Paints & Coatings Skill Council

20th May 2020
11:00 AM - 12:15 PM

This webinar is aimed at sensitising the operators of the tinting machines in Paint retail outlets on precautions and maintenance steps to be taken prior to restarting operation after the long idle time caused by the lockdown. The Panelists will also provide guidelines for optimising tinting machine functioning - avoiding material wastage and ensuring smooth operations.

JOIN US

A Webinar to help Paint Retailers starting their tinting machines post-lockdown; advise and tips from two of the leading tinting system manufacturers.



COVID-19 posters in 9 languages:
Hindi, Marathi, Gujarati, Bengali, Tamil, Malayalam, Telugu, Kannada and English.



WEB MEETINGS

PCSC held a series of web meetings with Training Partners and Assessment Partners. These meetings were to update them on the current situation and also to hear their views on challenges and how they were coping. These meetings were much appreciated by the participants.

New Members of the Governing Council



Mr. Rajiv Rajgopal

Mr. Rajiv Rajgopal is the Managing Director of AkzoNobel India since November 2018. He joined AkzoNobel in 2013 as Head of Sales and Marketing, Decorative Paints, AkzoNobel India and was appointed Country General Manager India in 2014. Rajiv was appointed as the Regional Director, Performance Coatings, Middle East & Africa in January 2017 and has served on the Boards of several AkzoNobel group companies in the Middle-East and Africa.

Prior to joining AkzoNobel India, Rajiv was the CEO - Broadband & Data at Bharti Airtel Limited. He has also worked with organisations such as Hindustan Unilever and BP/Castrol India primarily in Sales, Marketing and Business Leadership roles.

Rajiv is a Chemical Engineer from the University of Mumbai and MMS (Marketing) from SP Jain, Mumbai of the 1993 batch. He has attended programs at INSEAD Singapore and Harvard Business School and Centre for Creative Leadership.



Mr. Ranjan Choudhury

Mr. Ranjan Choudhury is with the National Skill Development Corporation (NSDC) since 2010 and has handled different positions of responsibility. Currently he leads the vertical handling Skill Competitions and is the Technical Delegate for India at WorldSkills International (WSI). WSI is an international membership organisation that promotes VET and holds biennial skill competitions which provides a platform for global benchmarking. He is also part of the State Bank of India advisory committee for Centre of Excellence for Persons with Disability.

Prior to joining NSDC, Mr. Ranjan Choudhury was an entrepreneur and managed the vocational arm of a large corporate group.



Mr. Sagar Goel

Mr. Sagar Goel is the Managing Director, Aureole Rubbers Pvt. Ltd., one of the largest distributors of paints and coating chemicals in North India. A graduate from Commerce from Shri Ram College of Commerce, Mr. Sagar Goel is also a post-graduate in Management (MBA). Mr. Sagar Goel believes that entrepreneurship is about solving problems of others first and emphasises on ethics and professionalism in business.

He is an active philanthropist, being on the boards of several education and religious institutions. He is currently President, Indian Paint and Coating Association.



Mr. Surendra Kumar Vats

Mr. Surendra Kumar Vats, the President of Indian Small-Scale Paint Association (ISSPA), is a well-known personality in the Paint manufacturing sector, having 40 years' experience in the Paint Industry. Mr. Vats is a Postgraduate from Delhi University. He was the Past Warden of Delhi Civil Defence. Mr. Vats is National Treasurer of ABJB Mahasabha and a Managing trustee of Shiromani Sabha, Haridwar and Delhi Sewa Dham, Ayodhya, Uttar Pradesh.

Mr. Vats loves playing cricket, listening to music and is a student of Yoga.

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To start off, it is important to know that spatial distancing is a negative factor as far as group training goes. For the training system to practice COVID-19 guidelines of physical distancing, we need to change the rules of physical training and demonstration. What is the best and the safest way to do it? Classical skilling essentially means use of hands and learning through practical sessions. No amount of digital intervention or simulation techniques can really replace practical experience. But change we must, even at a cost. And, even if we were to change, how do we manage change in a context which is bereft of resource?

I do believe that a Strategy, which includes Digital Strategy, that is based on Strategic Foresight and Design Thinking offers a way forward. Its aim is not to predict the future but rather to make it possible to imagine multiple futures in creative ways that heighten our ability to sense, shape, and adapt to what happens in the years ahead. Strategic foresight does not help us figure out what to think about the future. It helps us figure out how to think about it.

As leaders we must answer the question how can you prepare for an unpredictable future while managing the urgent demands of the present? To make an effective Strategy in the face of uncertainty, we will need to institutionalise strategic foresight, harnessing the power of imagination to build a dynamic link between planning and operations.

Design thinking will help us in empathising with the needs of our target audience. It will help us understanding how digital technology is used. It will also help us bridge the Digital Divide to a large extent.

I have raised many questions and seek answers. It is time we all put our heads together and work towards building a new system which has answers to most of these questions.

Best wishes,
JAGDISH ACHARYA
CEO

PMKVY RPL 1 Certification Ceremony



Nisaka Pur, Uttar Pradesh.



Kochha Bhanwar, Uttar Pradesh.



Gunauli, Uttar Pradesh.



Kanpur Road, Uttar Pradesh.



Lalgunj Maranga Purnia, Bihar.



Lalgunj Maranga Purnia, Bihar.



Aliganj, Uttar Pradesh.



Jhansi, Uttar Pradesh.

Training Partners Outreach

Training Partners' Humanitarian Initiatives: COVID-19 Pandemic

Many of our Industry Partners, Training Partners and Assessment Partners rose to the occasion and reached out to those affected by the pandemic – many lost their daily wages due to the lockdown. Here are some pictures of the spontaneous and voluntary acts of kindness from our associates. We at PCSC salute them as our heroes!

जी एन्ड जी परिवार ने प्रशासन को सौंपा राशन



जिला परियोजना अधिकारी को राशन सामग्री सौंपते।

रायपुर रानी (ताज मोहम्मद)। जी एंड जी स्किल डेवलपर प्राइवेट लिमिटेड (जी एन्ड जी परिवार) ने जरूरतमंद लोगों की मदद के लिये जिला प्रशासन को राशन सामग्री भेंट की हैं। जी एन्ड जी के मैनेजिंग डायरेक्टर डॉ विक्रम गुप्ता रायपुर रानी, अक्षय अग्रवाल, विकास मल्होत्रा, प्रिंस पुंडीर, नीरज गुप्ता, विक्रान्त पुंडीर ने जिला परियोजना अधिकारी सुनील जाखड़ को 1000 किलोग्राम आटा, 500 किलोग्राम चावल, 100 किलोग्राम दाल चना, 100 किलोग्राम सफेद चना की राशन सामग्री सौंपी है।

रैहना के 8 जमातियों की रिपोर्ट दूसरी बार नेगेटिव

रायपुर रानी (ताज मोहम्मद)। खण्ड के गांव रैहना से महाराष्ट्र में जमात पर गये 9 युवकों को घर लौटने के बाद स्वास्थ्य विभाग द्वारा जवाहर नवोदय विद्यालय में क्वारंटाइन किया गया था। इन सभी 9 युवकों की पहली कोरोना रिपोर्ट नेगेटिव आई थी। एसएमओ डॉ संजीव गोयल ने जानकारी देते हुए बताया कि तीन दिन पहले नवोदय में क्वारंटाइन सभी लोगो के सैम्पल टेस्ट के लिए भेजे थे जिसमें रैहना के भी 9 युवक शामिल है।

दैनिक भास्कर

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सेवा परमो धर्म: के तहत सोनारी में बंटा राशन



भास्कर फाउंडेशन के सेवा परमो धर्म: अभियान के तहत बुधवार को सोनारी नौध ले आउट की बस्ती में राशन का वितरण किया गया। बस्ती में घर-घर जाकर 5 किलोग्राम चावल, 5 किलोग्राम आटा, 2 किलोग्राम दाल, 2 किलोग्राम आलू, 1 लीटर तेल, 1 किलोग्राम नमक, 100 ग्राम मिर्च, 100 ग्राम हल्दी और एक सब्जी का एक सप्ताह का राशन का पैकेट दिया गया। इन बस्तियों में अब तक कोई सहायता नहीं पहुंची थी। भास्कर की टीम के यहां पहुंचने पर बस्तीवासियों ने उन्हें पेर रियासत मिली। इस दौरान स्कोल और राशन नहीं लेने की दुहाई दी। जब इनको राशन मिला तो उन्होंने राहत मिली। इस दौरान स्कोल डिस्टेंसिंग का खयाल रखा गया।

दैनिक भास्कर

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200 जरूरतमंदों को भास्कर फाउंडेशन ने दिया राशन



जमशेदपुर के रीवा कालोनी में 200 जरूरतमंदों को भास्कर फाउंडेशन ने राशन का वितरण किया। राशन में 5 किलोग्राम आटा, 5 किलोग्राम चावल, 2 किलोग्राम दाल, 2 किलोग्राम आलू, 1 लीटर तेल, 1 किलोग्राम नमक, 100 ग्राम मिर्च, 100 ग्राम हल्दी और एक सब्जी का एक सप्ताह का राशन का पैकेट दिया गया। इन बस्तियों में अब तक कोई सहायता नहीं पहुंची थी। भास्कर की टीम के यहां पहुंचने पर बस्तीवासियों ने उन्हें पेर रियासत मिली। इस दौरान स्कोल और राशन नहीं लेने की दुहाई दी। जब इनको राशन मिला तो उन्होंने राहत मिली। इस दौरान स्कोल डिस्टेंसिंग का खयाल रखा गया।



KIPS EDUCATIONAL CHARITABLE TRUST distributed food items to the needy in nearby villages in Assam as #IndiaFightsCorona



GIVE MEALS GIVE HOPE







Apollo Paints Centre of Excellence was inaugurated by the CEO of PCSC Mr. Jagdish Acharya, in the presence of Managing Director Mr. BM Baleri and Director Promod Baleri.

Assam Skill Development Mission hosts meeting of Paints and Coatings Skill Council with Training Partners



The Training Partners Meet in Guwahati was well attended. Ms. Darshana Borah, Asst. Mission Director addressed the gathering. PCSC signed an MoU with ASDM. Mr. Anand Prakash Tiwari, IPS Mission Director exchanged the MoU with Mr. Suresh Mohandas, Vice President – Affiliation and Training PCSC.



PMKVY RPL 1 in Nadia District, West Bengal



PMKVY RPL 1 in Rajasthan

PCSC Goes Online and Digital



With the pandemic shutting all training centres and making travelling scarce, PCSC, like most sector skill councils, looked at alternative methods of training delivery, wherever possible. Skill transfer, especially for our Job Roles, must be hands-on and practice-oriented. The concepts and insights can be done through online classes and webinars. So, blended approach works best with online classes and practical sessions in the physical space.

- PCSC is preparing a detailed digital course to aid trainers for Assistant Decorative Painter (PCS/Q5006). This will consist of videos, animation, graphics and text with voice-over in various local languages. This will be a useful tool for trainers to structure the content for delivery and will help enhance training delivery quality.
- Similarly, an online Training of Trainer and Training of Assessor programme is being developed for Assistant Decorative Painter with robust, online assessment tools. Based on the experience with the pilot, online ToT's and ToA's will be rolled out for other job roles as well.
- Certificate renewal for Trainers and Assessors whose ToT / ToA certificates' validity expires is a fully online programme and is under implementation. Technology allows the candidates to form groups, whilst online, discuss in their private break-out rooms and make presentations.



PMKVY RPL 1 in Uttarakhand TP Deepam Contractors



PCSC Governing Council Meeting in Mumbai on 12th March 2020



PMKVY RPL 1 in Bengaluru by Nippon Paint

GIVE A PAINTER LIVELIHOOD AND DIGNITY



The day is not far when only artisans who are 'licensed' will be allowed at workplaces or into homes to carry out their trade. And it is only appropriate, as it will give the consumer confidence that the artisan is a professional who has been duly certified for his skills. Considering that most of the painters are in the unorganised sector with varying skill levels and professionalism, this will soon become a norm as Customers and Employers of these artisans become more discerning.



HOW OUR SPONSORSHIP WORKS

These skill enhancement tools will be in the form of a six-hour, focused inputs on do's and don'ts of house painting, professional etiquette, awareness on safety, health and environment, and COVID-19 guidelines.

The painters will be given a PPE Kit, photo identity card, coverall, a cap, and tool bag along with the certificate.

For ₹ 2,000 per candidate you can make a difference and upgrade the professional calibre of a painter. This will also improve their productivity and livelihood.

PCSC accepts contributions in multiples of 10. For sponsorships above 500, co-branding the coverall, cap, tool bag, ID card and certificate will be permitted.

PCSC will share the details and the photographs of the painters certified with the sponsors. Where sponsorship is for 500 and above, the sponsor will be encouraged to distribute the kit and certificates in an appropriate forum.

The Certificate will bear the logos of SKILL INDIA MISSION, NSDC, PCSC and the sponsoring company's logo (sponsor's logo is subject to minimum order quantity of 500).

Let's together make a difference today in developing a painter's skill and hope for a better tomorrow for them. We look forward to your contribution!

For sponsorship, contact us now:



Ms. Shimona Talwar: 9811609189
Mr. Raman Jha: 7503835651
Mr. Suresh Mohandas: 9789452401
Or email to: info@pcsc.in



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