



International Women's Day



CURTAINS COME DOWN ON PMKVY 2.0

Paints and Coatings Skill Council launched nation-wide RPLs in November 2019. Our Training Partners responded enthusiastically and we were well on our way to achieve our targets when Covid struck. All the well-orchestrated plans were in disarray with students, trainers and assessors dispersing far and wide. Many states had long periods of lock down and some had political disturbances. Once again, our Training Partners and Assessment Partners showed dedication, determination and grit and regrouped to complete their targets. The challenges are many and hard but we are hopeful of bringing down the curtains in total compliance.

Rajasthan, India

Bihar, India

Rajasthan, India

Meghalaya, India

Uttarakhand, India

Uttar Pradesh, India

Rajasthan, India



Nippon Paint's nShakthi programme is pioneering in women painter training and with great success.

The world commemorated 8th March as the International Women's Day. The theme for 2021 is "Women in Leadership: Achieving an Equal Future in a Covid-19 World". In our country, we have several examples of women in leadership and the rich contribution they have made to our nation building. In the skill eco-system too, there are shining examples of women thought leaders in MSDE, NCVET, NSDC, State Skill Missions, etc. who are continuously improving skill development in

India. In this issue we are showcasing three organisations and their initiatives in empowering women through skill development – BWI, Nippon Paint (Decorative Business) and Annai Education Trust. Nippon Paint is well-known for their ongoing "nShakthi" programme. Nippon Paint has trained close to 500 women painters till date and their testimonials are of empowerment and joy in learning a new skill. Stories on BWI and Annai are covered inside this issue.



"Always aim high, work hard, and care deeply about what you believe in. And, when you stumble, keep faith. And, when you are knocked down, get right back up and never listen to anyone who says you can't or shouldn't go on."

This quote of Hillary Clinton is directed at women. And no one has made it truer than them. Women have consistently demonstrated that they have the spirit of resilience, the power to overcome and the strength of determination to succeed.

We would like to dedicate this edition of our Newsletter to women power and grit.

Despite huge efforts to educate and empower girls, along with an increase in young working women, more and more married women are being held back in life – suppressed, unable to pursue fulfilling opportunities, and saddled by the burden of trying to juggle home, children, and work.

Bound by domestic chores and prevalent social norms, they are largely kept at home – often requiring the permission of family patriarchs to step out of the house. In addition, a culture exists which also sees a woman subordinate herself to the needs of the family.

Who is most severely affected? Women from low-income groups, who lack the relevant skills, education, and voice to carve out their own identity.

These women are being denied opportunities to work, learn and grow in life – their human potential stifled, along with the potential growth of local communities, enterprises, and economies. For women hold immense power – to create positive change in their families and communities, to contribute financially and to forge their own path in life. That power is unlocked by her ability to pursue opportunities outside the home, earn her own income and stand on her own

two feet. By being denied that power, she is held back in life, and everybody loses out as a result!

For the thousands of stifled women in low-income communities across the country, there is an urgent need to unlock their power! In this edition of our Newsletter, you will find stories of transformation engineered by many groups that work with grassroots women – helping create powerful and enterprising women. Together, they provide livelihood opportunities to these low-income women - empowering them to become role models and changemakers in their families and communities.

Across India, thousands of grassroots organisations are mobilising women from low-income families. We would like to help and assist these groups, especially those operating in our sector, to harness the potential of these groups by building their capacity - taking them on a journey to becoming 'high performing' enterprises that provide profitable livelihoods to women.

We are happy to see women becoming painters, and skilled painters at that.

We do sincerely hope that these initiatives will be transformative in nature. And we are committed to doing our bit and more.

Jagdish Acharya

Nippon Paint (India) Pvt Ltd Decorative Division, Asia-Pacific's leading Paint manufacturer announced first-of-its-kind Painting and Decorating Skill Competition. The maiden event is being held in Chennai for two age groups – 18 – 30 years and 31 – 40 years. The attractive prizes include an all-paid trip to Singapore with a specialized training programme in Nippon Paint Academy. Second and third prizes are gift vouchers worth Rs 20,000 and Rs 10,000 respectively. Speaking about the skill contest,

Mahesh Anand, President, Nippon Paint India (Decorative Division) said, "We are excited to launch this painting contest for our painter friends. Wall painting is not something we usually consider when we talk about skill-based professions. However, it takes a lot of expertise and finesse in doing a good painting job. Through this contest, we want to encourage the painters to showcase their skills as a painter and to take pride in their profession. This is an excellent platform for budding and established painters to showcase their creativity and skills. We are hoping to see some wonderful work by the contestants."



The BWI (Building & Wood Workers International) Story

Women scaling up the ladder in construction sector through certified painting training

Women workers comprise 30% of the workforce in the construction sector in India and are largely employed as unskilled workers with limited growth potential. This unskilled work confines the women to low wages that does little to improve the socio-economic situation of the family. To empower this section of women in the real sense, skill training and capacity building can provide opportunities to them to significantly improve their wages and employability; and also realise their rights, both at the community and worksite level.

The Building and Wood Workers International (BWI), a Global Union Federation representing building and construction workers worldwide joined hands with Paints and Coatings Skill Council (PCSC) to utilize the expertise and train women in different States in partnership with the affiliated Unions in the sector. To make the skill training effective and meaningful, these are combined with capacity development of women workers on various aspects including leadership training, Government Schemes and Programs for women workers and legal awareness workshops.

In Uttar Pradesh, one of our Partners, Uttar Pradesh Grameen Mazdoor Sangathan (UPGMS) has converted a former school building into an accredited centre with PCSC. One of the former school teachers – Rekha Kushwa who is now a certified trainer expressed (that) "it is not easy to mobilise women workers for skill development and training as societal and family barriers have to be overcome. We are happy that even though it is a small beginning, we are able to change the mindset and accord value to women's

contractors," as observed by one of the Union mobilisers in New Delhi.

BWI, on its part, has initiated dialogue with stakeholders including companies and contractors for post-training employment of women workers. Another option being pursued is the formation of all Women Cooperative Society comprising trained women workers. Experience in this area indicates that the women's cooperative can seek and execute work from local agencies, builders, contractors, if direct employment is not forthcoming.

(The Building & Wood Workers International (BWI) is a Global Union Federation (GUF) headquartered at Geneva and groups 351 trade unions worldwide representing around 12 million members from 127 countries in the Building, Building Materials, Wood, Forestry



Skills Training at Fatehpur Sikri, Agra

work. Another certified Trainer from Chennai, Indumathi said, "along with me other women painters painted their own houses as sample for contractors / employers because they are of the opinion that painting is traditionally a man's job and cannot be performed by women. We have changed their opinion." "Women workers have gained in self-confidence and show assertiveness while acquiring work or wage from



PCSC and Trade Unions' Dialogue, March 2021



Training of Trainers (Painting) at Chennai, Tamil Nadu, 2021

With PCSC, 226 women construction workers have been trained and certified as painters in Delhi, Uttar Pradesh and Tamil Nadu through PCSC affiliated Training Partners. Out of these, 10 women have now cleared the ToT criteria and are available in the pool of in-house trainers. Plans are afoot to expand these initiatives to other states of India.



Rekha Kushwa, proudly displaying her ToT certificate with family

and Allied Sectors. The BWI Liaison Office in India is based at New Delhi and has 47 affiliated unions across different States. Among other programs, it carries out capacity building and skills training under DGB-BW partnership with the unions in Delhi, Gujarat, Uttar Pradesh, Tamil Nadu and Bihar.)

Dr Rajeev Sharma,
CEO BWI



Covid Takeaways from Industry Leaders

The Covid 19 pandemic has brought about tectonic shifts in all paradigms – social, behavioural, economical, industrial, you name it. As the world collectively finds ways to cope with the fast-spreading infections and fatalities, inspiring stories of human ingenuity and resilience are emerging. Valuable and durable life-changing lessons are being learnt. We polled our industry leaders on the one takeaway from the life-changing pandemic...



Biji Kurien - Founder Director
PCSC / Past President IPA

The one take away from the Covid pandemic to my mind is the release of the mind from narrow definition of what is possible & what is not. A number of activities, be it those meant for livelihood or learning or leisure, had to be abandoned. All those activities, be they at the luxury or the marginal end of life, involving senior citizen or toddlers, had to find newer ways, which often turned out to be better to carry out those activities and which would not have been discovered or even considered as workable, had it not been for the pandemic. The release of mental energies to be creative at all sections & levels of society are the gains made from the Pandemic.



Abhijit Roy - Director
MD Berger Paints, Past President IPA, Past Chairman PCSC

One key takeaway from the pandemic is that both life and livelihood have become uncertain. Covid can infect anyone despite all the possible precautions taken by him/her and livelihood may be impacted with the closure or downsizing of the business. Of course, with reduction in ferocity of the pandemic businesses can also bounce back vigorously with a massive surge in demand.

In this VUCA world, one needs to be very innovative, AGILE and flexible - responding rapidly to the changing situation. The world over people have innovated and responded with speed, from rapid digitalisation including online meetings, online trainings, ecommerce etc to development of vaccines and it's rollout in record time. I have faith in the ingenuity of human beings and am confident that we shall be able to overcome this crisis as well as we have done for many in the past.



Mahesh Anand, Chairman PCSC
President IPA / President Nippon Paint

One of the most important learning for humanity, across the globe, is to 'accept challenges and then adapt to the new normal'. The pandemic has also taught us resilience, healthy & hygienic lifestyle, digital proficiency and many more. Every industry has taken this pandemic as an opportunity and have seized them for their future growth, so did our 'Paint Industry'. Right from reaching out to the stakeholders, digitally, during the lockdown, educating the informal sector on safety measures post lockdown and bouncing back to pre-pandemic levels – are the lessons we learnt during the pandemic using our collaborative efforts.



Jalaj Dani - Director
Founder Chairman, PCSC / Past President IPA

The pandemic has shown that in a volatile and dynamic world, it is not only important to be highly skilled, but also to be flexible and have a can-do, lets-do attitude. This holds true not just for individuals, but also corporations. We are far from being in a safe harbour and while the Indian economy is showing signs of revival, we all must remain agile – in our thoughts and actions – and continue to protect the health of our families and others.

Together, let's all keep our chin up and wait for this to pass, as it shall.



Milan Parekh - Director
Past President, ISSPA

What is the difference between an obstacle and an opportunity? Our attitude towards it. Every opportunity has a difficulty, and every difficulty has an opportunity. – J Sidlow Baxter

The question is "what can we take away from a year like this"?

Life goes on. We have persisted in life, we have continued to live, to laugh and love. We have continued to work on ourselves, to partake in political discourse, perhaps more than ever before; and we have learned that we can persist. It is a true lesson for life. That no matter the struggles we face, the taxing times we contend with, life continues and it will get better. The typical idea of 'life goes on' is obvious to all of us, however it is crucial to remember in taxing times.



K Ramakrishnan - Director
CEO Skill Development Mission L&T

The one take away from the pandemic is the need to develop immunity in our body to the extent possible. This means having healthy food, regular habits, doing exercise including pranayam and meditation regularly and having a positive attitude to life. Such habits if done regularly will not only build our immunity but also help us think more clearly, act in time and become focussed in whatever we do in life. It will lead to a more healthy and productive India which will have a very positive impact on us as a nation. Some of our ancient traditions and practices have been in line with the above and need to be revisited and imbibed into our current hectic materialistic lifestyle to make us live more wholesome and purposeful lives. It will be truly living up to the dialogue in the famous film 'Anand' which talks of 'Zindagi Badi Honi Chaiye, Lambi nahi'



Ms Rekha Menon
Head, Education Initiatives, NSDC

Even though the pandemic is terrible and difficult for all of us, it has pushed many innovations, including how quickly vaccines were developed. With reduced travel and fewer commuters on road, the quality of the air has improved drastically.

Online learning and working has been a revelation for educators, students, parents, employees, employers, etc. Online learning and working is becoming mainstream. Physical distance from family, friends and colleagues has been tough for many but new technologies and digital communication tools have gone some way to easing that toll. So, resilience through innovative solutions is the one take away.



V. S Ram - Director
Founder CEO PCSC / Past President IPA

Never did we imagine that the whole world could work without 'going' to work, that kids could be schooled with the schools shut, that big fat weddings could happen with just fifty persons in attendance, and that a year could pass by with no vacation, movie dates, golf, temple visits, dinners out or parties. Not in our wildest thoughts did a life like the one lived in 2020 ever figure. Yet when it descended upon us suddenly and swiftly, we went about it with admirable calm.

Humans are amazingly resilient. To me that is the big takeaway from the pandemic.



Ms Priyamvada Bhumkar - Director
MD SoujanyaColor Pvt Ltd

The one take away for me, from the experience of the past year, has been that the human race is a winner. No matter what hardships we face, our ability to deal with it, to adapt and to not only survive but to find ways to do better in it, is something which has emerged for me. We are closer to each other than ever before and the world is a faster place than ever before. Goodness and human effort is visible in ample measure all around us. We have seen a lot of innovation happen in this crisis situation – whether it is with vaccines or with new ways for businesses or new ways of communication.



Dilip Ragahvan - Director
MD Colour Publications Pvt Ltd

The old adage of "nothing is permanent but change" never rang truer than was observed in the last one year. As an industry and as operational businesses, we were all rudely jolted into rethinking and redefining one's supply channels. The importance of a core competence and excellence in the same, as against a commoditized and generalised existence came to the fore. Risk assessment and risk management will now become a key part of every business from hereon. On an individual level, the importance of health, family and time for oneself dawned on each one of us. The revelation of one's true character and empathy for those around was there for all to see.



Jagdish Acharya - Director
CEO PCSC

The one takeaway from the year-long pandemic, for me, was that waking up each day is the first thing we should be grateful for. When I looked around, I could not help being affected by the misery and angst that the pandemic caused, I could not but be touched by the resilience of mankind and the power to fight back. I could see that life lived in the gift of giving and in the nobility of sacrifices.

I realized that there is so much to do and so little time. And I knew that this was the time to be a better person.



J P Shroff - Director
Chairman, Kushal CREDAI Metro Pune

The pandemic has been a sure eye opener for most of us. For me, it made me think as to the real meaning of existence or life..the realisation of how little we really need..how much happiness one can get by doing small things that a person likes and has not found time to do so, like pursuing hobbies, etc.

How insignificant we are in the plan of existence for, inspite of the 20th century knowledge, we are still at the mercy of a small virus. So finally for me it is focus and try and do things that make you happy..live life each day and be happy yourself and make others happy.



Surender Vats - Director
President ISSPA

Change is the rule of the universe and last year we were introduced to dramatic changes in our life. We faced challenges at all levels and of all kinds sitting at home. Online shopping, online medical aids, online conferences, online office meetings, online education of our children, virtual exhibitions, we achieved quite a few things during the Corona pandemic online. We also cut down our daily needs. We became good parents. We got a chance to understand the views of our children and bond with family and friends. Corona has taught us about relationships and managing ourselves against all odds.



N K Bhatia - Director
PCSC / Past President IPA

COVID-19 has taught some important lessons on supply chain resilience, and organizations that put these lessons into action will be better equipped to withstand this major disruptive event. Those that can change their approach, and adopt technology in a way that delivers true, real-time visibility into the extended enterprise ecosystem, will be able to avoid the confusion in supply chains in the COVID-19 pandemic. The big question organizations should now be asking is whether they have truly learned from these lessons and are making the necessary changes to emerge stronger and be better prepared for future risks.



Annai Educational Trust – Empowering Women Through Skill Training

Annai Education Trust, based in Vellore, Tamil Nadu is an all-women NGO working tirelessly for the betterment of women in the districts surrounding Vellore. Annai Education Trust is the story of one woman's grit and determination to do something meaningful and durable for improving the lot of women in the area. Smt S Kalaiyarasi, a young entrepreneur at the age of 22 and with an academic background of 10th standard, took the leap of faith. She graduated in Public Administration and did her M.Phil also in Public Administration from Annamalai University. She then founded Annai Education Trust an NGO to empower women in socially and economically weaker sections of society.

AET (Annai Education Trust) entered the skill development eco-system and is affiliated with several Sector Skill Councils – Paints & Coatings, Logistics, Retail, Domestic Workers and Plumbing. They have also carried out training for Tamil Nadu Skill Development Corporation, Ministry of Social Justice, Micro Small and Medium Enterprises Development Institute (MSME – DI), DAY-NULM and Ministry of Information and Broadcasting.

AET has also done projects with corporates such as Tatas, Reliance and Apollo Pipes.

The Trust has been working to promote rural employment, empowerment of women, upliftment of weaker sections, training on income generating activities, skill training programmes, socio-economic development activities for deserted and deserving women and children, social health and education activities and so on. Smt Kalaiyarasi affirms, "All these activities are being carried out meticulously as per the government guidance specified in the schemes to fulfill the requirements of the target groups without any deviations".

Since 2018, AET has done over 5000 certifications, both in Short-Term Training and Recognition of Prior Learning (RPL). Over 70% of the beneficiaries are women from the target segment of socially and economically weaker sections of society.

AET is doing laudable work for the betterment of women and Smt Kalaiyarasi's vision is to expand their reach and see more women getting skilled and financially independent.



Training programmes underway in Annai Education Trust.

MGNF Fellows – PCSC Interaction

Mahatma Gandhi National Fellowship Programme is a two-year certificate programme in Public Policy and Management offered by the IIMs. Designed at the behest of Ministry of Skill Development and Entrepreneurship (MSDE) and Government of India, the programme is implemented in collaboration with State Skill Development Missions (SSDMs). The course will combine classroom academic modules with extensive fieldwork at the District level to plan employment, economic output and livelihood in rural areas. IIM Bangalore is the anchor institution with 8 other IIMs (Ahmedbad, Jammu,

Kozhikode, Lucknow, Nagpur, Ranchi, Udaipur and Visakhapatnam) planning to cover over 660 Districts in two years-2021-23.

PCSC had a web interaction with 50 of the 69 MGNF Fellows representing the first batch – all from IIM Bangalore. For PCSC this was a momentous interaction and we showcased PCSC job roles and clarified some of their queries. PCSC is extremely grateful to the program Manager Mr Habib Raihan for making this extremely productive event possible.



DSC Meeting in Kangra, HP attended by RM North Ms Shimona Talwar.



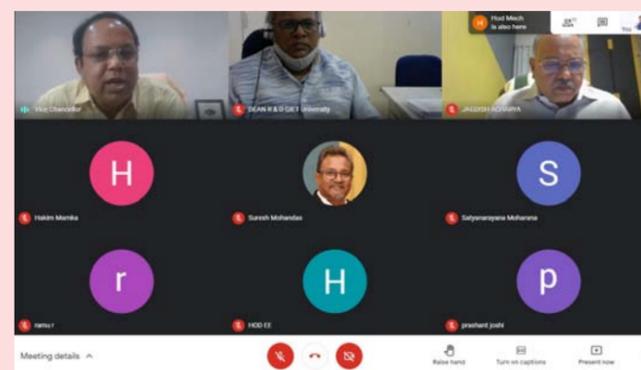
Web meeting with MGNF Fellows on 25th March 2021.



Counseling in progress for STT under DAY NULM in JHARKHAND



Our TP NIED completed STT for NSKFDC in Uttarakhand



PCSC and GIET University Odisha signed a MoU online to collaborate on vocational training.



Regional Manager Mr Muthuswamy was the Master Trainer for ToT on Assistant Decorative painter in Chennai