



On behalf of Paints and Coatings Skill Council, our heartfelt condolences to the family, friends and colleagues of Mr. Gaurav Jindal of Bhavsar Foundation (formerly Bhaskar Foundation). We recall Mr. Gaurav Jindal's sincerity, humility and warmth in dealing with people.

He always gave his best and willing to go the extra mile to make things better. PCSC was privileged to have his support and dedication in many of the schemes we worked together. He will be sadly missed.

We look to your support to add colour to our Newsletter. Please send in your feedback and suggestions. We also welcome contributions on industry relevant news and views, especially on skills. Please write to [marketing@pcsc.in](mailto:marketing@pcsc.in)

You can also find us on your favourite social media platforms: search for *PaintsAndCoatings*



# A Century of Milestones...



The metamorphosis of Gahagan Paints and Varnish Company of 1920 to the Kansai Nerolac Paints it is today, is replete with milestones and achievements. Market leaders in Automotive Coatings, Industrial Paints and Powder Coatings, Kansai Paints is India's second largest paint company.

Very few Companies live to boast of this huge milestone and in Paint industry in India, Kansai Nerolac is the first. "At every step of this 100-year journey, we have adapted and transformed, but what has always remained constant is our focus on care and innovation

directed at protecting, inspiring and touching lives every day. Our Core Values guide the way we conduct ourselves and interact with stakeholders", says their Vice Chairman and Managing Director Mr. H. M. Bharuka.

We have the privilege of having Mr. Jason Gonsalves, Director Corporate Planning, IT and Materials Kansai Nerolac, also as a Director in our Governing Council. We are pleased to present his views on their 100-year journey! Please see pages 4 and 5.



## From the CEO's Desk



It was Helen Keller who had said, "Keep your face to the sunshine and you cannot see the shadow". But when we see so many shadows around us, it takes greater force to see the sunshine.

Losing members of the fraternity to the pandemic is a grief that is closer home and extremely hard to bear. The sudden and untimely demise of Gaurav Jindal of Bhaskar Foundation, our Training Partner, was shocking. Gaurav had worked closely with us in the SANKALP initiative. He was a wonderful person who exuded positivity, hope and confidence. We also lost Rohit Bhatnagar, an IT professional working at NSDC, to COVID-19. His, too, was a terrible loss.

When COVID-19 strikes people like Gaurav and Rohit, optimism takes a huge beating. Both were young and good professionals with bright futures. Fate could not have been crueler in snatching them from their families and all of us.

The pandemic has taught us the dangers of complacency and the importance of always maintaining COVID-19 appropriate behaviour. The second wave would not have caused so much anguish and pain if we had been careful. There are lessons to be learnt from the way we have all faced the pandemic. These lessons will also guide the way we handle skilling in future.

We cannot lose hope and confidence. We must have faith in ourselves and our capacity to innovate. Paints & Coatings Skill Council is coping with the challenges of skilling by taking recourse to offering COVID-19 appropriate training modules which includes blended learning, delivering physical training by maintaining all COVID-19 safety protocols.

We have decided to institutionalise safety practices in the way our Training Partners conduct training, and our Assessment Agencies conduct assessments. Wherever possible, we are resorting to maximising the impact of Online training. But we are committed to imparting physical training wherever necessary and this will be done within the contours of spatial distancing protocols. We will do whatever it takes to be acknowledged as a leading and quality driven Awarding Body in the Skill Development Ecosystem representing the Paints & Coatings Sector.

This issue of our Newsletter celebrates Kansai Nerolac's centenary year. In 1920, Gahagan Paints and Varnish came into being at Lower Parel in Mumbai. A century later, this paint company continues to be in an enviable position - that of being the second largest paint company in India and one of the most trusted names in the industry.

So, what does it take to go from being a relatively small paint company to being a heavyweight like Kansai Nerolac?

Do read all about it in our Newsletter!

Best wishes,  
Jagdish Acharya



## Orientation Programme for Master Trainers



PCSC recently enrolled several industry experts, across regions, to serve as Master Trainers for Domain Skills in our Training of Trainer / Assessor Programmes. The domains covered Job Roles such as Decorative Painter, General Industrial (Liquid) Painter, Wood Polisher, Protective and Marine Painter and Powder Coater. These Master Trainers were also selected to cater to our local language requirements – Hindi, Bengali, Marathi, Tamil, Kannada and Telugu.

The one-day webinar covered deliverables in the Domain Skills module, structuring online and offline programmes, common problems faced in online modules and discussion on how to minimize their occurrence.

Mr. Pankaj Shah of L&T Skill Trainers Academy was the guest speaker and he addressed all the Master Trainers on the L&T Skill Trainers Courses and the world class infrastructure offered in their facility.

## News

### PCSC Moves to a New Office



PCSC is moving from Worli's Neelam Centre to the swank new *The Summit Business Park* in Andheri East. The gleaming new premises on the 10<sup>th</sup> floor is bigger, well-furnished and very well connected with all modes of transport. Given the pandemic background, the inauguration of the new premises was a simple puja invoking God Almighty's blessing.

### MoU with BOSCH



Paints and Coatings Skill Council signed a MoU with BOSCH Limited to collaborate on vocational training. PCSC will have access to their world class training infrastructure to take quality of skill training several notches higher.

**DAY-NULM under Skill India Mission**

Name of PIA - **Paints & Coatings Skills Council of India**  
 Address - **Zomair Complex, Road No. 14, Jawaharnagar, Opp. Ajwa Bruj, Mango, Jamshedpur, East Singhbhum-831012**  
 ULB Name - **Mango Municipal Corporation**

**Directorate of Municipal Administration, Urban Development and Housing Department, Government of Jharkhand**

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Under the Deendayal Antyodaya Yojana – National Urban Livelihoods Mission in Jharkhand, PCSC was awarded a target to do short-term training on Assistant Decorative Painter Job Role for youth in the state. Mobilisation is done and counseling of the trainees is also done. The training will start in right earnest when the pandemic related restrictions are lifted.



### Addition to Team PCSC

Ms. Jigisha Mistry has joined PCSC Head Office as Marketing Manager. Jigisha brings to PCSC her extensive marketing experience across industries as varied as Energy, Textile, Pharmaceuticals, Plastics and Food. With her expertise in digital marketing and below the line promotions, Jigisha has her job cut out for her. Join us in welcoming her to the Team and wishing her the very best.





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भारती

The scenes of suffering caused by COVID-19 are hard to comprehend and bear. The Healthcare ecosystem was overwhelmed with the excessive patient load.

Lok Bharti swiftly moved to the ground and mobilized the resources. Along with their Corporate partner planned for 22 numbers of Oxygen concentrators to be imported and deployed under the guidance of the DMOs.

The supplies were not only limited to Oxygen concentrators but other supplies of essentials as well. "This relief work gives us a sense of gratitude to be able to do bring relief to the suffering of the people," says Team Lokbharti.



## My dalliance with the Demographic Dividend



I believe that the future of any country lies in the hands of its youth. Our nation has an unparalleled opportunity to grow by unleashing the youth's untapped energy and boosting the economy. To take a page from the China model would mean enhancing the productivity of the working-age population by providing them with the necessary vocational education opportunities. However, to accomplish this herculean task, India faces unique problems that require unique solutions.

The diversity in India's rural populace's mindsets and standard of living makes it challenging to implement a one-size-fits-all national policy for skilling. The sustained efforts of the Ministry of Skill Development and Entrepreneurship can be attributed, at least in part, to reforms in the converging skill ecosystem. Nevertheless, policy implementors at the ground level are grappling with a set of constraints that are unique to every region.

I have spent the last year in Porbandar district, carefully identifying the systemic gaps in the skill development ecosystem and scoping out potential areas for employment. In my initial days, I conducted a Youth Aspiration Survey at the Industrial Training Institutes (I.T.I.) of Ranavav and Kutiyana. I interacted with 250 trainees face to face. My interviews helped me understand the mindset of students who opt for skill development programs.

90% of the candidates could not envision future career prospects for themselves and had only enrolled for a particular course in the institute because of parental pressure, immediate income opportunities, or lack of other options.

72% of the candidates aspired for government jobs but were unaware of the qualifications/processes required to apply for one.

44% of the candidates expected to find employment in Porbandar District itself.

66% of the candidates showed interest in taking up short-term skilling courses. Still, only 38% were aware of government-run (free) skilling schemes in the district.

In a nutshell, we found a clear mismatch between the career goals, salary expectations, and areas of interest of the candidates. Most of these issues stem from information asymmetry. Without the essential knowledge about job markets, it is difficult to envision a career path and work towards it. This is also a major reason for underemployment in our country.

What our students need is an affordable and robust system that offers career guidance at critical points in their school life, preferably in Class 9 and 10. This is definitely one issue that the District Skill Committee of Porbandar is interested in taking up through an omnichannel approach, online and offline. Therefore, we are looking to develop a mobile application in Gujarati that helps students match their aptitudes, interests, and personalities to suitable career options. In addition, the application would also help connect students to government-appointed counselors by video call. Finally, all necessary information about skill development training centers and courses would be provided on this application.

More than 45% of candidates claimed that they approached their school teachers for career guidance. School and college teachers would also be trained to impart career counseling, soft skills, and oriented on how to use and promote the application and interpret the reports of the students generated by the application for the parents.

The District Employment Exchange would play an essential role in this project. Their counselors would provide remote counseling to students in rural areas. The project's success would be enabled by the convergence of the Education, Skill Development, and Employment departments.

Jazreen Deboo

Jazreen Deboo is a Mahatma Gandhi National Fellow of Public Policy Management from IIM-Bangalore. She has been posted in the Porbandar district of Gujarat by the Ministry of Skill Development and Entrepreneurship and is working with the District Skill Committee to improve the skill ecosystem and boost employment in the district. She is a former journalist and has worked in print and broadcast media in Mumbai.



## Special Interview



with  
**Mr. Jason  
Gonsalves**

### 1. Congratulations! Huge milestone. What were the celebrations in Nerolac?

Yes. Completing 100 years is indeed a huge milestone. Very few companies in the world have been able to achieve such a milestone. Incidentally, our parent company Kansai Paints Japan also completed 100 years in 2018. KNP was able to achieve this milestone due to the support of its customers, technology partners, vendors, employees, shareholders, and other stakeholders who have stood by the company over the years. As part of this milestone KNP revisited its Purpose and Vision. The Brand identity was renewed with a new logo and the tag line "Colors that Care". Since the occasion was during the pandemic year with lot of restrictions, keeping with the protocol all celebrations were virtual in nature.

### 2. What do you think were the major turning points in Nerolac's checkered history?

We started off in 1920 as Gahagan Paints & Varnishes Co Ltd. The company's name changed to Goodlass Wall Pvt. Ltd. in 1946 and subsequently to Goodlass Nerolac Paints Ltd in 1957. The company carried this name for over 50 years. In the mid-seventies, the company became a part of the TATA group when they acquired a stake in GNP in 1976. The company continued to be a part of the Tata group for around 24 years. In an important milestone, in 1983, the company entered a Technology tie up with Kansai Paints Japan. This marked the journey of the company towards bringing world class technology to the Indian market in Automotive Coatings. Kansai Paints, Japan Subsequently acquired equity stake in 1986. The mid 80s and early 90s saw the company enlarge its presence in other Industrial areas by bringing in best of technology through partnerships with global companies like Ameron USA for High Performance Coatings, Drewtreat Chemicals for Water Treatment Chemicals, Nihon Parkerizing Japan for Pre-Treatment Chemicals and Valspar USA for Powder Coatings and Nihon TokushiToryo for Automotive Sealants.

An important turning point for the company was the Liberalization in the early nineties, which released the company from the impact of FERA and MRTP rules which had prevented capacity additions till then. KNP started its journey of investing in new capacities and focusing on the Decorative Market since then.

- Kansai Paints Japan, in 2000, became the majority share holder in the company by acquiring the stakes of Tata group. In 2006 name changed to "Kansai Nerolac Paints Ltd".

- KNP embarked on overseas expansion in the Indian subcontinent, in the last 8 years starting with a JV in Nepal in 2012 and subsequently in Sri Lanka in 2016 and Bangladesh in 2018.

- As part of its expansion strategy in allied businesses, KNP acquired Marpol Powders & Perma Construction and started a JV with Polygel for Adhesives (Nerofix Ltd.) in the last few years.

## NEROLAC

Colours that Care

### 3. What would you say, apart from the 100-year history, that differentiates Nerolac from the rest of the players in India?

Over the years, Nerolac has worked on creating several differentiations from the other players. KNP is the only major player having a significant play in the Industrial Segment. KNP is the market leader in Industrial Coatings.

KNP being part of the Kansai group has access to Japanese Technology and thereby has been able to provide innovative cutting-edge technology in the Auto Coatings and other industrial segments. KNP has pioneered introduction of several such technologies in India and has deep expertise in providing customized solutions to industrial customers.

KNP has been the Pioneers in implementing onsite Technical Services for Automotive customers. The company has constantly worked proactively with customers to reduce consumption, film thickness, corrosion resistance, costs per liter, energy saving, and JIT supplies thereby creating a differentiated service offering for customers. KNP R&D and Technical team has extensive expertise in commissioning paint and powder lines in the industry.

The company is a leader in Powder Coatings, serving a large range of industries and customers. KNP is the only paint supplier in India having multiple Manufacturing Facilities with backward integration for Industrial Coatings providing contingency assurance to Key OEMs. Its plants are built keeping in mind the needs of Safety, Environment and Quality requirements of its customers.

It is for all the above reasons and KNP's consistent performance on Cost Quality and Delivery, that KNP continues to be the preferred vendor to most of the top OEMs. In the Decorative Segment, KNP was the pioneer in the Health Platform by offering paints which were Heavy Metal Free and Low VOC. Over the years it has introduced several innovations in products, offerings, service, and distribution in the Decorative market.

KNP has been a pioneer in ESG with a proactive publication of its Environment report from 2004. From 2012 it published its sustainability report as per GRI guidelines and from 2019-20 this is a part of the Integrated annual report.

Over the years, the company has won numerous awards in the areas of Corporate Governance Awards, Customer Service, Brand, Products, CSR, IT, Leadership, Human Resources and Manufacturing, Quality. It has also been awarded the best managed company by Business Today. Nerolac ranks amongst the Top 40 brands in India.

### 4. Why do you think that the Indian Paint market is still dominated by just four or five big players?

The Indian Paint market has a fair mix of organized and unorganized players. While it is dominated by a few large companies, many of the other companies have been around for a long time. The market is extremely competitive in nature.

To achieve scale and a strong PAN India presence requires sustained investment in technology, product development, product range, Brand, Influencer Management, pan India Distribution, Tinting machines, manufacturing capability, information technology along with a strong track record and approvals. A few of the companies have been able to do so in the past and hence today have gained scale and are successful in this market.



## NEROLAC

### 5. Can you spell the achievements of Nerolac in HR, Training and Skill Development?

Our entire focus of training and skill development is built on the platform of excellence in Operations, Technology adoption and Implementation, and Excellence in Customer Service.

As the Indian market continues to rapidly evolve there is always a need for continuous reskilling of technical and manufacturing people to meet the ever-increasing requirements and specifications of the global Auto players. Over a period, we have set up a Culture of Kaizen and continuous improvement. We have also enforced a strong Safety Culture across all plants, which is boosted through regular Safety Training and Workshops.

KNP has several skills and competency-based programs for employees across all functions. Besides its personnel, the company also conducts training beyond the company. The company through its Influencer program runs regular training programs for painters. This has been supplemented by joint working with the Painting and Coatings Skill Council for conducting training programs for Painters across India. Training programs were also conducted for Painters for alternate skill development like Sanitization of homes/offices along with painting. During the pandemic, the company has also conducted awareness programs for its dealers.

In the Industrial space we have focused on conducting skill enhancement and Problem-Solving Training programs for the Paint Shop Teams at major OEMs and Ancillaries.



### 6. What are your thoughts on the journey ahead?

With over a century of existence behind us, we are ready to take fresh guard for the next 100 years. The company continues to focus on the coating business and would seek to enter newer market segments within the coatings space.

Going forward we expect several changes coming up on the horizon. New Surfaces are likely to evolve. Consumer needs and expectations are likely to show a trend towards functional coating and Customized solutions. Environmental concerns would rise and ESG can become a competitive advantage to strive for. Legislations can become more stringent. So, considering this expected evolution of the Paint industry, we will target to mold our offerings and solutions so that we continue to offer superior and differentiated value to our customers in all segments.

Our vision is "To Design Solutions that Protect, Inspire & touch Lives every day". We have developed a new Brand Purpose, which is basically that we believe our future generations deserve a healthy and beautiful World. Hence our tag line "Colors that Care".

In other words, the journey ahead would revolve around reinventing the brand by leveraging our strengths and seeking to fulfill expectations of the consumers, influencers, and customers by providing a better and more fulfilling experience across all touchpoints.

