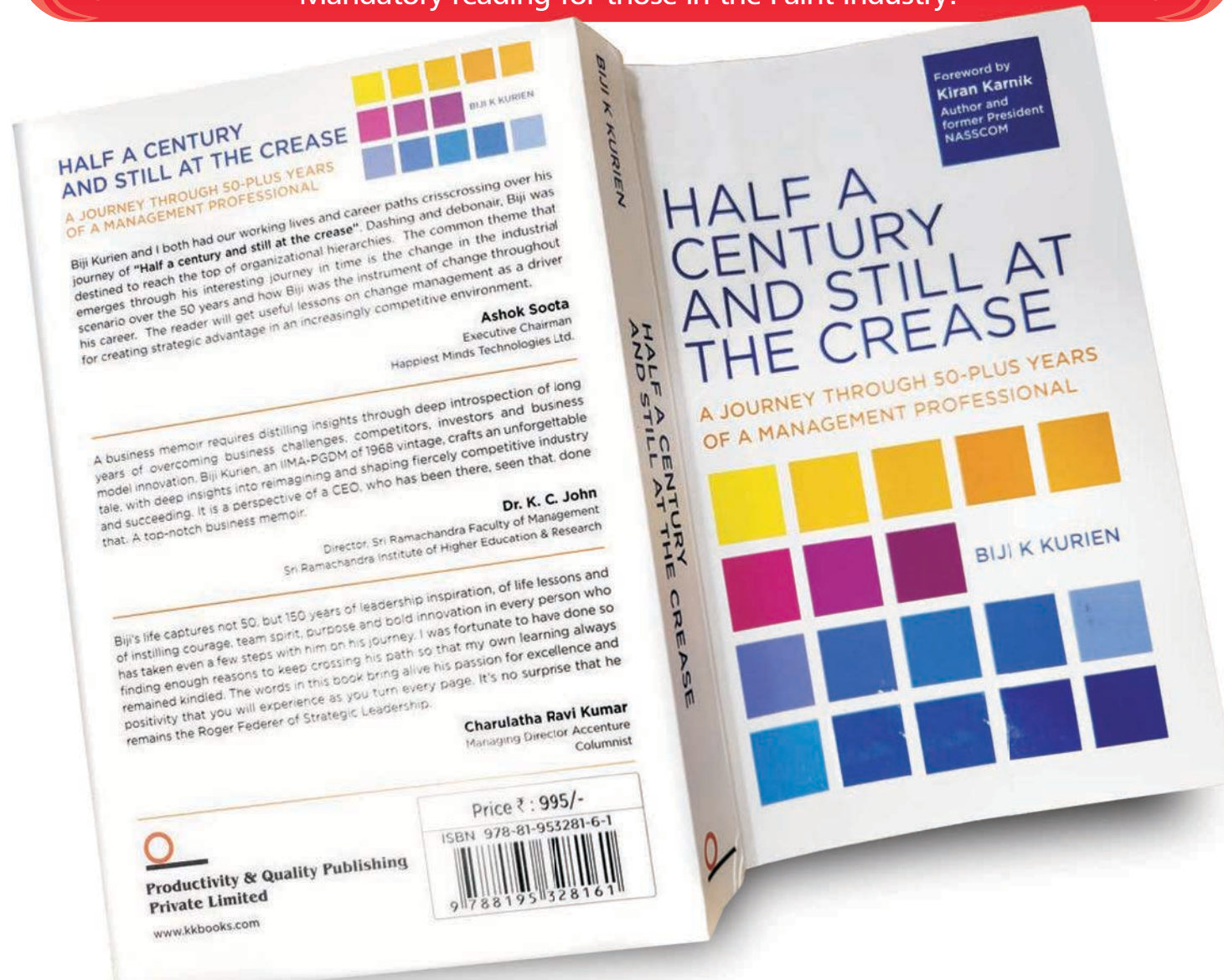


**The must read book for all managers!**  
Mandatory reading for those in the Paint Industry!



**"Which is more important" asked the Big Panda,  
"the journey or the destination?"  
"The Company" said the Tiny Dragon. That sums up the  
author's reaction on being asked about his journey.**



BIJI K. Kurien is a Gold Medalist in the Post Graduate Program in Business Administration from IIM Ahmedabad of the batch of 1966-68.

He has worked in Industry in executive capacity post his IIM days for 30 years in 3 companies and as a business & strategy consultant for over 20 years. A considerable part of this period was involved with the paint industry. In the last two years he has been mentoring some tech start-ups and is currently on the Advisory board of a tech start-up in Australia.

PCSC highly recommends this treasure trove of insights on Indian Paint industry by the person best qualified – **Mr Biji K Kurien.**

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**PAINTS AND  
COATINGS  
SKILL COUNCIL**



Newsletter: Jul-Sep 2021



The Ministry of Skill Development and Entrepreneurship (MSDE) has launched year-long celebrations to mark the 75th Independence Day that falls on 15th August 2022. The celebrations are in the form of village level (adarsh gram) RPL certifications for artisans in select Sector Skill Councils. Paints and Coatings Sector Skill Council, one of the selected sector skill councils, has selected 25 villages in 5 States (U.P, Gujarat, Bihar, Assam and Tamil Nadu). PCSC will be certifying 3000 painters in these 25 villages. The project is managed by the SANKALP (Skill Acquisition and Knowledge Awareness for Livelihood Promotion) team in MSDE. Under the leadership of MsShimona Talwar, Regional Manager North, PCSC team has successfully completed the Uttar Pradesh leg of RPLs with 600 painters skill certified. Please see pages4 & 5 for pictures.

*Wishing you all a*  
**Happy Diwali**







### *The beginning of a new journey in a post-pandemic world*

We are already witnessing the signs of recovery and rejuvenation. Many of us are actively involved in bringing renewed life to something old by giving it new vitality and colours of hope and brightness.

It is like painting and making repairs in an old house. It is time to be creative and to rethink. It is an opportunity to build again and make changes to the way we do things so that we can be more resilient and sustainable.

The dream of being the skill capital of the world is still within the grasp of our nation and we must all work relentlessly towards achieving this dream. As a Sector Skill Council, we know we have a large role to play. We are committed to developing industry relevant curriculum and content for industry ready job-roles that would benefit both, the Manufacturing and the Application sectors of the Paint Industry. Most importantly, it would provide meaningful livelihoods to many people.

We invite the industry stakeholders to join us in this journey and use the services of our Council fully through fee-based trainings, participation in the National Apprentice Promotion schemes and creating centres of excellence.

India skill competitions are going on in full swing, and we are extremely happy to see the enthusiasm of our young competitors. I would like to thank Akzo, Berger, Nippon, Indigo and Apollo Paints for their support in providing the infrastructure and in training the competitors. World Skill Shanghai, we are coming!

Azadi Ka Amrit Mahotsav is an initiative of the Government of India to celebrate and commemorate 75 years of progressive India and the glorious history of its people, culture, and achievements. As a part of these celebrations, we are conducting Recognition of Prior Learning certifications across 5 States. We have also embarked on a series of Webinars involving Industry stakeholders to discuss new ways of bringing focus to the idea of upskilling and reskilling.

We are also very happy to present to all, through this Newsletter, reviews and excerpts of Mr Biji Kurien's book 'HALF A CENTURY AND STILL AT THE CREASE'. Mr Kurien's stellar role in the creation of our Skill Council is well-known. A legend of the Paint Industry, Mr. Kurien's book chronicles the journey of a young bright management graduate who overcame many business challenges, was instrumental in bringing about many seminal changes in the industry and who shaped the way the Paints & Coating Sector evolved over the years.

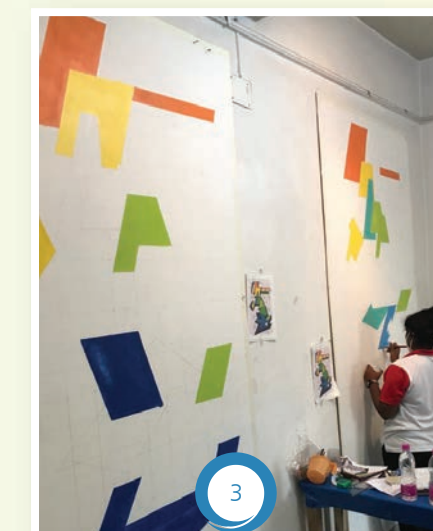
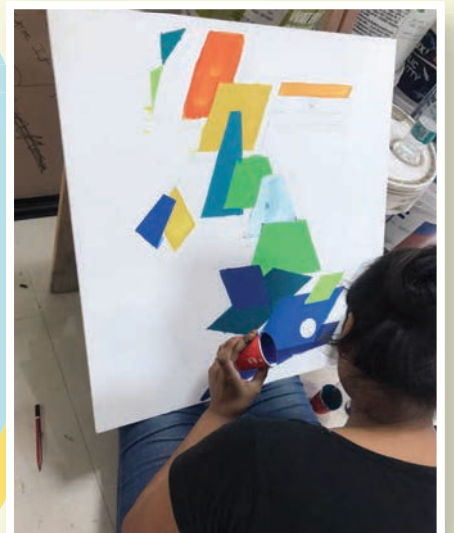
For those of us who have been closely associated with the Paint Industry for over four decades, this book is a fantastic read. It is also very inspiring and thought provoking. Please do not forget to order your copy.

Dear Readers, our post-pandemic journey has begun in the broad daylight of hope and our destination is aspirational. But then as Robert Browning would say, 'Ah, but a man's reach should exceed his grasp, Or what's a heaven for?'



### INDIA SKILL COMPETITION

As a run up to the world skill competition to be held in Shanghai China next year, several States have launched their skill competitions to select candidates for the Regional round. Here are visuals of the candidates participating in Painting & Decorating Skill competition across several states.







RPL certifications following a 12-hour orientation programme was done in 5 villages in Uttar Pradesh. Sonbarsa and Aswa in Sultanpur District, Pachokara in Firozabad District, Daulatpur Farah in Mathura District and Chandapur in Varanasi District were the selected Villages. Bhavsar Foundation, Bloominglife Skills, and Mahendra Skills were our Training Partners who implemented the RPLs.

**Aswana - Sultanpur - Uttar Pradesh**



**Varanasi - Chandapur - Ekala - Uttar Pradesh**



**Daulatpur Farah - Uttar Pradesh**



**Firozabad - Srinagar - Uttar Pradesh**



PCSC held an online meeting with  
TPs & SANKALP Team to highlight  
deliverables and address concerns

**Sultanpur - Misrauli - Saidpur - Uttar Pradesh**







Paints and Coatings Skill Council unveiled the upgraded website - vibrant, colourful and with interactive features. Launched in the Governing Council Meeting the website was well-received by the members of the Governing Council. Please do visit [www.pcsc.in](http://www.pcsc.in) and send in your feedback to [marketing@pcsc.in](mailto:marketing@pcsc.in)



Paints and Coatings Skill Council held its Governing Council Meeting on 13th September through VC. The meeting was graced by the who's-who of the paint industry: Mr. Mahesh Anand, President Nippon Paint and Chairman PCSC chaired the meeting.



Mr Muthuswamy, Regional Manager South, conducted a Training of Trainer programme at CREST Institute Thoppur, Tamil Nadu. The first post Covid offline ToT was for Trainers for Assistant Decorative Painter. Mr PVS Prasad, Master Trainer, did the Platform Skills and Ms Neelam Kumari of Nippon Paint, was the external assessor.



PCSC has launched a webinar series to commemorate Azadi Ka Amrit Mahotsav festivities. The webinar series involving eminent panellists from the industry, will address issues relevant to our stakeholders.



Building and Wood Workers' International (BWI), the NGO for construction workers, conducted a training programme for 20 women painters in Delhi. The 10-day bridge course was followed by an RPL assessment.



After a long lockdown, Jharkhand opened for training. PCSC and its Training Partners G&G Skills and Siksha Evam Kalyan Samiti completed the pending RPL 1 under PMKVY 2.0 for Assistant Decorative Painter and Wood Polisher