

Training updates - RPL



Building and Wood Workers' International (BWI) - Assistant Decorative Painter



Day NULM Jharkhand - Assistant Decorative Painter



JKR Manpower Services - Protective & Marine painter



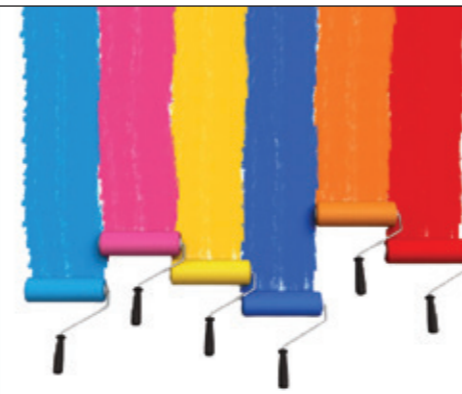
Tamil Nadu Skill Development Corporation, Nippon Paint - Assistant Decorative Painter



PAINTS AND COATINGS SKILL COUNCIL



Newsletter: Oct-Dec 2021



HAPPY NEW YEAR

May the new year bless you with good health, prosperity, and happiness. We pray and hope, that in time, the world will be a safe place again.

Take care.



Heartiest **congratulations** to all the winners of IndiaSkills 2021 National Competition!



Vishnupriya M, Silver Medalist, Kerala



Krishnapada Maity, Gold Medalist, West Bengal



Ashlesha Ingawale, Bronze Medalist, Maharashtra



Khushi Budhiraja, Medallion of excellence, Chandigarh



Duraipandiyan P, Medallion of excellence, Tamil Nadu



From the Leader



A NEW RESOLVE, A NEW JOURNEY

May the turning over of a new page in our almanacs bring good tidings of joy, renewal, and hope.

May fresh ideas and new dimensions offer all of us plenty of creative scope.

May our collective resolve to fight the pandemic make us stronger, agile, and more resilient!

As we create opportunities from the challenges of today which are neither insurmountable nor intransient.

With this prayer on my lips and hope in my heart, I wish you all a very Happy New Year!

The IndiaSkill Competitions were held during the last quarter of 2021, culminating in the finals in January. IndiaSkills, the country's biggest skill competition, is designed to demonstrate the highest standards of skilling and offers a platform to young people to showcase their talent at national and international levels. IndiaSkills Competition is held every two years with the support of state governments and industry.

Winners of this competition will now get ready to participate at WorldSkills International Competitions which will be held in Shanghai later this year. WorldSkills International is the largest skill competition in the world, organized once every two years in one of the member countries. More than 1300 contestants below the age of 23, compete for gold, silver, and bronze medals, in over 50 skills. The competition is held over a span of four days.

This edition of our Newsletter traces the journey of our proud participants and the excellent work put in by all of them.

My heartiest congratulations to the finalists and sincere gratitude to all who participated in making these competitions a success.

Paints and Coatings Skill Council is at the threshold of embarking upon a new journey that will focus on sustainability and outcome-based initiatives.

For the new year, we have plans to work on the following projects: -

- Train the Paints and Coatings finalists in IndiaSkill to prepare them for the WorldSkills Competition.
- Advocate better safety guidelines at Painting worksites and work areas.
- Engage with the Industry to increase industry-funded Training/Certification
- Engage with Schools and other Academic Institutions by doing the following: -
 - a. Create a three-month basic awareness course on Paints & Coatings for High School Students
 - b. Create a 30-hour course for Architects and Engineers on PAINTS & PAINTING RECOMMENDATION
 - c. Create a curriculum for a Diploma in Paint Application Technology
 - d. Create a curriculum for a Diploma in Paint Manufacturing Technology
 - e. Create appropriate curricula for Diplomas in Colour Technology & Traditional Art
- Set up at least two Centres of Excellence which will have fully Equipped Training Centres with classrooms, audio-visual tools, and practical training booths to impart knowledge in painting related subjects
- Provide targeted and comprehensive training to painters – through a pan-Indian initiative, to sharpen skills and develop new competencies
- Participate in various Government-led initiatives like Gati Shakti Yojna, Vande Mataram Trains, and PMAY. Focus on servicing National Infrastructure Projects and PIL schemes.

The future is, indeed, quite bright. The Indian Paint Industry is growing at 10% to 20% by Volume, which means the requirement of paints and applicators will grow. Companies are introducing new products & techniques.

Our task would be to train and upskill existing painters and make painting aspirational so that more people adopt painting as a sought-after profession.

We will need to create more training centers and reach out to remote areas. For this, we will need to Integrate our work with the Paint Companies to ensure that training is as per the NOS guidelines.

As I said, there is a lot of work to do and opportunities galore! I seek your partnership in this glorious journey to the future.

Once again, wishing you all a very Happy New Year!

MGNF Diary

Convergence for Aatmanirbhar Bharat

My journey as an MGNF started with insightful interactions with different professionals from various industries, institutions, and public sector domains. As a result of these meaningful conversations, I got new learnings altogether. I am happy to get the opportunity for sharing the same.

As our country is stabilizing from the blow of the pandemic, everyone is working individually towards strengthening the grasp on their organizational working and efficiency to return to absolute normalcy solely based on the resources available at hand. On the other hand, there is a lack of convergence between the organizations; that can work together towards a singular but adaptive and collective growth sphere. This convergence can act as the lever for mobilizing our country's massive aspiring workforce towards skill development, employment, and entrepreneurship, as a result, contribute towards the national goal to make our country the skill capital of the world.

The convergence is the outcome of activities initiated by the Sector Skill Councils. Interestingly, the Paints and Coatings Skill Council has job roles that also cater to other sectors. Auto Body Painter for automobiles, Powder Coater for Iron and Steel, Decorative and General Liquid Painter for Construction, Wood polisher for Furniture and Protective and Marine Painter for various industries to name a few.

For the Paints and Coatings sector itself, there is a huge demand for skilled manpower and hence the role of a sector skill council is very significant here.

The job roles related to the Paints and Coatings sector vary widely from Application based - Wood Polisher, General Industrial (Liquid) Painter, Powder Coater, etc. to Manufacturing based - Production QC In-charge, Liquid Paint Processing Operator, Technical Sales Representative, etc. The demand for both applications as well as manufacturing-based skilled manpower is massive and is currently fulfilled by job-willing unskilled personnel, who have to be trained by the respective firm before absorbing (with no guarantee of their retention) or they learn on the job.

There is a demand burgeoning across diverse sectors; below are a few ongoing demands

1. For powder coaters, owing to the increase in pipeline-based irrigation networks and systems
2. For paint applicators, as the increasing importance of anti-microbial surface during the Covid pandemic for the surfaces in clinics, commercial spaces, offices, indoor public spaces, etc.
3. For automotive body painters, as the establishment of new electric vehicle manufacturing units added further to the existing massive demand in automotive clusters like Pune, Chennai, Gurgaon, Manesar, etc.
4. For protective and marine painters, with initiating indigenous production of naval vessels
5. For decorative painters and wood polishers, catering to 1.4 billion population of the country

To conclude, industry demand is huge and there is a gap. The main reason is the lack of convergences. This convergence can be achieved through the organizations of the skilling ecosystem, like the council, NGOs, training firms, the industry, district skill committee, state skill mission, and such organizations; by working together in consensus moving towards a single objective of filling the skilling gap.

Rugwed Ainapure



Rugwed Ainapure is a Mahatma Gandhi National Fellow from IIM-Nagpur. He has been posted in the Akola district of Maharashtra by the Ministry of Skill Development and Entrepreneurship for promoting Skill Development in the district ecosystem. He is from Satara, passionate to work for society, is a ME, AISSMS College of Engineering Pune. He has also worked as a Project coordinator, Saisanket Industries Pvt. Ltd., and a part of the Alumni Committee of BAJA SAEINDIA (a National Level Engineering Collegiate Completion), in a voluntary capacity as Co-Head for Virtual Dynamic Events.

Regional Competition



Daniel L, Silver Medalist, East Region



Khushi Budhiraja, Gold Medalist, North Region



Samuel L, Gold Medalist, East Region



Anuradha Biswal, Gold Medalist, East Region



Ashlesha Ingawale, Silver Medalist, West Region



Ganesh Dagadoba, Gold Medalist, West Region



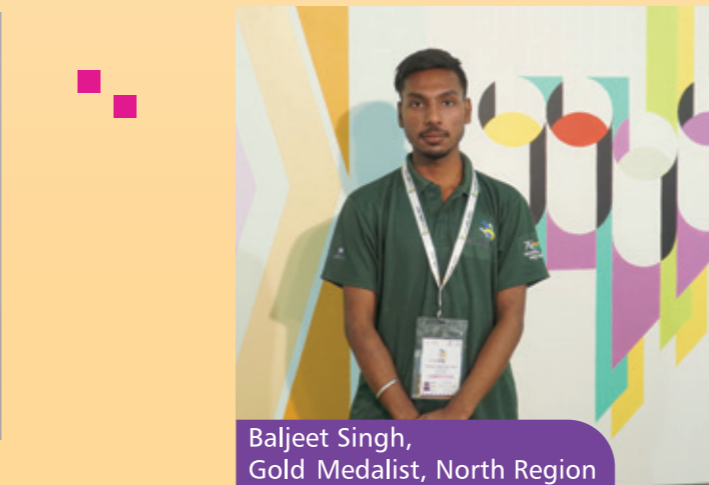
Krishnapada Maity, Gold Medalist, East Region



Duraipandiyan P, Gold Medalist, South Region



Vishnu Priya, Silver Medalist, South Region



Baljeet Singh, Gold Medalist, North Region



News



PCSC is happy to launch an online course for Quality Chemist with Paint India



CEO Mr. Jagdish Acharya as a panelist for the webinar - 'Democratizing the Tinting Process'

PCSC would like to pay sincere gratitude to the training partners and jury members for making IndiaSkills 2021 competition successful

Region	Training Partners	Jury members
North	Akzonobel	Priya Gaira, Painting and Decorating National winner 2018 Sahil Kapil, competitor Worldskill competition 2019 Kazan
East	Berger Paints	Mr. Sandip Chakraborty and Mr. Pradipta Pattnaik - Berger Paints
West	Berger Paints	Mr. Amit Mehta-Berger Paints and Mr. Milind Mayekar - Independent consultant
South	Nippon Paint	Mr. K. N. Muthuswamy-Independent consultant and Mr. Burrala Raghavendra - Berger Paints
National	Akzonobel, Berger Paints, Nippon Paint	Mr. Joseph Gerald Paul-Independent consultant Mr. Tuntun Yadav - Trainer, Training partner of Akzonobel

Special thanks to our Vice President - Standards, Quality, and Curriculum, Mr. Hakim Mamka, for his leadership, technical expertise, and important contribution as our internal jury member.

Last but not the least, we would like to thank NSDC team for all the support, encouragement and excellent arrangements.



PCSC conducted a webinar on 'Role of Painting Contractors in Changing Customer Perception of Painting and Painters' on 18th October 2021.

Industry speaks



Some takeaways from the webinar

Panelists were Mr. Rohit Malkani - Sr. VP, Sales & Marketing, Kansai Nerolac Paints, Mr. Jagdish Acharya - CEO, PCSC, Mr. Chaitanya Mehta - Partner, Mehta Jaising Builders.

Polarization of perception

1. Positive - Lot of trust for the knowledge and experience; general acceptance of solution recommended by painter
2. Negative - Lack of professionalism, the main focus on earning daily wages.

Negative perception originates from the overall experience related to the job, soft skills, and meticulous observation by the owner of the house

Polarised perception is across the location type - metro, town, and rural areas. With this, there are neutral perceptions also existing.

Variables that determine the perception

Lack of good surface preparation, delays, particular area not done well, lack of trust, poor estimates related to cost or material requirement, changes demanded by the customer after work begins, etc. Any incident - small or big can impact the perception of the customer. With experience, this can be handled well.

The trust deficit that is usually seen will reduce with time while the skills of painters are also evolving.

Compliance with the basic way of working

There is no structured system to ensure the supply of skilled painters and helpers. This affects compliance. The compliance will gradually catch up when more professional home services companies start operations.

Removing the 'pain' from the 'painting' can change the game

The entire process - the prework like shifting the items of furniture and wall objects, masking, actual painting, correcting any affected area by painting, dust etc.; is a cause for pain. We must encourage more DIY products in the market to make the customer really appreciate the entire process of painting.

The quality perception of paints is dependent on quality delivery to the end customer. It is, therefore, a subject of interest for the entire industry to understand how painters are perceived. This can be eliminated with use of proper tools and methodic work ethic. Any gaps can be filled by proper training and use of modern tools.