



## PAINTS AND COATINGS SKILL COUNCIL



Newsletter: Jan-Mar 2022

### 600 painters got certified as 'Assistant Decorative Painter' in Gujarat

RPL (Recognition Prior Learning) for Assistant Decorative Painter under the SANKALP program was executed for Gujarat Adarsh Grams certifying 600 beneficiaries. Under the Adarsh Gram Skill Camps project, weekly RPL camps are being conducted for 12 hours spread over 3-5 days. PCSC implemented the program in 5 villages in Gujarat namely Chomal, Golita, Jadar, Savgad, and Virpur. The program was executed with the support of our Training partners - Deepam Contractor Pvt Ltd and Lok Bharati.

### 1000 painters got certified as 'Assistant Decorative Painter' in Tamil Nadu

Tamil Nadu Skill Development Corporation awarded PCSC with RPL2 targets for ADP and it was successfully implemented with Nippon Paints as our Training partner.



## From the Leader

### REFLECT, REBOUND & RENEW

It was Gustave Flaubert who has said that “The most glorious moments in your life are not the so-called days of success, but rather those days when out of dejection and despair you feel rise in you a challenge to life, and the promise of future accomplishments.”

At the Paint & Coatings Skill Council, we are making every effort to commit ourselves to engaging in fee-based programmes and broadening the scope of our activities.

RPL programmes are being successfully completed under the auspices of the SANKALP initiative in Gujarat and Bihar. This is after its successful launch in UP. The RPL initiative in Tamil Nadu was also successfully completed with the help of Nippon Paints.

A new Short Term Training Programme initiated in Vikramghad has generated a lot of interest in Painting Job Roles amongst youth in that tribal area. Paint Simulators are being used to teach young people the technique of spray painting. MAD Foundation and Harris Brushes are leading the social initiative.

JKR Manpower in Thanjavur (TN) and Gulbarga Technical Institute in Gulbarga (Karnataka) are training Industrial and Protective Coatings Painters for jobs overseas. This is indeed a great example of our skilled workforce gaining recognition overseas for their skills.

Our World Skill training is going on in full swing at the Kolkata ITRAIN centre of Berger Paints who have undertaken the responsibility of training our contestants for the World Skill Competition. Many other noteworthy initiatives undertaken by BWI, MGN Fellows, Pratham and by us through social media and Online Webinars find mention in our Newsletter. Do go through the details and, I am sure, you will find them rejuvenating.

One of the most important seminars was one on how to make training effective. We conducted this Webinar with the help of Innovatus, Skillveri and Growth Source, our partners in progress! We are optimistic of a great future, and we invite you to be a part of it by joining hands with us in our endeavour to create an eco-system conducive to making our Nation, the Skill Capital of the World!

- CEO, Jagdish Acharya

### Unblocking the bottlenecks in Skilling Ecosystem together with Mr. Paritosh Pathak

( Program Manager - MGNF; Centre for Public Policy, IIM Bangalore )

Under Azadi Ka Amrit Mahotsav initiative, PCSC conducted a webinar on 18th February. The discussions were led by Mr. Jagdish Acharya and Mr. Paritosh Pathak on what role Sector Skill Councils can play in strengthening the skilling ecosystem.



## Training Updates - RPL

### A Kolhapur-based company organized training for their team of painters

PCSC initiated a fee-based program for a Kolhapur-based company on demand to train their team of painters for job role 'Assistant Decorative Painter' as a 2-day program. The training was done by our Senior Manager – Assessments and NAPS, Mr. Prashant Joshi.



### DAY NULM Jharkhand Project reaches successful completion by assessing 120 candidates for Assistant Decorative Painter at Mango, East Singhbhum, Jamshedpur



### Building Wood Work International (BWI) in cooperation with the DGB-BW organized a workshop

Our National Head, Affiliation and Training – Ms Shimona Talwar got an opportunity to present Paints and Coatings Skill Council to the Project partners of DGB-BWI in the presence of Union members from Bihar, Delhi, Gujarat, Tamil Nadu and Uttar Pradesh. It was great to discuss the significant role of PCSC in skilling ecosystem and the association with the organization so far.

### Skilling opportunities at Rajkot

PCSC discussed skilling opportunities at Rajkot with IIT Rajkot Principal Mr. Nipun Raval; Rajkot Education Officer Mr. Bharat Kaila along with Samagra Shiksha Abhiyan Ms. Aarti and Ms. Sonal Dave.

### Economic freedom - A strong tool to realize Aatmanirbhar Bhartiya Mahila

Women empowerment is a process, and skilling them is a significant step toward making them an Aatmanirbhar Bhartiya Mahila. Today's women are breaking the sole homemakers' responsibility by entering professional milestones; including the profession majorly taken up by men. We are proud to present a few success stories of women who chose painting as their profession.

#### The story of Rekha Khushwa -

Rekha is one of the many women who saw their lives getting transformed with varied interventions under the DGB-BW project. She belongs to a small village, Tantpur in Agra, Uttar Pradesh State, India. After her graduation, she got married and started teaching at a Child Labour School in Fatehpur Sikri, Agra district, and used to support her husband off and on as a helper during his painting job assignments. With the conversion of Child Labour School as certified skills training center. she worked hard and finally became a certified trainer as Assistant Decorative Painter. Her journey towards a recognized trainer was fueled by her continued teaching interests that made her move from a small village to the New Delhi where she enrolled in the Akzo Nobel Painting Academy. She left her children, two boys aged 8 and 5 years in the care of her family for one month so that she can successfully complete her course. Post completion of this requisite training, she became eligible for a Training of Trainers (ToT) course as Assistant Decorative Painter wherein she scored more than 90% in the assessment test and got recognized as a Certified Trainer. Following this certification from the Paints and Coatings Skills Council under the Ministry of Skills Development and Entrepreneurship, Government of India; this 30 year-old young woman now proudly trains the women and the youth from the surrounding villages.



## Special Coverage

Additionally, she works as a district mobilizer for the union (Uttar Pradesh Grameen Mazdoor Sangathan) and also assists in enrolling women and youth for skills training. Her mobilization role also involves garnering family endorsement and understanding of the benefits of the training to the women workers in the context of aiming socio-economic empowerment. Rekha also works with the union in securing work for the trained women and youth with small contractors and builders in the area. Rekha is very excited about the new work and assignment

### **The story of Mahila painting contractors - Rise of small clusters in Tamil Nadu**

Durga Santhanam, D Rajakumari, and S Venmathi, from Mayiladuthurai are members of a group of 7 homemakers who are certified wall painters. They were felicitated by local organizations alongside male professionals during Ayudha Pooja and Deepavali in 2021. These members never had a job before their painting profession.

They faced discouragement from family to enroll in a painting course in 2019 for safety concerns and doubted ability. After the lockdown, they are back to work. Their photos of painting jobs have convinced the family to take it up professionally and the customers for new work.



They have done projects outside Mayiladuthurai for painting contracts to places like - Chidambaram, Vellore, and Veppampattu in Chennai. They are enjoying their new financial independence. Under its Nshakti training program, Nippon Paints has so far trained around 570 women in Tamil Nadu.

### **PCSC launched a Painter Training program in Vikramghad, Maharashtra for Making A Difference (MAD) Foundation with the support of Harris Brushes India Ltd on 30th January 2022.**



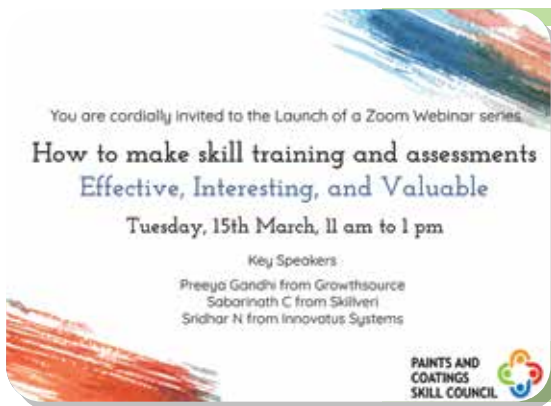
The program uses Skillveri's simulation technology for teaching spraying. SKILLVERI had installed four of their multi-skill eXtended Reality (XR) simulators at this skill training center, which is about 100km from Mumbai, in the Palghar district. The simulators are powering a new training program to train the tribal and rural youth in the locality in decorative, industrial, and automotive painting. This will go a long way in creating meaningful livelihoods. The current training capacity is 100 students per year, and with further CSR donations, it will be further scaled up.



## PCSC launched a webinar series - 'How to make skill training and assessments Effective, Interesting and Valuable'

Structured training, proper assessment, and implementing technology in training programs can drastically improve the training quality. With this in mind, we invited speakers to introduce their technology products.

- LMS for structuring the training
- Paint spraying through the art of simulation technology without wastage of paints and reaching 80% of learning.
- Digital color visualization to make painting aspirational.



**We are very grateful to all the speakers who made the meet interactive and insightful.**

## PCSC ran a Social media contest to celebrate International Women's Day



"I believe every wall has a story to say, one of the walls of my living room is painted in bright orangish-yellow in colour. The rich saffron colour of this wall adds a lot of energy and warmth to the room, it reminds me of sunshine and brings a lot of cheerfulness and vibrancy to the home decor. When I lie down on my sofa, I just stare at the wall. It immediately transport me to fields of sunflowers. I hung my maroon applique work on the wall which reminds me of my busy teen years when I used to do a lot of handwork on canvas"

Every woman has a hidden talent for decorating her house and this contest gave women the opportunity to express.

## Berger Paints sponsored STT program in Maharashtra

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Short-term training for Assistant Decorative Painter started on 4th March for 30 candidates at Gram Bhavan Dudhmala, Block Dhanora, District Gadchiroli, Maharashtra sponsored by Berger Paints.



## Prabhodita Services starts training under 'Vedanta Rojgar Yojana

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Under 'Vedanta Rojgar Yojana', PCSC started STT on 28th March for Assistant Decorative Painter, 60 days of training at Bargarh, Odisha with the support of our Training Partner Prabhodita Services. The program is powered by Samhita Social Ventures.

