



Success story of skilling in the tribal area of Vikramgad

Mahesh Andher is a student from the tribal area of Vikramgad, Palghar district, Maharashtra.

Poor socio-economic conditions leading to poverty, unemployment, mal-nourishment, and migrations is conspicuous in the tribal blocks of Mokhada, Jawhar, Vikramgad, Dahanu and Wada that falls under the Palghar district of Maharashtra.

To make a difference in the lives of the tribal youth living in these Blocks, 'Making a difference' foundation (MAD foundation) associated with Paints and Coatings Skill Council and Harris Academy to establish a novel skilling endeavour in Vikramgad called Newtronics Skill Development Center.



When Mahesh came to know about this center from his friend, he immediately decided to visit and understand the Short-term training program for 'Assistant Decorative Painter'. He enrolled in the skilling program to become 'Aatmanirbhar' in order to contribute to the family income while continuing higher education.

After completing the course successfully, he also got the job opportunity.

All the students of the first batch - 11 were placed in the construction industry nearby, thus fulfilling the Skill India Mission. They got offers for monthly salaries ranging between INR 7k-9k. One of them got the offer of INR 15k from Harris Brushes.



Paints and Coatings Skill Council held 'Kaushal Deekshant Samaroh' for the first successful batch on the auspicious occasion of Vishwakarma Day, 17th September and coincidentally also the 72nd birthday of our Honourable Prime Minister Shri Narendra Modi.

The ceremony happened in the presence of Shri Jagdish Acharya, CEO, Paints and Coatings Skill Council, Shri Norbert Fargose, Harris Training Academy, Shri Ramesh Bhoir, Joint Secretary, Rashtriya Vikramgad Hindu Seva Sangh; Secretary, Palghar Patangeshwar Mahadev trust. The chief guest was Shri Dr. Santosh Barath, a medical practitioner and a social worker.

The confidence, contentment and joy noticed on the face of the beneficiaries; was encouraging for PCSC to create more such opportunities for the youth across the tribal blocks of various districts.

Spectating youth who were present to celebrate the joy of the passed outs also took a keen interest in enrolling. The MAD foundation will soon start the 2nd batch.



From the Leader

Training to transform Lives and impart valuable knowledge and skills

In the great epic Mahabharata, a Yaksha asks Yudhishtira many pithy yet deeply philosophical questions and the King in exile answers all of them wisely and beautifully.

To the questions, 'What is the most praiseworthy thing of all' and 'What is the most valuable of all possessions', posed by the Yaksha, Yudhishtira answers 'Skill' and 'Knowledge', respectively.

Skills are invaluable when their deployment generates livelihood and transforms lives. Skill training and knowledge dissemination become a fulfilling engagement when this entails change which is visible and abiding. It is even more satisfying when it results in self-confidence and enhancement of one's self-esteem.

Stories of the tribal students in Vikramgad and women of Fatehpur Sikri, covered in this edition of our newsletter, are heart-warming and make every effort put in skill development worthwhile.

We have also covered stories of two Paint Companies who have been our valuable partners. AkzoNobel's continued efforts in community development through the medium of skilling is laudable. The impact of their skilling programs can be seen in the significant life transformation of the beneficiaries of these programmes.

Berger Paints involvement in training our World Skill competitor is indeed worthy of praise.



Their commitment to training and skill development is setting new standards and we are deeply grateful to them.

In any change initiative pertaining to Skill Development, ownership and commitment of all stakeholders is very important. Mobilization, Training and Assessment, Placement are three important pillars, but no change is possible if the trainee does not own the change. His or her commitment to desire and accept the change is critical. We can only succeed if we implement our programmes with a commitment to change. More importantly impact is possible only when the main protagonist embraces the transformation.

This edition of our newsletter also covers our RPL engagements in the various programmes pertaining to the SANKLALP project, New Delhi Municipal Corporation, TNSDC and other privately funded initiatives.

We are proud to share that candidates trained by our training partners JKR Manpower, and Gulbarga Training Institutes have all secured international placements.

It is a matter of tremendous pride when we see our motto 'Training to transform' actualize on the ground.

We value the partnership of all our stakeholders.

- CEO, Jagdish Acharya

SANKALP RPL



Our CEO Mr. Jagdish Acharya was invited to interact with MGN Fellows at IIM, Bangalore. We thank you Mr. Paritosh Pathak, Program Manager – MGNF, Center for Public Policy, IIM Bangalore.



Under the SANKALP Program in Tamil Nadu, Paints and Coatings Skill Council certifies 358 painters for Assistant Decorative Painter.



Under the SANKALP Program in Assam, Paints and Coatings Skill Council certifies 600 painters for Assistant Decorative Painter.



NDMC awards 1200 RPL and Bridge Targets to PCSC

PCSC completed the pilot RPL batch under the Upskilling Program of SANKALP along with the New Delhi Municipal Council (NDMC), training support by G&G Skills.

This RPL program is a joint effort of NDMC, NSDC, and the SANKALP project of the Skill India initiative.

The beneficiaries of 'Assistant Decorative Painter' got recognised by Shri Dharmendra Pradhan, Hon'ble Minister of Education and Skill Development and Entrepreneurship, and Shri Vinai Kumar Saxena, Hon'ble Lt. Governor of Delhi. The joy of getting the certificates in a grand ceremony boosted the confidence level of all the up skilled individuals.

The first batch after the pilot batch was women's batch of 28 under the NDMC project and training support by BWI.



Special Coverage

AkzoNobel India (ANI) CSR brings significant life transformation

As an MNC, AkzoNobel India fully understands its role and responsibilities when it comes to society and contributing to the communities in which it operates. It forms an integral part of our sustainability agenda. We engage with people and partner with various organizations to help bring the AkzoNobel brand to life, while also supporting deserving and sustainable projects and causes. The CSR agenda of ANI is based on economic development through skill building, pillars of education & community healthcare and is governed by policies duly approved by the CSR Board Committee in compliance with relevant Acts/Rules in India.

1) Skill Training:

In line with the Government of India's flagship program viz. 'Skill India', ANI has initiated skill training in painting to promote employability amongst youth. As part of this initiative, ANI runs AkzoNobel Paint Academy in nine cities across five States offering skill training to more than 2,500 youth per year in Decorative Paints and Vehicle Refinish. Post the training these youth are linked

with employment with paint contractors and automobile body shops. Out of 9 centers, 2 have been recently recognized by the Government of India as International Training Centres.

As a part of the Diversity & Inclusion initiative, AkzoNobel Paint Academy is putting a special focus on disadvantaged groups and sections of society to bridge inequality. The following initiatives have been taken in this regard over the last couple of years:

- 800 women have been trained and placed in jobs as painters to help them participate as equals in the workforce ensuring female participation in a male-dominated Industry.
- We are conducting a training program for prison and juvenile home inmates in order to rehabilitate them and help them lead a dignified life once they complete their sentence. ~ 500 prison inmates and juveniles have been trained out of which 200 have gained a fresh lease of life by resuming work as painters.
- Post COVID in 2020 we initiated a skill training program for LGBT community and helped them to start a career as decorative painters, a first in the country and amongst peers in the Industry.
- Since March 2022 a skill training project (in decorative paint application) for youth rehabilitated from drug use was initiated. To date, more than 125 youths were trained out of which 70 are working as professional painters.



Special Coverage

2) Education

ANI is committed to the all-round educational development of underprivileged children in India. Our flagship education project named 'Parivartan' (meaning Progressive Change) is being implemented in six states and is instrumental in transforming the lives of more than 2,400 children by using education as a medium. In this project, we offer a three-tier program-

- a) Early childhood education for children from 2-6 years,
- b) Non-formal education to out-of-school children to bring them back to formal school, and
- c) Remedial education to underprivileged children to improve their grades and stop them from dropping out of school.

In one of the states, ANI has initiated an education program for adult women in villages who have never attended school.

ANI also promotes sports and life skill sessions as a part of the school curriculum to ensure all round psychosocial and physical development of children.

3) Community Health:

ANI provides preventive and curative health care to more than 60,000 villagers around Bengaluru (Karnataka state) and in Gwalior (Madhya Pradesh state) through telemedicine. The project uses the latest technology like Artificial Intelligence (AI) to detect diseases and provide access to specialized diagnostic services. The project is a boon for the villagers as it provides free-of-cost diagnostic services and ensures access to specialized health care at their doorstep.

As an extension of the Telehealth project of Bengaluru, ANI kicked off a new project in 5-6 states during COVID-19 viz. 'Arogya Sakha' (health's best friend) is exclusively for painters' community and their families. In this project, more than 1.5 million beneficiaries get access to specialist doctors through telemedicine pan India.

For more information and project videos visit our website at <https://akzonobel.co.in/>



Training Updates



Under 'Vedanta Rojgar Yojana', PCSC completes the second STT batch for Assistant Decorative Painter in Odisha for 20 beneficiaries. We appreciate all the efforts of our Training partner – Prabhodita Services.



RPL training for 'Assistant Decorative Painter' under Tamil Nadu Skill Development Corporation, with the support of our Training partner - Nippon paint – 300 beneficiaries certified

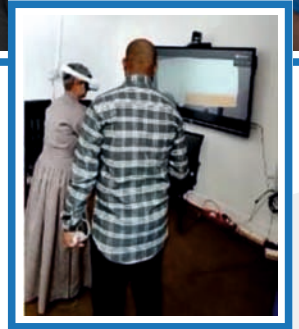


Training of Trainers for 'Protective and Marine Painters'

PCSC at the 1st Ladakh Education Fair - 2022 organized in Ladakh from 19th-20th August 2022.

PCSC introduced special courses for youth to become an entrepreneur and start their own painting contractor or interior decoration business. Demonstration of Skillveri simulator was also done for youth to experience spray paint simulator.

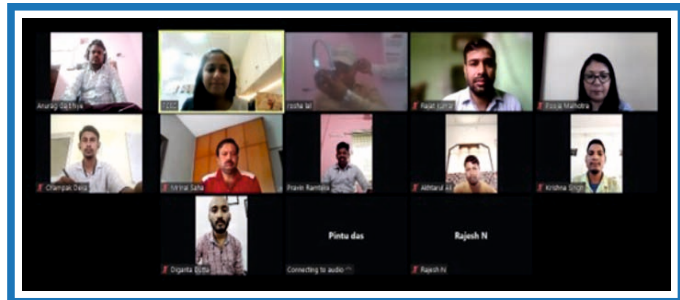
It was our honor to welcome the hon'ble IIS, Commissioner & Secretary Technical Education, and Skill Development, and Mission Director LSDM, Ms. Padma Angmo at our stall. It was also a moment of delight when the hon'ble Founder of SECMOL and HIAL, awardee of Ramon Magsaysay Award 2018 along with 8 other prestigious awards, Mr. Sonam Wangchuk visited and appreciated our simulator-based learning process that will be introduced in the skilling ecosystem.



MoU with 'The Surface Coatings Society'
 – to undertake skill development for the Paints industry and make jobs in the sector aspirational for the youth



Under the NDMC project, beneficiaries get upskilled for 'Assistant Decorative Painter'
 - RPL by G&G Skills



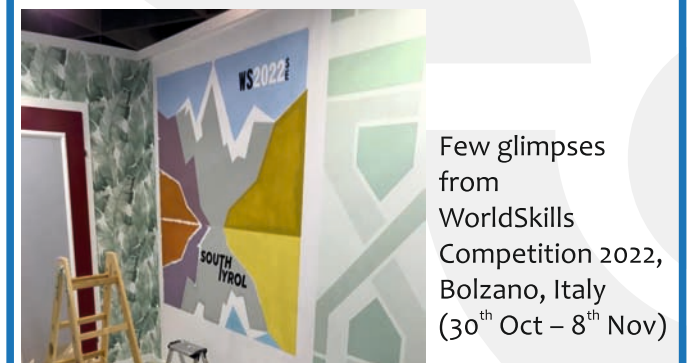
PCSC conducts soft skills training for the trainers at regular intervals - Online ToT



Strategic Partnership with DSEU - set up a Centre of Excellence that promises to change the landscape of skill education by bringing industry and academia on the same platform.



We wish Ms. Ashlesha Ingawale the best in her future endeavors!



Few glimpses from WorldSkills Competition 2022, Bolzano, Italy (30th Oct – 8th Nov)

Special Coverage

Berger I Train : Making Painting Aspirational

Paint & Coating - An emerging sector in the skill ecosystem.

Berger Paints skill initiative is done through I Train.

I Train is the skill Development Initiative of Berger Paints India Limited...

Paint industry is in the throes of rapid change... New generation of paints, more efficient application systems. However, there is a shortage of qualified applicators or painters to deliver these changes.

Berger Paints have attempted to bridge this gap.

This led to the I Train initiative: The objective is to create a new generation of painters and to make them employable. By sharpening skills and developing new competencies, Broadly, there are clearly defined objectives.

- Upgrading skills of existing painters.
- Soft Skills
- Entrepreneurship development capabilities
- Training fresh painters:
The task of mobilizing painters is a challenge because this is not aspirational, glamorous, or perhaps paying like some of the other trades. The task to make it aspirational is certainly cut out.
- Bringing painting into the organized sector i.e., Elevating painting from a casual trade to a recognized aspirational profession.



I Trains: There are 28 Itrains across India and 20 mobile Itrains.

Berger Itrains are fully equipped with classrooms, audio visual tools, practical training booths and the latest mechanized application systems, which makes the process of painting more efficient, faster, cleaner, and safer. The faculty consists of experienced trainers with industry knowledge and technical competency.

All I Train Centre's are affiliated to the Paints and coatings Skill Council.

Mobile Itrains : Expanding reach and accessing painters in remote areas. Berger Paints launched mobile I train in 2017. Today there are 20 mobile Itrains in different parts of the country. The mobile Vans replicate the Itrains and are fully equipped with training equipment. The I Trains increases reach to remote areas.

The net result is as one of the trainees put it, “the conversion from a casual paint applicator to a Paint professional who can guide the consumer from the surface to the finish”.

Berger Paints is also actively associated with the Paint and Coating Sector skills and NSDC in National Skill Competition in India, and the World skills competition. Berger Paints imparted training to the participants, in Russia in August 2019 and in Bolzano in October 2022.

Berger Paints are active participants In the National skill competition.

The Gold and Silver medal winners in 2019 were trained in the Berger I train academy in Kolkata. The Gold, Silver, and Bronze winners in 2020 were trained in I Trains in Kolkata, Cochin, Mumbai, and Pune.



The winners were trained for the World skills in the I train academy in Kolkata. The standards for the world skills were v e r y

demanding. The objective was to elevate the standards to that level.

The performance was creditable and improved considerably.

Berger Paints is thus very committed for training painters. The company is supportive as a training partner of Paints and Coatings Skill Council for Skill Competition. The company designed training programs in aligned with the efficiency directives by NSDC and World Skills to build Skill Stars for painting and decorating skills. The training support is highly commendable as the company built special training facility only for World Skills at Itrain, Kolkata. Berger Paints have dedicated trainers for training the participants to develop into a Skill Star. Paints and Coatings Skill Council wants to pay special gratitude to Berger Paints and trainers namely Mr. Sandip Chakraborty and Mr. P.K. Dey for dedicated specialised training. As a result, we got winners at India Skills 2021 - Krishnapada Maity, Gold; Vishnupriya M, Silver and Ashlesha Ingawale, Bronze. India Skills 2017 gave two Skill stars - Gold and Silver.

Mr. Avijit Dutta, Head of CSR operations, Berger Paints speaks after the results of World Skills 2022. "I appreciate Ms. Ashlesha Ingawale, for her efforts, dedication and single-minded devotion. She had put in lot of time learning paint application and methods despite not being from a painting background in education. Congratulations to her for trying