

# IMPACT ASSESSMENT REPORT

## LIVELIHOOD & SKILL ENHANCEMENT PROGRAM (ADVANCED OPEN TRAINING IN PAINTING) 2022 - 2023



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## 01. ABBREVIATIONS

<b>NGO</b>	Non-Governmental Organization
<b>CSR</b>	Corporate Social Responsibility
<b>SDG</b>	Sustainable Development Goals
<b>KNPL</b>	Kansai Nerolac Paints Limited
<b>CMIE</b>	Centre for Monitoring Indian Economy

## 02. EXECUTIVE SUMMARY

### Project Background

Founded in 1920 and headquartered in Mumbai, Kansai Nerolac Paints Limited (KNPL), formerly known as Goodlass Nerolac Paints Ltd., boasts a robust 104-year legacy in the paint industry. KNPL has always been at the forefront of innovation and cutting-edge technology in the paint industry. KNPL has spearheaded initiatives aimed at eliminating hazardous materials from paints and launching eco-friendly products. KNPL has set industry standards for sustainability and product safety.

Recognizing the integral role of businesses in societal development, KNPL has proactively initiated community-centric projects geared towards fostering sustainable development and improving the quality of life for the needy. During the FY 2022 - 2023, KNPL launched a comprehensive Skill Enhancement Program for underserved painters across different locations in India. This initiative aimed at equipping painters with market-relevant skills and certifications that enhance their employability and enable them to secure stable and decent-paying jobs in high-demand industries, thereby breaking the cycle of poverty and dependence.

This report enlists Kansai Nerolac's Social initiatives to maintain transparency regarding the company's activities. Through local NGO partners Kasturi Mrig Vidhya Vihar Samiti and Karamdeep Foundation, the "Advanced Open Training in Painting" supports local artisans and youth by providing them with vocational training and support. By taking training directly to the grassroots level, KNPL's Advanced Open Training in Painting not only bridges the gap between demand and accessibility in the competitive market but also fosters entrepreneurship and community development.

The findings indicate a positive transformative change not only on individual beneficiaries but also on their communities and the broader economy. Through hands-on workshops, the training facilitated the enhancement of technical skills and industry-relevant knowledge among beneficiaries. By fostering economic empowerment, creating livelihood opportunities, promoting skill development, fostering social inclusion, and elevating industry standards, the program highlights KNPL's commitment to driving positive change and contributing to sustainable development in all its colours.

### Project Activities



Onboarded 34,922 painters in the Advanced Open Training program to impart training and skill enhancement across various locations in the country.



Onboarded 11,865 painters in the Mobile Training Academy to impart advanced open training in painting and soft management skills.



1458 "Painting Skills Enhancement" training sessions were conducted in FY 2022-23 in key skill areas with a hands-on approach. Key skills included designer training, product upgradation, wood finishing and construction chemicals.



## Implementation year

FY 2022-23



## Financial Year of Impact Assessment

FY 2023-24



## Beneficiaries

46,787 Painters



## Implementing partner

Kasturi Mrig Vidhya Vihar Samiti  
Karmdeep Foundation



## Project location

22 States - Punjab, M.P., Kerala,  
Karnataka, Gujarat, Rajasthan, Andhra  
Pradesh, Goa, Tamil Nadu, Maharashtra,  
Telangana, U.P., Bihar, Odisha,  
Uttarakhand, Haryana, Assam,  
Himachal Pradesh, Chhattisgarh, J&K,  
Jharkhand, West Bengal

2 Union Territories - Delhi and  
Puducherry



## SDG Goals



- SDG 4: Quality Education
- SDG 8: Decent Work and Economic Growth
- SDG 9: Industry, Innovation, and Infrastructure
- SDG 17: Partnerships for the Goals

## Design Snapshot



### Project Name

Advanced Open Training in painting



### Sampling Methodology

Purposive and Random  
stratified sampling



### Research Design

Descriptive research design



### Sample Size

500 (Classroom Sessions)  
100 (Mobile Training Academy)



**PAINTERS PRACTICING DEMO DURING  
THE TRAINING SESSION**

# Key Output



**1,030**

training sessions were conducted with 46787 painter beneficiaries in regions across the country.



**60 - 90%**

of beneficiaries achieved high proficiency post-training in various skill areas such as designing, product upgradation, wood finishing and construction chemical skills.



**41.0%**

of beneficiaries from the Mobile Training Academy received an enhanced understanding of different painting tools. 36% reported increased knowledge of texture, viscosity, lustre, and drying time of various painting materials.



**70.0%**

of beneficiaries benefitted from training conducted on soft management skills and networking resulting.

# Key Impact



Increased accessibility of quality education and vocational training to enhance the skill set of beneficiaries.



Increased earning potential and financial well-being of the beneficiaries. Average monthly income increased significantly from Rs.15,576 prior to training to Rs.26,890 post-training, indicating a substantial 72.6% hike in the average monthly income of the beneficiaries in the Advanced Open Training in Painting.



Noticeable improvement in proficiency levels post-training compared to prior training.



Increased understanding and exposure of beneficiaries to innovative and new forms of painting technology.



Increased improvement among beneficiaries to expand their entrepreneurship skills and income opportunities.

## CHAPTER 3

# INTRODUCTION

### BACKGROUND AND NEED OF THE PROGRAM

KNPL's Livelihood and Skill Enhancement Program is aimed at empowering painters by providing them with opportunities for increased income opportunities and entrepreneurship. The Advanced Open Training in Painting sessions are driven by a commitment to addressing industry needs, enhancing the skill set of painters, promoting economic development, fostering innovation and sustainability and building partnerships. By acquiring new skills and knowledge, beneficiaries would improve their employability, increase their earning potential, and gain greater control over their livelihoods. Through these efforts, KNPL aims to create a skilled and competitive workforce that can contribute to the growth and development of the paint industry and society at large.

### OBJECTIVES OF THE PROGRAM



To provide accessible and affordable vocational training opportunities to painters from underserved communities, enabling them to acquire sector-specific skills and knowledge that can lead to sustainable livelihoods and economic empowerment.



To equip beneficiaries with market-relevant skills and certifications to enhance their employability and enable them to secure stable and decent-paying jobs.



To foster entrepreneurship among marginalized communities by providing training in management, financial literacy and marketing skills.



To contribute to the overall development of communities by investing in human capital development, which creates a ripple

effect of positive socio-economic impacts, including improved standards of living, health outcomes, and community resilience.

### ABOUT KANSAI NEROLAC PAINTS LIMITED

Kansai Nerolac Paints Limited (KNPL) stands as a prominent entity in the paint industry, renowned for its innovation and sustainability. Established in 1920, KNPL boasts a diverse portfolio of paints and coatings, catering to various sectors including automotive, industrial, decorative, and protective coatings.

KNPL is deeply committed to corporate social responsibility (CSR), embedding ethical, environmental, and societal considerations into its business operations. Furthermore, KNPL places a strong emphasis on community development and empowerment. Through its CSR programs, KNPL supports initiatives on education, healthcare, skill development, and socio-economic upliftment in underserved communities. KNPL also collaborates with local NGOs, government agencies, and community-based organizations to identify and address the most pressing needs of the communities it serves.

As a trusted leader in the paint industry, KNPL continues to redefine excellence, driving innovation and sustainability while leaving a lasting impact on communities and industries worldwide. By aligning its CSR efforts with its core values and business objectives, KNPL strives to be a catalyst for positive change, driving inclusive growth and creating a more sustainable and equitable future for all.

### KEY STAKEHOLDERS



Implementing  
NGO



Painters

## ABOUT NGO PARTNER

KNPL has partnered with the Kasturi Mrig Vidhya Vihar Samiti and Karmdeep Foundation to implement Advanced Open Training in Painting (Classroom sessions & Mobile Training Academy) for painters through skill enhancement trainings. Based in Indore and Ahemadabad respectively, Kasturi Mrig Vidhya Vihar Samiti and Karmdeep Foundation are a non-profit organization dedicated to empowering individuals through skill development initiatives. The organization's skill development programs are designed to address the diverse needs of its beneficiaries, ranging from technical skills such as plumbing, and electrical work to soft skills such as communication, teamwork, and entrepreneurship. By collaborating with industry experts, educational institutions, and government agencies, both the organization ensure that its training modules are aligned with market demands and industry standards, thereby enhancing the employability and earning potential of its participants.



**PAINTERS ARE TRYING THE NEW PAINTING TECHNIQUES DURING THE TRAINING**



## CHAPTER 4

# RESEARCH METHODOLOGY

Kansai Nerolac Paints Limited (KNPL) commissioned SoulAce to assess the impact of its CSR initiative. The Livelihood and Skill Enhancement Program for painters across regions around the country was implemented through local NGO partners Kasturi Mrig Vidhya Vihar Samiti and Karmdeep Foundation. Advanced Open Training in Painting was conducted via classroom sessions and a mobile training academy. The program period lasted from June 2022 to March 2023.

### MIXED METHODS APPROACH

This study utilized a mixed-methods approach, incorporating both qualitative and quantitative research methods. The qualitative component delved into subjective experiences and perspectives, providing a nuanced understanding of beneficiary views. Meanwhile, quantitative methods facilitated the collection and analysis of numerical data, yielding statistical insights and identifying trends. The study's research design was descriptive, aiming to present a detailed situational analysis and exploration of the various facets of the KNPL-supported program. Descriptive research is apt for creating an overview, discerning patterns, and grasping the current state of affairs. By integrating both qualitative and quantitative research methodologies within a descriptive framework, the study aimed to deliver a thorough evaluation of the program, elucidating its impact and suggesting avenues for enhancement. This methodological blend ensured a holistic examination of the subject, lending both depth and breadth to the findings and bolstering the study's credibility.

### ENSURING TRIANGULATION

To enhance the reliability and validity of its findings, the study implemented various triangulation techniques. Data triangulation was achieved by gathering information from diverse sources, including survey methods, interviews with painters and feedback from project coordinator of the program. This extensive data collection facilitated a comprehensive evaluation of the program's impact.

Methodological triangulation was also employed, utilizing a variety of research methods such as surveys and interviews. This approach allowed for cross-verification of information and helped mitigate potential biases. Through these triangulation strategies, the study ensured a robust and dependable analysis, reinforcing the trustworthiness of its findings.

### OBJECTIVES OF THE STUDY

The primary objectives of the study were to:



Measure the immediate impact of the Skill Enhancement Program on painters' increased skill levels post-training.



Evaluate the long-term impact of the program on the financial well-being and economic empowerment of the painters.



Measure the extent to which the program has contributed to improving painters' knowledge in painting techniques, materials and customer management, thereby increasing their skills to compete in the market more effectively, secure more contracts, and deliver higher quality workmanship.



Measure the program's effectiveness in enhancing painters' income potential competitive market.



Review the sustainability aspects of the program model and formulate strategic recommendations.

## RESEARCH DESIGN



### Project Name

Advanced Open Training Program in Painting (Classroom Sessions & Mobile Training Academy )



### Implementing Organisation

Kasturi Mrig Vidhya Vihar Samiti  
Karmdeep Foundation



### Research Design

Descriptive research design



### Sampling Technique

Purposive and Random stratified sampling



### Sample Size

Classroom Sessions - 500  
Mobile Training Academy - 100



### Qualitative Methods Used

Key Informant Interview and Testimonials

## STUDY TOOLS

Primary data was collected using two types of questionnaires:



#### Questionnaire for Primary Beneficiaries:

Structured questionnaires were developed, the project details for each of the focus areas were reviewed, and indicators were pre-defined before conducting the surveys.



#### Questionnaire for Secondary Beneficiaries and Stakeholders:

A semi-structured questionnaire was developed for key stakeholders. One-on-one discussions were conducted with beneficiaries to prepare testimonials.

## ENSURING COMMITMENT TO RESEARCH ETHICS



#### Anonymity

Anonymity refers to not revealing the identity of the respondents. This research study strictly sticks to not revealing the identity of respondents unless the same is warranted for the illustration of success stories or case studies.



#### Confidentiality

After the research was completed, the study did not reveal which individual respondents answered which question in what manner. The results were revealed only as an aggregate, so no one would be able to single out the identity of a particular respondent. This was required to not break the trust of the respondent by not revealing the individual identity. Research subjects participate in the process only based on the trust that confidentiality is maintained. Hence, the research would not reveal any data regarding the respondents for purposes other than the research study.



#### Non-Maleficence

Research would not lead to harm to the research subjects. This study ensured that the respondents were not harmed in any way.



#### Justice

Justice refers to being fair to all. This research study ensures equal treatment of all its research subjects and no biases or prejudices towards any group based on social stereotypes or stigma associated with being a member of a certain group or class.

## CHAPTER 5

### MAJOR KEY FINDINGS

The chapter explores the partnership between Kansai Nerolac Paints Limited (KNPL) and its implementation partners, focusing on the economic empowerment of painters across different regions of the country.

The program's emphasis on a hands-on approach to skill development has not only increased the earning potential of the beneficiaries but also increased social and financial inclusion, leading to economic empowerment.



#### Geographical coverage

Painters across 22 States and 2 Union Territories



#### Outreach and Inclusivity

Painters in working population from underserved communities

### PRE-INTERVENTION

Unemployment remains a pressing issue in our country. The latest data available from the Centre for Monitoring Indian Economy (CMIE) has indicated that youth unemployment (20-34 age group) has been on the rise. According to CMIE, India's unemployment rate stood at 7.75% in January 2022, showcasing the extent of the issue. A significant contributing factor is the mismatch between the skills possessed by the individuals and the demands of the job market. This discrepancy highlights the urgent need for targeted training programs that enhance the skill set of individuals according to industry-specific requirements. The absence of industry-specific training initiatives leaves many youths ill-equipped to secure gainful livelihood opportunities. This situation not only hampers individual livelihoods but also poses significant challenges to the country's economic development and social stability. To address this issue effectively, KNPL is supporting local NGO partners to implement a comprehensive skill development program that caters to the evolving needs of the paint and design industries.

The program is aimed at empowering painters by providing them with opportunities for personal and professional growth. By acquiring new skills and knowledge, beneficiaries can improve their employability, increase their earning potential, and gain greater control over their careers and livelihoods.

By investing in industry-relevant training programs, KNPL believes that India can unlock the full potential of its youth demographic, drive economic growth, and foster a more inclusive and prosperous society.



"Nerolac's classroom training for painters was a fantastic opportunity for professional development. The trainers were experienced and passionate, and their guidance helped me refine my painting techniques and improve the quality of my work. From basic painting techniques to advanced methods, there was something for everyone.

I'm grateful to Nerolac for supporting our growth as painters."

**Narayan Bhai, Painter**  
(Navsari, Gujarat)

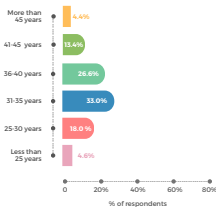


## DEMOGRAPHY OF BENEFICIARY POPULATION

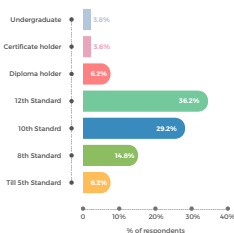


### PROJECT NAME: CLASSROOM TRAINING SESSIONS

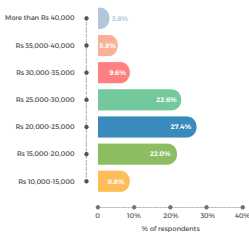
#### CHART 1: BENEFICIARY AGE GROUP



#### CHART 2: STATUS OF EDUCATION IN BENEFICIARIES



#### CHART 3: MONTHLY INCOME OF BENEFICIARIES



The demographic profile of beneficiaries from the data highlights the diversity among beneficiaries in the Advanced Open Training in Painting, including individuals from different age groups, educational backgrounds, and income levels. This diversity indicates the program's inclusivity and its ability to cater to the needs of a wide range of individuals seeking to enhance their skills and improve their earning potential.

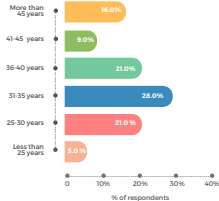
In terms of age distribution, most beneficiary respondents fall within the age groups of 25-40 years, comprising 77.6% of the total respondents. This suggests that the program attracts a relatively younger demographic, with painters in the early to mid stages of their careers being the most prevalent participants.

The data reflects a varied educational background among respondents, with the majority having completed schooling up to the 10th or 12th standard (65.4% combined), indicating that the program caters to individuals with diverse educational backgrounds, including those with lower levels of formal education, such as certificate holders and individuals who have completed schooling only up to the 5th or 8th standard. Additionally, the program attracts participants across different income brackets, with a significant proportion earning between Rs. 15,000 to Rs. 25,000 per month (49.4% combined), suggesting accessibility to individuals from various socio-economic backgrounds, including those with moderate to lower income levels.

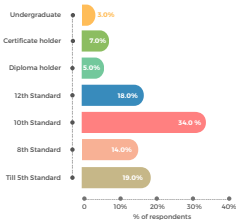


## PROJECT NAME: MOBILE TRAINING ACADEMY

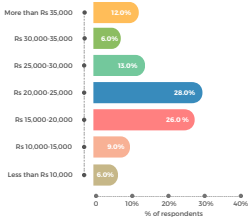
### CHART 4: BENEFICIARY AGE GROUP



### CHART 5: STATUS OF EDUCATION IN BENEFICIARIES



### CHART 6: MONTHLY INCOME OF BENEFICIARIES



The data offers insights into the demographic composition of respondents participating in the Mobile Training Academy initiative of KNPL for skill development. Regarding age distribution, most beneficiaries fall within the age groups of 25-40 years, comprising 70% of the total respondents. This indicates a concentration of participants in the mid-career stage, suggesting that the initiative appeals to individuals seeking to enhance their skills and career prospects, which is very similar to the demographic analysis obtained from Mobile Training Academy sessions.

Most of the respondents have completed schooling up to the 10th standard (34%) or 12th standard (18%), while a notable proportion have qualifications below the 10th standard (33%) or possess vocational certifications (12%). Regarding monthly income, a significant proportion of people earn between Rs. 15,000 and Rs. 25,000 per month (54%). The data suggests accessibility across different socio-economic backgrounds with representation from lower and higher income brackets, indicating broad reach and inclusivity among participants.

# Key Program Inputs and Activities



## PROGRAM IMPLEMENTATION

KNPL implemented Advanced Open Training in painting in partnership with local NGO partners across the country and equipped painters with market-relevant skills and certifications that enhance their employability and enable them to secure stable and decent-paying jobs.

Painters were identified from underserved communities and invited to participate in the training. Training was conducted via classroom teaching and mobile training academy.



## SKILL DEVELOPMENT

Ensured full participation of the participating painters in the program by having convenient timings of the training. More participation is observed than the estimated number of participants.

Classroom training sessions on designer training, product upgradation, wood finishing and construction chemicals.



## ENTREPRENEURIAL SKILLS

Mobile Training Academy also focused on business skills such as collaboration with team members, customer rapport and building network referrals.



## CAPACITY BUILDING

Training sessions conducted on various sector-specific and business skills.

Invited painters from needy and underserved communities to participate in the hands-on training sessions that would result in overall community development.

“

“As a painter, I've always aimed to improve my craft, and the advanced training program has been instrumental in achieving that goal. I feel highly motivated to deliver even better results to my clients. I am confident that it would help me to build my own business someday with the new techniques in my arsenal.”

Umesh Kumar, Painter (Begusarai, Bihar)

”



## KEY PROJECT IMPACT AND ANALYSIS

## PROFICIENCY STATUS OF PAINTERS IN 4 INDUSTRY SKILL AREAS

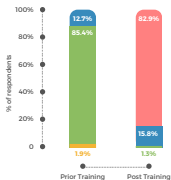
## 4 SKILLS AREA



## DESIGNING

## CLASSROOM SESSIONS

## PROFICIENCY IN DESIGNING- PRE &amp; POST- TRAINING

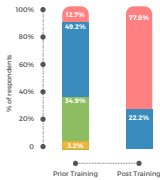


No proficiency  
Low proficiency

Average proficiency  
High proficiency

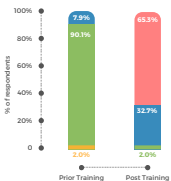
## MOBILE TRAINING ACADEMY

## PROFICIENCY IN DESIGNING- PRE &amp; POST- TRAINING



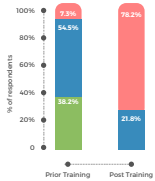
No proficiency  
Low proficiency

Average proficiency  
High proficiency

PRODUCT  
UPGRADATIONPROFICIENCY IN PRODUCT  
UPGRADATION PRE & POST- TRAINING

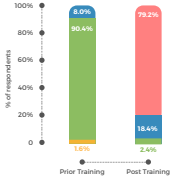
No proficiency  
Low proficiency

Average proficiency  
High proficiency

PROFICIENCY IN PRODUCT  
UPGRADATION PRE & POST- TRAINING

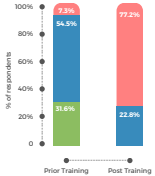
Low proficiency  
High proficiency

Average proficiency  
High proficiency

WOOD  
FINISHINGPROFICIENCY IN WOOD FINISHING  
PRE & POST- TRAINING

No proficiency  
Low proficiency

Average proficiency  
High proficiency

PROFICIENCY IN WOOD FINISHING  
PRE & POST- TRAINING

Low proficiency  
High proficiency

Average proficiency  
High proficiency

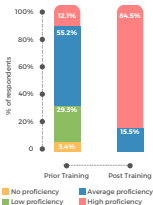
## 4 SKILLS AREA

CONSTRUCTION  
CHEMICALS

## CLASSROOM SESSIONS

PROFICIENCY IN CONSTRUCTION  
CHEMICALS PRE & POST- TRAINING

## MOBILE TRAINING ACADEMY

PROFICIENCY IN CONSTRUCTION  
CHEMICALS PRE & POST- TRAINING

The data showcases the significant impact of the skill development program offered by KNPL on painters from underserved communities, aiming to equip them with quality vocational training in 4 industry-specific areas. Before the training, a considerable number of respondents across various proficiency levels demonstrated low to no proficiency in the 4 skill areas such as:



## DESIGNING

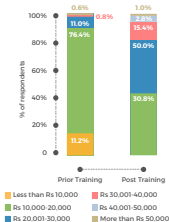
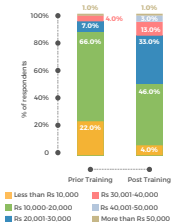
PRODUCT  
UPGRADATIONWOOD  
FINISHINGCONSTRUCTION  
CHEMICALS

However, post-training, a remarkable shift is observed. There is a notable increase in proficiency levels, with a considerable percentage of respondents achieving average to high proficiency levels across all skill categories. Particularly, areas with initially low proficiency, such as design witnessed remarkable improvement, with percentage increasing to 82.9%. This indicates the effectiveness of the program in equipping needy painters with the necessary skills to compete in the market and secure decent pay.

The program's comprehensive approach, addressing diverse skill areas, ranging from design to construction chemicals, ensures holistic development, with percentages of proficiency ranging from 70.5% to 82.9%, enhancing participants' employability in the competitive market landscape.

The data collected from the Mobile Training Academy also suggest similar improvements in the 4 skill areas. A significant percentage of respondents transitioned from low to high proficiency levels, with percentages ranging from 77.8% to 84.5% post-training. This indicates the effectiveness of the mobile training academy initiative in equipping painters with the necessary skills to excel in their craft and compete in the market.

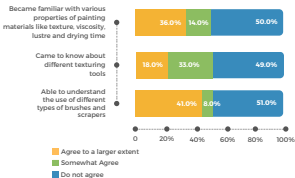
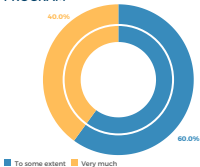


**ECONOMIC EMPOWERMENT & FINANCIAL WELL BEING****CLASSROOM SESSIONS****AVERAGE MONTHLY INCOME PRE & POST- TRAINING****MOBILE TRAINING ACADEMY****AVERAGE MONTHLY INCOME PRE & POST- TRAINING**

The data from the Advanced Open Training in Painting via classroom sessions and the Mobile Training Academy illustrates the impact of the sessions on the average monthly income of respondents. Before training, most respondents earned between Rs. 10,000 to Rs. 20,000 per month, representing 76.4% and 66.0% of the total in these two projects respectively.

Comparing the two projects reveals notable differences in the changes observed in the average monthly income of respondents before and after training. In the first project (Advanced Open Training in Painting via classroom sessions), there is a significant shift in income distribution after training, with a substantial increase in the percentage of respondents earning between Rs. 20,001 to Rs. 30,000, rising from 11.0% to 50%. In the second project (Advanced Open Training in Painting via Mobile Training Academy), the second dataset illustrates a consistent decline in the percentage of respondents earning less than Rs. 10,000 both before and after training, decreasing from 22.0% to 4.0%, respectively. This shift in earnings coincides with an increase in the percentage of respondents earning more than Rs. 20,000 both before and after training, increasing from 12.0% to 50.0%, respectively. Overall, both data sets demonstrate the positive impact of training on the income levels of respondents, with a significant increase in the proportion of beneficiaries earning higher incomes post-training, particularly in the Rs. 20,001 to Rs. 30,000 income categories.

The increase in income observed in the data collected from the two projects following the training programs significantly contributes to the economic empowerment of painters. With higher earning potential, painters will have greater financial well-being. Additionally, increased income can provide painters with opportunities for savings and investment, facilitating their long-term financial security and resilience. Moreover, higher incomes can empower painters to access better healthcare, education, and housing for themselves and their families, ultimately contributing to overall community well-being.

**ENHANCEMENT IN SECTOR KNOWLEDGE****CHART 19: IMPROVEMENT IN TECHNICAL KNOWLEDGE AFTER TRAINING****CHART 20: EXTENT TO WHICH ABLE TO USE THE KNOWLEDGE AND SKILLS GAINED DURING THE TRAINING PROGRAM**

These findings suggest that the KNPL Mobile Training Academy Program effectively imparted technical knowledge to a significant proportion of beneficiaries. Combining the above data provides a comprehensive view of both the improvement in technical knowledge and the extent to which this knowledge and skills are utilized by painters following the KNPL mobile training academy program. Among the respondents, 41.0% agree to a larger extent that they are now able to understand the use of different types of brushes and scrapers, while 18.0% and 36.0% express the same sentiment regarding knowledge of different texturing tools and familiarity with various properties of painting materials, respectively. Additionally, a sizeable portion of respondents report that they can use the knowledge and skills gained during the training program, with 40.0% stating that they can use it "very much."

However, a notable proportion of respondents also express disagreement with the improvement in technical knowledge. Therefore, there may be opportunities for the program to provide additional support or resources to enable participants to fully leverage the knowledge and skills gained during the training, thereby maximizing the program's impact and effectiveness.

“

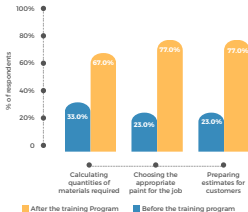
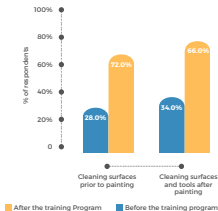
I was pleasantly surprised by the effectiveness of Nerolac's mobile training academy for painters. Despite being on the move, the trainers provided comprehensive guidance and hands-on demonstrations that were easy to follow. The trainers were knowledgeable, and the practical demonstrations were incredibly helpful in understanding the nuances of painting techniques.

It's inspiring to see a company like Nerolac invest in empowering painters like us through such innovative means."

-Sajid, Painter (Uttarakhand, Dehradun)

”

**TRAINERS SHOWING THE DEMO TO THE PARTICIPANTS DURING TRAINING**

**BUSINESS MANAGEMENT SKILLS****CHART 21: SKILLS / QUALITIES DEVELOPED RELATED TO TECHNICAL REQUIREMENTS BEFORE AND AFTER THE TRAINING PROGRAM****CHART 22: SKILLS / QUALITIES DEVELOPED RELATED TO TEAM & CUSTOMER MANAGEMENT BEFORE AND AFTER THE TRAINING PROGRAM**

The data highlights the positive impact of the Mobile Training academy program in enhancing the business and soft management skills of the painters alongside the 4 industry skills. There is a notable enhancement in skills related to calculating quantities of materials required, choosing the appropriate paint for the job, and preparing estimates for customers. The percentage of respondents displaying proficiency in these areas significantly increased after the training program, with each skill showing a rise from 23.0% to 77.0%.

Progress is observed in skills related to team and customer management, with a notable increase in collaboration with team members, establishing rapport with customers, and networking for referrals.

This indicates that the training equips painters with management skills to make informed decisions and provide accurate estimates, enhancing their efficiency and professionalism in executing painting projects.

“

Nerolac's mobile training academy was a blessing for all of us painters. Bringing the training directly to our doorstep was incredibly convenient and accessible. The flexibility of the program allowed us to attend sessions without disrupting our work schedules. Not only did it enhance my painting skills, but it also provided valuable insights into customer relations and business management.

I feel more confident and equipped to take on new challenges in my profession.”

**-Rahul Singh, Painter  
(Meerut, Uttar Pradesh)**

”



“

I can't thank Nerolac enough for organizing the training program for painters like us. The sessions were engaging, informative and practical, providing us with valuable skills that will undoubtedly benefit our careers

It's heartening to see a company invest in the development of its workforce and the community.”

**Ms.Anzar, Painter  
(Begusarai, Bihar)**

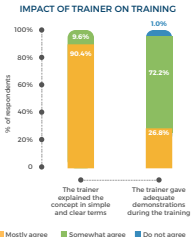
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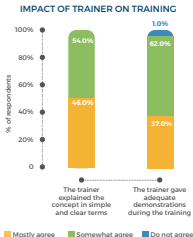
## PERCEPTION ABOUT THE PROGRAM

### IMPACT OF TRAINERS ON TRAINING

#### CLASSROOM SESSIONS



#### MOBILE TRAINING ACADEMY



### EFFECTIVENESS OF THE TRAINING SESSIONS



The findings provide a comprehensive overview of the KNPL-supported projects' impact on the beneficiaries and their perception of its effectiveness. It reveals that a majority of respondents experienced significant improvement in their work performance to a considerable extent. Moreover, respondents received appreciation from both customers and supervisors after the training, indicating the tangible benefits of the sessions in enhancing their skills and customer management. The positive impact of the trainer on the training process is evident, as most respondents agreed that concepts were explained clearly and demonstrations were adequate. Additionally, participants found the training sessions to be interactive and relevant to their profession, highlighting the program's effectiveness in engaging painters and addressing their specific requirements. Overall, the data exemplifies the value of well-designed livelihood and skill enhancement programs conducted by competent trainers in fostering skill development, improving work quality, and garnering recognition from stakeholders.

## STAKEHOLDER ENGAGEMENT AND SATISFACTION

The qualitative research conducted provided valuable insights into various aspects of the Advanced Open Training in Painting and its impact on the stakeholders. The positive feedback from stakeholders, such as the overwhelming satisfaction of the painters and project staff and expressions of gratitude for external support, highlights the effectiveness of the program in generating livelihood opportunities and economic empowerment.



“

What truly stands out for me is the feedback we receive from the painters themselves. Through telephonic conversations and surveys, we gauge their satisfaction with the training sessions and the impact it has had on their painting skills. Time and again, we hear stories of painters who have been able to overcome challenges and improve their techniques, thanks to the program.

Being a part of this initiative has been immensely fulfilling, knowing that we are making a tangible difference in the lives of painters and contributing to their professional growth. I am grateful for the opportunity to be involved in such a meaningful and impactful program, and I look forward to continuing our collaboration with Nerolac to further empower painters in our communities.”

-Parin Shah, Project Coordinator (Kasturi Mrig Vidhya Vihar Samiti)

”



**PAINTERS ARE DOING DEMO OF THE SKILLS THEY HAVE LEARNT IN THE TRAINING**

# Impact Created Across Multiple Levels

The impact of the program extended across multiple levels, from individual financial well-being to national skill development initiatives, as mentioned below:



## INDIVIDUAL LEVEL

- Increased access to industry-related skill development training was provided to painters from underserved communities.
- Enhanced understanding of various skill sets and knowledge specific to the paint industry.
- Increased income potential of painters after the training.



## HOUSEHOLD LEVEL

- Increased financial well-being and quality of life of family members within the household
- Improved economic independence and job prospects positively impact family relationships and overall household well-being.



## COLLECTIVE LEVEL

- Enhanced collaboration among painters, fostering a sense of collective identity and empowerment within the painting community.
- Strengthened unity and cooperation as painters address common challenges collectively.



## COMMUNITY LEVEL

- Raised awareness about the importance of skilled painting services, contributing to a more appreciative and supportive environment for painters within the community.



## NATIONAL LEVEL

- Aligned with national objectives for skill development and vocational training. The program is contributing to the growth and sustainability of the nation's workforce through coherence with :
  - National Skill Development Mission (NSDM)
  - Pradhan Mantri Kaushal Vikas Yojana (PMKVY)
- Supported national economic initiatives by providing employment opportunities and promoting the value of skilled trades within the broader labour market.

## 07. OECD FRAMEWORK



### Relevance

The Advanced Open Training in Painting for painters from underserved communities addresses crucial issues concerning economic empowerment, professional advancement and social inclusion within the workforce. By focusing on painters, particularly those from marginalized backgrounds, the program aligns with national and international priorities related to skill development, employment generation, and economic growth. It directly contributes to goals related to poverty reduction, industry diversification and labour market inclusivity. Furthermore, by responding to the specific needs and aspirations of painters, the program ensures its relevance and effectiveness in fostering sustainable livelihoods and promoting economic prosperity in the communities it serves.



### Coherence

The program aligned with the following Sustainable Development Goals (SDGs):

- SDG 4: Quality Education
- SDG 8: Decent Work and Economic Growth
- SDG 9: Industry, Innovation, and Infrastructure
- SDG 17: Partnerships for the Goals



### Effectiveness

The effectiveness of the program is evidenced by the achievement of its key objectives within the stipulated program period. The program is effective in enhancing professional skills, increasing income potential and improving employability chances for beneficiaries. Through comprehensive training and hands-on experience, the program equips painters with the necessary knowledge and expertise to excel in their craft and secure sustainable livelihoods. The findings through quantitative and qualitative data from the ground highlight the progress of the program in attaining program objectives.





### Efficiency

Assessing the efficiency of the program involves evaluating its resource utilization and cost-effectiveness in achieving its objectives. The program has demonstrated efficiency through the optimal utilization of existing community-based organisations and human resources to achieve desired outcomes. Strategic allocation of funds towards critical areas such as training materials, trainer fees and infrastructure maintenance has maximized the impact of investments. Additionally, the expected outcomes were achieved within the intended timeframe of the program.



### Impact

The impact of the program is assessed by examining changes in key indicators such as employment rates, income levels and skill proficiency among beneficiaries. Positive impacts include improvements in employability, increased income levels, enhanced skill proficiency and change in attitude within the beneficiary group. Long-term impacts also include broader societal benefits such as transferable skills in the community, economic empowerment and social inclusion. However, there is a lack of infrastructure for continuous immersion of the beneficiaries to advance their skills or empower the beneficiaries to transform them into master trainers for their respective communities.



### Sustainability

Ensuring the sustainability of the program involves building the capacity of painters and strengthening career development pathways. By empowering painters with the skills and resources they need to succeed in the workforce, the program is laying the foundation for long-term economic prosperity and social development. The findings highlight the satisfaction of all the stakeholders involved in the program. The beneficiaries are reported to be happy and satisfied with the program as it increased their efficiency and opened up income potential.



Relevance



Coherence



Effectiveness



Efficiency



Impact



Sustainability



## CHAPTER 8

# RECOMMENDATION



### INCREASE COURSE HOURS

Extend the duration of the training sessions to provide beneficiaries with more in-depth knowledge and practical skills development. This will allow for a more specialised understanding of the skill set and better prepare individuals for real-world applications.



### INCORPORATE DIGITAL USAGE RELATED TRAINING

Integrate instructions on digital tools and technologies relevant to the construction sector. This will equip beneficiaries with essential digital skills necessary for modern construction practices and enhance their employability.



### FOSTER INDUSTRY PARTNERSHIPS

Collaborate with industry partners, construction companies, and trade associations to align the training curriculum with industry standards and requirements. Engaging industry professionals as guest speakers, mentors or trainers can provide valuable insights and networking opportunities for beneficiaries.



### OFFER CONTINUOUS LEARNING OPPORTUNITIES

Establish a framework for continuous learning and skills upgrading through refresher courses, advanced training certification and professional development opportunities.



### EVALUATE AND ADAPT CURRICULUM

Regularly review and update the training curriculum to reflect changing industry trends, technological advancements, and emerging skill requirements. Seek feedback from beneficiaries, trainers and industry stakeholders to identify areas for improvement.

## CHAPTER 9

# CONCLUSION

In conclusion, the Advanced Open Training in Painting, supported by KNPL, have demonstrated significant effectiveness in addressing the crisis of unemployment due to the lack of industry training and resources. Through a hands-on approach that includes vocational training, access to resources and community engagement, the program has empowered painters from underserved communities to enhance their skills, improve their livelihoods and contribute positively to their communities. The data and observations across various indicators elucidate the program's relevance, coherence, and substantial impact in uplifting the socio-economic status of its beneficiaries. Moreover, the program's sustainability is evident through its robust infrastructure, partnerships with stakeholders and commitment to long-term outcomes. Moving forward, ongoing evaluation, adaptation to digital means for instruction and active involvement of stakeholders will be crucial to sustain and amplify the program's impact, ensuring continued growth and empowerment for individuals in need of a job or business guidance.