

# IMPACT ASSESSMENT REPORT

LIVELIHOOD & SKILL  
ENHANCEMENT  
PROGRAM  
(ADVANCED OPEN  
TRAINING IN  
PAINTING)

2023-24



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# ABBREVIATIONS

**CSR**

Corporate Social Responsibility

**NGO**

Non-Governmental Organisation

**SDGs**

Sustainable Development Goals

**KNPL**

Kansai Nerolac Paints Limited

**CMIE**

Centre for Monitoring Indian Economy

**OECD**

Organisation for Economic Co-operation  
and Development

# EXECUTIVE SUMMARY

## PROJECT BACKGROUND

The Livelihood & Skill Enhancement Program (Advanced Open Training in Painting) is a comprehensive Skill Enhancement Programme implemented by Kasturi Mrig Vidhya Vihar Samiti under the CSR initiative of Kansai Nerolac Paints Limited. The initiative addresses pressing social issues such as unemployment, poverty, and gender disparity among skilled artisans. 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.

The programme's model is built on a community-driven approach, offering a mix of classroom-based sessions and practical, hands-on training. Key components include technical training in areas such as designer techniques, product upgradation, wood finishing, and the use of construction chemicals. A dedicated women's training element has been integrated into the curriculum to expand opportunities for female artisans, bridging the skill gap and fostering financial independence. The project is implemented across multiple locations in India, directly benefiting over 55,000 painters and creating ripple effects of economic empowerment.

This Social Impact Assessment (SIA) report draws on quantitative surveys, field notes, and testimonials from trainees to provide a transparent and donor-facing evaluation of the project's impact. 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.

## DESIGN SNAPSHOT



### Name of the project

Advanced Open Training in Painting



### Research design

Descriptive Research Design



### Sampling Methodology

Purposive and Random Stratified Sampling



### Sample Size

600

## PROJECT ACTIVITIES

### CLASSROOM TRAINING



Standard sessions focused on imparting advanced painting techniques, design skills, and product upgradation.



Three specialised modules under the umbrella of classroom training:

- **CLASSROOM TRAINING (ADHESIVE)**  
Application and benefits of Adhesive products.
- **CLASSROOM TRAINING (WOODFINISH)**  
Mastery of wood finishing techniques.
- **GENERAL CLASSROOM TRAINING**  
Skill enhancement sessions covering the core elements of painting.

### MASTER CLASS SESSIONS (PAINTS EXPO TRAINING)

Expo format sessions combining in-depth technical presentations with practical demonstrations.



Sessions provided a thorough understanding of various home painting techniques, supported by product displays and live demos.

### WOMEN'S TRAINING

Basic training sessions for female painters.



Essential skills to secure employment and enhance livelihoods.

## PROJECT DETAILS



#### Implementation year

FY 2023-2024



#### Assessment year

FY 2024-2025



#### Implementing Partner

Kasturi Mrig Vidhya Vihar Samiti



#### Beneficiaries

55,732 painters were directly trained



#### Project location

Pan India



#### Alignment with SDGs



## KEY FINDINGS



1113 training sessions were conducted across India, reaching 55,732 painters, including 14 women beneficiaries trained through a newly introduced women's component aimed at enhancing livelihood opportunities for female artisans.



The program covered four core training modules - designer techniques, wood finishing, and construction chemicals, with 294 sessions conducted in the Paints Expo format and 149 focused sessions on Nerofix products.



The average monthly income of painters increased from ₹14,104 pre-training to ₹23,422 post-training, marking a 66.0% increase in income, indicating strong economic returns from skills acquisition.



Across skill areas:

▶ **73.4%** of the texture designing trainees achieved high proficiency post-training, compared to 0% prior.

▶ **57.1%** of the wood finish trainees and 75% of construction chemical trainees reported high proficiency.

▶ **57.3%** of the wood finishing trainees reached high proficiency, up from just 9.7% with any prior training.



71.3% of the respondents reported they were very much able to use the skills learned during the training in their current work.



65.5% of the painters received strong appreciation from customers, and 84.3% were appreciated by supervisors, affirming external validation of improved work quality.



Nearly 68.3% of the participants expressed a strong need for such training to be continued in the future, reinforcing its relevance and demand among the painter community.

## KEY IMPACTS



Expanded access to industry-relevant skill development, reaching over 55,000 painters across India, including dedicated training for women.



Significant improvement in technical proficiency, with over 70.0% of the beneficiaries reporting high proficiency in key skill areas post-training.



Strengthened income generation capacity, as reflected by a 66.0% rise in average monthly income post-training.



Enhanced practical understanding of modern products and application techniques, with focused modules on designer finishes, woodwork, construction chemicals, and premium product usage, increasing both confidence and work quality.



Increased professional confidence and market recognition, with a majority of trainees reporting appreciation from customers and supervisors, leading to more referrals and repeat work.



Growing aspiration for entrepreneurship and self-employment, particularly among wood finishing and design trainees who expressed interest in launching independent services after acquiring new skills and certifications.

# 01. INTRODUCTION

## BACKGROUND AND NEED OF THE PROGRAM

KNPL's livelihood & skill enhancement program is aimed at empowering painters by providing them with opportunities for higher income and entrepreneurship. The Advanced Open Training 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 women 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 marginalised 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 and is 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 organisations 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.

## ABOUT NGO PARTNER - KASTURI MRIG VIDYA VIHAR SAMITI

KNPL has partnered with Kasturi Mrig Vidya Vihar Samiti to implement Advanced Open Training sessions in painting through classroom teachings and expo training. Based in Indore, is a non-profit organisation dedicated to empowering individuals through skill development initiatives. The foundation's skill development programs are designed to address the diverse needs of its beneficiaries, ranging from technical skills such as wood finishing, plumbing, and electrical work to soft skills such as communication, teamwork, and entrepreneurship. By collaborating with industry experts, educational institutions, and government agencies, the foundation ensures that its training modules are aligned with market demands and industry standards, thereby enhancing the employability and earning potential of its participants.



# 02 RESEARCH METHODOLOGY

Kansai Nerolac Paints Limited (KNPL) commissioned SoulAce to assess the impact of its CSR initiative. Livelihood & Skill Enhancement Program for painters across regions around the country was implemented through NGO partner Kasturi Mrig Vidhya Vihar Samiti. Advanced Open Training sessions were conducted via classroom teaching and a expo. The program period lasted from May 2023 to March 2024.

## MIXED METHODS APPROACH

This study utilised 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 the project coordinator of the program. This extensive data collection facilitated a comprehensive evaluation of the program's impact.

Methodological triangulation was also employed, utilising 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.

## RESEARCH DESIGN



### Name of the project

Advanced Open Training in Painting



### Implementing Organisation

Kasturi Mrig Vidhya Vihar Samiti,



### Research design used

Descriptive Research Design



### Sampling technique

Purposive and Random Stratified Sampling



### Sample size

600



### Qualitative Methods Used

Field Notes and Testimonials

## OBJECTIVES OF THE STUDY

The primary objectives of the study were to:



Measure the immediate impact of the Livelihood & 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 of 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 in a competitive market.



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

## KEY STAKEHOLDERS



Painters



Implementing NGO Staff

## 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.

### Questionnaires for secondary beneficiaries and 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 does not reveal 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's 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.



WOMEN TRAINEES GIVING DEMO

03



# MAJOR 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 (Pan India)



## OUTREACH AND INCLUSIVITY

Male and Female Painters in the working population from underserved communities.

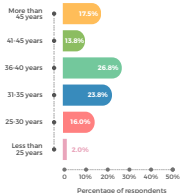
## PRE-INTERVENTION

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 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, Kansai Nerolac is supporting local NCO partners in implementing 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.

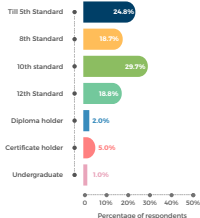
## DEMOGRAPHY OF BENEFICIARY POPULATION

**CHART 1: AGE GROUP OF RESPONDENTS**



The majority of painters who participated in the training were between the ages of 31 and 40 years. Specifically, 26.8% were in the 36-40 age group and 23.8% were aged 31-35. Another 16% were between 25 and 30, and 17.5% were older than 45. The training program reached a predominantly mid-career population, painters who have been working in the trade for several years.

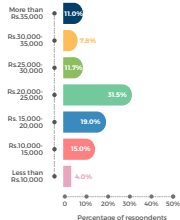
**CHART 2: EDUCATION LEVELS OF RESPONDENTS**



Formal schooling is limited. 18.8% of the painters had finished schooling. 24.8% had studied up to

the 5th standard, and 29.7% completed up to the 10th. Only 1% were undergraduates, and just 2% held a diploma.

**CHART 3: MONTHLY INCOME OF RESPONDENTS (PRE-TRAINING)**



At the time of the survey, most respondents fell into the lower income brackets. Around 35% earned less than ₹20,000 a month, and 31.5% were in the ₹20,000-₹25,000 range. A smaller portion (11%) reported monthly incomes above ₹35,000.

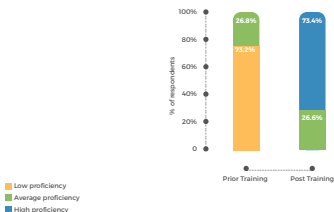
Findings reflect the economic vulnerability of many painters before the training. Respondents shared that painting work is often informal and seasonal, with income levels depending heavily on referrals, reputation, and access to better-paying projects.

## PROFICIENCY IN 4 INDUSTRY SKILLS

Painters received training in Designer Techniques. Other modules included Construction Chemicals and Wood Finishing. There is a high demand for designer training among the respondents. The painters are eager to move beyond basic application work and into creative, higher-value roles. The design element gave them exposure to modern aesthetics, colour theory, and surface finishing—skills that customers increasingly look for.

Across all three key skill areas—Design, Wood Finishing, and Construction Chemicals, the training resulted in substantial improvements in technical proficiency. This shift can be directly attributed to the program's structured, hands-on approach. Because participants engaged with real tools, high-quality materials, and product demonstrations, they were able to internalise and apply complex techniques. Testimonials reinforce this trend, with several painters describing how the training improved their confidence and technical control.

CHART 4: PROFICIENCY IN DESIGNING



**73.2%**

of the painters who received design training rated their proficiency as low, with no one reporting high proficiency. After the training, there was a clear shift, with 73.4% of respondents rating their skills as high, and the remaining moved to average proficiency.

The training helped painters go beyond basic painting and begin thinking like designers.

Many had never been exposed to formal concepts like symmetry, colour coordination, or visual balance.



Through interactive sessions and demonstrations, the training bridged the knowledge gap and equipped painters to offer more creative, value-added services to their clients. Several participants described how this exposure changed their approach to work.



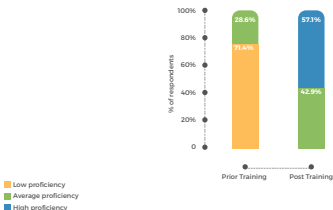
“

This training opened my eyes to the importance of details in design. Earlier, my work was simple and functional, but now I understand how to make it aesthetically appealing. The trainers were very supportive and knowledgeable, and learning under the guidance of experts using Nerolac's high-quality products made a big difference. I'm already seeing better work opportunities because of the new skills I've gained.

– Kuldeep Singh

”

CHART 5: PROFICIENCY IN WOOD FINISHING



**71.4%**

of the trainees began with low proficiency, but post-training, 57.1% rated themselves as highly proficient, with the remaining gaining average skill levels.

Participants shared how the training helped them overcome previous challenges with technique and material use, enabling them to deliver a more polished final product.



The training introduced painters to polishing, layering, and surface refinement using professional-grade products. Wood finishing is a specialised area that demands precision and product understanding.

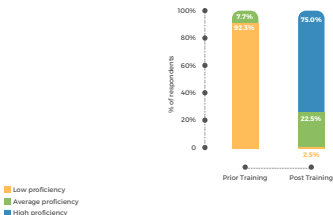
“

One of the best parts was learning about surface preparation and finishing techniques. Earlier, I struggled with achieving a clean look in my work, but now I have learned professional tricks that have improved the quality of my output. This training gave me the confidence to compete in the market with better workmanship.

– Roshan Sharma

”

CHART 6: PROFICIENCY IN CONSTRUCTION CHEMICALS



This module saw the most significant leap in learning. While 92.3% of respondents had low proficiency in using construction chemicals prior to the training and post-training, 75% reported high proficiency and only 2.5% remained at the lower end.

#### The training filled a critical knowledge gap:



Many painters were unaware of how to work with construction chemicals or apply them correctly prior to the training.

Through live demonstrations and practice-based learning, painters learned not just about the products but how to use them for longer-lasting, higher-quality results. This exposure increased their confidence in taking on more technical projects.



PAINTERS TRAINING SESSION

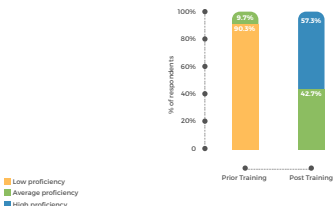


The training was very practical and relevant. I particularly appreciated the focus on safety and modern-day wood finishing practices. Learning about the safe usage of tools, efficient workflow, and even customer communication was very useful. It felt great to be part of something that is truly helping local workers like me grow and become more professional in our craft.

– Jahid Hossain



CHART 7: PROFICIENCY IN WOOD FINISHING



**90.3%**

of the trainees reported low proficiency before the training. Post-training, the majority showed significant improvement, with 57.3% reporting high proficiency and 42.7% rating themselves at average proficiency.

This transformation is closely tied to the structure of the wood finish sessions, which were heavily hands-on. Participants worked directly with tools, experimented with layouts, and applied real-time feedback from instructors.



For many, this was their first formal experience of learning wood finish beyond trial and error. Testimonials reveal that this exposure was not only instructive but inspiring, planting seeds for entrepreneurship and long-term growth.



For me, the best part of the program was the combination of theory and hands-on practice. We were not just sitting in a classroom—we were working with tools, measuring spaces, experimenting with finishes, and exploring design ideas. It has inspired me to take a step further and consider starting my own wood finishing and interior solutions business someday. Thank you, Nerolac, for showing us the potential within us.

– Rosan Lal





**DEMO SESSION FOR  
PAINTERS**

## EFFECTIVENESS OF TRAINING

The implemented Livelihood & Skill Enhancement Programme was designed to accommodate the schedules of working painters across India. Each training session was conducted as a half-day module, typically ranging between 2 to 4 hours, with trainers and field teams ensuring that sessions did not interfere with participants' work commitments.

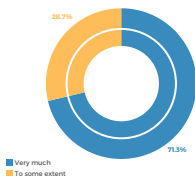
Training venues were identified in collaboration with local dealer teams, and sessions were executed by trained supervisors who ensured timely setup, logistics, and learner engagement. Feedback from the field shows that the short, modular format—combined with clear communication and convenient timing—allowed participants to attend sessions without losing their daily earnings. Because of this structure, the majority of trainees found both the training hours and timing sufficient and convenient to absorb the content being delivered.

This operational model is aligned with successful practices in community-based skilling programs, where accessibility and respect for local work schedules play a key role in attendance and learning effectiveness. The program's ability to bring structured, skill-based training into the rhythm of daily life contributed significantly to its outreach and impact.

Because the training sessions were deliberately scheduled to be accessible and practically timed, participants were able to consistently attend and absorb new skills. This operational efficiency is comparable to best practices in vocational training settings, where streamlined schedules help to improve retention and learning outcomes. (NSDC, 2023; Ministry of Skill Development & Entrepreneurship, 2023)

## LEARNING APPLICATION AND WORK IMPACT

CHART 8: ABILITY TO USE THE KNOWLEDGE AND SKILLS GAINED



**71.3%**

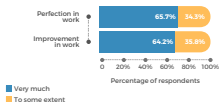
of the respondents reported that they were very much able to apply the knowledge and skills gained during the training, while 28.7% said they could apply it to some extent. None of the respondents reported being unable to apply what they had learned.

The program's practical, hands-on model was successful in translating theory into usable skills. Through demonstrations and tool-based exercises, painters not only observed but also practised the techniques in real-time.



The hands-on, practical nature of the sessions translated effectively into real-world applications, empowering the painters to integrate modern techniques into their everyday projects.

CHART 9: LEVEL OF IMPACT ON WORK



When asked about the effect of the training on their professional output, 64.2% of respondents said it led to a very high improvement in work, while 65.7% said it resulted in perfection in their output. Around 35% noted a moderate level of improvement and precision.

The results indicate a dual outcome: not only were participants producing better work, but they were also reaching a level of quality and finish that had not been achieved before. This was especially relevant for modules like wood finishing, where precision and final presentation significantly affect client satisfaction.



The structured exposure to premium materials and product usage also contributed to this uplift in output quality.

**CHART 10: EXTENT OF APPRECIATION RECEIVED (FROM CUSTOMERS AND SUPERVISORS)**



**65.5%**

of the respondents reported receiving very high appreciation from customers, and an even higher 84.3% reported very high appreciation from supervisors. Around one-third received moderate appreciation, and only 1% reported low or no appreciation.



I never imagined I would be part of a professional training program like this. Everything was so well-organised, and we learned through real-life examples. Today, I feel more equipped to work on modern interiors and use premium materials properly. This opportunity has made me believe that with the right skills, we can achieve a better future.

— Shyam Sundar



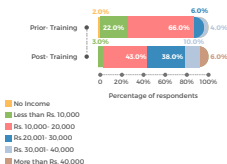
**DEMO SESSION FOR WOMEN PARTICIPANT**

The effectiveness of this training program exceeds typical outcomes seen in many skill development initiatives across the country. According to NSDC reports, programs with a strong practical component tend to show higher rates of application and improved work quality (NSDC, 2023). The structured approach of combining technical instruction with real-life demonstrations, as seen in this project, has contributed to higher levels of participant confidence, better work output, and increased recognition by employers and clients. These results benchmark favourably against national standards, reinforcing the program's role as a model for impactful vocational training.

## ECONOMIC EMPOWERMENT

The baseline income profile (as per income data from Chat 3) showed that only 11% of painters earned more than ₹35,000/month and 4% earned below ₹10,000/month, with the majority concentrated in the ₹15,000–₹25,000 bracket.

**CHART 11: CHANGE IN MONTHLY INCOME PRE- AND POST-TRAINING**



Joining the Nerolac Classroom Training was one of the best decisions I've made for my career. As someone who has always worked with traditional wood finishing methods, I was amazed by how much there is to learn in terms of design, detailing, and modern finishing techniques... I have also learned to work more efficiently and safely. This training has motivated me to keep learning and improving. I'm truly thankful to Nerolac for giving us this opportunity to grow and build a better future.

– Shiv Kumar



**66.0%**

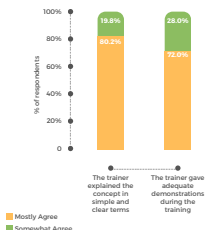
of the respondents earned between ₹10,000 and ₹20,000 per month. 22% earned below ₹10,000. 12 participants (2%) had no income at all.

- Post-training, the income profile shifted upward. Now, only 3% earn less than ₹10,000, and no one remains in the "no income" category.
- 38% of the respondents now earn ₹20,001 to ₹30,000, and 10% have progressed to earnings above ₹30,000 monthly. 6% are earning more than ₹40,000 per month.
- The training translated into tangible livelihood improvements. The average monthly income rose from ₹14,104 to ₹23,422.

In the broader skilling landscape, most short-term training programs struggle to demonstrate such clear income mobility. According to the NSDC Outcome-Based Assessment Report (2022), many trainees in short-term skilling schemes do not experience substantial income jumps post-training due to mismatches in training content and market demand. In contrast, this project's alignment with industry needs and field-level delivery created real pathways to economic empowerment.

## PERCEPTION OF THE PROGRAM

### CHART 12: IMPACT OF THE TRAINER



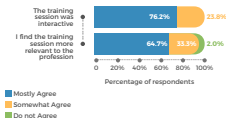
### 80.2%

of the respondents said that concepts were explained in simple and clear terms, and 72% agreed that trainers provided adequate demonstrations during the training. The remaining respondents also agreed to some extent, with no strong disagreement expressed.

Trainers were not only technically sound but also oriented to the learning needs of mid-career artisans, many of whom had limited formal education. By focusing on real-life examples, local language instruction, and product-based demonstrations, trainers ensured that complex concepts were made relatable and applicable.

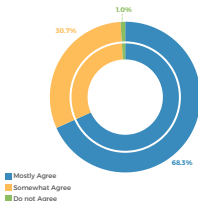
The experiential format of the training helped connect abstract learning to everyday job requirements. The ability to immediately relate training content to real jobs increased its perceived value among participants.

### CHART 13: EFFECTIVENESS OF THE TRAINING SESSION



The interactive and professionally relevant nature of the sessions was another strong point. 76.2% of painters found the sessions interactive, and 64.7% felt the content was directly relevant to their work. Only a very small minority (2%) did not find the sessions relevant.

### CHART 14: PERCEIVED REQUIREMENT FOR SIMILAR TRAINING IN THE FUTURE



### 68.3%

of the respondents strongly felt that similar training programs should be conducted in the future, and 30.7% agreed to some extent. The positive experience and observed outcomes, ranging from technical skills to customer appreciation, have made them strong advocates for future programs.



“

Thanks to this training, I now understand how to bring creativity into my work. Earlier, I would follow basic instructions, but now I can think in terms of design, utility, and customer preferences. I'm proud to be part of this program and hope many more painters like me benefit from it.

– Pradeep Sharma

”

The combination of clear instructions, practical demos, and a market-aligned curriculum helped painters not just learn but internalise skills. The training filled a gap typically left by informal learning, which is professional identity. Participants were not just trained; they were treated as professionals with tools, certification, and recognition. This positive perception aligns well with the broader goals of Kansai Nerolac's CSR mandate: Creating long-term, community-based impact by strengthening the earning potential and dignity of skilled workers. The high demand for future sessions highlights both the success of this model and the appetite for continuous learning in the painting and wood finish sectors.

## WOMEN'S BASIC TRAINING IN PAINTING



# IMPACT CREATED ACROSS MULTIPLE LEVELS

## INDIVIDUAL LEVEL



### INCREASED ACCESS TO PROFESSIONAL TRAINING

The program trained 600 painters, most of whom came from low-income backgrounds with limited formal education.



### IMPROVEMENT IN TECHNICAL SKILLS

Across all three training domains, Design, Wood Finish, and Construction Chemicals, there was a marked shift in proficiency.



### IMPROVED ABILITY TO APPLY LEARNINGS

71.3% of respondents reported being very much able to use the knowledge and skills gained in their day-to-day work.



### INCREASED INCOME POTENTIAL

The average monthly income increased from ₹14,104 pre-training to ₹23,422 post-training.

## HOUSEHOLD LEVEL

### IMPROVED FINANCIAL WELL-BEING

The rise in earnings directly impacts the financial stability at the household level. After the training, the majority (38%) now earn ₹20,001 to ₹30,000, and 16% have progressed to earnings above ₹30,000, including 6% earning more than ₹40,000 per month.



### ECONOMIC INDEPENDENCE FOR FAMILY PROVIDERS

With better-paying projects and improved skill recognition, painters reported enhanced ability to support their families.

## COLLECTIVE LEVEL

### FOSTERING PROFESSIONAL IDENTITY

Through hands-on group training and trainer-led sessions, the program encouraged peer learning and professional recognition among participants.



### SHARED LEARNING ENVIRONMENT

Participants expressed a sense of pride in being trained alongside peers, with many highlighting the collaborative atmosphere as a motivating factor.

## COMMUNITY LEVEL



### CUSTOMER RECOGNITION AND REFERRALS

After the training, 65.5% of respondents reported increased appreciation from customers.

## NATIONAL LEVEL

### BENCHMARKING AGAINST NATIONAL SKILLING OUTCOMES

While national averages for skill applicability post-training range between 40-50% (NSDC, 2022), this program saw 71% of trainees applying skills confidently, demonstrating a higher-than-average impact.



### ALIGNMENT WITH NATIONAL SKILLING GOALS

The program contributes to India's Skill India Mission and PMKVY objectives by directly upskilling informal sector workers in demand-driven trades.

### STRENGTHENING THE SKILLED LABOUR FORCE

By focusing on industry-relevant modules and field-based delivery, the project contributes to the formalisation of trades like painting and wood finishing.

## 04. OECD FRAMEWORK



Relevance



Coherence



Effectiveness



Efficiency



Impact



Sustainability



### RELEVANCE

The Advanced Open Training program for painters from underserved communities is highly relevant as it addresses crucial issues concerning economic empowerment, professional advancement, and social inclusion within the workforce. By focusing on painters, particularly women and those from marginalised 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):



### EFFECTIVENESS

The effectiveness of the program can be gauged by its impact on enhancing professional skills, increasing income potential, and improving employment 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.



### EFFICIENCY

Assessing the efficiency of the program involves evaluating its resource utilisation and cost-effectiveness in achieving its objectives. The program has demonstrated efficiency through the optimal utilisation of resources to achieve desired outcomes. Strategic allocation of funds towards critical areas such as training materials, instructor fees, and infrastructure maintenance has maximised the impact of investments. Moreover, the program has leveraged existing vocational training resources and partnerships with local NGOs to maximise impact while minimising costs.



### 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 and enhanced skill proficiency. Long-term impacts also include broader societal benefits such as economic empowerment and social inclusion.



### 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.



Relevance

Coherence

Effectiveness

Efficiency

Impact

Sustainability

## CHAPTER 5

# RECOMMENDATIONS

### INCLUDE PRE-TRAINING ORIENTATION MODULES

Add a brief orientation segment at the beginning of each session to familiarise participants with the training format, NSDC-style assessments, and learning expectations. This will address challenges around perceived curriculum misalignment and better prepare painters for both practical and assessment components.



### ENHANCE TRAINER-LED DEMONSTRATIONS WITH REAL-LIFE SCENARIOS

Encourage trainers to incorporate real project examples or site-simulation tasks during sessions. Painters responded well to applied learning, and increasing the contextual relevance of product demonstrations will improve skill retention and post-training application.



### EXPAND LOCAL LANGUAGE MATERIALS AND VISUAL AIDS

Develop and distribute more pictorial, vernacular-language training materials, especially for modules like construction chemicals and wood finishing. Given the low formal education levels of most participants, this will ensure better comprehension across diverse learner groups.



### PILOT WOMEN-SPECIFIC LEARNING GROUPS WITH PEER MENTORS

Build on the early success of the women's training component by piloting dedicated women's batches led by peer mentors or experienced female artisans.



### SYSTEMATISE BENEFICIARY FEEDBACK COLLECTION

Create a simple digital or paper-based feedback tool to be administered at the end of each session. This will help capture timely inputs from trainees on content clarity, trainer effectiveness, and suggestions for improvement, making the program more responsive and adaptive over time.

## CHAPTER 6

# CONCLUSION

In conclusion, the Advanced Open Training programs in painting, supported by Kansai Nerolac, have a tangible and far-reaching impact in addressing the gap between informal sector skills and market-aligned employment opportunities. Through its community-based approach and partnerships with grassroots implementing agencies, the program successfully provided industry-relevant training to over 55,000 painters across India in FY 2023-24.

This year marked a meaningful evolution of the program with the introduction of a dedicated women's training component, equipping female participants with foundational skills in painting and expanding livelihood options for women in traditionally male-dominated trades.

The assessment findings clearly illustrate the program's effectiveness. Participants experienced substantial income growth, reported notable improvements in technical proficiency, and received greater recognition from customers and supervisors. Beyond individual impact, the program contributed to improved household well-being, fostered collective identity among painters, and aligned strongly with national priorities for workforce development.