

IMPACT ASSESSMENT REPORT

LIVELIHOOD & SKILL
ENHANCEMENT
PROGRAM (ADVANCED
OPEN TRAINING FOR
PAINTERS)

IMPLEMENTATION YEAR: F.Y 2024-25



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BBREVIATIONS

CSR	Corporate Social Responsibility
NGO	Non-Governmental Organisation
SDGs	Sustainable Development Goals
KNPL	Kansai Nerolac Paints Limited
OECD	Organisation for Economic Co-operation and Development

CHAPTER 1

EXECUTIVE SUMMARY

PROJECT BACKGROUND

The Advanced Open Training Program for Painters is a flagship livelihood and skill enhancement initiative implemented by Kansai Nerolac Paints Limited as part of its Corporate Social Responsibility (CSR) commitment. The program is designed to empower painters primarily from the informal sector by equipping them with industry-relevant technical skills, product knowledge, and entrepreneurial capabilities, thereby enhancing their employability and income potential. The painters are equipped with the latest tools to support painters, instil confidence in the minds of their customers, and educate budding painters with the new developments, paint techniques, and usage of the latest tools. Thereby enabling them to be in sync with the ever-changing market scenario. This program is being implemented through a partnership model with selected NCOs by Kansai Nerolac Paints Limited. Adopting a PAN-India approach, the initiative reaches painters across both urban and semi-urban geographies.

The program aligns with national priorities, such as the Skill India Mission, and contributes to several Sustainable Development Goals (SDGs). It remains a key component of the company's Livelihood & Skill Enhancement initiative, with structured investments dedicated to scaling outreach and deepening overall social impact.

PROJECT DETAIL



Project Duration

FY 24-25



Assessment Year

FY 25-26



Implementation Partner

Kasturi Mrig Vidhya Vihar Samiti



Total Beneficiaries

82,630 painters



Project Locations

PAN India



Sample Size Covered

600



Alignment with SDGs

4 QUALITY EDUCATION



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



10 REDUCED INEQUALITIES



17 PARTNERSHIPS FOR THE GOALS



PROJECT ACTIVITIES

CLASSROOM TRAINING



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



Four specialised modules under the umbrella of classroom training:

- ▶ **DESIGNER TRAINING**
- ▶ **WOOD FINISH TRAINING**
- ▶ **CONSTRUCTION CHEMICALS**
- ▶ **CARPENTERS TRAINING**

MOBILE TRAINING ACADEMY



The mobile training academy ensured that painters from remote and semi-urban areas could access structured technical learning without travelling to fixed training centres.



TRAINING SESSION

KEY FINDINGS

**26.0%**

of the painters have completed their primary level of education.

**37.0%**

of the painters are in the age bracket of 31-40 years.

**87.2%**

of the painters used to earn in the range of ₹ 10,000 to ₹ 15,000 prior to joining the training program.

**98.0%**

of the trainees found the program to be relevant to their upskilling needs.

**100%**

of the trainees gained knowledge about new painting techniques.

**PRACTICAL SESSION**

KEY IMPACTS

**83.0%**

of the trainees got exposure to new job opportunities & work contracts post completion of the training program.

**55.0%**

of the trainees have witnessed an increase in their income level.

**82.0%**

of the trainees mentioned they got access to new machinery during the training program.

**98.0%**

of the trainees rated the training program as excellent & very good for upskilling.

**100%**

of the trainees are aware about the efforts of Kansai Nerolac Paints Limited for supporting them to upgrade in the painting sector.

CHAPTER 2

INTRODUCTION

BACKGROUND OF THE PROGRAM

The painting workforce plays a vital role in India's construction and infrastructure sector, contributing to the durability, functionality, and aesthetics of built environments. However, a large proportion of painters operate within the informal sector, where access to structured training, certification, and career progression opportunities remain limited. Skills are often acquired through informal, experience-based learning, leading to inconsistencies in quality and limited exposure to evolving industry practices with rapid urbanisation and increasing demand for high-quality finishing. The painting industry has undergone a significant transformation. The introduction of advanced coatings, textures, wood finishes, and specialised applications has increased the need for a skilled workforce capable of delivering superior outcomes. However, the lack of formal skilling ecosystems has created a gap between industry requirements and workforce capabilities.

To address these challenges, Kansai Nerolac Paints Limited initiated the Advanced Open Training Program for Painters under its CSR initiative. The program is designed to provide accessible, industry-relevant, and practical skill development opportunities, particularly targeting underserved and unorganised painter communities across geographies.

NEED OF THE PROGRAM

Advanced Open Training Program for Painters serves as a strategic intervention to bridge the skill gap, enhance employability, and promote sustainable livelihoods. By delivering hands-on training, product knowledge, and safety awareness, the program enables painters to upgrade their capabilities by addressing the below gaps.



SKILL GAP AND LIMITED TECHNICAL KNOWLEDGE

The current status of awareness with respect to painting technology in India is quite low, which is a major concern, eventually restricting their ability to meet current market demands and resulting in losing opportunities for employment.



LACK OF INTEREST AMONG THE YOUTHS

Painting sector attracts very few youths due to the low income generation. The sector is often seen as low value work with limited market access impacting income stability and growth.



OCCUPATIONAL HEALTH AND SAFETY RISKS

Painters often work without adequate safety knowledge or protective equipment, exposing them to health hazards.

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 Program sessions in painting through classroom teachings and mobile training academy. Based in Indore, it 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, handling customers 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.



PAINTERS TRAINING SESSION

CHAPTER 3

RESEARCH METHODOLOGY

Kansai Nerolac Paints Limited (KNPL) commissioned SoulAce to assess the impact of its CSR initiative. The Livelihood & Skill Enhancement Program for painters across regions around the country was implemented through NGO partner Kasturi Mrig Vidhya Vihar Samiti. Advanced Open Training Program sessions were conducted via classroom teaching and mobile training academy. The program period lasted from May 2024 to March 2025.

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 Program for Painters



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 painter's 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.



CHAPTER 4

MAJOR FINDINGS & ASSESSMENT OF IMPACT

This chapter compiles and analyses data from multiple sources to evaluate the overall impact and effectiveness of the Advanced Open Training Program for Painters supported by Kansai Nerolac Paints Limited and implemented by Kasturi Mrig Vidhya Vihar Samiti, integrating quantitative findings from the survey of beneficiaries with qualitative insights gathered through Focused Group Discussions (FGDs), Key Informant Interviews (KIIs) and field observations. Drawing on diverse viewpoints, the chapter provides an in-depth analysis of how effectively the programme met its intended goals and contributed to long-term empowerment and sustainability.



GEOGRAPHICAL COVERAGE

PAN India

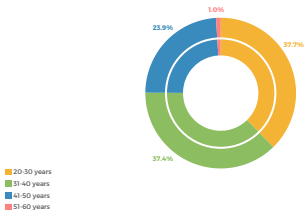


OUTREACH AND INCLUSIVITY

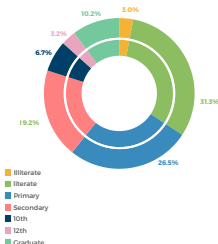
Painters in the working population from underserved communities

DEMOGRAPHY OF BENEFICIARY POPULATION

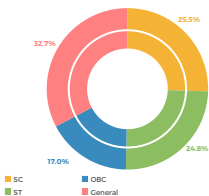
CHART 1: AGE-WISE DISTRIBUTION OF RESPONDENTS



37.7% of the respondent trainees belong to the age group of 20-30 years, followed by 37.4% trainees in the age group of 31 to 40 years. Most of the trainees are married youth who have migrated from their native places in search of a daily wage and have taken up painting as an occupation.

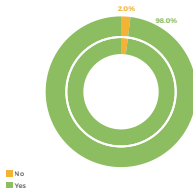
CHART 2: EDUCATIONAL STATUS OF RESPONDENTS

The majority of the respondent's, 31.3% of trainees are literate. Around 26.5% have studied till the primary section. The educational status shows that receiving training in Painting is a welcoming opportunity for the trainees, as their qualification does not promise skilled job opportunities. Advanced training in Painting can assure the candidates that they will receive better wages.

CHART 3: SOCIAL CATEGORY OF THE TRAINEES

The chart shows that around 32.7% are from the General Caste, 17% are from Other Backward Class, 25.5% are from the Scheduled Caste, and

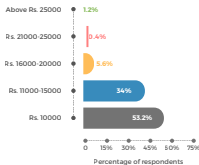
24.8% are from the Scheduled Tribes. The distribution also indicates a rise in unemployment in the recent past, as there are few jobs available in the formal sector. People, irrespective of caste or credentials, are desperately looking for opportunities. Thus, the Advanced Open Training Program for Painters supported by Kansai Nerolac Paints Limited has given hope for a better future and provided the candidates with add-on painting skills.

CHART 4: RELEVANCE OF THE TRAINING

The trainees mentioned that the syllabus of the training was highly relevant, as mentioned by 98% of the painters, as it provided them with knowledge on new painting technologies.

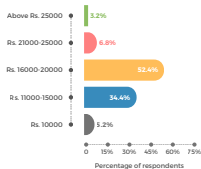
Vishnu Madame had years of experience but limited exposure to modern design concepts. Through the program, he learned advanced design principles, symmetry, and colour coordination. He shifted from basic painting to creative, value-added services. Clients appreciated his upgraded work quality. He secured higher-paying projects in urban housing complexes. His income increased from ₹17,000 to ₹35,000 monthly. Vishnu now positions himself as a "design-focused painter." He aims to expand into interior finishing contracts.

CHART 5: MONTHLY INCOME BEFORE JOINING THE TRAINING PROGRAM



The majority of painters (53.2%) were earning around Rs. 10,000 monthly before joining training, followed by 34% earning in the range of 11,000 to 15,000/- monthly showcasing the minimal range of income of the painters without any upskilling course and exposure to new age technology.

CHART 6: MONTHLY INCOME AFTER JOINING THE TRAINING PROGRAM



The Chart shows that around 52.4% of trainees earn between Rs 16,000 and Rs 20,000 post completion of the training.

Thus, there is a creditable value addition for candidates through the Advanced Open Training Program for Painters is quite evident and has created a positive impact on the lives of painters.

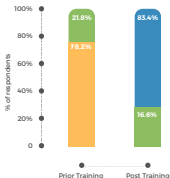
Bhushan Yadav, from Delhi, had been working as a daily wage labourer for over 10 years. His work was limited to basic wall painting, earning around ₹12,000-₹15,000 per month. He lacked exposure to modern techniques and relied entirely on contractors for work. After enrolling in the Advanced Open Training Program for Painters, Bhushan learned advanced designer finishes, texture applications, and colour combinations. The hands-on demonstrations helped him understand surface preparation and premium product usage.

Post-training, he began offering texture painting services independently, which are in high demand. His monthly income increased to ₹28,000/month. He now gets direct client referrals instead of depending on middlemen. Further, Bhushan also secured a subcontract for a residential apartment project. His confidence has improved significantly, and he now negotiates pricing based on skill rather than labour rates.

PAINTERS PROFICIENCY IN INDUSTRY SKILLS

Painters received training in design techniques modules included construction chemicals and wood finishing. There is a high demand for designer training among the respondents. The design element gave them exposure to modern aesthetics, colours theory, and surface finishing skills.

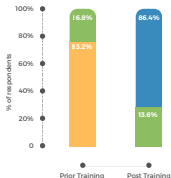
CHART 7: PROFICIENCY IN TEXTURE DESIGNING



■ Low proficiency
■ Average proficiency
■ High proficiency

78.2% of the painters who received design training rated their proficiency as low, with none reporting high proficiency. After the training, there was a clear shift, with 83.4% of respondents rating their skills as high, and the remaining moved to average proficiency.

CHART 8: PROFICIENCY IN WOOD FINISH



■ Low proficiency
■ Average proficiency
■ High proficiency

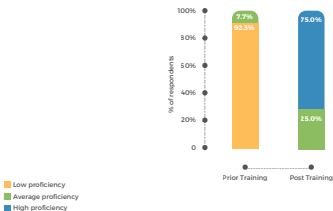
83.2% of the painters who received design training rated their proficiency as low. After the training, 86.4% of respondents rated their skills as high, and the remaining moved to average proficiency.

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.

CHART 9: 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.

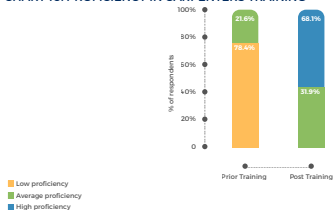
The training filled a critical knowledge gap:



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.

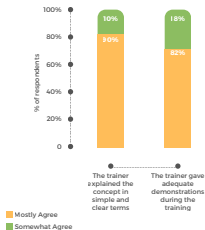
CHART 10: PROFICIENCY IN CARPENTERS TRAINING



This module saw the most significant leap in learning. While 78.4% of respondents had low proficiency in carpenter training prior to attending the program 68.1% reported high proficiency, post-training.

TRAINEES PERCEPTION OF THE PROGRAM

CHART 11: IMPACT OF THE TRAINER

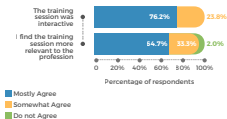


90% of the respondents said that concepts were explained in simple and clear terms, and 82% agreed that trainers provided adequate demonstrations during the training.

Trainers were not only technically sound but also oriented to the learning needs of mid-career artisans, many of whom had limited formal education. Trainers ensured that complex concepts were made relatable and applicable.

By focusing on real-life examples, local language instruction, and product-based demonstrations

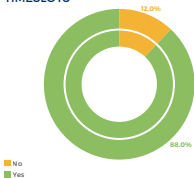
CHART 12: EFFECTIVENESS OF THE TRAINING SESSION



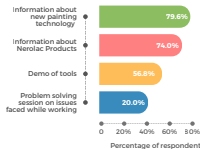
The interactive and professionally relevant nature of the sessions was another strong point. 76.2% of painters found the sessions interactive, and 64.7% felt the content was directly relevant to their work.

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.

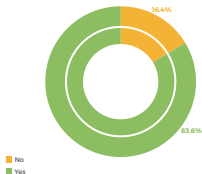
Arvind Mane depended heavily on daily wage painting jobs. The training helped him diversify into multiple skills—texture, wood finish, and chemical coatings. This diversification ensured he could work across different project types. He now gets consistent work throughout the year. His income increased from ₹13,000 to ₹25,000 per month. Arvind reports improved financial stability and reduced stress. He has started investing in better tools and equipment.

CHART 13: CONVENIENCE OF TRAINING TIMESLOTS

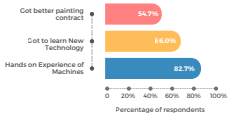
The chart shows that around (88%) of candidates were satisfied with the training timings, and they could learn properly. They further added that the trainers were also supportive and encouraging.

CHART 14: BENEFITS OF THE TOPIC COVERED IN TRAINING PROGRAM

The Chart shows that during the training sessions, around 79% of respondents mentioned receiving information about new painting technology. It is important to keep abreast with newer developments in the painting field. This helps them to be relevant and negotiate a better wage. Very few people get this opportunity at no cost. The respondents were grateful for receiving the opportunity to be a part of the training program for their skill development. The trainer also provided information on products, a demo of tools, and answered questions about challenges faced by them.

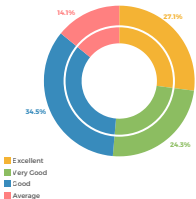
CHART 15: ASSISTANCE IN JOBS & CONTRACTS

The majority of the trainees (83.6%) mentioned that they have received support for getting jobs or contractual work. Around 16% of candidates mentioned that they did not receive any immediate placement but are in contact with KNPL's network for prospective opportunities.

CHART 16: TRAINEES PERSPECTIVE OF THE PROGRAM SUPPORT

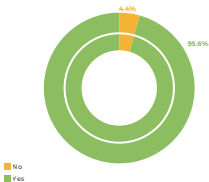
Majority of the respondents (82%) were happy with the hands-on experience they received in using the machine. 66% of the respondents were happy with the fact that they got to learn a new technology. Around (54%) of respondents were happy to get a better painting contract because of the training program they attended. Overall, the training program was successful as the candidates see the value addition to their lives and to future career prospects.

CHART 17: RATING OF THE PROGRAM BY THE TRAINEES



There was a high level of satisfaction amongst the trainees who attended the program, as showcased (34%) of candidates, mentioned the training program was very good. Around (24%) mentioned it to be good, and (27%) mentioned it to be excellent. Overall, the rating of the program by most of the candidates was good, and they were satisfied.

CHART 18: AWARENESS ABOUT ORGANIZATION WHO SUPPORTED THE TRAINING PROGRAM



The training program has been a huge support for the painters and has achieved its goal for which it was designed and implemented, as can be seen from the findings that the painters are well aware of the supporting agency and value the efforts taken by Kansai Nerolac Paints Limited for the upliftment of the sector.

Sanjay Sharma primarily worked on exterior wall painting jobs. His earnings were inconsistent due to seasonal demand. Through the program, he received training in wood coating, polishing, and varnishing techniques—skills he had never practiced before. He learned about wood finish products and their applications. After training, Sanjay started taking up furniture polishing and modular kitchen projects. His income increased from ₹14,000 to ₹30,000 per month. He secured contracts with two local furniture contractors. Customers appreciated the quality and finish of his work. He now works year-round, reducing dependency on seasonal painting work. Sanjay has also trained his younger brother, expanding family income.

Pawan Kumar was an experienced painter but lacked business knowledge. The training exposed him to client handling, cost estimation, and product selection. He upgraded his services to include designer wall finishes. After training, he started his own small painting service business. He hired two assistants and began taking contract-based projects. His monthly income increased from ₹18,000 to ₹40,000. Pawan now works directly with builders and interior designers. He plans to register his business formally.

CHAPTER 5

IMPACT CREATED ACROSS MULTIPLE LEVELS

INDIVIDUAL LEVEL



INCREASED ACCESS TO PROFESSIONAL TRAINING

The program trained 82,630 painters, most of whom came from low-income backgrounds with limited formal education.



IMPROVEMENT IN TECHNICAL SKILLS

The training domains of designer, wood finish, construction chemicals and carpenter training there was a marked shift in proficiency.



IMPROVED ABILITY TO APPLY LEARNINGS

82% 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 ₹15,000 pre-training to ₹25,000 post-training.

HOUSEHOLD LEVEL

IMPROVED FINANCIAL WELL-BEING

The rise in earnings directly impacts the financial stability at the household level.



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.

NATIONAL LEVEL

BENCHMARKING AGAINST NATIONAL SKILLING OUTCOMES

While national averages for skill applicability post-training range between 40-50% (NSDC, 2024), this program saw 75% of trainees applying skills confidently, demonstrating a higher-than-average impact.



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.

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.





CHAPTER 6 OECD FRAMEWORK



Relevance



Coherence



Effectiveness



Efficiency



Impact



Sustainability



RELEVANCE

The Advanced Open Training Program for Painters addresses skill gaps in the informal painting workforce by providing specialized training in wood finishes, waterproofing, and decorative textures. These context-specific modules align with industry demand for high-quality finishes and rapid advancements in paint technology, ensuring the program relevance to modern job requirements.



COHERENCE

The program demonstrates high coherence by aligning with National Skilling initiatives, such as Skill India Mission and the Sustainable Development Goals.



EFFECTIVENESS

The program has improved the technical proficiency of painters, particularly in advanced painting techniques and product usage, with high levels of skill adoption, with a large proportion of participants applying learned techniques in their daily work. The effectiveness is showcased by the increased income level of painters with industry-relevant skillsets.



EFFICIENCY

The delivery model of the program is a combination of classroom sessions, on-site practical demonstrations, ensuring optimal resource utilization, has made the program highly efficient, enabling the last-mile delivery in remote locations through mobile training academy, reducing infrastructure dependency and travel costs for painters with key stakeholders' collaboration for a scalable initiative.



IMPACT

The Advanced Open Training Program for Painters has delivered significant positive impacts for participating painters. Specifically, access to higher value work has increased their monthly income, facilitating a successful financial transition from low-skilled to semi-skilled and skilled categories with overall, improved professional visibility and measurable enhancements in livelihoods, the program has proven to be a high-impact CSR intervention.



SUSTAINABILITY

The painters have undergone refresher training sessions designed to align their skills with current industry requirements and ensure their long-term relevance. This initiative promotes the adoption of improved techniques and safety practices, enabling the benefits of training to continue well beyond the training period. By enhancing income opportunities and employability, the program creates a self-reinforcing cycle, thereby demonstrating the strong sustainability of this initiative.



Relevance



Coherence



Effectiveness



Efficiency



Impact



Sustainability

CHAPTER 7

RECOMMENDATIONS

STRENGTHEN INDUSTRY ALIGNMENT & DEMAND MAPPING

Periodic assessments with contractors, builders, and paint experts can be conducted with curriculum alignment on emerging trends, integrating green skills and sustainable practices.

ENHANCE TRAINER CAPACITY

Encourage trainers to incorporate real project examples or site-simulation tasks during sessions, with regular upskilling of trainers on new products, tools, techniques and evaluation of trainers for quality assurance.

STRENGTHEN PLACEMENT & MARKET LINKAGES

Develop formal placement tie-ups with builders, contractors, dealers and create a painter database / job-matching platform, along with organising job fairs, contractor meets, and exposure visits.



CHAPTER 8

CONCLUSION

The Livelihood & Skill Enhancement Program has emerged as a highly impactful livelihood intervention, effectively addressing skill gaps within the informal painting workforce while aligning closely with evolving industry requirements. The program demonstrates strong relevance by targeting under-skilled painters and enabling their transition into more specialised and value-added roles. The assessment indicates that the program has delivered substantial improvements in technical competencies, with a majority of participants successfully adopting advanced painting techniques such as textures, wood finishes, and surface preparation methods. This enhanced skill base has directly contributed to improved employability and work quality, positioning trained painters as more competitive in the market.

A key outcome has been the notable increase in income levels, driven by access to higher-value assignments, diversified service offerings, and reduced dependence on intermediaries. Participants have also reported greater job stability and consistent work opportunities, reflecting the program's effectiveness in strengthening livelihoods beyond economic gains. The program has contributed to enhanced confidence, professional identity, and social recognition among beneficiaries. Many participants have transitioned from informal labour roles to skilled professionals, with some progressing toward entrepreneurial pathways by securing independent contracts and expanding their client base.

The program reflects efficient delivery mechanisms, combining structured classroom sessions with practical, hands-on exposure. The integration of demonstrations and real-world applications has ensured high levels of skill retention and usability.

The initiative also shows promising signs of sustainability, supported by continued demand for skilled painters, strong industry alignment, and the scalability of the training model across geographies. The involvement of an established industry player further strengthens credibility and market linkage opportunities. In conclusion, the program stands as a robust and scalable CSR model that successfully combines skill development with livelihood enhancement. It contributes meaningfully to inclusive economic growth while reinforcing the role of corporate-led skilling initiatives in building a more skilled and resilient workforce.