CSR Impact Assessment Study Report

Skill Enhancement Project
(Advance Open and Mobile Training Academy for Painters)
2021-2022

Prepared For

KANSAI PAINT NEROLAC

Kansai Nerolac Paints Limited

Prepared By

SoulAce
Path to Sustainability

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ACKNOWLEDGMENT

This report is for the Impact Assessment study conducted by SoulAce Social Venture for the "Skill Enhancement Project" by Kansai Nerolac Paints Limited(KNPL), for the year 2021 - 2022.

This project was implemented across multiple states in India. It had two different approaches, namely, Mobile Training Vans and Advanced Open Training. The project aimed to enhance the skill sets of painters.

The research would like to express its sincere gratitude to KNPL for reposing their faith in SoulAce to conduct this study. The team would like to thank the management of implementing partners, Kasturi Mrig and Karamdip for sharing the required data, information, and support for conducting this study. The team would also like to thank all the respondents and stakeholders for providing on-ground information.

Finally, SoulAce is grateful to the Board of Advisors for their insightful suggestions, encouragement, and guidance.

CONTENT

CHAPTER 1: INTRODUCTION

KNPL is the largest industrial paint and third-largest decorative paint company in India based in Mumbai. It is a subsidiary of Kansai Paint of Japan. It is engaged in the decorative, industrial, and powder coating businesses.

KNPL has 8 paint manufacturing units throughout India which are Lote Factory (Maharashtra), Jainpur Factory (Uttar Pradesh), Hosur Factory (Tamil Nadu), Bawal Factory (Haryana), Saykha & Sarigram Factory (Gujarat), Goindwal Factory (Punjab), and Goa.

The skill enhancement project aimed to enhance the skills of painters. This program was delivered in two ways, training sessions through the mobile van and advanced open training. It primarily aimed to increase the knowledge of the painter community about new technologies and techniques. This program also helped the painters to stay updated with market trends and new products. It was implemented all over India and covered about 24 states.

Objective

- To improve painting skills and knowledge of painters and youth.
- To make them self-employed by empowering them with modernized skills and equipment knowledge.

Coverage of Program

- 46667 Participants
- 1098 Sessions
- 797 Trainings
- 24 States

CHAPTER 2: RESEARCH METHODOLOGY

Research can be defined as a logical and systematic search for new and useful information on a particular subject matter. Social Science Research refers to the systematic activity of gaining new knowledge by following scientific principles and methods in order to minimize bias and subjectivity, as opposed to writing something based on assumptions or speculation. Though insight on certain facts can also be gained through common sense and based on general observation and hearsay, those facts will not be considered valid until they have been obtained in a methodical manner that can stand the test of time. The defining characteristics of scientific research are objectivity, ethical neutrality, reliability, testability, and transparency.

Identification of the research problem provides the starting point of research, which is then defined and redefined through a proper review of the literature on the problem or deliberations with research guides and knowledgeable others in the area of interest. Each research problem has a multitude of perspectives and dimensions, which research cannot cover in one study. Thus, we need to delimit the research problem into a measurable problem and formulate objectives, make decisions on the research design, sample design, type of research instruments for collecting the data, and how these data can be edited, coded, classified, tabulated, and interpreted so that findings and conclusions can be reached.

Every research needs to have a proper methodology so as to foresee problems that could arise in the course of research and also to steer through the research process in the proper direction without losing focus.

Training Set Up

Use of Mixed Methodology for Maximum Insights

The research problem consisted of understanding the extent of the impact created by KNPL-supported initiatives to improve the economic condition of the painter communities through skill development training, through an Impact Assessment of this project. The project was supported by KNPL and implemented by the Kasturi Mrig and Karamdip. Towards this end, to gain maximal insights, both quantitative and qualitative techniques were used.

Application of Quantitative Techniques

A quantitative study will be needed if the focus is on presenting the study problem in terms of numbers, frequencies, percentages, etc. A quantitative study always uses structured tools like questionnaires and interview schedules, in which questions are planned well ahead by the researcher before entering the field. Though the information that is obtained is easily amenable to various statistical measures and tests, quantitative information has its limitations. It can uncover only the surface phenomenon. It is unable to penetrate beneath the surface and identify what is hidden underneath.

In this study, to assess the impact of structured tools like the interview schedule administered was used, which helped in getting quantifiable information.

Application of Qualitative Techniques

Qualitative research can only reveal enriched and hidden information that may not be evident on the face of it. The qualitative approach is distinguished by deeper probing and flexibility, and it can yield massive amounts of data that were not anticipated when the research was initiated. For better accuracy while ensuring anonymity and at the same time, to cover a larger sample population, quantitative techniques were used.

Qualitative techniques of interviews with key stakeholders and interviews with community people were adopted for a better understanding of the problem alongside quantitative research.

Ensuring Triangulation

Triangulation is needed to increase the credibility and validity of the research findings. It is also a measure taken to ensure the trustworthiness of the research process. The findings of the quantitative research have been verified with the insights from qualitative research and the report has also been structured to reflect this point.

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. After the research is completed, the research should not reveal which individual respondents answered which question in what manner. The results will be revealed only as an aggregate, so one will not be able to single out the identity of a particular respondent. This is required to not break the trust of the respondent by revealing the individual's identity.

Confidentiality

Research subjects participate in the process only based on the trust that confidentiality will be maintained. Hence, the research will not reveal any data regarding the respondents for purposes other than the research study.

Non-Maleficence

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

Beneficence

Any research study should lead to some benefits for the respondent. This research study also ensures that individuals, groups, and communities benefit and their well-being is enhanced.

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.

Research Design

- **Name of the Project** : Skill Enhancement Project (Advance Open and Mobile Training Academy for Painters)

- **Project Partner** : Kasturi Mrig and Karamdip NGO

- **Research Design Used** : Descriptive Research Design

- **Sampling Technique** : Purposive Sampling

- **Geographies Covered** : Maharashtra, Kerala, Karnataka, Gujrat, Uttar Pradesh, Uttarakhand, Chhattisgarh, Orissa, West Bengal, Rajasthan

- **Sample Size** : Classroom training – 250, Mobile Training Van – 250
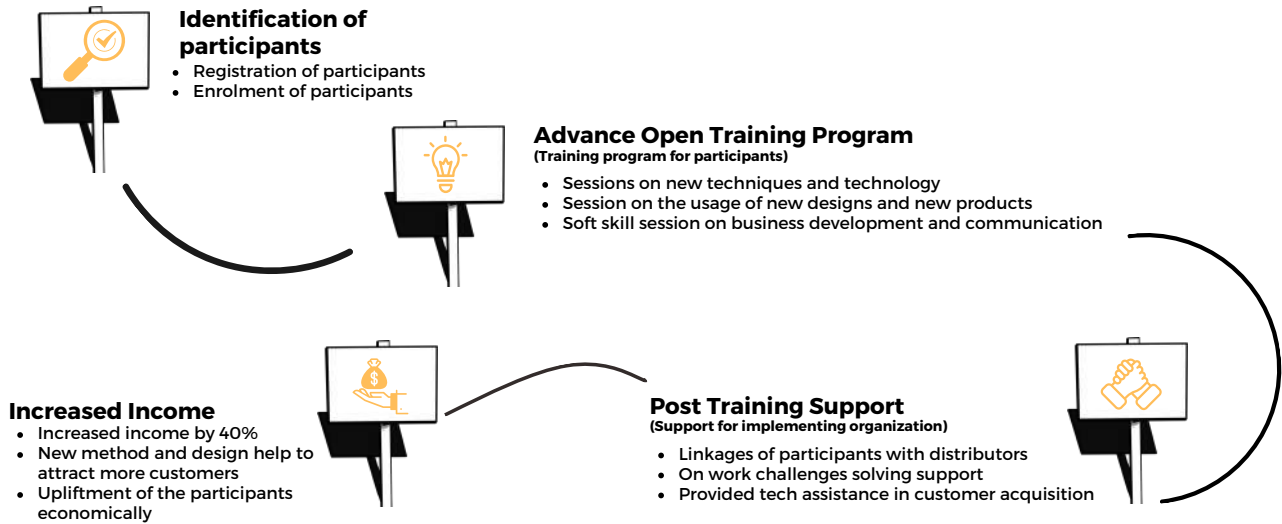
Key Stakeholders

Stakeholders

- Mobile Van Staff and Participants
- NGO Staff
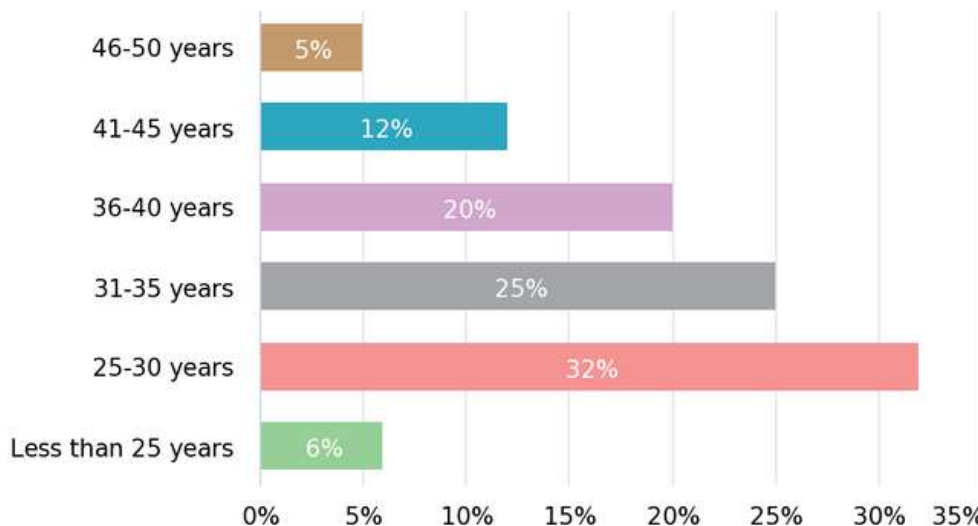- Advance Open Training Staff and Participants

CHAPTER 3: MAJOR FINDINGS

3.1 Advanced Open Training in Painting Key findings

Identification of participants
- Registration of participants
- Enrolment of participants

Advance Open Training Program
(Training program for participants)
- Sessions on new techniques and technology
- Session on the usage of new designs and new products
- Soft skill session on business development and communication

Increased Income
- Increased income by 40%
- New method and design help to attract more customers
- Upliftment of the participants economically

Post Training Support
(Support for implementing organization)
- Linkages of participants with distributors
- On work challenges solving support
- Provided tech assistance in customer acquisition

3.1.1 Distribution of the participants by their age-group

According to the graph, most of the participants (32%) belonged to the age-group of 25 – 30 years, around 25% of the participants fell in the 31 to 35 years category, followed by 20% in the 36 to 40 years age-group. However, 12% of the participants fell in the age-group of 41-45 years, 6% of them were less than 25 years, and only 5% of the participants were in the age-group of 46 to 50 years. It can be deciphered from the data that the program supported the youth and participants who were at the peak of their careers and this program was highly relevant for them.

### 3.1.2 Distribution of the participants by their educational status
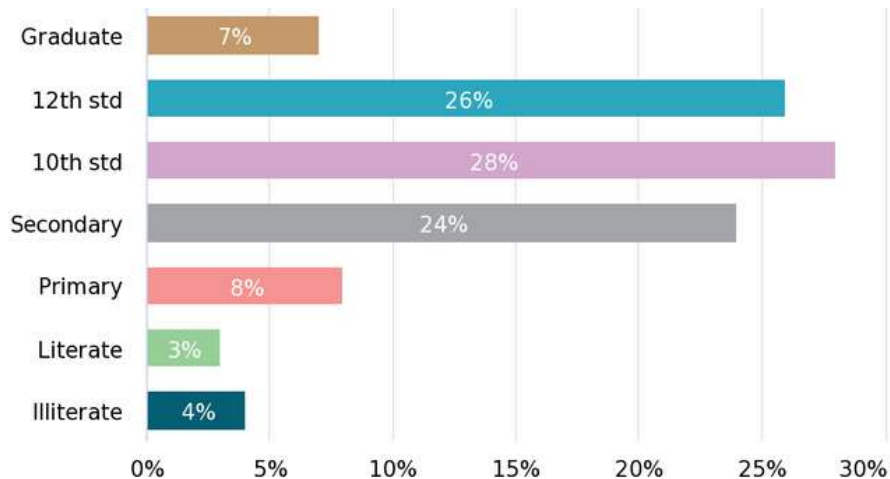
As per the graph, most of the participants (28%) have finished their 10th standard, 26% of them have completed their 12th, and 24% of the participants have studied till the secondary section, followed by 8% of them till primary education. Only 7% of the participants were graduates, 4% of them were illiterate, and 3% of them finished their primary schooling. It can be observed that most of the Participants finished their education from 10th to 12th standard and their educational background did not offer them a skilled job. This training program has been enhancing the skill of the painters so that they can get better wages.


Training Set Up

3.1.3 Distribution of the Participants by their social category
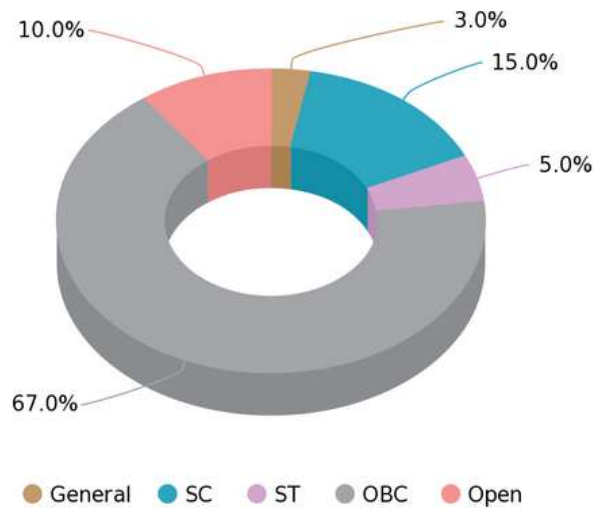
As per the exhibit, the majority of the participants (67%) were from the OBC category, 15% of them were from the SC category, and 10% were from the Open category. Further, only 5% of the participants were from the ST category and 3% were from the General category. It can be concluded that most of the participants belonged to the OBC category, which is identified as a backward category. Thus, the training program identified the needy people who required support for their upliftment.

3.1.4 Distribution of the participants by their monthly income, before and after completing the training program
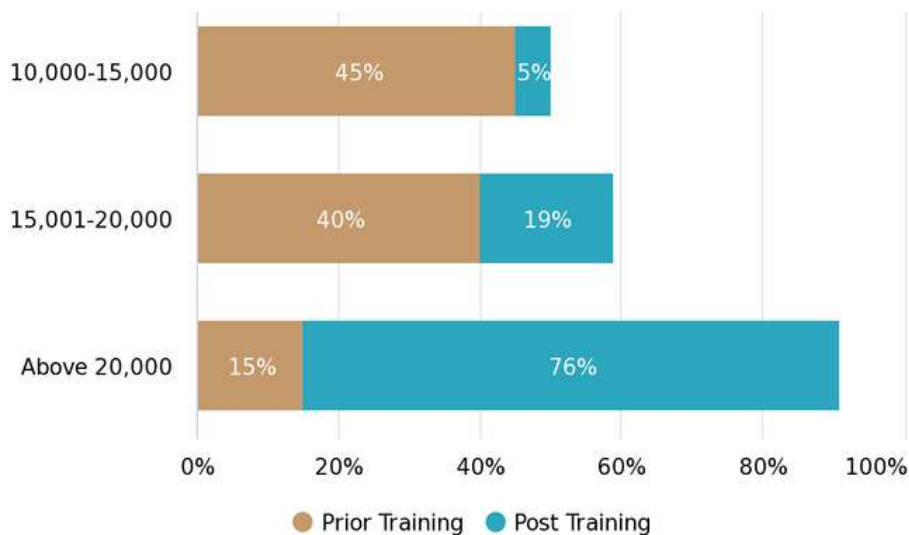
According to the graph, after the training program, majority of the participants (76%) earned above Rs. 20000/- per month, whereas before the training program, the majority of them (45%) were earning between Rs. 10000/- to Rs. 15000/-. Thus, the training program added value to the income of the participants, which was quite evident.

3.1.5 Type of training received by participants

As per the chart, the majority of the participants (97%) received training on product upgradation, only 2% of them received training in wood finishing, followed by 1% of them in designer training. It showed that the participants were more interested in product upgradation, which helped them in adopting new techniques.

Interaction with Mr. Parin Shah, All India activation head, Kasturi Mrig, revealed that this training program is very beneficial for the painters. Not in terms of tools and techniques but through the session they get knowledge about business expansion and communication. Through that, they communicate with the customers effectively and pitch better designs and deliver quality work. As well as we also provide post-training support to the painters and link them with the distributors to get the jobs. It has helped them to get more work and it has increased their wages. Now the income of these participants has increased by 30 to 40%. I am thankful to KNPL for this support.

-Mr. Parin Shah

3.1.6 participants reported about convenience in training time x
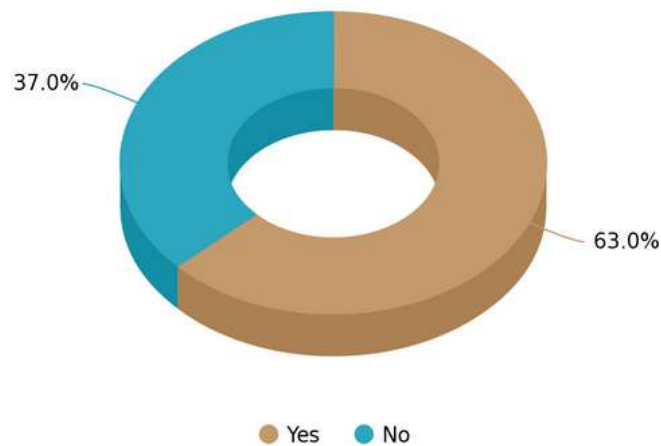

100.0%

● Yes
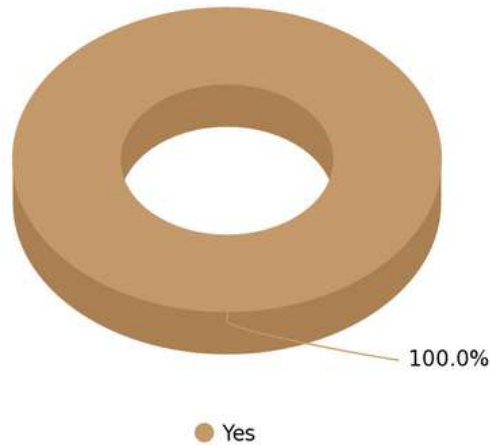
All the participants reported that training timing was convenient for them. Also, the timing was convenient to learn properly and pay attention in the sessions. They further added that the participants were supportive and encouraging.

Demo at Training Meets

3.1.7 Additional job pertaining to enhanced skill level

37.0%
63.0%

● Yes ● No

According to the exhibit, 63% of the participants stated that they received support in getting a job and work post-training from the organization. It shows that the organization was supporting the participants in finding work opportunities after skill enhancement.

Lala Painter, Trainee said that "I recently had the opportunity to participate in a painting training program organized by KNPL, and it was truly a transformative experience. The participants were highly skilled and experienced professionals, who provided us with comprehensive training on painting techniques, safety protocols, and best practices. They were patient and took the time to explain the concepts thoroughly, ensuring that we were able to understand and apply the skills effectively. I am thankful to the team of KNPL for this learning opportunity"

-Lala Painter, Trainee

3.1.8 Rating on the training program by participants
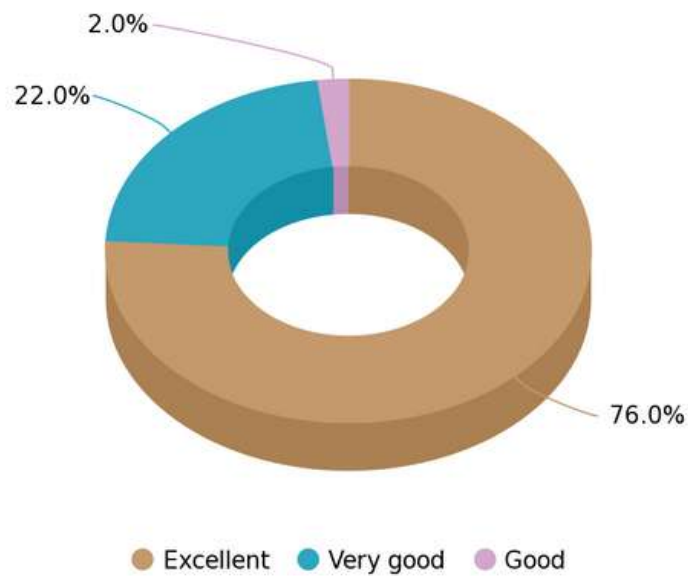
As per the chart, the majority of the participants (76%) said that the training was excellent, 22% of them said that it was very good, and only 2% of them said that it was good. Thus, it can be concluded that more than half of the candidates were excellent and happy with the training program.

Manjunath Swami, a trainee stated that "I am so grateful to have had the chance to participate in the painting training program organized by KNPL. The program was comprehensive and covered everything from safety protocols to advanced painting techniques. The trainers were friendly and supportive, and they provided personalized feedback that helped me to improve my skills. I feel much more confident and competent as a painter after completing the program, and I am proud to be part of a company that invests in its employees and the community."

-Manjunath Swami, a trainee

3.1.9 Awareness of the participants about the organization who supported the training program

100.0%

● Yes
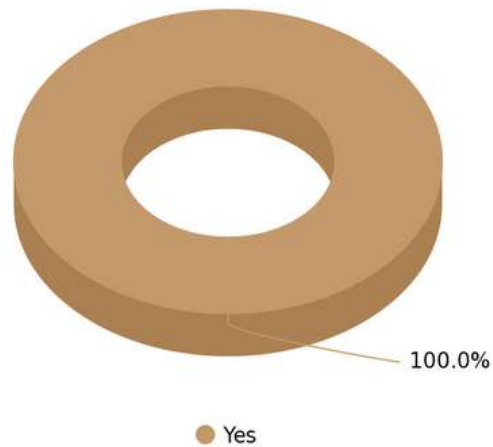
All the participants were aware that KNPL was the supporting organization for this training program.

"

Ajay Kumar Trainee Said that "The KNPL initiative for painters is a commendable effort by the company. The training program has not only improved the skills of the painters but also their social and environmental awareness. I would like to thank KNPL for investing in the development of its employees and the community."
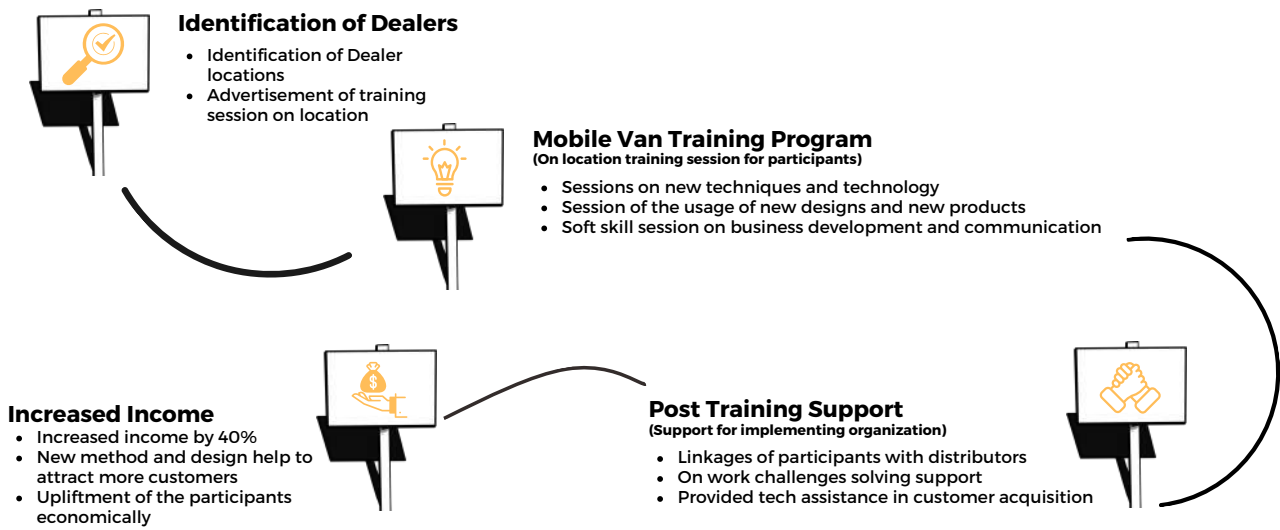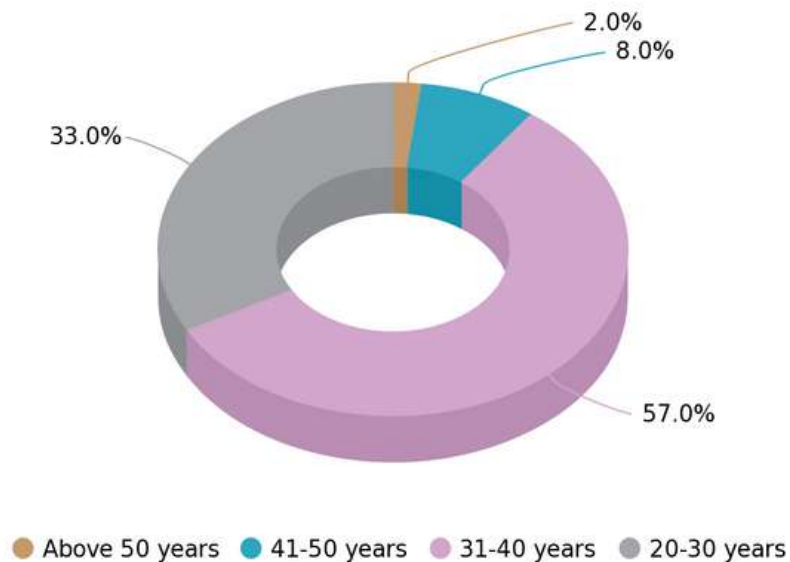
-Ajay Kumar, Trainee

Working Kit Support

3.2 Mobile Training Academy Key findings

Identification of Dealers
- Identification of Dealer locations
- Advertisement of training session on location

Mobile Van Training Program
(On location training session for participants)
- Sessions on new techniques and technology
- Session of the usage of new designs and new products
- Soft skill session on business development and communication

Increased Income
- Increased income by 40%
- New method and design help to attract more customers
- Upliftment of the participants economically

Post Training Support
(Support for implementing organization)
- Linkages of participants with distributors
- On work challenges solving support
- Provided tech assistance in customer acquisition

3.2.1 Distribution of the participants by their age-group

2.0%
8.0%
33.0%
57.0%

● Above 50 years ● 41-50 years ● 31-40 years ● 20-30 years

It can be inferred from the chart that most of the participants (57%) belonged to the age-group of 31 – 40 years, around 33% of the participants were in the 20 to 30 years category, followed by 8% of them in the 41 to 50 years age-group, and only 2% of the participants were 50 years and above. Thus, it can be deciphered that the program supported the youth and p who were at the peak of their careers and this program was highly relevant for them.

3.2.2 Distribution of the participants by their educational qualification
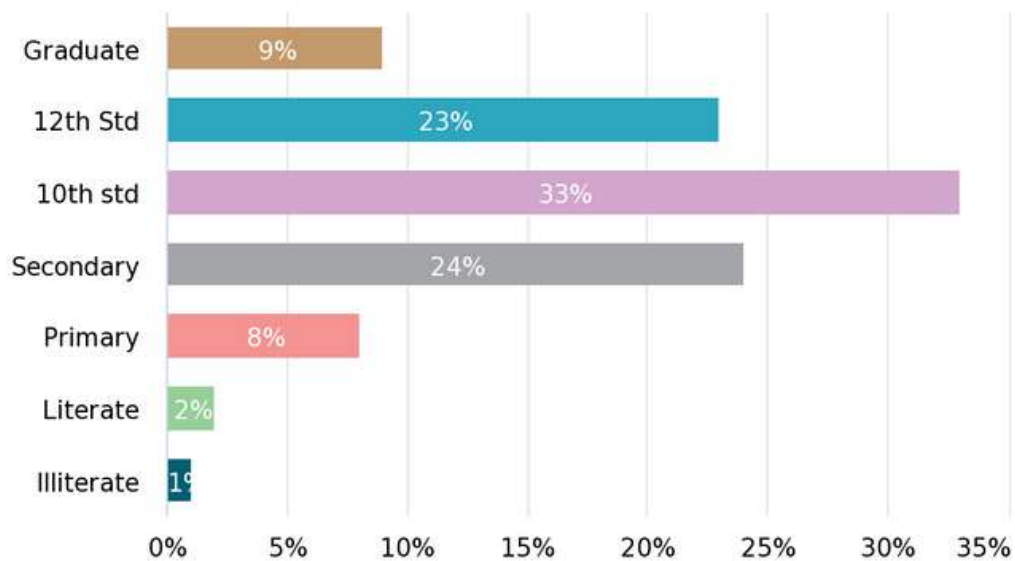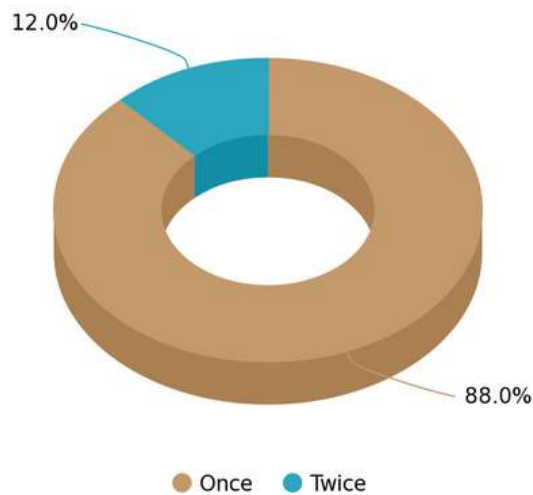

According to the graph, most of the participants (33%) completed their education till the 10th standard, followed by 24% of them till the secondary section, and 23% of them till the 12th standard. Only 9% of the participants were graduates, 8% of the participants finished their primary education, 2% were barely literate, and 1% of them were illiterate. It can be observed that more than 90% of the participants did not have the skillful education required to get a job. Thus, this training program helped them in enhancing their skill sets.
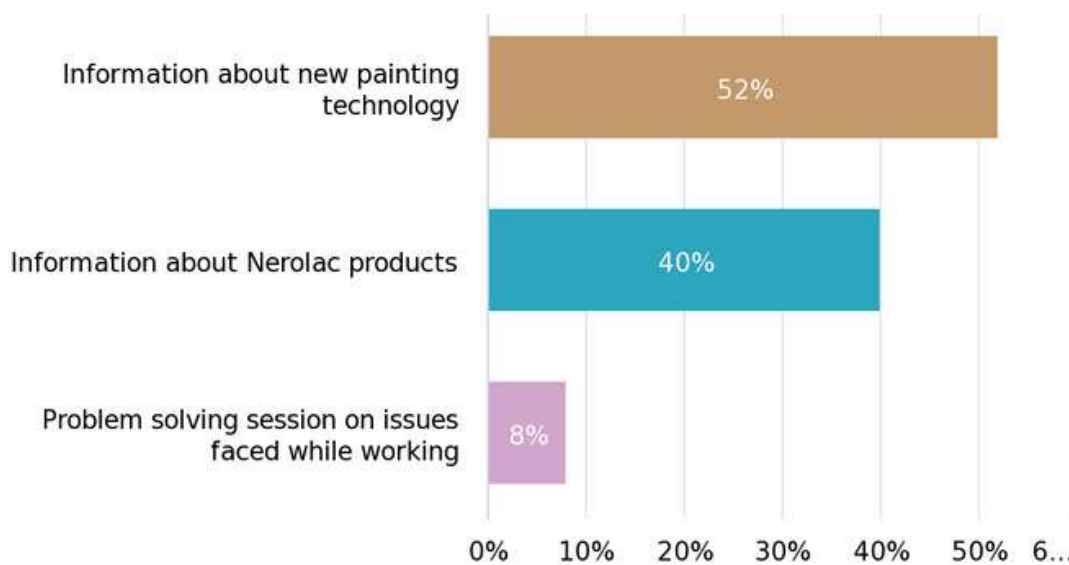

Mini Training Van

3.2.3 Frequency of the Mobiles Van's visit

12.0%

88.0%

● Once ● Twice

As per the chart, the majority of the participants (88%) mentioned that the mobile van visited once and 12% of them said twice.

3.2.4 Topics Covered in the training sessions

Topic	Percentage
Information about new painting technology	52%
Information about Nerolac products	40%
Problem solving session on issues faced while working	8%

0% 10% 20% 30% 40% 50% 6...

According to the graph, the majority of the participants (52%) reported that they received information about new painting technology, 40% of them reported that they got information about KNPL products, and only 8% reported that the topic of problem-solving sessions on issues faced while working was covered during the training session. Thus, it can be concluded that the topics covered in the training were in line with the market demand and participants were gaining knowledge of new techniques and products.

### 3.2.5 Benefits from the training program
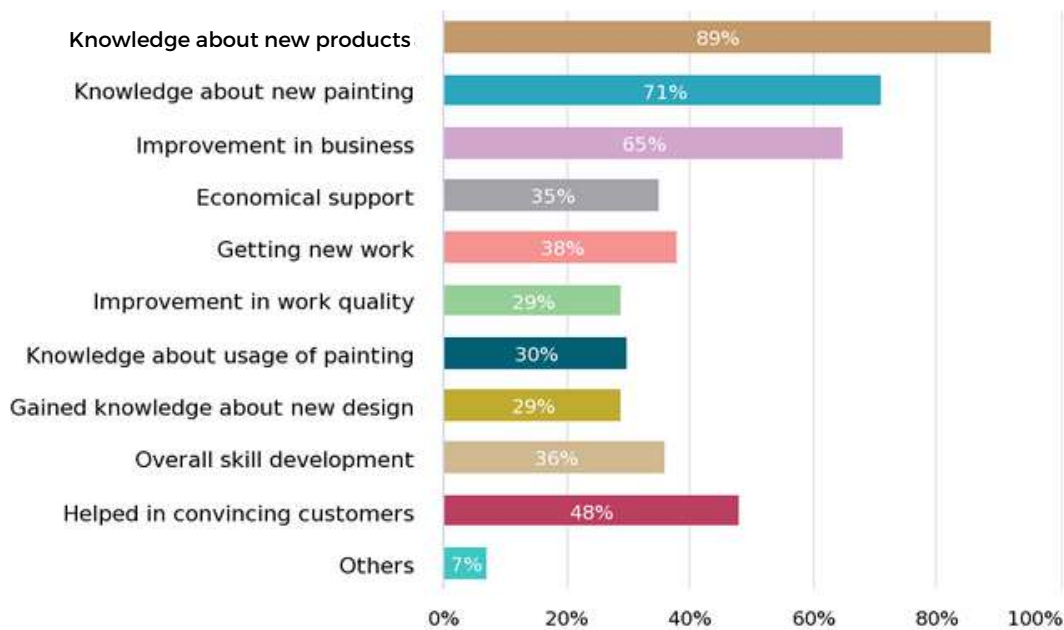
According to the graph, 89% of the participants received knowledge about new products which they can use in delivering quality work, 71% of them increased their knowledge about new painting methods, and 65% stated that it improved their business. Further, 48% of the total participants stated that this training helped them in convincing customers, followed by 38% of them reported that they received help in getting work assignments, 36% reported that their overall skills developed, 35% stated it supported them economically, 30% of the participants reported regarding the knowledge received about the usage of painting and 29% of them reported that their work quality improved and they gained knowledge about new designs. Thus, it is evident that the training program was beneficial for the participants in various ways.

Shahzad said that "The training program for painters by KNPL has been a game-changer for me. I have learned new techniques and skills that have helped me deliver better results."

-Shahzad, Trainee

3.2.6 Gifts received during the training sessions
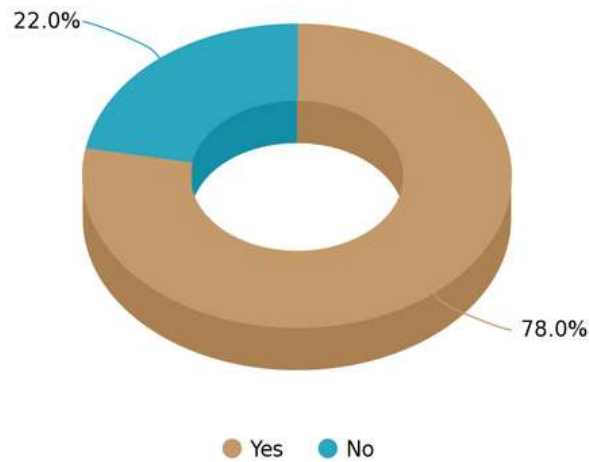
It can be inferred from the chart that around 78% of the participants received gifts during the training sessions, whereas 22% of them reported they did not receive any gifts during the training sessions.
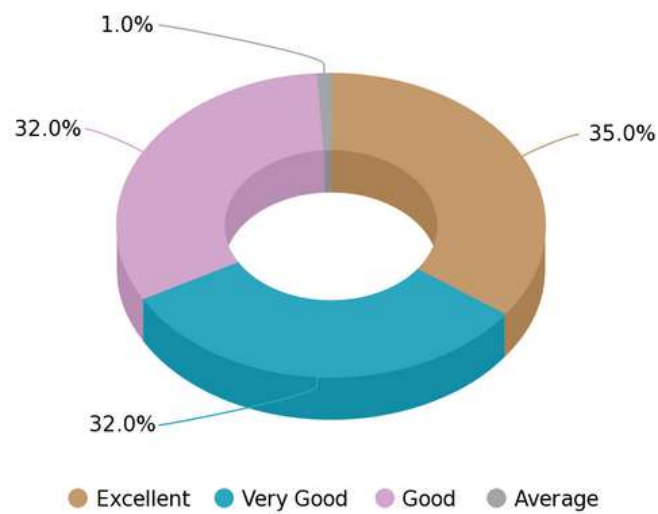
"Ram Gopal, Trainee said that "The training program for painters has been an eye-opener for me. I never realized the impact of my work on the environment and my health. The program has helped me adopt eco-friendly practices and use safer equipment, which has improved my work quality."

-Ram Gopal, Trainee

### 3.2.7 Participants' ratings of the training program

According to the chart, 35% of the participants rated that the training program as excellent, 32% of the participants each said that it was very good and good, and only 1% of them said that it was average. Thus, it can be seen that more than 90% of the Participants rated the program to be above the good criteria, and they were happy and satisfied with the training program.

On Ground Training

3.2.8 Awareness about the supporting organization

24.0%

76.0%

● Nerolac ● Don't Know
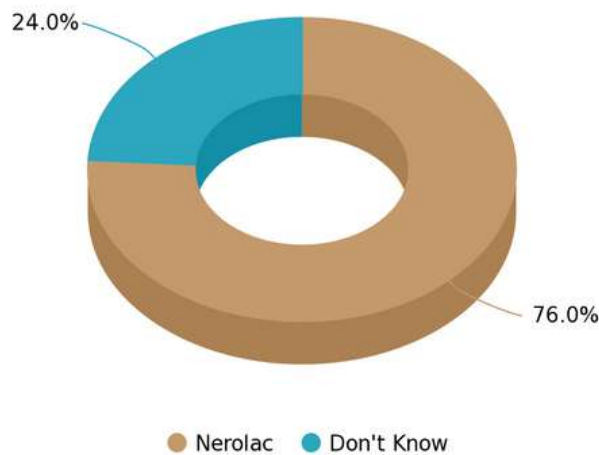
As per the exhibit, most of the participants (76%) reported that they were aware of KNPL as the supporting organization for this initiative, whereas 24% of the participants were unaware of the supporting organization. The supporting organization must focus on branding and communication, so that the participants are well aware of them.

GK Natarajan, a trainee, said, "Before this training program, I was using traditional equipment and we were not following any safety protocols. Also, we did not know about the new methods and designs that we can pitch to our clients. Due to this, most of the big contracts used to get by architecture and skilled painters from other cities. This training program provided us the knowledge of new techniques and taught us new designs.

It has also taught us about safety protocols and how to use new tools. Due to this, our efforts have also reduced and we can deliver good quality work. I have been receiving higher payments, as now I know designing and painting techniques. I have started taking contracts on my own. I would say that this training program has been highly beneficial for me. My income has increased by 50%. I would like to thank KNPL for providing me with this wonderful opportunity and enhancing my skills. Thank you so much team, KNPL."

-GK Natarajan, Trainee

Live Demo

OECD FRAMEWORK

EVALUATION CRITERIA

RELEVANCE

RATING ●●●●◐

Most of the beneficiaries lacked educational skills and also fell under the socio-economically weaker section of the community. Due to that, they did not get any opportunity to enhance their skills to secure skillful jobs. Hence, this program was highly relevant and addressed the actual need of the community.

COHERENCE

RATING ●●●●◐

This project was aligned with the following government program:- Pradhan Mantri Kaushalya Vikas Yojna. The project was also well-aligned with multiple SDGs.
SDG 1: No Poverty
SDG 4: Quality Education
SDG 8: Decent Work and Economic Growth

EFFECTIVENESS

RATING ●●●○

The program enhanced access to skilled jobs and increased the opportunity for employment for the beneficiaries, leading to an increase in their income by 30% to 40%. It further improved their quality of life.

Hence, the project was highly effective, as it had largely met its objectives, achieved the results expected, and reached out to the right target groups.

EFFICIENCY

RATING ●●●○○

Identification of beneficiaries and follow-up was a bit challenging in this program. Keeping track of the progress of beneficiaries has been lacking and no follow-up training session was implemented, although implementing organization has been providing post-training support. For mobile training, gathering people in one place was challenging. Also, people lacked attention during the mobile van training sessions. But overall, the program was delivered effectively.

IMPACT

RATING ●●●○

The Program covered a large number of beneficiaries across the nation. This training program enhanced the skill set of all the beneficiaries which benefitted them in various ways. It is also evident that their income increased significantly after the training program. Hence, the project can be stated as highly impactful.

SUSTAINABILITY

RATING ●●●○

As this program upgraded the skills of the painters and those skills will remain with them in the long run, and they can acquire new skills based on these skill sets, the project can be said to be highly sustainable.

Index : 5 Points - Very High ; 4 Points - High ; 3 Points - Moderate ; 2 Points - Low ; 1 Point - Very Low

CONCLUSION

Painters in the sector belonged to the socio-economically weaker section with very minimum access to education and other resources. Due to this, most of the painters were barely educated, and the education they received lacked behind in the job skills. Also, these painters used to look at this work from a labor perspective, which made it inconvenient to upgrade their skills. The Program rightly identified the need of the community and helped them in enriching their skill sets which increased their income and also enhanced their work opportunities. This initiative by KNPL was highly beneficial and it helped in improving the quality of life of the painter communities.