

A STUDY ON SKILL DEVELOPMENT OF PAINT AND COATING INDUSTRY

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ABSTRACT

Skill development is a key issue for the growth of an economy. It is viewed as an instrument to improve the effectiveness and contribution of workforce to the overall production. The paint and coating industry experiencing rapid growth and the demand for skilled painters has been consistently increasing but over the last decade industry has been facing a skill shortage, especially in the area of paint application. The painters lack sufficient skills for their work. This study aims to identify the reasons for shortage of skills in paint industry and to determine how to deal with skill gap among painters. A self-administered questionnaire is used to collect data from 130 painters working in Kurukshetra district. SPSS is used to analyze the data. The findings of the study indicated that lack of formal training and inadequate provisions for the training of painters are the main reasons behind the shortage of skills in paint industry.

Keywords: Skill development, skill gap, paint and coating industry, painters.

1. INTRODUCTION

Skill development is crucial for the economic growth and social development of any country. In present scenario, there is a need of skilled workforce in all around the world. Today, the world and India need a skilled workforce. The skill level and educational attainment of the workforce determines the productivity, income level as well as the adaptability of the working class in changing environment. Skill mismatches may hinder the return to full employment and slow economic recovery (Puri, 2012).

In India, large percentage of population is living below poverty line. The main reason behind this is the lower percentage of skilled persons in the workforce. There is a paucity of highly trained workforce in the country. Moreover, the conventionally educated workforce that possesses little or no job skills is unemployed. Around 93% of the Indian workforce is employed in the unorganized or informal sector, which lacks formal training (FICCI). In India, approximately 2% workforce is formally skilled which is quite low compared to China (47%), USA (52%), UK (68%), Germany (75%), Japan (80%), and South Korea (96%), (NPSDE, 2015). India's laborforce constitutes large number of workers with outdated skills. No training on employable skills is being given to young people who can provide them with employment opportunities as per current education system. There is a large proportion of the existing workforce which needs skill training support of varying levels. In respond to the existing skill gaps and to identify skill needs, Government has recognized the need for skill development with the 11th five year plan. The Government of India (GOI) has set a target to impart the necessary skills to 500 million people by 2022. The first National Skill Development Policy was framed in 2009 and subsequently a National Skill Development Mission was launched in 2010 for the skill training activities across the sectors and states. Ministry of Skill Development & Entrepreneurship has been set up in Nov 2014 which works primarily through the National Skill Development Corporation (NSDC), National Skill Development Agency (NSDA), and the Directorate of Training (DT). Of the 500 million targeted to be skilled under the National Skill Development Policy 2009, the National Skill Development Corporation (NSDC) was mandated to skill 150 million, while the Directorate General of Employment and Training (DGET), under the Ministry of Labour and Employment was to skill 100 million. A three-tier institutional structure has been set up to take forward skill development agenda consisting of

- (i) The Prime Minister's National Council on Skill Development,
- (ii) National Skill Development Coordination Board and
- (iii) National Skill Development Corporation (NSDC).

The Prime Minister's National Council on Skill Development was set up as an apex institution for policy advice, direction and review. National Skill Development Coordination Board coordinates the execution of policies framed by the Prime Minister's Council. National Skill Development Corporation (NSDC) was

established in 2009 as a nonprofit company for coordinating and stimulating private sector initiatives in skill development.

2. SKILL DEVELOPMENT OF PAINTERS

India is the second fastest growing economy in the world (CIDC, 2007). The Indian paint industry is an integral part of the economy and is growing rapidly. Value of paint and coatings industry is \$ 4.79 billion (2012). Paint and coatings industry expected to grow at a compound annual growth rate of 14%, hitting a value of \$ 9 billion in 2017 (Mehta, 2016). The number of skilled painters required across the country is estimate to increase from 1.7 million in 2013-14 to around 3 million by 2023-24 (IPA, 2015). With the rapid growth in demand the industry has been facing a workforce crunch. This is most acutely felt in the area of application of paint. Despite such significance to the Indian economy, there is no specific policy for skill building in this sector. There are few educational institutes offering degree, diploma and vocational courses in paint technology. These institutes are unable to bridge the talent gap. The current skill level of the painters has become a matter of concern. The painters lack formal training for their work. Absence of formal skill training has resulted in large skill gaps amongst paint applicators that learn as understudies of senior painters. There is a huge mismatch between the demand of the clients and services provided by the painters. The final customer satisfaction is to a large extent based on the performance and the skill of the applicator. Painters' poor performance results by poor work quality is common in the industry. Keeping in view, National Skill Development Corporation (NSDC) has approved the Indian Paint Association (IPA) proposal to establish a dedicated paint and coatings skill council to address the widening and significant skills gaps which exist within the industry. Paint and coatings skill council is a non-govt company incorporated on 8th Oct 2015. This dedicated paint and coatings skill council which create the standards required for skills, encourage and promote the setting up of the required training institutions and academics and ensure that all those working in the Indian Paint and Coatings sector are competent and well trained to a high level. For the skill development of painters Nippon Paint launched Nippon Paint Painters Training Academy in Chennai on July, 2016 where painters get educated on basics of painting, latest mechanization, safety aspects and health parameters. The training is called PROCEED and the painter is developed into a professional.

3. REVIEW OF LITERATURE

Indian construction industry is an integral part of the economy. It is the fastest growing industry in India. Construction sector is the second largest employer in the country and 83 percent casual workforce are employed in this sector (Hajela, 2012). There are millions of construction workers engaged in various trades: masons, carpenter, painter, plumber, electrician, bar- benders, operators etc. More than 80 percent of the employment in building and construction sector is minimally skilled workforce (NSDC, 2013). They lack education and formal training and usually pick up skills on the job, informally from peers and supervisors, resulting in inefficient performance on the job. Painters also used to get informal training for the work. The number of skilled painters required across the country is estimate to increase from 1.7 million in 2013-14 to around 3 million by 2023-24 (IPA, 2015). The demand for the skilled painters is increasing rapidly but it is not getting matched by the supply due to paucity of vocational and other skill training institutions. There are very less number of ITIs and ITCs which provide training to the painters. Moreover the current capacity of vocational training institutes is inadequate to meet the demand of the construction industry (Agarwal & Ganguli, 2016). In India, the minimum secondary school education is a prerequisite for acquiring construction - related training. The minimum education requirement for vocational training creates a hindrance for the workers who are likely to be either less educated or school drop-outs to get entry in various vocational courses (Hajela, 2012). The great majority of youth from economically and socially disadvantaged groups get very limited education and little access to vocational training. The majority of Indian youth enter the labour market without adequate vocational skills (Okada, 2012). Shortage of skills causes poor performance and leads to poor quality of work (Mbeki, 2014). There is an acute shortage of skilled workers across all levels despite of new institutional arrangements from the government and several ongoing schemes & programmes operating in the country (Jamal and Mandal, 2013). The education and training capacity offered through various schemes currently are inadequate to meet the demand of the large percentage of unskilled workers in the Indian labour market (NSDC, 2013-17). The student enrolment in the building construction skills in the technical colleges and in the entrepreneurship skill acquisition programme in polytechnics is very low (Adewale et al., 2014). There is limited access to vocational training by the youth. In spite of well institutionalized system of vocational

training in India the youth is not sufficiently prepared with the skills that are required by today's industries (Okada, 2012).

4. RESEARCH METHODOLOGY

4.1 Research Design

A research design is the blue print of how a research instrument is developed, sampling frame is designed, sample is selected and the manner in which data is collected. Further it also provides details of the statistical techniques used in the research and conclusions are drawn. In this study exploratory cum descriptive research design was used.

4.2 Sample

For the purpose of the study 130 painters working in Kurukshetra were selected by using purposive and judgment sampling techniques.

4.3 Data Collection Tool

Data from primary source was used for the study. A self - administered questionnaire was used to collect data from the respondents. A likert scale was used to measure the attitudes of respondents. Each question consisted of a statement that consists of three possible responses. Disagree =1, Neutral =3, Agree = 5. The respondent indicates his agreement or disagreement with each statement in the instrument. Dichotomous questions were also included in which '1' represents 'Yes' and '2' represents 'No'.

Table 1
Demographic profile of respondents

Description		Frequency	Percent
Age	Less than 20	9	6.9
	21-30	67	51.5
	31-40	41	31.6
	41-50	13	10
	Total	130	100
Experience	Less than 1yr.	6	4.6
	1-10	85	65.4
	11-20	34	26.2
	21-30	5	3.8
	Total	130	100

Table 1 shows the demographic profile of the respondents. 52% respondents are under the age group between 21-30 years. This shows that more than 50% respondents are youth. Majority (65%) of the respondents have the work experience of 1-10 years.

5. DATA ANALYSIS AND INTERPRETATION

Table 2
Type of skills required in painting and coating work

Type of skills required	Agree		Neutral		Disagree	
	N	Percent	N	Percent	N	Percent
Painting work require creative, innovative and newness skills	91	70.0	38	29.2	1	0.8
Excellent practical skills	98	75.4	26	20.0	6	4.6
Ability to work safely	124	95.4	6	4.6	0	0
Ability to work as a part of team	123	94.6	6	4.6	1	0.8

Source: Survey data

Table 2 illustrates the type of skills required in painting and coating work. Creative, innovative and newness skills are very important in this occupation to understand the type of problem which can occur within the work and to diagnose that problem. Along with creative, innovative and newness skills painters should have excellent practical skills. They must have sufficient knowledge about how to do their work effectively and efficiently. Furthermore majority of the respondents have the viewpoint that painters should have the ability to work as a part of team. Painters work on height and deals with a variety of paint material and chemicals so majority (95%) of the respondents have the opinion that in painting work ability to work safely is very important.

Table 3
Problems faced by painters

Problems	Agree		Neutral		Disagree	
	N	Percent	N	Percent	N	Percent
Face difficulty in getting new work	88	67.7	31	23.8	11	8.5
Exploited by the contractor/company /client	92	70.8	25	19.2	13	10.0
Payments get delayed	84	64.6	21	16.2	25	19.2
Non availability of equipments	21	16.1	20	15.4	89	68.5
Face difficulty in using new methods and techniques of painting	77	59.2	42	32.3	11	8.5

Source: Survey data

The data in table 3 shows the problems faced by painters. Painters generally face difficulty in getting new work. They are being exploited by the contractors / company /clients. They also face difficulty in getting timely payments for their work. Generally painters face difficulty in using new methods and techniques of painting. The data in the table 3 also indicates that painters do not face problem regarding non availability of equipments. The equipments used in painting work are provided to them on time.

Table 4 (a)
Painters acquired formal training for their work

Options	Frequency	Percent
Yes	31	23.8
No	99	76.2
Total	130	100

Table 4(b)
Age wise distribution of painters who acquired formal training

Age	Yes	No	Total
Less than 20	0	9	9
21-30	17	50	67
31-40	11	30	41
41-50	3	10	13
Total	31	99	130

Source: Survey data

As per the above tables only 24% respondents have acquired formal training while 76% respondents do not acquired formal training for their work. Out of total 76 painters of age up to 30 years only 17 painters get formal training for their work which means only 22% painters of this age group are formally trained while out of 54 painters having age 31-50 years, 14 painters get formal training which shows that only 26% painters of this age category are formally trained. So, the results revealed that there is lack of awareness among the painters regarding the necessity of training. Even the youth entering this occupation are not aware about the need of training for improving their quality of work. This could be the major reason behind the poor quality of performance of the painters.

Table 5
View point of the painters regarding need of training for the painters

Reasons	Agree		Neutral		Disagree	
	N	Percent	N	Percent	N	Percent
Training helps in doing work efficiently and effectively	110	84.6	17	13.1	3	2.3
Training helps in getting more work	110	84.6	14	10.8	6	4.6
Training improves competence and skill	108	83.1	19	14.6	3	2.3
Skilled painters get higher wages than unskilled ones	108	83.1	13	10.0	9	6.9
Training helps in reducing wastage	126	97.0	2	1.5	2	1.5
Painters need formal training for better performance	110	84.6	15	11.5	5	3.8

Source: Survey data

Table 5 illustrates the reasons for the need of training for the painters. Painters have a favorable attitude towards training. They think that training helps in doing work efficiently and effectively. It helps in getting more new work, improves competence and skill and helps in reducing wastage. Furthermore painters have the opinion that skilled painters get higher wages than unskilled painters. Painters also need formal training for better performance in their work. Due to the above reasons they want to get formal training for their work.

Table 6
Awareness regarding "Skill India" scheme of the government

Options	Frequency	Percent
Yes	27	20.8
No	103	79.2
Total	130	100

Source: Survey data

Table 6 shows the awareness of the respondents regarding "Skill India" scheme of the government. As per the data 79% respondents do not aware about Skill India scheme. Just 21% respondents are aware about this scheme of the government.

Table 7
Academic qualification of the respondents

Qualification	Frequency	Percent
Illiterate	20	15.4
Up to 5 th	45	34.6
5- 7 th	43	33.1
8- 10 th	16	12.3
11-12 th	6	4.6
Total	130	100

Source: Survey data

Table 7 provides the information about academic qualification of the respondents. As per the data 15% respondents are illiterate. 35% respondents get education only upto 5th class. Nearly 83% respondents in this occupation are not eligible to get vocational training. Just 17% respondents have the qualification above 8th. This shows that majority of painters are less educated or school dropouts.

6. Conclusion

Skill development is rapidly gaining significance in the present scenario. There are various sectors in which there is a need for skill development of workforce. Now a day, there is a significant demand for people with skills which is not matched by their availability. The results of the present study indicate that there is shortage of skilled workforce in paint industry. Skills are always shown in the quality of work. Poor quality of works could be the results of the lack of skilled painters. Unskilled painters produce poor quality of works. Training has a positive and significant effect on performance of workforce. The result shows that painters lack formal training. They do not have formal certificate or diploma through formal training. Even the youth entering this occupation do not acquire formal training for their work. Painters lack sufficient knowledge and skills. They used to get informal training from their family and friends. Due to these reasons their performance are not satisfactory. Furthermore, the present level of knowledge and skills are inadequate to use the new equipments and techniques in painting work. There is a skill gap in paint industry.

There are various problems faced by the painters. Painters face difficulty in getting work. They do not get timely payment for their work. Furthermore, they are exploited by the company, clients and contractors. The painters also face various health problems. The chemicals present in paint adversely affect the health of the painters. The painters work on heights and there is no provision for their safety against risk. To reduce the risk there should be the insurance of painters.

7. Suggestions

- The findings of the study revealed that painters lack formal training which is a major factor contributing to shortage of skilled painters. To reduce the skill shortage there should be proper provisions for formal training of the painters.
- Specially designed modular courses must be provided through government to meet the diverse requirement of the painters.
- Training institutes need to be set up for the skill development of the painters.
- There is lack of awareness in the painters regarding the need of training for improving their skills. The government should arrange workshops to create awareness among the painters.
- There are very less number of training institutes which provides training to the painters. The current capacities of ITI and ITCs are insufficient to meet the requirement. There is a need to increase the current capacity of these training institutes.
- The government and local government bodies should involved in skill development of painters.
- The government should arrange special skilling and training programmes for painters.
- Government should align with the private institutes to provide training to the painters.
- Painters should identify health and safety hazards and follow health and safety standards.

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