samvad

October 2019

S.P MANDALI'S weschool Welingkar Education

PAINT INDUSTRY

Colours are the smiles of Nature

- James Henry Leigh Hunt

We Chat :

Mr. Vinil Gada

Director, Rievera Paints and Coating

ABOUT US

OUR VISION

"To nurture thought leaders and practitioners through inventive education"

CORE VALUES

Breakthrough Thinking and Breakthrough Execution

Result Oriented, Process Driven Work Ethic

We Link and Care

Passion

"*The illiterate of this century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn.*" - Alvin Toffler

At WeSchool, we are deeply inspired by the words of this great American writer and futurist. Undoubtedly, being convinced of the need for a radical change in management education, we decided to tread the path that leads to corporate revolution.

Emerging unarticulated needs and realities require a new approach both in terms of thought as well as action. Cross-disciplinary learning, discovering, scrutinizing, prototyping, learning to create and destroy the mind's eye needs to be nurtured and differently so.

We school has chosen the 'design thinking' approach towards management education. All our efforts and manifestations as a result stem from the integration of design thinking into management education. We dream to create an environment conducive to experiential learning.

MESSAGE FROM THE DIRECTOR

Dear Readers,

Prof. Dr. Uday Salunkhe
Group Director

It gives me great pride to introduce SAMVAD's edition every month. Our SAMVAD team's efforts seem to be paying off and our readers seem to be hooked onto our magazine. At WeSchool we try to acquire as much knowledge as we can and we try and share it with everyone.

As we begin a new journey with 2019, I sincerely hope that SAMVAD will reach new heights with the unmatched enthusiasm and talent of the entire team.

Here at WeSchool, we believe in the concept of AAA: Acquire Apply and Assimilate. The knowledge that you have acquired over the last couple of months will be applied somewhere down the line. When you carry out a process repeatedly it becomes ingrained in you and eventually tends to come out effortlessly. This is when you have really assimilated all the knowledge that you have gathered.

At WeSchool, we aspire to be the best and to be unique, and we expect nothing but the extraordinary from all those who join our college. From the point of view of our magazine, we look forward to having more readers and having more contributions from our new readers.

SAMVAD is a platform to share and acquire knowledge and develop ourselves into integrative managers. It is our earnest desire to disseminate our knowledge and experience with not only WeSchool students, but also the society at large.

Prof. Dr. Uday Salunkhe,
Group Director

FROM THE EDITOR'S DESK

Dear Readers,

Welcome to the October Issue of SAMVAD for the year 2019!

SAMVAD is a platform for "***Inspiring Futuristic Ideas***" and we constantly strive to provide articles that are thought provoking and that add value to your management education.

With courses pertaining to all spheres of management at WeSchool, we too aspire to represent every industry by bringing you different themes every month. We have an audacious goal of becoming the most coveted business magazine for B-school students across the country. To help this dream become a reality we invite articles from all spheres of management giving a holistic view and bridge the gap between industry veterans and students through our WeChat section.

The response to SAMVAD has been overwhelming and the support and appreciation that we have received has truly encouraged and motivated us to work towards bringing out a better magazine every month. We bring to you the October Issue of SAMVAD which revolves around the theme of "Paint Industry".

The Indian Paint Industry is estimated to be around Rs 50,000 crore as of 2019-2020 so it was only a matter of time before we talked about it in our issue. With the fast moving changes in India with respect to technology, rules and regulations etc., the paint industry is not immune to its effects and in this edition we talk about how this industry is adapting to the transformation in all the verticals of management.

We hope you read, share and grow with us!

Hope you have a great time reading SAMVAD!

Best Wishes,

Team SAMVAD.

"There are no limits to what you can accomplish, except the limits you place on your own thinking"

- *Brian Tracy.*

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WECHAT

Mr. Vinil Gada

Director, Rievera Paints and Coatings.

Team SAMVAD

1. Could you please take us through your journey in the Paint industry?

Ans. I have been associated with the Paints Industry through my family business; Niranjan Paints Pvt. Ltd. NPPL has been a Retailer and wholeseller of all the major paint brands in India. In the last 6 years, NPPL took a step forward to develop its own brand by tying up with multiple Italian and Spanish companies. Today, NPPL through its brand Rievera, is importing and distributing high end paints across 18-20 cities in India and has created franchisee Décor Studios in various parts of the country.

Regarding my journey, I have been passively exposed to the paints industry since my childhood. I joined the business full time after my PGDM. Since then I have played multiple roles as an entrepreneur ranging from product development, marketing strategies and activities etc. We at Rievera, focus on luxury and premium segment of products. It has been an exciting journey so far and I expect that it will only get better ahead.

2. What has been the proudest moment of your career?

Ans. The project Rievera that I have taken up is in itself a very proud thing for me. For a dealer to break the barrier and become a well distributed brand is an achievement for us.

3. How has the customer for Paint Industry evolved over the years?

Ans. There are a variety of categories in Paints like Industrial, Decorative, Automotive and others.

When talking about the customer, I assume you mean the decorative segment. The customers in this segment have changed leaps and bounds. A customer 10-15 years ago used to make a decision about the shade selection and the product to be used mostly via and the influence of the contractor/painter involved. However today customers are lot more informed and proactive in making decisions regarding their products.

Another important aspect to consider is the influence and inspiration todays customers have weren't present a few years back. Today via social media, we are into the lives of others more than ever and we tend to select wall designs, colours etc. based on what we see on these platforms. Off late we have been getting major requests from customers to match shades and designs based on images downloaded off the web. It becomes difficult because digital images and screens don't convey the right colour but we have to go this way.

4. What are the challenges that the Paint industry is facing?

Ans. The three major challenges for the decorative paint industry I believe would be:

a. **Duplication** – It is really easy to produce paint without having to worry about any quality control or performance. The brands in demand sell like hotcakes. Hence producing substandard products and repacking used cans of in-demand brands is highly prevalent.
b. **Dominancy of the leading company** – The number One company in the Decorative Paint segment and overall commands a very strong position in the market. They have control over most of the marketing – sales aspects and middlemen involved. This makes it difficult for other players to perform and thrive.
c. **Price sensitivity and high competition** – Because of the above reasons and the country's affinity with low cost, prices have always been a concern. Paint is more of a commodity item and to run a decent business and achieve growth, one has to do high volumes of sale

5. How is the Paint Industry moving towards sustainability and has it been successful?

Ans. When we talk about economic sustainability, the industry as a whole is at a very good economic position. It is more organized and professional. Also India as a country has one of the lowest per capita paint consumptions at less than 1lt per annum. So this will continue to grow and help our industry to grow in turn.

And when it comes to environmental sustainability, the paint industry has been trying to push more water based products than solvent based products since about 20 years now. Even in their products, they have been constantly making efforts to reduce chemicals that are harmful to the environment as well as the users. So it is a commendable effort they are taking to go more and greener.

6. What advice would you like to give to young professionals who will be starting their career soon?

Ans. Paint as a product is difficult to understand. It may sound as easy as selecting a colour but if you want to start a career in the Paint industry, I recommend these candidates to prepare with the product knowledge more than any other consumer industry.

India has a very good and healthy paint industry with strong local players. The exposure you will get in this industry in terms of sales and marketing will help you as you grow in your career. I know a number of senior professionals who started their careers with Paint companies and went on to take up leadership roles in a variety of industries.

In general my advice for young professionals would be – Accept a good offer, work hard as well as smart, stay patient. Even today companies and seniors will appreciate a team member who is stable and productive. Jumping through jobs can hurt on the long run.

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OPERATIONS

Role of 'Smart Paint Shop' in Paint Industry 4.0

Shubham Patil- MMS 2019-21, Prin L. N. Welingkar Institute of Management Development and Research, Mumbai

We are almost in the year 2020, almost 60 years has passed from the time when we saw the Artificial Intelligence taking its baby steps into the world. We are currently going through the fourth industrial revolution also termed as Industry 4.0. While looking into smart paint shops we have to understand what is Industry 4.0 is. In essence it is the trend towards automation and data exchange in manufacturing technologies and processes which include cyber physical systems (CPS), the internet of things (IOT), industrial internet of things (IIOT), cloud computing, cognitive computing and artificial intelligence. Now these all factors contribute to a single point which is high efficiency and higher output with reduction in time and cost.

In this article we are going to focus on one aspect of this revolution which certainly leads towards achieving our goal. It is the PAINT SHOPS we are talking about. For the industry 4.0 there has been innovation in this paint sector for automotive, these new shops are coined as Smart Paint Shops. These paint shops are link-up of flexible hardware and intelligent software, complemented with innovative digital services, maximizing customer benefits. Keeping this in mind there are many painting plant manufacturer companies tackling the challenges of the future.

There are various companies which are manufacturing these plants, Eisenmann is one such company. They give us a brief understanding of smart paint shops concepts and its role in the industry 4.0 as they bought latest solutions for surface treatment.

Smart Design – its goal is to create a flexible and adaptable web-based platform that allows to drastically reduce auto body paint plant delivery times for customers. Indeed, the system works with clients right from the onset and can be adapted as the project develops and specifications evolve. Self-adaptable 3D drawings in the system help visualize the evolution of the plant and the interrelation of its components, allowing the company to plan and plot workflows from the very start. Another unique feature is that the system will be directly linked with suppliers, with material specifications and costing information pre-populated, so as changes to the design are made, all these

elements are recalculated in real-time. This allows for customers to be able to customize design, closely oversee budgets and limit delivery delays.

Internet of Things "IOT" System – The IOT system allows the plant to use simulation and virtual reality processes to collect and analyse information (Smart Process Skid), reallocate car bodies through cable less technology as well as communicate with workers and receive their feedback, making operations more efficient.

With the ability to process big data, the system allows the company to establish base settings for the equipment and model workflows in the new plant. In fact, the integration of each element within the plant is accomplished while equipment is still being delivered and installed, so time is saved and new plants can be operational with minimum delays.

Additionally, continuous communication between the different elements in the paint process – the oven, air quality, application and so on – can be adjusted automatically or trigger operator intervention.

Production Flexibility- technologies offered to clients through this pillar include: 1) the Elastic Energy Ecology (ELENE), a system to easily adjust booth ventilation and operations based on production needs; 2) the J-Hive, a compact, octagon-shaped customizable painting booth and; 3) the Smart Conveyor, an Automatic Guided Vehicle (AGV) for moving car bodies within the factory.

To meet fickle consumer demands, customization and production changes are critical in today's industry. The Smart Paint shop provides technologies that allow the plant to adapt to varying production requirements and mass customization. Facilities need to be flexible for processes to be readily reconfigured, and so with new, linked digital technology. For example, digitally linked systems enable customers to model the effects of different specifications and requirements easily and then implement them through a modular layout that helps easily adjust production lines, departing from the linear production workflow model. This also allows factories to easily divert body shells for remedial work without disrupting production.

Smart Energy Management System – A suite of technology offerings that control energy consumption and can be adjusted to match production capacity. This includes the VOC Intelligent Sensing Over, allowing sophisticated control of a fresh air supply and the drying processes, with significant reduction in energy use and enhanced flexibility. The other technology available to clients is J-Power, software that can be configured to allow the input of data from local energy providers and is continually adapting to change requirements and new data.

With these technologies coming into play in order to reduce the cost of the companies

reducing time, and giving the clients optimization according there needs we can say that the smart paint shops has an important role play in the upcoming future of industry 4.0 and with growing fluctuation in market we can say certainly say that it is on the rise and will be for a long time. Their implementation may not occur in the big companies because of the latest innovations for now but small companies should take their advantage to fullest.

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FINANCE

GST as an Opportunity for the Paint Industry

Siddhant Panday- PGDM 2019-21, Prin L. N. Welingkar Institute of Management Development and Research, Mumbai

The decision of the GST council to tax paints at the highest tax slab of 28% was in line with the industry's then existing tax rate which added up to approximately 26.67% - 28.67%. The move was neutral and was viewed as a no gain no loss situation as the government kept the rates effectively the same. However, with the government keen on implementing GST from 1st July, 2017, the industry had to go through some temporary disruption in spite of the new tax rate having little or no effect on the demand for paints, mainly due to adjustments at the dealer's end with retailers stocking lesser products due to lack of clarity on GST implementation. Adding to the misery, companies having inventories dating beyond a year would not be able to claim input credit for that part of their inventory and in some rare instances were looking at minor losses. In such a scenario, a reduced rate of 18% just a year after the implementation of GST was seen as a breather for the paint industry.

There was not much for the paint companies to cheer about as far as the GST introduction in 2017 and its tax rate of 28% on the paint industry was concerned. The process of GST implementation brought along a short term supply chain disruption at dealer and vendor levels. The Indian paint industry was adversely affected due to reduction in orders from the dealer's side on account of uncertainties and lack of familiarity in GST implementation. This instead took a toll on leading companies' volume growth and operating margins. In spite of

volumes in the decorative segment of paints recovering from the impact of demonetization, the industrial segment remained subdued. Additionally, operating margin fell from their peak, dented by escalating raw material prices. While the GST led disruption was unlikely to last for more than a few quarters, its spillover effect would be visible in earnings in the forthcoming quarters.

Keeping this in mind the GST council at its 28th GST council meeting reduced the rates on paints from 28 percent to a lower 18 percent. This straight cut of 10% reduction in tax rate was welcomed by the paint industry since it comes at a time when the sector is struggling with input cost pressures as well as reduced consumer spending. Similarly, GST on wall putty, a powdered substance applied on walls and ceilings before priming and painting, has also been cut. The tax cut is expected to boost the demand for paints. The rate reduction from 28% to 18% led to increased projection in sales of 10-15% which is higher compared to previous year's growth of 9%. The result? Major players like Asian paints, Berger paints ltd and Kansai Nerolac ltd reported improved volume growth for the June quarter, 2018. It should also be noted that shares of Asian paints and Berger paints have touched their 52 week highs in the past 1 year and are trading at rich valuations.

The government might have realized that there

was nothing to lose from this move of reducing the GST tax rates for the paints industry.

After all, the market size of the paints business in India is evaluated at around Rs 350 billion and is also relied upon to develop 1.5 times to 2 times GDP growth in the following 5 years. Given its importance as an industry and fuelling the growth of the economy by contributing to the real estate and the automobile divisions, it is necessary for the government to make sure that GST is not the main reason behind the paint industry's slowdown. The volumes should definitely increase from hereon as the substantial rate cut from 28% to 18% is likely to boost demand of the entire paint category. However, given the anti-profiteering provisions, companies are expected to pass this benefit on to consumers in the form of price cuts. The paint companies though, may not lower the prices by the same proportion immediately because the cost of crude based raw materials used as inputs in the paint industry have remained elevated for the past few quarters. These companies might therefore want to retain some of the tax gain to better their margins.

While the paint industry initially faced hurdles due to GST implementation, the recent rate cut gives it a cushion to relax on. With tremendous opportunities of growth coming their way in terms of favorable housing policies, increased government spend on infrastructure, corporate tax cuts to revive the ailing economy thus boosting consumer spending; the paint industry seems to be in a sweet spot if it sails through the present challenges of managing its input costs well. It could either use majority of the tax cuts benefit to protect its margins or it could pass on this benefit to the consumers in the form of reduced prices thus pushing up consumer demand, increasing volumes and expanding the paint industry as whole. Either way, the paint industry seems to be at an advantage. How do they make the most out of it, is just a matter of time.

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MARKETING

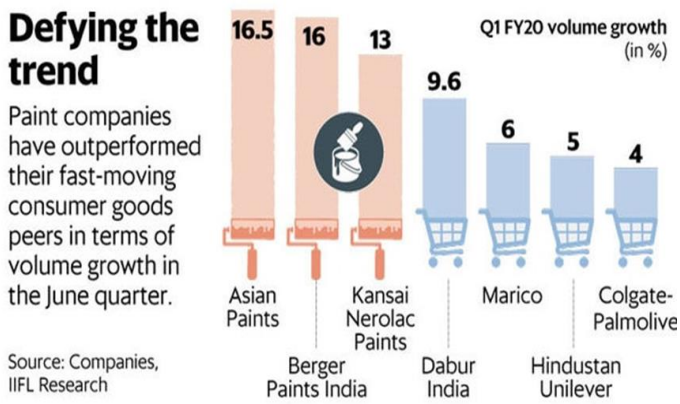
STPD Strategies for a Start-Up in Paint Industry

Kritika Mansharamani - PGDM 2019-21, Prin L. N. Welingkar Institute of Management Development and Research, Mumbai

Introduction

Amidst the recent economic crunch, many might feel this industry may not be doing very well. However, the decorative paint companies have reported impressive volumes in the June to August 2019 quarter beating FMCG companies in this regard.

To burst the above bubble in one's head, the truth is maximum gains were obtained from sale of low-end products in the market such as putty, distemper and economy paints. Large organizations had to adopt an aggressive push strategy at the dealer level to fill up stocks.



If the automobile sector continues to underperform and the IIP doesn't pick up, the industrial coating segment in the paint industry shall continue to experience pain.

Keeping in mind the following, if one is a start-up in the industry, one can adopt the following strategies as a new entrant –

SEGMENTING

Segmenting refers to the process of dividing your target audience into sub-groups that share homogenous characteristics within themselves but heterogeneous characteristics with other groups. The whole point of the exercise is to "focus" on a cohort with similar features known to respond similarly to a marketing strategy in order to obtain some predictability.

Since decorative paints account for 80% of the overall paint market in India, one must clearly focus on this segment -

a) Geographic

Keeping in mind maximum sales have occurred through volumes with major demand for economy products, one must target the rural population of the country which consists of 68.86% of our population (as per the UN World Population Prospects and Ministry of Statistics and Program Implementation).

b) Demographic

One must target the both genders between the age group of 20 to 50 in families having an MHI of INR 30,000 – 50,000. The decision maker of the household is an important stakeholder and so is his / her influencer that is the agent / local painter who needs to be incentivized appropriately.

c) Psychographic

With Pradhan Mantri Awaas Yojana and the

government encouraging affordable housing, people are having a positive attitude and an open mind set to getting their houses painted rather than keeping them unfinished. In India, buying and owning a house has emotional value and significance and a start-up needs to understand the same to cater to that part of the audience who are looking to beautify their houses.

d) Behavioural

Customers in rural India look to paint their houses once in 5 to 7 years especially during the period of October to December which is around Diwali and post monsoons. They desire durability and hence prefer good quality but low-priced solutions. As a marketer, one must keep this in mind.

TARGETING

Post segmenting the market, it is essential for a company to develop a specific marketing strategy to cater to the needs of that particular segment. Targeting is a derivation of segmentation. They both are two sides of the same coin and hence go hand-in-hand. The new player must target the R1, R2, R3 and R4 groups in the rural SEC grid which uses education and type of house (pucca, semi-pucca and katcha) as a measure of the socio-economic class of the population.

A multi-segment targeting strategy may be used to differentiate the rural market and offer varied solutions based on the house structure. The R1 and R2 consumer base can be separated from the R3 and R4 consumer base based out of tier II, III and IV cities and villages in India.

POSITIONING

Positioning involves developing a distinctive space and a favourable image in the minds of your customers in relation to competing brands. This special identity can be achieved by making the customers perceive the brand as "aspirational". The tag line "**Khushiyon ke Rang**" can be used. The paint brand can be known to be affordable yet high in quality and upscale tackling the **POP's** (point of parity) and **POD's** (point of Difference) efficiently.

Being cost-effective and yet providing a contemporary look will be received well by the masses. It is also a myth that rural consumers are unwilling to pay for premium products and services. The reality is they will choose premium products. If they are easily available and deliver value. They are highly conscious. Brand awareness is the main thing required.

DIFFERENTIATING

After creating desirability and ensuring deliverability through an extensive distribution network and last-mile delivery, the new player must focus on what makes them unique amongst their competitors especially the international players in the market such as Kansai Nerolac, Asian Paints and Akzo Nobel (also known as Dulux paints). The start-up must create a USP for itself which can be done by offering natural paints made of natural compounds such as tree raisins, water, plant oil and natural dyes and low-VOC paints having volatile organic compounds concentration between 5 to 200 gm. per litre of paint. This will also help it compete with local players such as Tractor Emulsion paint.

Chemicals in paints can cause mild effects such as irritation in the eyes, throat, nose or skin or even headaches, nausea and dizziness. Its's long-term effects include liver and kidney damage, respiratory issues and even cancer. These paints not only harm the human body, but also the environment through its by-products and waste generation, leaving behind carbon footprints. As per studies rural India are the main nature guardians of our country. They are

the key preservers and managers of our biodiversity and also believe in natural solutions for health measures; hence this strategy will go very well with them.

Conclusion

Mr. Abhijit Roy, President – IPA (MD & CEO, Berger Paints India Ltd.) recently mentioned at the 29th Indian Paint Conference whose theme was “Paint Pe Charcha - Naye Aayaam” that "The Indian Paint Industry is currently valued at around INR 50,000 cr and is expected to grow to INR 70, 000 cr by 2021-22. There is a strong co-relation between the Indian Paint Industry and the GDP growth of the country and it has historically surpassed India's GDP growth by 1.5 to 2 times in the past".

The growth in technology and a rise in regulatory compliances have also forced manufacturers to focus on research and development and product innovation. Everything put together, the future growth opportunities in the paint industry look promising.

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HUMAN RESOURCES

Up Scaling the Workforce for Digitization in Paint Industry.

Abhipsha Kar- Xavier School of Human Resource Management, Bhubaneswar

Digitization is transforming every aspect of the workforce expeditiously. Workforce 4.0 now is not only about embracing new job roles but also about comprehending how the workplace is changing in the context of digitization. The traditional constructs of productivity no longer apply to companies and individuals. Especially in this year of 2019 companies are furthering the vision of 'the future of jobs' and making plans to train the workforce in skills needed to succeed in a digital economy, and the paint industry is no exception. The paint industry is including new ways of working that previously were not possible by addressing digitalization to some degree—to enhance the customer experience (both consumer and B2B), improve manufacturing, and introduce new business models.

Experiences, rather than brand ambassadors or campaigns, are what people remember and recommend."

The Digital journey has been developing along two tracks for any industry. First, consumers, as well as their needs have changed dramatically in the past few years. They are always well connected with social media, so the organizations need to change their way of working to adapt them and deliver seamless experiences Secondly, the reaction of the industry to the world of technologies.

Smart consumers today now turn to digital interfaces first when searching for a product or a service. The tweet up of consumers with digitalization and e-commerce in the paint industry is stronger and better than ever and will only grow in the coming years. While the majority of consumers are ready to buy and explore paint online, a great deal of paint project research takes place online during the inspiration phase too. Ecommerce and the implementation of advanced online software for colour and product selection continue to play an increasingly pivotal role in the architectural coatings industry. The process of conducting research and finding painting resources is becoming more convenient with the advent of digital technologies.

One of the key steps that must be undertaken by this industry while thinking about up skilling is enabling the digitalization of data on raw materials and make it available to researchers in a convenient digital form. Today going Digital is about dealing with data. So the key challenge was how to make people use that data to make better decisions and hence, the entire possibility of product or technology was hinging around how they wanted the organizations to be more data-centric and hence, give them the technology that will help one and all. Hence, the first focus was to standardize the processes, followed by having a single ERP and then to use digital to transform the way to connect with

customers, keeping in mind cost optimization, which has become easier with the help of AI and IoT.

Talking about digitization the effect of augmented reality (AR) and virtual reality (VR) can't be ignored in the paint industry. They have the prospective to significantly change how people relate to decoration. 3D printing is challenging the construction industry and might do so even more in the future.

One big example is Asian Paints. Asian Paint's early adoption of robotic warehousing, 3-D visualizations, Chabot's, internet of things (IoT), and SAP HANA enabled it to go on the road of success.

Asian Paints digitized its processes and created real-time online performance management systems to enable its workforce to deliver customer delight and came up with an advanced learning and development system to make its workforce learn new things easily.

It invested in advanced customer discovery and real-time offer management softwares to create dynamic segments and run personalized campaigns and promotions across multiple channels

Digitization in transportation begins with a digital supply network that acts as a technology foundation for inter-business processes and supply chain relationships.

The use of vendor-managed inventory (VMI) can support proper inventory levels, eliminating the need to stockpile parts, components, and raw materials. VMI lets suppliers manage supply by keeping an eye on customer stock levels; then they can carry on with demand that optimizes working capital with service levels.

Digitalization has transformed this business from being a brick-and-mortar business into a click-and-mortar process. Digitizing product information and providing a seamless service to consumers is of key importance but to adapt this, company need to embrace the new technologies and need to train their workforce as well. The speed of these changes will likely be driven by the value and service they provide to consumers or their intrinsic business case, or ideally both.

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GENERAL MANAGEMENT

Waste Management in Paint Industry

Pramod Manjunath & Gursharan Kaur- MBA in Energy & Environment, Symbiosis Institute of International Business, Pune.

Source: http://hhys.in/products/paints-coatings/

A fresh coat of paint breathes life to most projects, and some may even find painting enjoyable. India's paint industry is estimated to reach a gigantic Rs. 70,000 crores by 2021-22. Currently, it is valued around Rs. 50,000. The global paint industries are ever-increasing. All this only means that the consumption is going to increase and will lead to the production of more and more paint in the coming years. The consequences of meeting the ever-growing demand of paint to the consumers and producing it in such large quantity will lead to heavy waste generation as well. The waste can thus be classified into solid and chemical wastes. All metallic/plastic bodies and lids fall under the solid waste and the paint critically falls under chemical waste and largely falls under hazardous waste.

Paint comprises of four different component¬¬s: pigments, resins, solvents and additives. Pigments give colour and impart glossiness, opacity to the paint; these are the tiny particles of organic or inorganic materials. The most common pigment of all is titanium dioxide, a synthetic inorganic chemical that provides a white pigment base. Pigments cause various concerns to the environment such as those that contain metals like cadmium, chromium, and lead. Resins provide the paint with the property of adhesiveness, solvents help dissolving the resin components to enhance the viscosity of coatings, and additives are used to modify coating performance, enhance durability and reduce material costs. Lead-based paints are used extensively as they are less expensive, have high opacity, good quality with corrosion resistance as compared to the organic substitutes for lead. This makes this kind of paint the most hazardous one. The human brain is most sensitive to Lead and can ultimately lead to memory-related issues and could even be fatal.

The above is a dangerous scenario, and needs management with the highest sincerity.

Several programs could be initiated to waste reduction/management. Some of which are mentioned below;

- Improve paint processing such that less scrap is generated.
- By changing the replaceable materials with reusable or returnable materials.
- Installation of collection and reclamation centres in the cities so that recovering cost is

- minimized.
- Shifting to multiple usable casing.

Licensed disposal facilities should come into force in India. The waste in this country is going off the charts. Paints have significant impacts on the environment, from the manufacturing of raw material to the application of them and finally the removal of paint itself. Industrial paint manufacturers have identified and implemented various techniques and technologies to reduce their paint wastes. Frequently, these activities also result in reduced production and disposal costs. Despite these efforts, there is a lot more that could be accomplished to reduce both paint-related wastes and the environmental impacts of their disposal in coming future. The USEPA (United States Environmental Protection Agency) estimates that 80% of the wastes generated during the formulation of paint, result from equipment cleaning and rest occurs due to evaporation of solvents, pigment dust, unused raw material packaging and clutter from filtration equipment. Such paint losses can be mitigated and these can be reused if at all there are spillages.

In the consumers end, the leftover paint is reused elsewhere or disposed without treating. In such cases, hazardous waste disposal system should be set up. Consumer end waste management can be done in various levels, i.e. from purchasing paint till the disposal of the paint. From deciding how much to buy for the project till what kind of paint you want to use.

In India, waste management happens on a microscopic level. The households use the paint buckets as plant pot or as a water holder for their pets. Waste management is already happening at these micro levels in the streets of India. Yet the management and the corrupt officials are only into making quick bucks. Having such high consumption of lead-based paints the paint giants must take the responsibility and take the support from the local or the central government. It wasn't until later that the consequences and lack of importance to the hazardous material disposal was seen affecting the environment on a huge scale.

The manufacturers should make sure that the leftover paints have a buyback value. If the product has a buyback value the consumers have no opportunity to get a part of his money back. Bringing the value of the waste back to the economy will make sure that the users automatically dispose it regularly. The leftover colours can be collected and mixed to a highly consistent homogenous colour. The Metallic bodies shall be sent to metallic recyclers for reuse of the metals. The plastic bodies are of higher grade and thus can be recycled. The lids can be washed and reused based on their make and type of design or can be recycled. Reduction in manufacturing new metal bodies and plastic bodies will also lead to a reduction in waste as they are made from waste themselves. EPR for such paint industries has to be started.

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CALL FOR ARTICLES

We invite articles for the November, 2019 Issue of SAMVAD.

The Theme for the month of **November** - **"Beauty & Personal Care Industry"**

The articles can be from Finance, Marketing, Human Resources, Operations or General Management domains.

You may also refer to sub-themes on Dare2Compete.

Submission Guidelines:

- Word limit: 1000 words or a maximum of 4 pages with relevant images.
- Cover page should include your name, institute name, course details & contact no.
- The references for the images used in the article should be mentioned clearly and explicitly below the images.
- Send in your article in .doc or .docx format, Font size: 12, Font: Constantia, Line spacing: 1.05' to **samvad.we@gmail.com. Deadline for submission of articles: 30th November, 2019**
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