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**Modern Management Education**

Edited by: Dr. M. Soundarapandian

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**Preface**

India's contribution has been profound and enduring in the vast landscape of global education and management practices. From ancient times, India has nurtured great thinkers and scholars whose insights into management and governance continue to resonate in contemporary contexts. A one-day national seminar on "Modern Management Education" aims to delve into these timeless traditions and synthesize them with the demands to the evolving world.

India's management legacy is a tapestry woven with innovation, resilience, and sustainability threads. The seminar seeks to unravel and understand the intricacies of Bharat indigenous management structures. These structures, deeply rooted in cultural ethos, have historically propelled India's economic prosperity and societal well-being. It provides a unique platform for scholars, educators and industry experts to engage in vibrant discussions on management pedagogy tailored to entrepreneurs and businesses. By examining these teachings, best principles that can guide contemporary management education towards nurturing future leaders who are competent and imbued with the spirit of Aatmanirbhar Bharat (self-reliant India). It is about translating insights into actionable policies and practices that can be integrated into India's management landscape. By aligning with the spirit of 'Viksit Bharat @ 2047' (Visionary India @ 2047) and the National Education Policy (NEP), the book aspires to envision and implement a holistic framework for management education that fosters self-reliance and innovation. The book is about celebrating the heritage and harnessing it to pave the way for management education that contributes significantly to national progress and global leadership.

The editor of the book is grateful to the authorities of the Gandhigram Rural Institute and Shiksha Shanskriti Utthan Niyas (SSUN), New Delhi, for their encouragement for organizing the seminar and editing the book. I am thankful to my family members for their support to my academic achievements.

—Editor

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## Skill Development for Unskilled Workers Experimental Guidelines from Berger Paints

Dr. Sachin Kumar<sup>1</sup>  
Dr. Nishi Bala<sup>2</sup>

### ABSTRACT

There is a massive talent-skill gap in India. The National Education Policy 2020 is regarded as a godsend for implementing measures to narrow the achievement gap. This article examines the strategies used by the industry to close the skill gap and give young people access to desired trades. The present paper narrates the case study of Berger paint. Berger paint is running iTrain program throughout twenty states, Berger Paints has set up permanent locations furnished with classrooms, instructional aids, and hands-on training booths. In twelve states, mobile training centers were built in 2017. The initial step in the iTrain program is to identify skill gaps among local painters and determine who needs to upskill and could benefit from the program. iTrain program focuses on teaching them both theoretical and practical aspects of painting. Brger paint had trained lakh of unskilled workers.

### INTRODUCTION

There is a significant and multifaceted talent-skill gap. It is, in effect, negatively affecting employability in every industry. The International Labour Organization projects that there will be a skill gap of 29 million workers by 2030, which will significantly affect the country's GDP. Firms are unable to find and hire people that fulfills their expectations because they lack futuristic capabilities. The primary reasons for this are the shortcomings in our educational system and the disdain that businesses

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have for firms providing on-the-job training. Since the National Education Policy 2020 will help reduce the skills gap by equipping students with industry-relevant skills for professions in the future, it is viewed in this case as a blessing in disguise. A shortage of skills exists in numerous industries, such as information technology, manufacturing, and more. Surprisingly, it also holds businesses responsible for failing to provide on-the-job training. The inclusion of vocational education and training is perhaps the most important aspect of NEP 2020 in terms of promoting employment. It is imperative that educational institutions across implement the dual training approach. University education is a unique island. This makes a major contribution to the nation's economic growth and ability to maintain a sustainable standard of living. Development of skills is the answer to two main issues. reduction of poverty and unemployment (King and McGrath, 2002). Developing skills in an emerging market A nation such as India aids its citizens in overcoming foreign competition (Horwitz, 2013). The act of recognizing skill gaps in the workforce and developing and refining those skills for a profession or occupation is known as skill development, and it takes on significance in this context.

Following deregulation, the industrial and service sectors experience phenomenal expansion, which greatly increases the need for skilled labor (Agrawal, 2014; Mehrotra and Ghosh, 2014). Nevertheless, the phenomena of unemployed growth rather than an increase in employment was brought about by economic expansion, suggesting that the manufacturing sector's employment growth rate is still negative (Dev, 2013). India is confronted with the challenge of increased employment not only because of the industry's low labor requirement but also because of the issue of unskilled labor (Agrawal, 2012). If the issue of the need for a trained labor force is not addressed, the consequences could be catastrophic and could even outweigh growth in non-agricultural production and a shortage of qualified laborers, which would force India's industrial processes to be automated (Mehrotra *et al.*, 2013). If the nation does not put skill development measures into place, which are essential to develop talent, a demographic nightmare could occur. (Batra, 2009; King, 2012; Mishra, 2014). Industry and educational institutes can play a significant role in skill development. The paper discusses a case study to understand the efforts done by the industry for skill development.

### CASE STUDY OF BERGER PAINT

The lack of experienced workers and the mismatch between client demands and unskilled painters plague the Indian paint and coatings business. The industry is disorganized, with 20-25 lakh painters working in the informal economy and small and medium-sized businesses controlling 30% of the market. The expansion and competitiveness of the industry are

hampered by this. The National abilities Development Council of India and the Indian Paint Association founded the Paints and Coatings Skills Council (PCSC) in 2015 to address issues that informal economy painters experienced, such as a lack of specialized knowledge and recognition for their already-developed abilities. While the PCSC recognizes the value of upskilling Indian painters, it must see to it that this is done in the informal sector. India is expected to see a rise in demand for decorative paint services, which account for 70% of the sector. But because of a lack of upskilling and training, this need is not satisfied, which has an effect on people's lives and the economy. Knowledge and skills are essential for boosting the national economy. The goal of Berger Paints' extensive skills training initiative, iTrain, is to lower unemployment and enhance the painting sector in India. The curriculum upskills seasoned painters to increase their employment prospects and provides new painters with top-notch instruction in modern painting techniques. This program supports the country's goals of decreasing unemployment and developing a workforce with the necessary skills. The goal of the iTrain program, which is being implemented all throughout India, is to upskill and teach marginalized people so they may become empowered artists, generate chances for sustainable livelihoods, raise their standard of living, and ultimately enhance their entire quality of life.

#### ITRAIN PROGRAM

In order to teach the next generation of artists contemporary painting techniques and related services, the iTrain program was introduced in 2014. Throughout twenty states, Berger Paints has set up permanent locations furnished with classrooms, instructional aids, and hands-on training booths. In twelve states, mobile training centers were built in 2017. Additionally, the program helps painters by increasing their clientele and fostering relationships. The objective is to enhance painters' lives by honing their craft and increasing their employment opportunities. The goal of Berger Paints' iTrain program is to solve the issue of ineffective painting methods and techniques caused by a lack of professional painting training. This may result in both immediate and long-term problems, possibly driving away customers. In order to close the professional training gap in the paint and coatings business, the curriculum concentrates on broad subjects. The iTrain program's initial phase is to identify skill gaps among the initial step in the iTrain program is to identify skill gaps among local painters and determine who needs to upskill and could benefit from the program. There are four primary ways that painters can be mobilized once the skills required to instruct a particular group of painters have been determined. Most mobilization occurs through word-of-mouth. The program team mobilizes through the following four primary channels: Berger Paints improves painters' abilities by imparting knowledge on a variety of paints and techniques, effective methods, and contemporary automated tools. In order

to assist painters grasp the subtleties of their work and produce refinement in their painting, the iTrain program focuses on teaching them both theoretical and practical aspects of painting. To impart technical painting skills, the program offers both theoretical and practical lessons. Because of the lack of education, the painting sector frequently lacks trained workers. It is critical to provide painters and sub-painters with entrepreneurial abilities so they can pursue contracts on their own and expand their total knowledge and competency in order to capitalize on consumer contacts. The program intended to include modules on safety standards and waste disposal procedures to promote the curriculum's adoption of best practices and instill professionalism in the painters. Based on the availability of painters in various places, the program team develops a monthly training calendar that specifies the dates and subjects that will be covered at the centers. The calendar for mobile centers dictates which places to visit and what sequence the vans are available in each area. This guarantees effective training session scheduling and coordination. Through the 'Suvidha' application, Berger Paints offers PCSC-certified participation certificates as post-training support for painters. The credibility and trust of consumers are enhanced by this accreditation for painters. Consumers frequently look to Berger Paints for painters and contractors, and staff members tell them about the iTrain program, which promotes networking and improves employability. There were forty-three centers operating in 19 states in 2020-2021, consisting of 15 mobile and 28 fixed centers. Over 1,11,850 people from all the sites took part in the training sessions.

#### CONCLUSION

Initiatives geared at skill development can close the talent-skill gap. Gaining the skills necessary to reduce unemployment requires training. The employability of the labor force after skill development initiatives are finished shows how successful these initiatives are. Berger paint works on both fixed and mobile training centre to increase reach of iTrain program. The iTrain program focuses on teaching them both theoretical and practical aspects of painting. The program also enhance entrepreneurial abilities of workers so they can pursue contracts on their own and expand their total knowledge and competency. 'Suvidha' application, Berger Paints offers PCSC-certified participation certificates as post-training support for painters.

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## 27 Stress Levels and Management Strategies Among Information Technology Professionals in Chennai

S. Maheshkumar<sup>1</sup>  
Dr. M. Soundarapandian<sup>2</sup>

### ABSTRACT

Stress level and Stress management is a current issue faced by information technology (IT) professionals. In this condition, information technology (IT) professionals handle their stress level and stress management level through the emotional and intellectual commitment to a group or organization that results in conduct that will assist a company in keeping its promises to improve the workers and, in turn, business outcomes. Information technology (IT) is currently dealing with new difficulties and problems relating to employee stress level and stress management level. The software industry has a high-stress level because of the nature of the work, the goals, the successes, the night shift, and the excessive workload. However, stress frequently has a negative connotation, and this part of stress is referred to as distress. Therefore, in front of other issues, the stress level and stress management level will be playing a major role in information technology (IT) companies. For this study, the researcher determines the stress level and stress management level ability among information technology (IT) experts in Chennai to use a standardized questionnaire to get the primary data. Materials from primary sources, such as books, journals, articles, newspapers, etc., were used to assess and understand the relationship between stress level and stress management to know this level of stress management will affect the employees.

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