



Asian Paints Colour Academy

Impact Assessment Study



Introduction

Objective: Asian Paints, through its Colour Academy Program aims to impart skill education and enhance productivity of people in paint application. The program focuses on:

1. Skilling and vocational training
2. Technical knowledge distribution
3. Provide Recognition and respect
4. Productivity & Livelihood Enhancement

Consonance with
SDG



Footprint: 20 fixed setups present in major metro & T1 towns. 44 mobile setups which enable reach to the entire geography of the country.

Courses: Courses in various paint related disciplines like basic painting, interior & exterior textures, wood finishes, waterproofing, etc. In addition to this, training program related to plumbing and carpentry also launched last year.

Impact: ~3.6 lakh trainings imparted across different modules in FY 2021-22.



Business & Research Objectives

1. **Impact assessment** for different courses offered (using the current metrics used by Asian Paints)
2. Understand the **functional, emotional and social impact** and benefits from the course
3. Seek **opportunity areas** and **areas of improvement** for enhancement of the program



Research Methodology

A qualitative and quantitative research approach was used

A **structured questionnaire** was prepared to measure the impact and effectiveness across the same 2 courses. 50% interviews were **telephonically** conducted and 50% were **face to face**. Participants were recruited from the **database** provided by Asian Paints Team.

Structured Telephonic Questionnaire

QUANTITATIVE MODULE



QUALITATIVE MODULE

Cued Depth Interviews

Qualitative Module helped us to understand the motivations and need gaps that the academy currently fulfills and can satisfy in the near future. It also helped us texture and nuance the numbers. Inputs from Quantitative module led to discussion guide document containing a structured flow of information

The questionnaire and discussion guides was administered in the **local languages**. Interviewers and moderators with experience in **similar category** or **study type** conducted the interviews and discussions.

Target group and sample Size

We reached out to two stakeholders of the courses – **painters and the contractors**, those who have taken either **Interior Design Texture or Exterior Design Texture course**

The study was conducted across 11 different cities of India – details of the sample achieved is mentioned here.

The field work was conducted in the month of February 2022

NOTE –

- Sample size for the study is small leading to derive directional inferences on various KPIs
- Sample less than 30 should be read with caution


Zone	Market	Structured Telephonic Questionnaire	Cued Depth Interviews
North	Delhi	10	5
North	Lucknow	10	5
Central	Indore	7	5
East	Kolkata	10	5
West	Ahmedabad	10	5
West	Mumbai	10	5
West	Pune	10	5
South	Cochin	8	5
South	Bangalore	13	5
South	Chennai	12	5
South	Hyderabad	12	5
Other Markets		5	-
TOTAL		117	55

**Margin of error on sample of 117 is $\pm 9\%$*

Research Findings

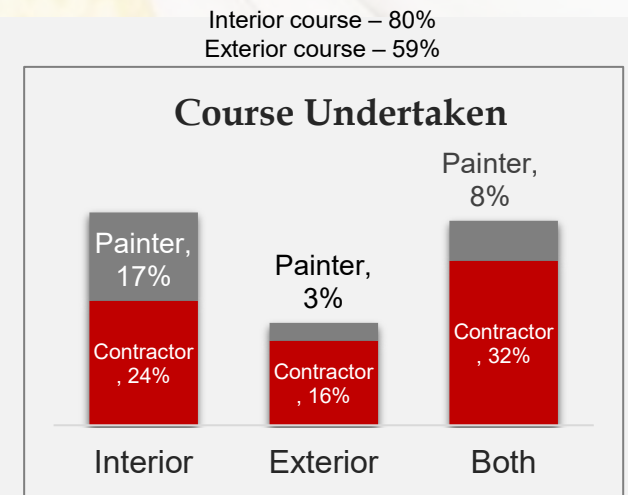
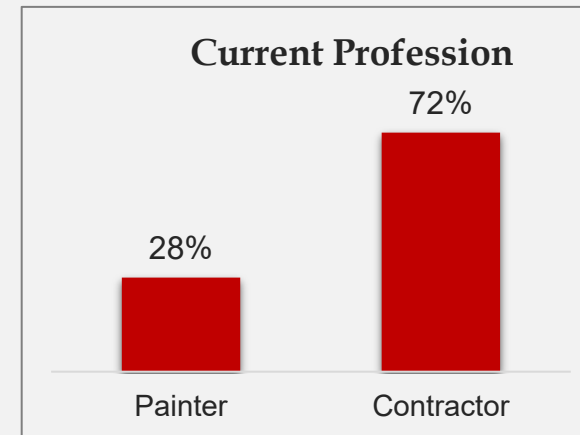
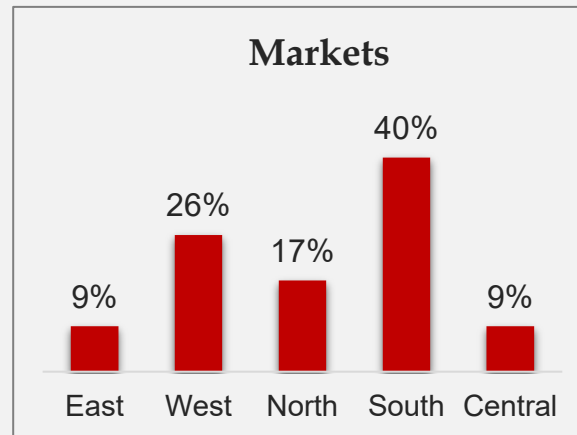
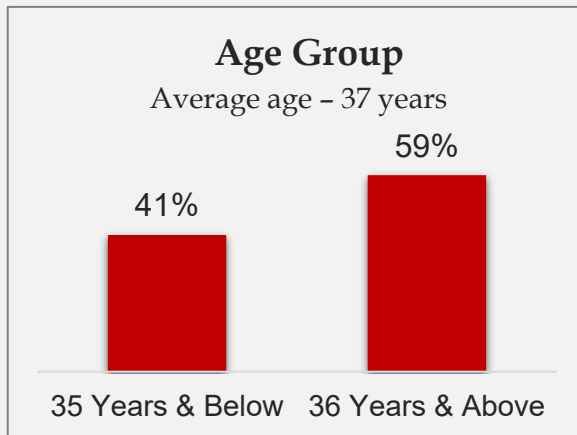


Flow of the presentation

- 
01. Respondents Profile
 02. Drivers for the course & course association
 03. Net Promoter Score
 04. Impact Assessment on various Metrics
 05. Understand Kamyabi
 06. Improvement Areas & Opportunities
 07. Ormax Observations & Recommendations

Whom did we reach out to?


- Course undertaken - those who have done Interior texture design or exterior texture design (IDF15C (Int Tex- new finishes), EDF (Ext Tex)) course from Asian Paints Colour Academy
- Age group - people above 18 years of age
- Painters, contractors who have undertaken the course
- Markets - (Delhi, Lucknow, Indore, Ahmedabad, Kolkata, Hyderabad, Mumbai, Pune, Cochin, Bangalore, Chennai)



NOTE - We used database provided by Asian Paints to reach out to target audience; Contractor and painter are self-claimed by participants

Base- all respondents - 117

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Betterment of the business and opportunities led by knowledge were the utmost sought driver amongst the participants

"I thought I will get more work, more businesses" – Contractor, Hyderabad

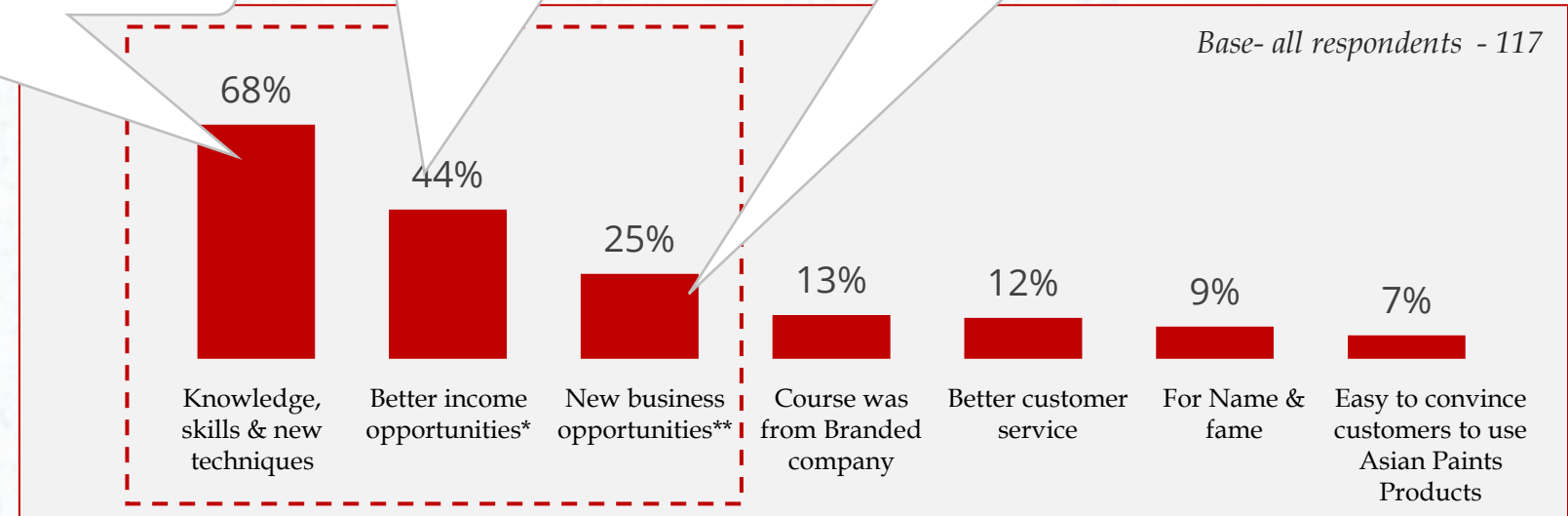
"If I learn something new, I will get new kind of work" – Painter, Lucknow

"I wanted to learn about new techniques and designs so that I can earn more money" – Contractor, Pune

Top drivers to choose Asian Paints Course

Base- all respondents - 117

About 3rd of the participants state that they chose Asian Paints Course for **Knowledge** Around 2/5th mentioned it for **better income opportunities**



Similar motivations noticed across groups, however expectations of name and fame sought relatively more amongst the non promoters of the course. Nearly one tenth from the painters joined the course since it was recommended to them

Need to Understand – what does knowledge mean?

*Better Income Opportunities – to be able to procure more business and projects

**New Business Opportunities – to be able to enhance work scope

Q2.Great! So, what are the top 3 reasons that made you decide on taking up the course with Asian paints color academy?

How is KNOWLEDGE defined – keywords such as knowledge, techniques and skills are used frequently by participants – what do they mean?

1. Knowledge

A combination of techniques and skills

Desire to perfect the current knowledge

“Kuchh nayi cheeze hoti hai jaise kuchh mistake hota hai, voh sikhne ko mil jata hai. Jo kamiyan hoti hai voh door ho jaati hain.”

Joined to learn interior work

“Interior ka kaam mila tha mujhe, toh sikhana zaroori ho gaya, achcha kaam joh dena tha”

2. Technique

Learn about the product and method to implement certain task

Wanted to learn texture and oil color usage

“Texture and oil color sikhne ke liye join kiya tha”

Learn about low paint wastage

“Wanted to learn about low wastage of paint”

3. Skill

Ability to take up the new learned techniques

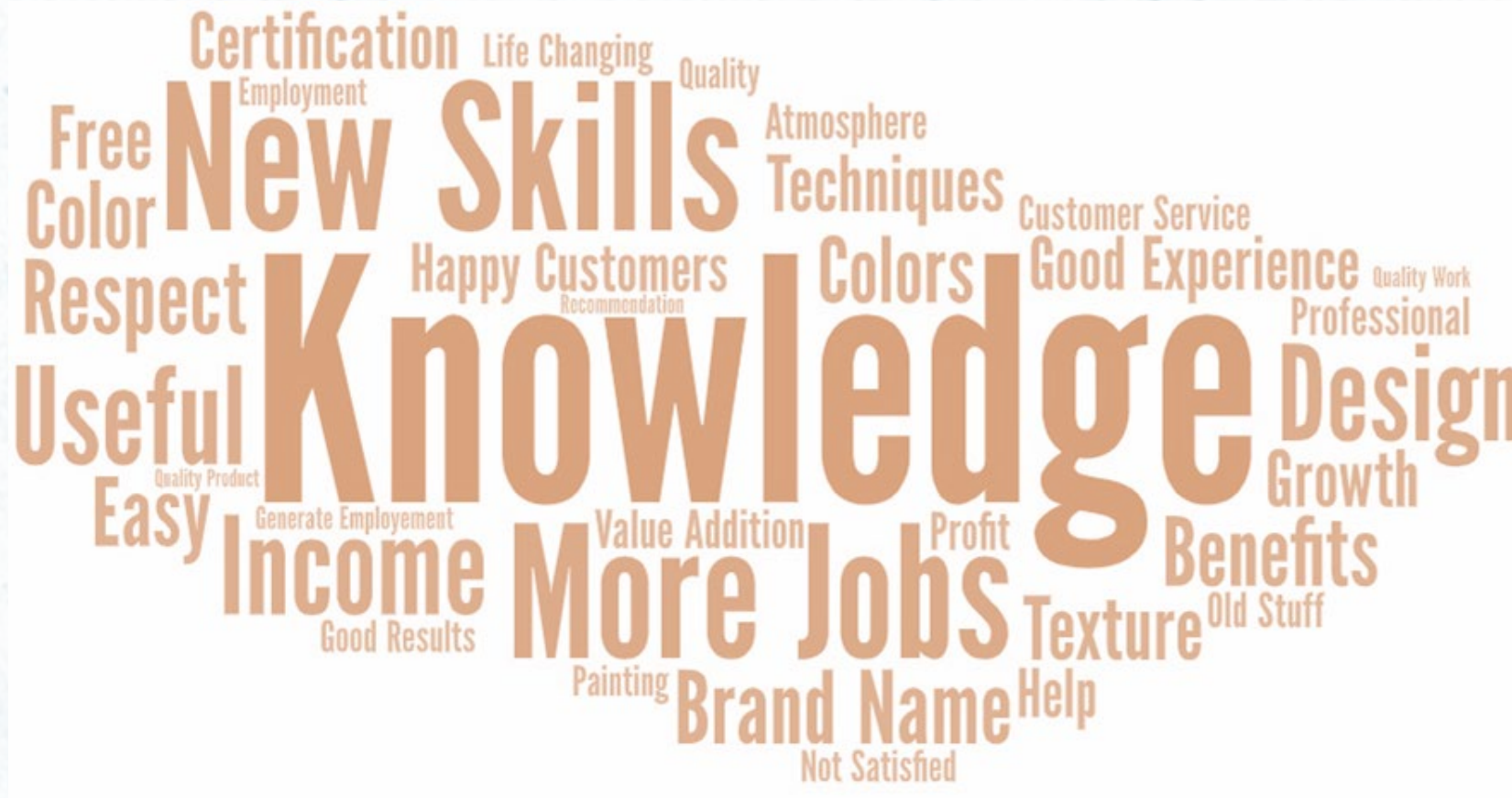
I can do perfectly what I have learned in the course

“Sab Kuchh acchhe se samjhaaya tha course me. Abb main khud se ye sab kar paata hoon.”

Quality of the work enhanced

“Abb ham Royale Play and texture karne lage hain. Hamare kaam ki quality bhi acchhi ho gai hai.”

Knowledge, jobs and skills are the top three associated terms with the course



Size of the text is indicative of frequency

Top 5 Associations

Knowledge (35%)

More Jobs (13%)


New Skills (13%)

Income (10%)

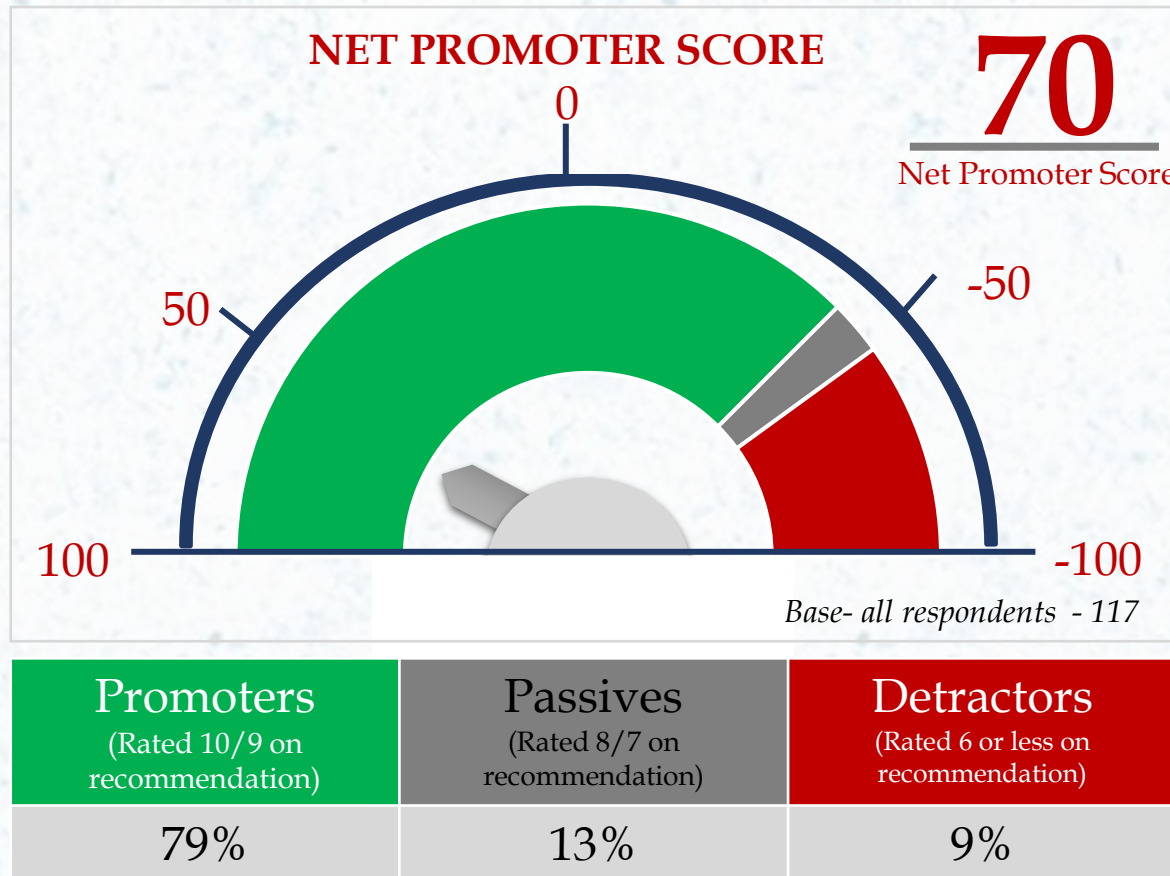
Brand Name (10%)

Base- all respondents - 117

Flow of the presentation

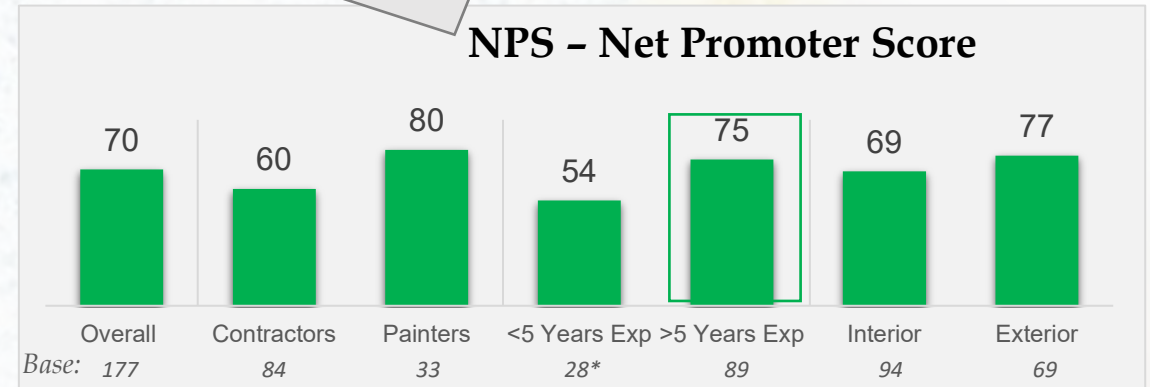
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Nearly 8 out of 10 are willing to recommend the course to others, leaving net promoter score to 70, however, measurable difference noticed between different cohorts



Desire to have skilled workforce

“Contractor se perfect kaam koi nahin seekh sakta. Isliye Asian Paints ka course recommend karta hoon, isse jab mazdooron ki zaroorat hoti hai to course kiye huye logon ko bula leta hoon.”
-Contractor, Cochin



Relatively higher recommendation noticed amongst **painters** than contractors. Similarly, **those with more than 5 years of experience** scored significantly higher on net promoters score than those with lesser experience.

Significantly higher at 95% CI

*low base - read with caution

Q3a. So, would you like to recommend this course from Asian Paints Colour Academy to your family, friends, fellow colleagues & well-wishers?

Who are these promoters and non promoters?

Profile of the Promoters and Non Promoters

	Age			Course		Mode of course		Experience		Profession	
	Overall	35 Years or Less	36 Years or More	Interior	Exterior	Online	Offline	5 Years or less	6 Years or More	Painter	Contractor
Base:	117	48	69	94	69	63	71	28*	89	33	84
Promoters	79%	79%	78%	78%	83%	81%	80%	71%	81%	70%	82%
Non Promoters	21%	21%	22%	22%	17%	19%	20%	29%	19%	30%	18%

No significant difference amongst the promoters and non promoters profiles noticed, however a directional difference noticed

Lower recommendation noticed to be directionally higher amongst painters and those with less than 5 years of experience.

Directionally higher people from Western zone not recommending the course as compared to overall

Expensive Materials, difficult to convince people to use

“Pahle course achche the, abb nahin hai. Material itna mahanga hai, seekh ke bhi use nahin kar paate. Kya faayada.” – Painter, West”

To have better exposure an skill than other newbies

“No one wants to get work done from someone who is new” - Painter, Less than 5 Years of experience

No significant difference amongst group noticed at 95% CI
NOTE - Contractor and painter are self-claimed by participants

*low base – read with caution

NOTE – Promoters- those coded 9 or more for the course recommendation ; Non Promoters – those coded 8 and less for the recommendation

New techniques and designs taught by Asian Paints turned out the prime reason for recommendation, closely followed by the competence to generate new income opportunities for others

Reasons for Recommendations	
Reasons	Promoters
Base: promoters for the course	92
It is an opportunity to learn new/ updated things	35%
To have better Income opportunities	30%
Asian paints has Quality Products	12%
To have better and skilled workforce	10%
Teaching method is very good/ easy	5%
Course from known/ trusted brand	5%
In expectations of improved life and work	4%
To meet customer's expectation	4%

NOTE – Promoters- those coded 9 or more for the course recommendation ; Non Promoters – those coded 8 and less for the recommendation

Reasons for Non Recommendations

- Lesser number of assignments than expectations
- Asian Paints Products are expensive thus difficult to convince customers to use it
- Repetitive course materials – introduction and basics are repetitive in every course

Expectations to have skilled work force turned out to be another reason for recommendation for a few.

Amongst non promoters, the primary reason is **high expectation low fulfilment** in terms of number of projects acquired, followed by **people finding the Asian Paints product expensive to use and recommend.**


Option to skip Introduction part since it is repetitive and wastage of time

“Introduction wala jo hissa hai, voh optional hona chahiye. Hamne itni baar course kiya hai, baar baar wahi chiz sunne me time waste kyon karna. Har baar toh same hi chiz rahata hai.” – Contractor, Delhi

*low base – read with caution

Q3 b. You have rated _____ (pick coding from Q3a) in recommendation? Why have you rated this? Probe - benefits received or program not adding any value -

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Highest impact noticed on intra personal aspect followed by interpersonal and professional – relatively lower financial impact voiced by the participants – similar trend noticed across groups

My work is neat now

“Abb mera kaam kafi saaf hota hai, toh client dusare logon ko bhi batata hai ki inse kaam karwa lo, ye achcha karte hain”
Contractor, Chennai

Differentiate from others – 4.61
Recommendations from clients – 4.51
Increase in jobs – 4.34

4.38

Professional Impact

Bought digital items – 3.74
Going out often – 3.58
Arranged social function – 3.54

3.42

Financial Impact

I can provide nutritious food to family

“Abb bachhon ke liye roz doodh le ke aata hoon, pahle thoda mushkil hota tha” Contractor, Lucknow

I have purchased a bike

“Pahle cycle se aata jaata tha, ab bike le li hai”
Contractor, Varanasi

“Asian Paint wale letter pad dete hain, ussi pe sab kuchh likh ke customers ko deta hoon. Thoda professional lagata hai”
Contractor, Indore

Use of Letter Pad – Professional Touch

Intra-Personal Impact

4.57

Value addition to work – 4.61
Confident – 4.60
Enhanced respect for profession – 4.59

Inter-Personal Impact

4.55

Increased influence – 4.56
Enhanced respect – 4.55
Providing opinions/ solutions – 4.55

“Pahle jo log baat nahin karate the, abb voh saamne se aa ke baat karte hain.”

Contractor, Ahmedabad

Increased Influence

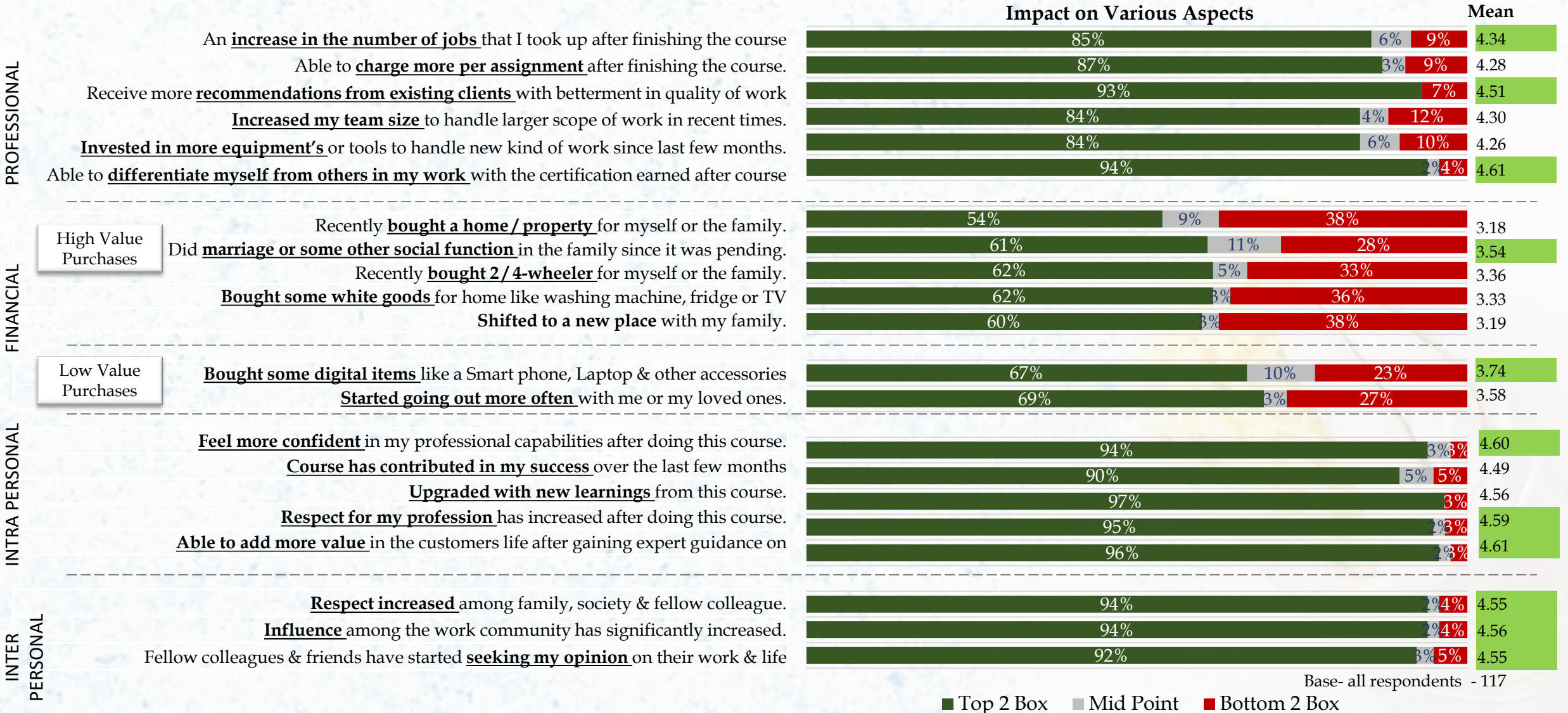
“Gaon me log janne lage hain ki ye achcha kar raha hai zindagi me.”

Contractor, Kolkata

Respect in community

Base- all respondents - 117

Individual statements for each impact area and relevant ratings



Base- all respondents - 117

■ Top 2 Box ■ Mid Point ■ Bottom 2 Box

Note - Top 2 Box – those coded 4/5, Mid Point – those coded 3, Bottom 2 Box – those coded 2/1

Q4. I will now read out few statements in regards to how the course might have changed your life and work. Please let us know how much do you agree or disagree from the statements on scale of 1 to 5 where 5 is highest and it means you completely agree and 1 is lowest which means you do not agree at all

Professional impact noticed to be significantly higher amongst contractors and those with more than 5 years of experience.

Impact of Course on Various Aspects													
	Overall	Age Group		Profession		Course Done		Mode of Course		Experience		NPS Groups	
Impact Assessment		35 Years or Less	36 Years or More	Painter	Contractor	Interior Design	Exterior Design	Online Course	Offline Course	5 Years or Less	6 Years or More	Promoters	Non Promoters
Base: All	117	48	69	33	84	94	69	63	71	28*	89	92	25*
Professional	4.38	4.25	4.48	4.06	4.51	4.41	4.43	4.39	4.46	4.21	4.44	4.49	4.01
Financial	3.42	3.44	3.40	3.39	3.43	3.38	3.54	3.30	3.56	3.77	3.31	3.47	3.23
Intra-Personal	4.57	4.51	4.61	4.44	4.62	4.58	4.61	4.55	4.66	4.56	4.57	4.63	4.36
Inter-Personal	4.55	4.38	4.67	4.34	4.63	4.54	4.62	4.55	4.64	4.50	4.57	4.65	4.19

*low base – read with caution

Financial impact noticed significantly higher amongst those who did offline course and less experienced in the industry.
Interpersonal and intra personal impact significantly higher amongst contractors

significantly higher at 95%CI

significantly higher at 90%CI

NOTE – Promoters- those coded 9 or more for the course recommendation ; Non Promoters – those coded 8 and less for the recommendation

NOTE - Contractor and painter are self-claimed by participants

Q4. I will now read out few statements in regards to how the course might have changed your knowledge or skills. How much do you agree or disagree from the statements on scale of 1 to 5 where 5 is highest and it means you completely agree and 1 is lowest which means you do not agree at all

Impact from the Course – a snapshot

- Professional Impacts reflecting in implementing the new skills and knowledge into business and client relationship management
- Financial Impacts revealing from smaller lifestyle improvements and boosted one time investment for some
- Intra-Personal Impact reflects into taking up challenging assignments and enhancement in confidence
- Inter-Personal Impact, reflecting into social impact – within community in general and within work community

Professional Impact	Financial Impact	Intra-Personal Impact	Inter-Personal Impact
A) Implement Skills into Business <ul style="list-style-type: none"> • Enhanced profile of services • Quality project delivery • Higher value assignments 	A) Lifestyle Improvements <ul style="list-style-type: none"> • Dietary changes • Persona and overall appearance • Global/ Branded food consumption 	A) Professional Capabilities leading to value addition <ul style="list-style-type: none"> • Change in the mindset • Design suggestions to clients 	A) Social Impact <ul style="list-style-type: none"> • Influence in work community
B) Change in Client Relationship Dynamics <ul style="list-style-type: none"> • Proactive and professional approach • New businesses from references • Larger customer base 	B) Boosted One time Investments <ul style="list-style-type: none"> • High Value Investment • Increased Savings 	B) Confidence of pulling off difficult assignments <ul style="list-style-type: none"> • Acquiring challenging assignments 	B) Social Impact <ul style="list-style-type: none"> • Respect in community

Professional Impacts reflecting in implementing the new skills and knowledge into business and client relationship management

Implement Skills into Business

- Enhanced profile of services
- Quality project delivery
- Higher value assignments

Taking interior design work

“Pahle interior design ka kaam nahin aata tha to nahin karte the, abb seekh liya hai, toh voh bhi karte hain” - Contractor, Chennai

Quality work

“Mera kaam abb ek badhiya quality ka ho gaya hai” - Painter, Kolkata

New customer portfolio

“Pahle sirf ghar wale kaam leta tha, abb Logos jaisi company ke projects karta hoon, bade projects hote hain voh” - Painter, Bengaluru

Professional Impact

Change in Client Relationship Dynamics

- Proactive and professional approach
- New businesses from references
- Larger customer base

Professional Approach

“Abb kafi kuchh aata hai toh kafi professional tareeke se customers se baat kar pata hoon” - Painter, Indore

Reference work

“Log abb khud se logon ko bataate hain ki inse kaam karwa lo.” - Painter, Cochin

Fame in work community

“Abb thekedaar, dukaandaar sabko janne laga hoon toh voh log bhi bhejte rahate hain customers ko, kaafi logo ka kaam karta hoon abb” - Contractor, Pune

Financial Impacts revealing from smaller lifestyle improvements and boosted one time investment for some

Lifestyle Improvements

- Dietary changes
- Persona and overall appearance
- Global/ Branded product consumption

Dietary changes

“Pahle khane ki dikkat hoti thi, abb badhiya khana khate hain” - Painter, Chennai

Focus on how do I present myself

“Chappal pahan ke nikal jaata tha client se milne, bilkul bhav nahin dete the, ab bann thann ke jaata hoon” - Contractor, Cochin

Branded food consumption

“Maggie le ke aata hoon ab bachcho ke liye” - Painter, Hyderabad

Financial Impact

Boosted One time Investments

- High Value Investment
- Increased Savings

Home is necessity, its not investment

“Ghar ka kya hai, banwa liya par voh toh zaroorat hai na, bachat nahin hai voh” - Painter, Kolkata

Got my children married

“Teen beton ki aur ek beti ki shaadi karwayi hai maine. Ghar bhi thik thak karwa liya.” - Painter, Indore

Savings in jewellery

“Jewellery me saving kiye hain, shaadi me kaam aayega” - Painter, Varanasi

Why more jobs and financial impact is not in sync?

Desire for More

Humans are never satisfied and crave for more

"Haan. Insaan ki chahat (desire) kabhi puri nahin hoti hai. Jitna socha tha kamane ka, utna kamaaya, abb aur chahiye" – Contractor, Mumbai

I am making good enough but I still strive for more

"Kama leta hoon. Pahle se toh behtar hi hai par zindagi me ummeed hamesha zyada ki karni chahiye" – Painter, Varanasi

Disconnect in
Financial
Impact and
increased jobs

Awareness amongst customers

Customers keep an eye on total project expenses

"Abb customer bhi apne expenses pe nazar rakhta hai. Usko pata hota hai ki kitne ka maal aaya, kitna apna margin hai. Toh kaam to mil jaata hai par margin utna nahin ho pata kabhi kabhi" – Contractor, Lucknow

Customers cross check material cost

"Customers to material ka daam batao toh dukaan pe ja ke check karta hai. Hamko to market se thoda sasta hi milta hai par customer ekdam hamare margin pe rone lagte hain" – Contractor, Pune

Intra-Personal Impact reflects into taking up challenging assignments and enhancement in confidence

Professional Capabilities leading to value addition

- Change in the mindset
- Design suggestions to clients

I focus on quality work competition

“Bilkul badlav aaya hai, pahle sirf kaam khatam karna hota tha, abb kaam achcha karne pe zyada dhyaan hota hai” - Painter, Bengaluru

I suggest news designs and color patterns to the client

“Abhi client ko ham khud se design batate hai ki ye banwao, aisa color lagao ” - Painter, Mumbai

Intra-Personal Impact

Confidence of pulling off difficult assignments

- Acquiring challenging assignments

Knowledge leads to confidence

“Jab chizein aati hain to confidence khud hi badh jaata hai” - Painter, Cochin

I take difficult projects as well

“Abb thode waise bhi kaam le leta hoon jo pahle kathin lagte the. Abb pata hai ki nikaal lenge.” - Contractor, Lucknow

Knowledge leads to confidence

“Course karne ke baad confidence aur knowledge dono hi badh gaya hai.” - Contractor, Kolkata

Inter-Personal Impact, reflecting into social impact – within community in general and within their work community

Inter-Personal Impact

Social Impact

- Influence in work community
- Respect in community

Contractors know me now for my work


“Abb thekedar log janne lage hai ki main kaun hoon, kaam ki wajah se hi toh jaante hain” - Painter, Mumbai

Relatives started to visit me and my family more frequently

“Pariwaar wale, aur dusare mohalle wale log abb aane jaane lage hain ghar pe, baat karte hain ki main kitana badhiya kar raha hoon zindagi mein” - Contractor, Bengaluru



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Decoding “KAMYAABI”

In a nutshell, ‘Kamyaabi*’, the term, is mostly associated with INCOME, STANDARD OF LIVING, SOCIAL STATUS and IMPROVED CUSTOMERS SERVICE in no particular order



How is Income driving Kamyabi?



1. INCOME

Increased flow of work	Charging extra for the same work	Reduced outsourcing	Reduced operating cost
<p><u>My income has increased</u> “Mera income pahle se kafi better ho gaya hai, abb freely kharcha kar Sakta hoon” - Contractor, Varanasi</p> <p><u>More money means more success</u> “Jyada paise kama raha hoon abb. Zyada kaam kar raha hoon, yahi kamyabi hoti hai.” - Painter, Ahmedabad</p>	<p><u>Have increased my rates</u> “Kaam ka rate to badha diya hai Diwali ke bad se. Paise kama lun, wahi kamyabi hai” - Painter, Mumbai</p> <p><u>I am charging more now</u> “Pahle Rs 60 lete the, abb toh Rs 100 lete hain ham log” - Painter, Pune</p>	<p><u>I don't rely on outsourcing, do it myself</u> “Pahle jo kaam outsource karwana padta tha, abb khud hi karwa letaa hoon.” - Contractor, Indore</p> <p><u>I am successful, have started doing Texture</u> “Kamyab to huye hain, jaise ki texture ka kaam suru kar diye hain. Pahle kissi aur ko pass kar dete the” - Painter, Bengaluru</p>	<p><u>I use machine a lot</u> “Abb ham log machine zyada use karte hain, jisse kum log lagte hain toh paisa apne aap bachta hai”, Painter, Hyderabad</p> <p><u>Machines ensures low turnaround and lower labour cost</u> “Machine use karne se kum se kum samay me kaam ho jata hai aur mazdooron ko dene wala paisa bhi bachata hai” - Contractor, Cochin</p>

Source – qualitative module

QH. Interesting. Are you happy with your earnings on quarterly or yearly basis since last time? So, Do you believe that you have seen an increase in your quarterly earnings after having done the course from Asian Paints Colour Academy?

How is Standard of Living driving Kamyabi?

2. STANDARD OF LIVING

Dietary Changes & investment in branded food	Affordability in Quality Education	Investment in Appearance	Investment in home purchase and renovation
<p><u>Nutritious food to family</u> "Abb main parivaar ko santulit khana de pa raha hun." - Painter, Pune</p> <p><u>Access to good food is success</u> "Acchha khaana, acchha peena, yehi kamyabi hua na" - Painter, Mumbai</p>	<p><u>Younger son is studying</u> "Pehle paise ki wajah se bade bachhe ko padha nahin paaya, lekin ab chhote bete ko padha raha hun. - Painter, Ahmedabad</p> <p><u>Shift from convent to government school</u> "Abb apne bachcho ke education pe behatar karch karata hoon, government se convent me jaate hain mere bachhe" - Contractor, Indore</p>	<p><u>I wear neat cloths, wear shoes</u> "Acchhe kapade pahante hain. Pahle chappal pahante the lekin abb shoes pahante hain" - Painter, Varanasi</p> <p><u>Wear proper cloth before meeting client</u> "Achhe se taiyaar hota hoon abb client se milne se pahle" - Contractor, Bengaluru</p>	<p><u>Got 4 floor house done</u> "Ek room ke kamre me rahate the pahle, abb 4 manzila makaan banwaya hai" - Contractor, Lucknow</p> <p><u>Shifted to my own house</u> "Kiraaye ke makaan se khud ke ghar me aa gaye hain, course ne itnaa toh zaroor badla hai" - Contractor, Chennai</p>

How is Social Status driving Kamyabi?



3. SOCIAL STATUS

Fame in work community	Respect in Community
<p><u>People know me by my name</u> “Abb log market me jante hain ki Suman kaun hai. Izzat bhi dete hain ki iska kaam badhiyan hai” – Contractor, Hyderabad</p> <p><u>Shopkeepers know me</u> “Hamara naam badhiya ho gaya hai abb. Mai phone kartaa hun toh voh material kahin par bhi bhej dete hain.” – Painter, Ahmedabad</p>	<p><u>Relatives started to visit frequently</u> “Jab se khud ka ghar aur gaadi ho gayee hai, relatives zyada frequently milne aate hain” - Contractor, Chennai</p> <p><u>Relatives have accepted us</u> “My relatives have also accepted us and they started visiting my house frequently.” – Painter, Mumbai</p>


How is Customer Service driving Kamyabi?



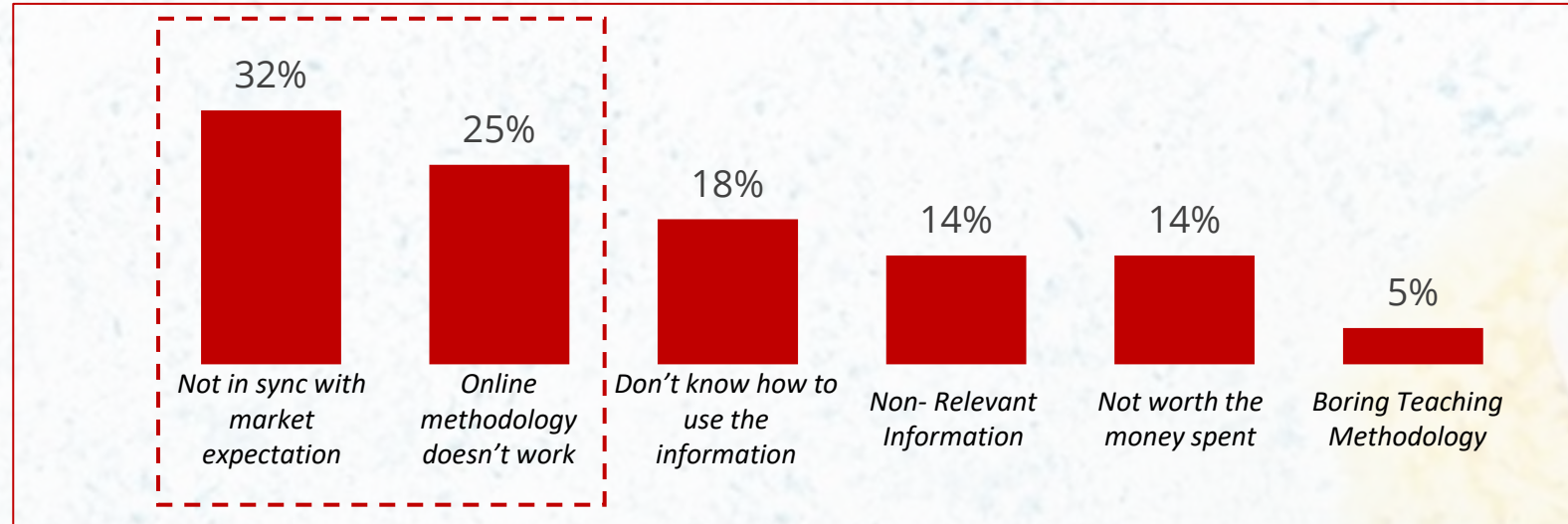
4. CUSTOMER SERVICE

Quality project delivery	Timely project completion	Satisfied and repeat customers	Projects from reference
<p><u>Use of roler instead of brush- neat work</u></p> <p>"Pahle ham brush se colour karwate the. Abb toh roller se karte hain. Kaam saaf aur customer bhi khush. Yahi hai Kamyabi hamare liye toh" - Contractor, Ahmedabad</p>	<p><u>Timely and quality project delivery</u></p> <p>"Maine bahut achhe se site ki hai, 3 se 4 woh bhi kum time me." - Contractor, Lucknow</p> <p><u>Reduced turnaround time</u></p> <p>"I take less time now due to machinery usage." - Contractor, Varanasi</p>	<p><u>Existing client calls us for new projects</u></p> <p>"Ek design kiye the customer ke ghar. Aur dusre log woh design dekhe aur abb unko bhi karwana tha. Client ko dubara kahin kuchh karwana ho toh hame hi bulate hain" - Painter, Mumbai</p>	<p><u>Getting new business from client reference</u></p> <p>"Agar ham kissi ke ghar me kaam karte hain toh hamara kaam dekh ke hi client ke reference se kaam milne lagte hain" - Painter, Kolkata</p> <p><u>Getting new business from client reference</u></p> <p>"Customer ki reference se kaam milta rahta hai." - Painter, Chennai</p>

Flow of the presentation

- 
- 01. Respondents Profile
 - 02. Drivers for the course & course association
 - 03. Net Promoter Score
 - 04. Impact Assessment on various Metrics
 - 05. Understand Kamyabi
 - 06. Improvement Areas & Opportunities
 - 07. Ormax Observations & Recommendations

Key Limitations in the Course



***Base- those rating 3 or less on 4 or more than 4 impact parameters - 44**

- 1/3rd of the sample participants have shared view on frequent update on design related modules so that they can provide contemporary design solutions to consumers
- 1/4th of the sample have shared concern regarding online method of teaching-although it helps them to connect anyplace anytime, need for practical with the trainer is still essential to excel in the course. From a refresher perspective, online courses still work well


Top Improvement Areas – Preliminary Findings

Majority didn't suggest any improvement areas and were satisfied with the program in its current format; however, some requirements/improvements were voiced out

Improvement Areas

- 1 **Technical challenges** in accessing Online courses
- 2 **Need for frequent refreshment** in course materials
- 3 **Lead Generation** Course (new businesses and soft skills)

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Ormax Observation

- Increment in business and opportunities led by knowledge were the utmost sought drivers for pursuing the course
- Knowledge, jobs and skills are the top three associated terms with the course
- Nearly 8 out of 10 are willing to recommend the course to others, new techniques and designs taught by Asian Paints turned out the prime reason for recommendation
- 'Kamyaabi*', is mostly associated with income, standard of living, social status and improved customers service in no particular order
- Highest impact noticed on intra-personal aspect followed by interpersonal and professional. Relatively lower financial impact voiced. On probe, they mentioned bigger investments such as home renovation, vehicle purchase etc. as necessity and not a financial achievement
- **Improvement Areas** – Majority didn't suggest any course or topics or any improvement areas and were satisfied with the program in its current format, however, some requirements/ improvements were voiced out

Ormax Recommendations

RECOMMENDATION 1

Hybrid Learning -

- **Sustainable teaching methodology** comprising the strengths of online (learning anywhere / anytime) with offline practical lessons (learnings by doing)
- Live online courses to be **recorded and shared** for future reference

RECOMMENDATION 2

Lead Generation Program -

- **Empowering participants** with local leads by creating eco systems of companies doing large scale interior design works for homes & corporates
- Teaching **online marketing** focused modules to generate leads (e.g. Facebook sales marketing)
- **Soft skill training** for the participants to enable them convert the leads into businesses and handle the client interactions in professional manner

RECOMMENDATION 3

Course Timings -

- Need to be **aligned to their work schedules** so that opportunity costs can be mitigated