



## IPCA Kerala KSS - Delulu is the new Solulu

19th April 2024

THE Knowledge Sharing Seminar (KSS) organized by the Indian Paint and Coating Association (IPCA) Kerala Region took place on 19th April 2024 at Elitepalazzo, Angamaly, Ernakulam. The seminar, which started at 2:30 PM, was a significant event with primary focus being the theme "Delulu is the New Solulu" emphasizing innovation and strategic growth in the paint industry.



Lighting the lamp by Mr.Rohan Bhasin President IPCA

### Opening Ceremony

The seminar commenced with a silent prayer, setting a solemn and focused tone for the event. This was followed by a welcome speech from Mr. Subash Nair, Chairman of IPCA Kerala Region, who elaborated on the motto of the seminar, "Delulu is the new Solulu" emphasizing the need for new solutions in the industry.



Subash Nair

### Inaugural Speech

Mr. Rohan Bhasin, President of IPCA, inaugurated the seminar by lighting the ceremonial lamp along with the office bearers of the IPCA Kerala Region. In his inaugural address, he discussed the upcoming programs and challenges facing the



Rohan Bhasin

industry, highlighting the crucial role of small-scale industries in shaping the future of the Indian paint sector. He elaborated on how the mindset and adaptability must transform before the MSME segment can make significant strides in their respective domain. The various government initiatives with special emphasis being made on the GeM portal (Government e-market place) to provide necessary fillip to the small and medium sector in playing a pivotal role and contributing more towards the growth of the economy.

**Mr.Suji Kumar Mathew, Past and Founder Chairman, IPCA Kerala Region:**

Highlighted the achievements of the Kerala region, including several innovative programs:

- Default Register : A precautionary measure to alert members about payment delays from paint dealers.
- PMI Family Benefit Scheme
- Paint Technical Advisors Panel

### Presentations and Speeches

Mr. Sudeep Sebastian, Corporate Trainer:

- Delivered an engaging presentation titled "Chatto Chat GPT" exploring how AI-supported apps and websites can enhance business operations efficiently.
- He enumerated various examples of how AI has become necessary in conducting routine operations in any organization.
- The presentation was a very engaging and enriching experience for all delegates, wherein the speaker also showcased the bottlenecks of AI being more generic in nature than specific and how to eradicate the same.



Sudeep Sebastian presentation on Chat GPT

Mr.Jeson CJ and Mr. Vinod Kumar E, Legal Metrology Department, Ernakulam:

- Provided a comprehensive presentation on new Legal Metrology laws, focusing on the requirements for printing



MRP per litre/kg or per ml/gm on stickers, and their implications for the paint industry.

- Highly interactive session wherein lot many queries of paint manufacturers present were answered further adding to their basket of knowledge.

**Mr.Sony Chacko, Tax and Financial Consultant:**

- Presented on the "Impact of Section 43B(h) of Income Tax on MSME Transactions" discussing its significance and the resulting financial and legal implications for businesses. Many illustrations and case studies were presented to simplify the understanding of the new law and its implications, which was an eye opener for the august IPCA gathering.

**Mr. Ajay Pareek, President –Sales, Loyalty Xpert:**

- Delivered a presentation on "Growing Business Revenues through Strategic Technology Alignment," introducing digital token systems as a means to boost business and revenue in the digital age.
- He also laid stress on providing necessary technology support for implementation and monitoring of this system and how it has reaped rich dividends for all who have implemented the same.

**Mr.Jagan M.Ohan Rao, CKK Polymers:**

- Introduced new products, emphasizing their extensive



"Growing Business Revenues through Strategic Technology Alignment"

experience in manufacturing metal drums for the paint industry.

**Conclusion and Entertainment**

The seminar concluded with an entertainment segment and dinner. The highlight of the entertainment was a captivating dance performance by Gina, daughter of Mr. George Stephen from Lumak Coatings, which received wide spread appreciation from the attendees.

Overall, the seminar was a resounding success, offering valuable insights, fostering knowledge sharing, and promoting camaraderie amongst industry professionals.