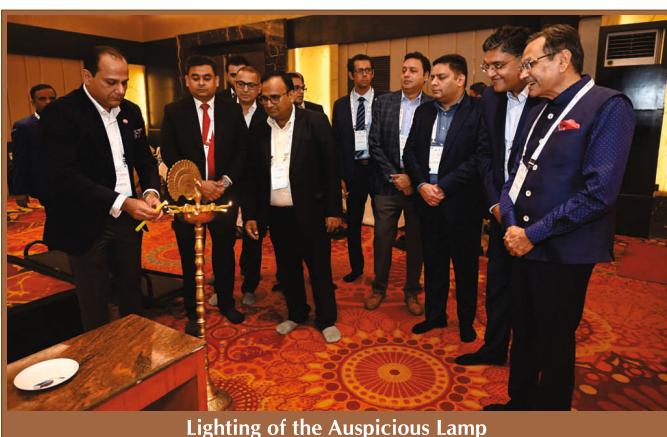




## IPCA Western UP Ghaziabad Region Knowledge Sharing Seminar

27th July 2024

THE IPCA Western UP Ghaziabad Region Knowledge Sharing Seminar (KSS) was held on July 27, 2024, bringing together industry professionals and experts for a day of learning, networking, and collaboration. The event, meticulously organized by the Indian Paint and Coating Association (IPCA), Western UP Ghaziabad Seminar Committee 2024, began with the invocation and lighting of the lamp, symbolizing the start of an enlightening day.



Lighting of the Auspicious Lamp

### Opening ceremony

The event opened with a warm welcome address by Mr. Kapil Mohan Bansal, Chairman of the IPCA Western UP Ghaziabad Region. Mr. Bansal highlighted the importance of such seminars in fostering knowledge exchange and innovation within the paint and coating industry. Following his address, Mr. Rohan Bhasin, President, IPCA delivered an



Kapil Mohan Bansal



Rohan Bhasin

inspiring address at the Seminar. He emphasized the critical role of knowledge sharing and collaboration in driving innovation within the industry. Mr. Bhasin also highlighted IPCA's commitment to supporting industry professionals through events like this, which serve as valuable platforms for learning and growth. His address set a positive and forward-looking

tone for the seminar, underscoring the importance of staying ahead in a rapidly evolving market. Last but not the least he reiterated the continued focus on the mind and health of members through the KHELO IPCA initiative. This was also highlighted wherein IPCA organised Cricket and badminton leagues to foster and promote team building and leadership. Mr. S. Mahadevan, General Secretary of IPCA, provided an insightful briefing on the association's activities over the past two years under the new leadership team. He highlighted the successful execution of various initiatives and events that have strengthened the industry's network and promoted technological advancements. His overview reflected the dynamic efforts of IPCA in fostering growth and innovation within the paint and coating community.



S. Mahadevan



Jatin Aggarwal

### Souvenir launch

A key moment of the seminar was the launch of the "Souvenir," a special publication that captured the essence of



Launch of Souvenir



the event and the broader activities of the IPCA. The Souvenir was unveiled by the Seminar Committee Chairman, President, Past President & team, including Editor-in-Chief Mr. Varun Yadav and Co-Editors Mr. Sandeep Goyal and Mr. Saksham Goyal. The publication provided a comprehensive overview of IPCA, detailed information about the Ghaziabad region's initiatives, and showcased advertisements from event partners. The Souvenir's theme, "Life is a journey, and memories are souvenirs we take along the way," resonated with the audience, emphasizing the lasting impact of shared experiences.

## Technical seminar sessions

The seminar featured a series of technical sessions that delved into various aspects of the paint and coating industry:

### Water-Based Paint Plant & Automation

Presented by Mr. Ritesh Sharma from Tipco Engineering India Pvt. Ltd., this session focused on the shift towards water-based paints, driven by environmental regulations and consumer demand for sustainable products. Mr. Sharma discussed the latest advancements in paint plant automation, highlighting how automation enhances efficiency, reduces waste, and ensures consistent product quality. His insights into the integration of modern technologies in manufacturing processes were particularly valuable for attendees looking to adopt innovative practices in their operations.



### Enhancing Paint & Coating Performance Using Functional Innovative Additives

Mr. Hemang Patel from 20 Microns Ltd delivered an engaging session on the role of additives in improving the performance of paints and coatings. He explained how functional additives can enhance properties such as durability, weather resistance, and aesthetics. Mr. Patel provided examples of cutting-edge additives that are being developed to meet the evolving demands of the market, particularly in the areas of eco-friendly formulations and high-performance coatings.



Hemang Patel



Bernard Fernandes

### Next Generation of HASE Rheology Modifier

In this session, Mr. Bernard Fernandes from Dow Chemical International Pvt. Ltd. introduced the audience to the next generation of Hydrophobically Modified Alkali Swellable Emulsions (HASE) rheology modifiers. These modifiers are crucial for controlling the flow and application properties of paints. Mr. Fernandes highlighted the benefits of these new modifiers, including improved thickening efficiency, stability, and ease of use. He also discussed how these advancements can lead to better paint performance, especially in waterborne formulations.

### Keynote address

After a networking lunch, the seminar resumed with a much-awaited keynote address by Mr. Dilip Raghavan, Editor, PAINTINDIA. Mr. Raghavan provided a comprehensive overview of the paint industry's current landscape, including emerging trends, market challenges, and future growth opportunities. His insights into the global market dynamics and the shifting consumer preferences offered valuable perspectives for industry stakeholders. He mesmerized the august IPCA gathering with his insights on opportunities in the face of various adversities for the MSME sector. This included collaboration and coexistence with the bigger partners and ways and means to address the ongoing issues on human resource availability along with the right skill set.



Dilip Raghavan

### Afternoon technical sessions

The afternoon was packed with more technical sessions, each offering deep dives into specialized topics:

### MSME Paint Industry - Growth vs Survival

Mr. Ajay Pareek from Ecosmob Technologies Pvt. Ltd. addressed the challenges and opportunities faced by Micro, Small, and Medium Enterprises (MSMEs) in the paint industry.

He discussed strategies for balancing growth and survival in a competitive market, emphasizing the need for innovation, cost management, and market differentiation. Mr. Pareek's session was particularly relevant for small-scale manufacturers looking to navigate the complexities of the industry. He spoke about digital tokens and various implementation initiatives undertaken by his team for the optimum efficiency of schemes and rewards designed by respective companies.



Ajay Pareek





### Driers and Additives – The Chemelyne Solution

Mr. Yogesh Singhal from Chemelyne Specialities Pvt Ltd, in this session focused on the role of driers and additives in paint formulations. Mr. Singhal explained how different types of driers influence the drying time and performance of coatings. He also highlighted the latest developments in additive technology, which can enhance the functionality and sustainability of paints. His technical insights were valuable for formulators and R&D professionals. His dynamic approach and thrust on opportunities existing for all even in challenging markets was received with positivity and enthusiasm.



Yogesh Singhal

### Paints and Coatings Technology - New Frontiers of Coatings Additives

Dr. S.C. Srivastava, Director of K-Tech India Limited, captivated the audience with his session on the new frontiers in coatings additives. Dr. Srivastava blended his technical expertise with management and spiritual wisdom, making his presentation both informative and engaging. He discussed the latest advancements in additive technology, focusing on how these innovations are shaping the future of the coatings industry. His ability to connect with the audience on multiple levels made this session a highlight of the day. The



Dr. S.C. Srivastava

simplified correlation between technicality and understanding was the highlight of the event keeping the audience glued with his vivid illustrations.

### Innovations in Titanium Additives

Mr. Ketan Dobarra from Titax Titanium provided insights into the latest innovations in titanium-based variants and their respective benchmarking with global brands. He discussed on the group activities of TITAX and the various tenants of partnership and collaboration with the customers his team thrives upon. He enumerated on how their range of products enhance the opacity, durability, and environmental performance of coatings. He shared the group vision and threw light on further products under development to be launched soon in the market platform. Mr. Dobarra's session was particularly relevant for manufacturers looking to improve the quality and sustainability of their products.



Ketan Dobarra

The respective technical session was concluded with a memento of appreciation to all the speakers followed by a lucky draw.

### Regional and motivational sessions

In addition to the technical sessions, the seminar featured a short talk on the **IPCA Maharashtra KSS** by Mr. Jesal Parekh, Chairman of IPCA Maharashtra Region. This was followed by a session with Mr. Sanjeev Gupta, Patron and Past President, who shared updates on the **IPCA Residential Seminar in Ranthambore** and the **IPCA Ludhiana KSS**.



Jesal Parekh



Sanjeev Gupta



The final session of the day was a **motivational talk** by Mr. Rajesh Aggarwal on "Building a Brand." Mr. Aggarwal's talk provided valuable insights into branding strategies, emphasizing the importance of innovation,



consistency, and customer engagement in building a successful brand. His art of connecting with the audience and keeping the session interactive and engaging was well appreciated. He spoke at length on the various aspects on brand building and on how the right attitude goes a long way in establishing a brand in the memories of people.

Table space was duly provided to event supporters volunteering for the same. There was a continuous buzz and vibration in the designated zone and the concept was very well received by all delegates as one to one interaction on new products, technologies, price trends, innovations and future vision was discussed.

### Closing ceremony and networking

The seminar concluded with a vote of thanks delivered by Mr. Vaibhav Gupta, Vice Chairman of IPCA. Following the formal proceedings, an awards ceremony was held to recognize outstanding contributions to the industry. The day ended on a high note with a networking cocktail and, sumptuous dinner with a lavish spread, providing attendees with an opportunity to connect, share experiences, and discuss potential collaborations.



The august IPCA gathering



Another attraction was Mega Lucky draw which was presented much to the delight of the audience who waited with bated breath to hear their names.

The Western UP Ghaziabad Region Knowledge Sharing Seminar (KSS) was a resounding success, offering valuable insights into the latest trends and technologies in the paint and coating industry. The event not only provided a platform for knowledge exchange but also fostered connections and collaborations that will drive future innovations. The seminar was a testament to the strength of the IPCA community and its commitment to advancing the industry through continuous learning and collaboration.

