

Applicator Training Programme for Rural Youth

The Applicator Training Programme organised by Birla White is an opportunity to interact with rural youth and educate them about employment options and in turn, facilitate our CSR initiatives.

The participants of the programme are initially selected by our CSR team from the village surrounding our plant in Kharia. The selection process is then validated by our R&D team to match the requirements of the programme.

The three-day training was formally inaugurated on 24th June, 2014 by Smt. Sadhna Singhvi, Smt. Sanjivani Datar, members of the Surbhi Mahila Mandal, Shri Anantha Krishnan and the CSR team.

The training programme will educate the participants about all technical details such as procedure for laying, maintenance of mosaic tiles, terrazzo flooring, new products, etc. The training programme also covers the following areas in the field of application:

- Manufacturing, properties & storage of cement
- Quality testing
- Mixing, application & precautions
- Do's and don'ts (with reasoning)
- Knowledge about tools
- How to give a demonstration
- Costing
- Comparison with substitutes

Most participants in the Applicator Training Programme were painters or masons by profession, making barely INR 300 - 350 a day. Their newly acquired skills would enable them to earn about INR 650 - 750 a day, thereby enhancing their livelihood and source of income.

