



ISSPA President's Page

Time to come together and form a consortium



Indian Small Scale Paint Association (ISSPA) established in 1956, has announced the New Team for the year 2021-2023.

President	: Mrs. Shilpa Raveshia	N R Colours Limited
Vice President	: Mr. Vijay DagliGujarat	Colours & Coatings Pvt. Ltd.
Add. Vice President	: Mr. Manish Goyal	J K Protomax Pvt. Ltd.
Secretary	: Mr. Dinesh Prabhu	Golden Paints Pvt. Ltd.
Treasurer	: Mr. Nilesh Doshi	Star Hentzen Coatings Pvt. Ltd
Joint Secretary	: Mr. Rajeev Goplani	Bello Paints Pvt. Ltd.

It is an honour bestowed by the MSME Paint Sector to select me as the President for this term. It has been a long journey for me, running the business for 19 years and working for ISSPA for the past 10 years. I am appointed at a time when the industry is in a great turmoil and I strongly believe that we can overcome this together.

This is the biggest disruption to hit our industry, specially the MSME sector, since 2011.

World is slowly emerging from the biggest pandemic to ever hit mankind and the Coating Industry from its worst condition due to raw material scarcity, non-availability of manpower due to migration, logistical disruption and erratic production force by MNC's.

After a decade again, the crude oil rises and is at an average of \$80-90 today. A sustained spike in crude oil prices & currency volatility is impacting the raw material prices of paint and affecting the bottom-line of the business.

The support extended by Government of India to the MSME Sector under the COVID-19 Relief Scheme has allowed financial support at a concessional interest rate of 20% of utilised bank limit.

The Battle of Survival for MSME sector & Large MNC's begin as we prepare to face a new Global Scale competition as many Business Groups in India have started their own Paint Production units.

Few Large Companies have also started compromising on Quality and are not revising prices. This is affecting the MSME Sector. The rise in price must be transferred to customers as the margins of MSME sector are extremely low or are in negative. Heavy and extended monsoons along with natural calamities have also affected the paint demand all over India for the festive season.

Profiteering is rampant by Manufacturers & Trading community due to demand-supply fluctuation regionally. Business margins are squeezed & raw materials prices are much higher which has hit the MSME sector very hard due to supply and logistical constraints.

Now is the time for Industries to come together and form a consortium to re-strategize the raw material purchasing strategy and implement the price rise together! I would like to end this piece with this quote by Henry Ford –*Coming together is a beginning, staying together is progress, and working together is success!*

Ms Shilpa Raveshia

President

Indian Small Scale Paint Association