



Vikas Centre

Birla White Vikas training programme has been designed with a serious objective to impart relevant training on surface finishing products such as paints, Wallcare Putty, Textura and its applications to the building contractors. With the advent of new technology in the building materials segment, it is imperative to build a workforce with relevant knowledge on surface finishing products as these products add final value to the structures.

Relevant knowledge can ensure desired application required by the promoters/owners of the building. It also ensures proper utilisation of materials and minimises wastage at work sites, which is the need of the hour. To keep pace with the highly demanding market, the contractors face challenges in completing the job on time as well as employing minimum labour.

Taking all these factors into account, Birla White has been taking various initiatives since last 25 years to impart knowledge to painters and their contractors on products and its applications. To give these initiatives a meaningful dimension, Birla White started prospecting good paint contractors from the retail market and the industry followed by registering them with the company. Those who were registered were given an identity card. Contractors carrying valid identity cards are called 'Birla White Registered Applicators'.

Thus, a formal training module was established by the of name 'Vikas Training' across India. Birla White has invested significant resources to develop a standalone Vikas training centre at Kharia Khangar, Rajasthan, where the first Birla White plant is located.

