

Department of Paint Technology
Harcourt Butler Technical University, Kanpur

Title:

Visit of Dr. Subhash Srivastava (President, PACT) – Discussion on Future Roadmap of Paint Technology Education, Research, and Industry Collaboration

Date: 13.02.2026

Venue: Department of Paint Technology & Incubation Hub, HBTU Kanpur

Organized By:

- Department of Paint Technology, Harcourt Butler Technical University, Kanpur



Dignitaries Present:

- **Dr. Subhash Srivastava**, President, Paint and Coating Technologists' Association
- **CA Saumya Srivastava**
- **Prof. Jitendra Bhaskar**, Dean, Incubation Hub
- **Prof. Samsher**, Hon'ble Vice-Chancellor
- **Dr. Arun Maithani**
- **Dr. Durgesh K. Soni**
- **Dr. Radha Sachan**

1. Introduction

The Department of Paint Technology, HBTU Kanpur, had the privilege of hosting **Dr. Subhash Srivastava**, President of the Paint and Coating Technologists' Association (PACT), for a significant academic and strategic visit. The visit was centered on deliberations regarding the **future roadmap of Paint Technology education, research advancement, and strengthening industry–academia collaboration.**

Such engagements are crucial in aligning academic programs with industry requirements and emerging technological trends.

2. Objectives of the Visit

The visit was organized with the following objectives:

- To discuss the **future direction of Paint Technology education**
- To explore opportunities for **industry–academia collaboration**
- To promote **research and innovation in coatings technology**
- To strengthen **entrepreneurship and incubation support systems**
- To identify pathways for **skill development and employability enhancement**



3. Visit to Incubation Hub

A major highlight of the visit was the delegation's tour of the **Atal Incubation Hub** at HBTU.

3.1 Overview of Incubation Activities

- The delegation was briefed by **Prof. Jitendra Bhaskar** on:
 - Startup incubation programs
 - Innovation-driven initiatives
 - Support for student entrepreneurs
 - Industry-linked incubation projects

3.2 Key Takeaways

- Strong emphasis on **startup culture and innovation ecosystem**
- Opportunities for **coatings-based startups and product development**
- Integration of **Paint Technology with entrepreneurship initiatives**

4. Interaction with Faculty Members

Dr. Subhash Srivastava engaged in an interactive session with faculty members of the Paint Technology Department. The discussion focused on:

4.1 Academic Development

- Curriculum modernization aligned with industry needs
- Inclusion of advanced topics in coatings technology

4.2 Research and Innovation

- Collaborative research opportunities with industry
- Focus on **sustainable and advanced coating systems**
- Encouragement of interdisciplinary research

4.3 Industry Linkage

- Strengthening ties with PACT and industry stakeholders
- Enhancing internship and placement opportunities
- Promoting industry-driven projects

5. Courtesy Visit to Hon'ble Vice-Chancellor

The delegation paid a courtesy visit to the Hon'ble Vice-Chancellor, **Prof. Samsher**.

During the interaction:

- The importance of **industry-academia collaboration** was emphasized

- Future possibilities for **joint initiatives and partnerships** were discussed
- Institutional support for innovation and skill development was reaffirmed

6. Role of PACT in Academic–Industry Integration

The involvement of **Paint and Coating Technologists' Association** plays a pivotal role in:

- Bridging the gap between academia and industry
- Facilitating knowledge exchange
- Supporting professional development in coatings technology
- Promoting networking opportunities for students and faculty

7. Key Outcomes of the Visit

The visit resulted in several positive outcomes:

- Strengthened **industry–academia partnership**
- Identification of **collaborative research areas**
- Enhanced focus on **entrepreneurship and incubation**
- Improved alignment of **curriculum with industry needs**
- Increased opportunities for **student engagement with industry bodies**

8. Relevance to NAAC/NBA Criteria

NBA Alignment:

- **Criterion 3:** Program Outcomes (Professional skills, innovation)
- **Criterion 5:** Faculty Contributions
- **Criterion 7:** Professional Activities & Industry Interaction

NAAC Alignment:

- **Criterion 2:** Teaching-Learning Process
- **Criterion 3:** Research, Innovation & Extension
- **Criterion 5:** Student Support and Progression
- **Criterion 6:** Governance & Leadership
- **Criterion 7:** Institutional Best Practices