

# PRINTING TIMES

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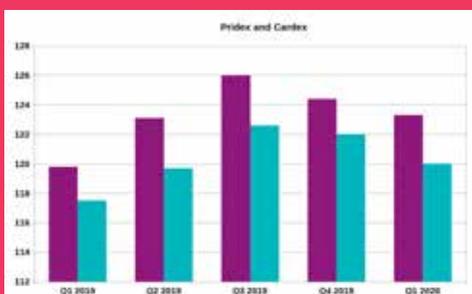
July - August 2019

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**PAMEX**  
6-9 JAN. 2020  
BOMBAY EXHIBITION CENTRE, MUMBAI



AIFMP indices

■ Pridex  
■ Cardex

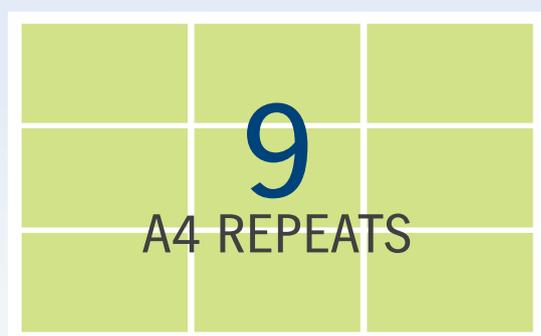
## PRIDEX and CARDEX

CRISIL has recently published the Q1 (FY2020) results for the indices PRIDEX and CARDEX. In the Q1 of FY2020, PRIDEX stands 123.3 and CARDEX stands at 120. Know more about the trend on page 34.



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hubergroup's MGA NATURA series complies with all FDA Standards and EC Regulations for folding cartons in food packaging. This results in reduced approval cycles and increasing production flexibility for brand owners; while printers and converters no longer need to maintain large stocks of a variety of ink types and undertake costly, time-consuming press wash-ups when packaging is destined for different global regions.

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# PRINTING TIMES

Founder Editor :

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1927-2017

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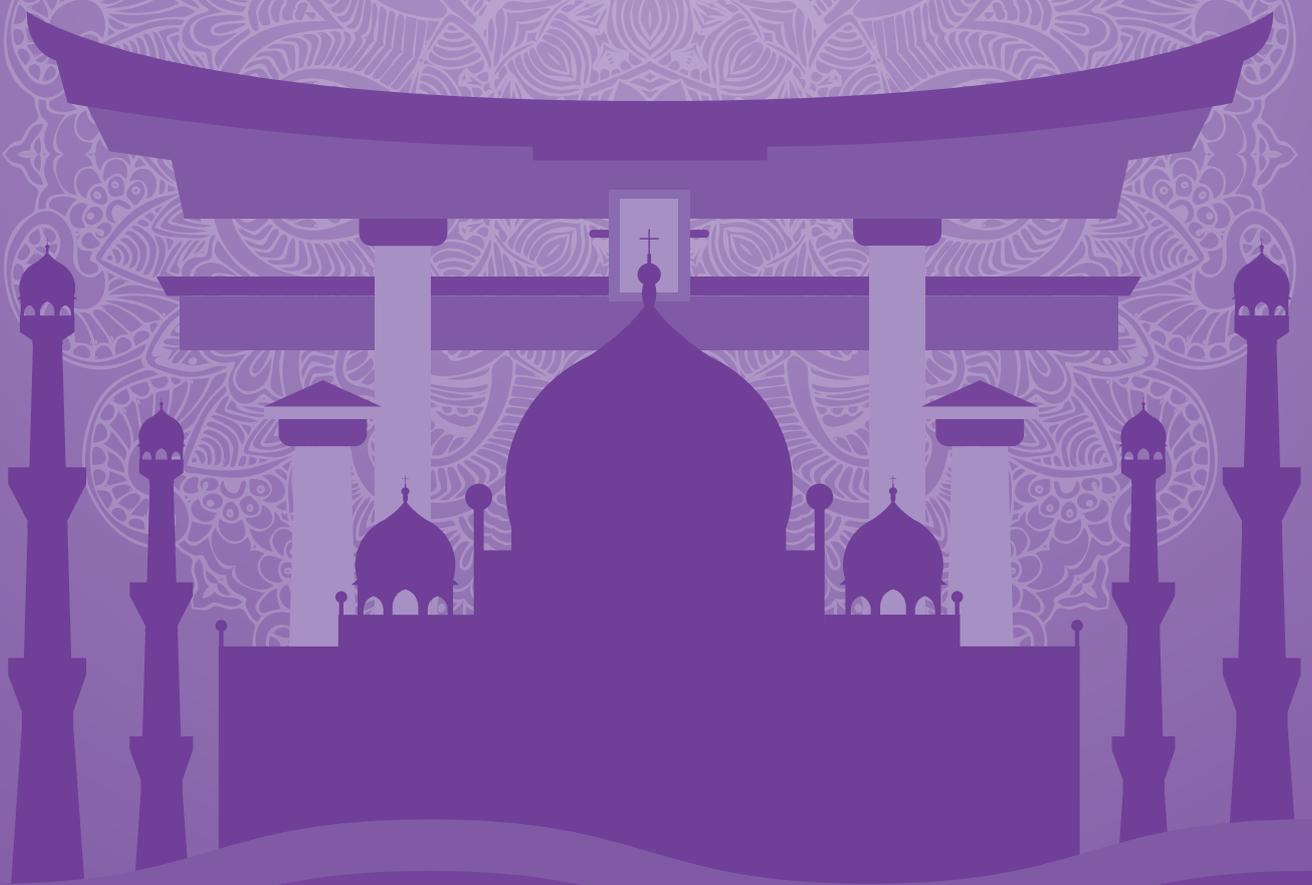
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For a Vibrant World

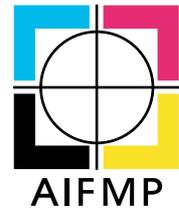
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# President's Message



Dear Friends,

Welcome to the Independence issue of your favourite bi-monthly.

This issue is dedicated to the 73rd years of our independence. The Indian independence signifies the freedom to communicate, freedom to express and freedom to decide.

As we all know, parts of Maharashtra, Karnataka and Kerala have again suffered due to unprecedented rainfall, floods and landslides. We have seen the visuals and read about the loss of lives and properties, huge damage has been done and now it is time to rebuild and start afresh. I on behalf of All India Federation of Master Printers appeal to all printer brothers and affiliate associations to come forward and donate, support and help in whatever best possible manner so as to ensure our printer brothers are back in their business.

During the oral hearing held on 16th August 2019 at New Delhi in the matter Anti-dumping duty

investigation concerning imports of Digital Offset Printing Plates originating in or exported from China PR, Japan, Korea RP, Taiwan and Vietnam, I had represented the Federation and suggested to the designated authority that middle path be adopted by the Government i.e. there should neither be unfair competition nor there should be any attempt to create monopoly position by any of the party, rather balanced approach be adopted to enable the Indian printers to get the subject plates at right price at right time of good quality and interest of entire Indian industry must be protected.

I am glad to inform that Poona Press Owners Association will be hosting 14th edition of NAEP during PAMEX 2020 in January 2020 at Mumbai. As you are aware AIFMP has been organising this prestigious award function since 1999. I am looking forward to industry and other dignitaries who will participate and grace the occasion.

The year commencing from October 2018 has been very eventful and promising for the Federation and for the present team of office bearers. Several decisions were taken during the course of this year. Many new initiatives were started in the interest of the Federation and the printing fraternity at large.

As already informed the 66th Annual General meeting, election for the new office bearers of the Federation for the year 2019-20 will be held

on Sunday, 22nd September 2019 at Pune. I am confident that the incoming team of office bearers will honour, respect accept and carry forward the steps and decision taken by the present team to the best of their ability. I extend a very warm welcome to them and wish them all the very best for their term in office.

I also take this opportunity to thank all my dear office bearers, the members and staff of the AIFMP family for all the love, affection and support extended to me.

I indeed enjoyed and had a wonderful time working with his great team.

I conclude with my best wishes and warm regards to all.

**Raveendra Joshi**  
President



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# Editorial



## Dear Readers

In today's marketing tactics, the popular print campaigns of the past seemed destined to quietly slip into traditions of the past. Marketing in the information age is much more of a "Learning experience", thus pushing out former methods that were static and less interactive.

By using augmented reality (AR) technology, many large companies are again successfully using print media to create an immersive and engaging interaction with their customers. AR is allowing content to not be held prisoner to paper and screens. Instead, augmented reality technology is leading to more immersive marketing campaigns from forward-thinking brands.

The following 5 companies are among many others who are using AR to bring new life to their print marketing campaigns.

The New Yorker is a publication known for its articles and poems, ranging from the deep and creative to the wacky and hilarious. Online access to this, and other popular print publications, was seemingly signalling the decline of customer patronage of the printed magazine.

However, The New Yorker made print fun and interesting once more by making the front and back covers of their printed publication come to life through the camera of a smartphone or tablet. Their idea stemmed from the concept of human imagination that comes into focus when looking at a drawing or photo, imagining what it would like to exist and be right there

in the art. AR helped The New Yorker engage their readers in a new way, allowing them to experience the cover art of the publication as if they were there. The campaign undoubtedly had indirect, positive effects, building a great deal of conversation and shares across the internet.

Vespa, a popular Italian scooter company, also livened up their printed magazine ads using AR to help create a more customized and personalized experience for the reader than simply looking at pictures in the ad. Instead, the reader can scan the ad through an app on their smartphone or tablet, and build their own custom scooter from all the options available, including colors, styles, and accessories. The app also pops out GPS directions to the nearest Vespa location if the customer indicates interest in purchasing the scooter they have created.

Volkswagen, a German car mogul, recently incorporated AR capabilities into their print marketing in a huge way: billboards. Advertising the new Beetle, Volkswagen put up billboards in Canada encouraging people to download their new AR-powered app. Once a customer has the AR app, they point it at the billboard, and can watch the new Beetle burst out of the billboard through their phone screen.

Lynx (Axe in the U.S.) is a cutting edge men's deodorant and fragrance company known for their saucy ads and marketing. Lynx used AR to make their railway print ads in London more interactive and fun by giving people the opportunity to pose with falling (virtual) angels.

using an AR app on their smartphone or tablet, people pointed their camera at the ad in the train stations, and an interactive angel appeared on the screen. The campaign spread by word of and made the Lynx brand much

more memorable and top-of-mind, compared to before the innovative marketing ploy.

Disney, the creator of magical children's movies and theme parks, also implemented a large scale AR print marketing campaign in the middle of Times Square in New York City. Similar to the Linx installation, Disney Parks put up a billboard that came to life with character interactions. People stood on a marked circle, and an AR app was used to project characters onto a big screen. People could interact with these characters by dancing or dueling, for all to watch in Times Square.

Many marketers may have thought print marketing campaigns were fizzling out against the modern, digital competition. However, print ads can still be highly effective and interactive when paired with an AR-powered app.

If you want to bring life and impact back to your print campaigns, AR is the right answer

We are seeing a paradigm shift right before our eyes, and this has wide implications for many industries, including print, packaging web and especially brick and mortar businesses. If nothing else we should anticipate more businesses taking AR seriously over the next few years and that could dramatically change their approach in Print marketing.

Printers gear up for the future

With best regards

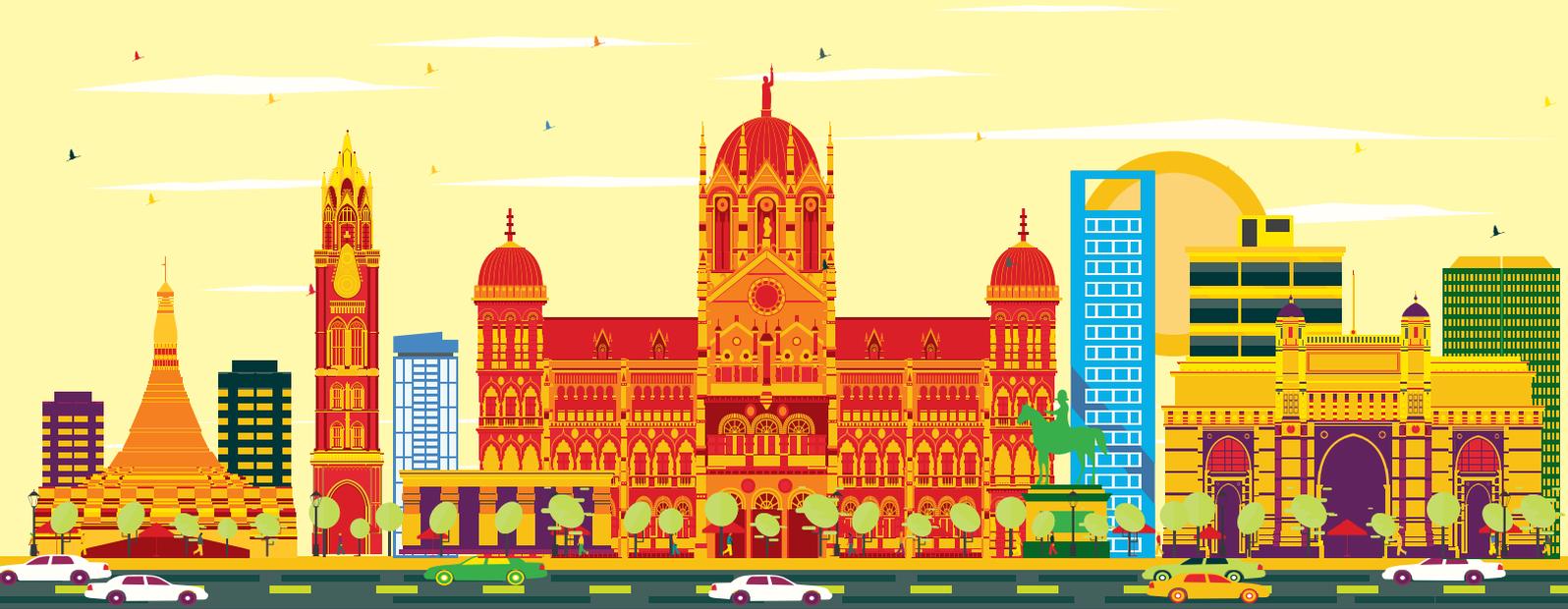
**P.Chander**  
Hon Editor  
Former President – MPLA & AIFMP



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Of the Printers - For the Printers - By the Printers

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# President AIFMP inaugurated SPE at Indonesia



Focused on latest developments in the trade, M/s Krista Exhibitions organized the 14th International Exhibition on Printing machines and material, (Surabaya Printing Expo – SPE) from 1 to 4 August, 2019 at Grand City, Surabaya, Indonesia in collaboration with the PPGI - Persatuan Perusahaan Grafika Indonesia (Indonesia Print Media Association).

The exhibition was inaugurated by top industry leaders and Government representatives, Guest of Honour during inauguration ceremony was Dr. Ir. Taufiek Bawazier, M.Si., Director of Downstream Chemistry and Pharmacy Ministry of Industry of The Republic of Indonesia. Speaking on the occasion Dr. Taufiek highlighted the history and importance of printing in our day to day life. He congratulated PPGI for choosing Surabaya as the venue of this important event and said government is ready for any kind of support for the growth and development of this key industry. “SPE is one of the events that can push and help many companies and also can encourage and help companies which engaged in printing and cutting. This is very useful for us.” said one of the exhibitors, Yudhi - PT. Datascript while giving his comments on the show. Speaking on the display during the SPE, Mr. Hendrik Pasuruan said, “Seeing that the printing world is now growing and wider, hopefully Krista can display more”. Mr. Raveendra Joshi, President AIFMP said, it is small but crisp and most informative show I have ever witnessed.

Besides showcasing the latest machines and equipment, International technical seminar on the latest techniques and future printing was the major attraction of the SPE. Mr. Raveendra Joshi congratulated PPGI for organizing such a show at Surabaya at the same time

he felicitated Mr. Daud D Salim of Krista Exhibitions for their dedication towards printing and supporting PPGI for such a nice show. He invited the participants and exhibitors to participate in PAMEX going to be held on 6-9 January, 2020 at Mumbai. In his speech Mr. Joshi also invited printers of Indonesia for participating in the National Awards for the Excellence in Printing (NAEP) being organized by AIFMP. He said, the award ceremony will be held during PAMEX on 8th January, 2020 at Mumbai, the printers of Indonesia can send any number of entries without any entry fees. It will be for the first time ever that we are going to select the best printer from your country. He said, the judges will select the best printed work from within the each country participating in NAEP. The competition will be within the country and not between the countries this time. He persuaded the leaders of PPGI to circulate the message to the printers so that largest possible number of printers can take part in this competition.

Earlier, welcoming the guests and visitors, Mr. Ahmad Mughir Nurhani, President PPGI said, it is our honour that the eminent international leaders like Prof. Kamal Chopra and AIFMP President Mr. Raveendra Joshi are



*Prof. Kamal Chopra delivering his keynote address*



Mr. Raveendra Joshi, President AIFMP



Mr. Ahmad Mughir Nurhani, President Indonesia Print Media Association (PPGI)



Dr. Ir. Taufiek Bawazier, Director, Ministry of Industry, Indonesia Inaugurating SPE

here with us for the inauguration of SPE and to guide you about the latest trends and future of printing. The leaders of PPGI and team Krista Exhibitions, felicitated Mr. Raveendra Joshi and Prof. Kamal Chopra for gracing the occasion.

In his keynote address during the International Seminar, Prof. Kamal Chopra speak on Digital is no Threat to Printing. He describes his contents perfectly regarding the aggressive Internet influences in the aspect of printing industry as well as rapid development graphic education in India based on the latest accurately data. Prof. Chopra said, the advent of TV and Internet has not affected the growth and requirement for printing professionals. Printing industry have already adopted digital as a supplement to, or replacement for offset printing, and experts think that digital printing will experience remarkable growth over the next few years. That sort of growth cannot be ignored, even by small-to-midsize quick print shops that have been printing offset successfully for many years and have been slower to embrace digital.

Speaking about Indian Printing industry Prof. Chopra said, Indian Printing industry, is one of the biggest and fastest growing sectors. Printing in India is witnessing healthy growth for the past five years. It is estimated that more

than 250,000 printing companies of small, medium and large size exists in India, with a capital investment of over US\$ 12 billion. As per one of the Economic survey reports, the current annual turnover in printing industry has been to the tune of US\$ 8 Billion. The collective growth of Indian printing and packaging industry has a compound growth rate of over 14 per cent during last year.

A strapline created by Prof. Kamal Chopra 'Proud to be A Printer' inspired and stimulated the seminar audiences to enhance their passion for being more struggle facing graphic arts challenge in the near future. Mr. Chrisnadi Purnomo Prawirokusumo, Head of Research and Development Indonesia Print Media Association performed as a Translator and Moderator during this talk.

Mr. Raveendra Joshi, President AIFMP presented his paper on print industry in India that considered from economic situation and business viewpoint. He said, The Indian Print industry has undergone a revolutionary change in the last 15 years. In 1990, India initiated a process of reforms aimed at shedding protectionism and embracing liberalization of the economy. Privatization was initiated with the aim of integrating the Indian economy with the world economy. The change opened the doors for the Indian Print Industry to modernize, by





With Ms Sulistiani Ikwanto, Operations Director at Pt. First Packaging Asia

investing in the latest technology and machinery. The average compound annual growth rate has been higher than 12% over the last 15 years. Mr. Ahmad Mughir Nurhani, performed as the translator and moderator for the talk of Mr. Joshi.

International Seminar was started by Indonesian speaker, Mr Rudy Susanto who spoke on hi-end technology, especially the development and growth of digital printing, its latest software and hardware especially powered by Ricoh. Mr. Ahmad Mughir Nurhani also presented his talk on growth and development of printing industry in Indonesia with special emphasis on digital printing. The audience of about 250 printers shown great enthusiasms to ask question to the speakers, especially to Prof. Kamal Chopra regarding graphic education in India.

Next day, on 2nd August, 2019 visit of Mr. Raveendra Joshi and Prof. Kamal Chopra was organized to visit two famous printing companies i) Antar Surya Jaya Printing and ii) Pt. First Packaging Asia.

The first company Antar Surya was at the industrial estate of Surabaya, they are publishing popular newspapers of Indonesia besides the other jobs such as books, magazines and stationery etc. We have noticed some Indian made machines like web offset, and some small machines in

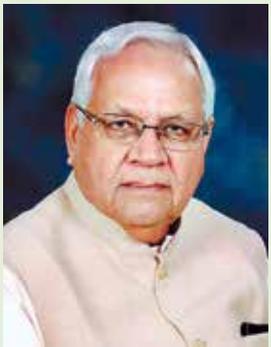


Visited Antar Surya Jaya Printing Company at Surabaya

post-press section. The system of working looked similar to any Indian company but the commitment towards work was noticed better.

After visiting Antar, it was a long drive of about 3 hours to reach 100 km away in East Java to reach state of the art, Pt First Packaging Asia. Their major customers are Government, Banks, Transpiration and Telecommunication etc. Visiting Pt. First Packaging was an eye opener, the company currently has three subsidiaries, namely PT Jasuindo Information Pratama engaged in the service of information technology solutions founded on September 13, 2001. PT Cardsindo Tiga Perkasa engaged in similar field and focusing on telecommunications products was established on July 19, 2012, and PT Jasuindo Arjowiggins Security engaged in similar field, focusing on products of electronic passport.

Congratulations!



**Vijay Kumar Chopra**  
Former President, AIFMP and  
Chief Editor of the Punjab Kesari group  
elected PTI Chairman

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## SLAP leaders felicitated



*Prof. Kamal Chopra with the leaders of Sri Lanka Association of Printers (SLAP): Mr. Dammikka Sriwardhana – 1st Vice President, Cdr. (Rtd.) Lanka Prasada, CEO and Mr. Delan Silva – President*

During his recent visit to Sri Lanka, Prof. Kamal Chopra felicitated the newly elected team of Sri Lanka Association of Printers on 12 August, 2019 at Colombo. Congratulating the new team Prof. Chopra assured complete support and assistance from AIFMP for the growth and development of printing industry. The primary objective of meeting the print leaders of Sri Lanka was to understand the concerns and needs of the Sri Lankan printers to be able to provide them value at the PAMEX exhibition and to seek support from the association in ensuring a large contingent to visit the upcoming edition.

Speaking on the occasion, Mr Delan Silva, President of SLAP said, India always remained supportive to Sri Lanka, though we are a small country but due to location advantage we can serve as mediator for supply of printed products from India to other countries. The geographical position of Sri Lanka and the logistic affluence of connectivity along with the outstanding capacity of knowledge, talent and ability of the Sri Lankan Printing workforce, we strongly believe that by shaking hand with Indian Printing industry, jointly we both can become 'The Hub of Printing in Asia'.

While acknowledging Prof. Kamal Chopra for the gratitude of AIFMP, Mr. Dammikka Sriwardhana – 1st Vice President speak about the possibility of embarking on several projects which would provide mutual benefits. He suggested that a high level committee may be constituted with 3 members from both the associations to look after the possible areas of mutual understanding for the growth and development of printing industry of both the countries.

“We are looking forward to work with our colleagues at SLPA for the development of printing industry of Sri Lanka and India to a mutually beneficial end. We will soon choose a delegation that will consult with SLPA and form a MoU that will help promote the printing trade between the two countries” said Prof. Chopra. As a very humble beginning, Prof. Chopra suggested to establish ‘testing lab’ for the support of printing institute in Sri Lanka at the same time he invited entries from Sri Lanka printers for the National Awards for the Excellence in Printing (NAEP) going to be held at Mumbai on 8 January, 2020.



*Felicitating the team SLAP from L to R: Mr. Anil Arora, President Print Packaging dot Com; Mr. Selvam Kethees – Treasurer SLAP, Mr. Dammikka Sriwardhana – 1st Vice President SLAP, Mr. Delan Silva – President SLAP with Prof. Kamal Chopra, Chairman PAMEX AIFMP*

## PAMEX announces agreement with IPAMA for 2020 Edition

Team PAMEX and IPAMA are pleased to announce that they have reached an agreement for promoting #PAMEX2020 among IPAMA members. Building on the unofficial understanding of hosting PAMEX and Print Pack in different years and cities, this agreement will see IPAMA members getting a special discounted rate to participate at



#PAMEX2020. This will ensure that the latest edition will be the biggest ever in the history of PAMEX.

“We are very happy to have come to an agreement with PAMEX 2020 to make sure that the Indian Manufacturers are given the best opportunity to promote their brand. This partnership will prove beneficial for the entire industry,” said Dayakar Reddy, President, IPAMA.

“This partnership with IPAMA should increase the participation at PAMEX 2020 which also benefits the printers attending the event. We are very happy that Team PAMEX and Team PrintPack can work together towards the common goal of growing the Indian Printing Industry,” said Prof. Kamal Chopra, Chairman, PAMEX.

IPAMA members desiring to participate at #PAMEX2020 may contact Varsha at [varsha@print-packaging.com](mailto:varsha@print-packaging.com)

PAMEX 2020 is going to be held from 6-9 January 2020 at Bombay Exhibition Centre, Goreogan

## DPA Participates in Plantation Drive

Trees or their wood pulp is the main raw material for paper mills to roll out different varieties of paper, most of which are consumed as the main raw material by printers. Hence, like paper mills, printers are equally concerned about replenishment of the depleting forests which leads to grave ecological imbalance and adversely affects flora and fauna.

Supporting government's Green Movement, not only all State machinery but innumerable number of vigilant NGOs are also making their concerted efforts for accomplishing plantation drives on regular basis. As a part of its Self Reliance Initiatives, the Little Miracles Foundation of Haldwani organised a "Ped Sewa Abhiyan" at the Bio Diversity Park in Haldwani on July 13, 2019. The event was held jointly by NGO Foundation's Mr. Dinesh Mansera, his printer wife Mrs. Reena Mansera of Vikrant Offset Printers of Haldwani, Mr. Rajiv Nangia of Ajanta Offset Press and his wife Mrs. Nangia of Janta Press of Nainital. Being an event initiated by printer families, all the big and small printers of Haldwani and Nainital regions were invited. As a special case, former Presidents of Delhi Printers' Association Mr. Rajesh Sardana and Mr. Sunil Jain, who is also Vice-President (North) of All India Federation of Master Printers, were invited to participate and grace the occasion. Both Mr. Sardana and Mr. Jain extended their support and planted a number of saplings.

The enormity of this environment-friendly event can be gauged by the involvement of a huge number of people and area. Over 3,200 saplings, including flowery *Gul Mohar* and *Amaltas*, were planted by 3,200 'ped sewak' comprising students of 32 schools on a vast tract of 32 hectare in just 32 minutes. The record making event enjoyed the patronage of the local MP Mr. Ajay Bhatt, Forest Conservator Mr. Madhukar and the *Uttarakhand Van Vibhag*. DPA takes pride for its active involvement in the Green Movement as two of its important former Presidents joined this rare occasion and planted a variety of trees for posterity. Long live the Save Earth initiative!



## Delhi Printers Association have been working with Don Bosco Technical Institute



To address the skill training needs of the Printing Sector, DBTI is currently offering four courses, with overall capacity of 144 trainees. With the new infrastructure in place, DBTI envisages to expand the training capacity to 500 trainees. DBTI strongly believes that the training expansion and its sustenance cannot be possible without adequate industry support and their active role, both in decision making as well as training implementation. Based on a number of interactions with print companies to help them in their endeavour to provide better skills so that it may be beneficial for print trainees as well as print fraternity.

DBTI has set up a Sector Advisory Committee (SAC-Print). Mr. V.K.Malik, Former President AIFMP, Mr. Dayaker Reddy, President IPAMA, Rajesh Bhargava – Vice President – Dentsu Advertising and Mr. Sunil Jain, Former President- DPA are members from Industry alongwith the DBTI Team. Mr. Sunil Jain undertook an interactive session with around 25 print trainees on 31st August, 2019.

*Congratulations*



### **SATISH MALHOTRA**

past president of AIFMP and currently Chairman - Paper Committee has been elected unopposed, for the second term, as **CHAIRMAN** of the "PAPER, PAPER BOARD and PAPER PRODUCTS" panel of CAPEXIL - our Export Promotion Council.

## PPOA celebrated 73rd Independence Day



Our tricolour flag was hoisted in the premises of Pune Mudran Vidyalyay Bhavan to celebrate our 73<sup>rd</sup> Independence Day on 15 August 2019. Senior members Mr. Vidyabhau Patwardhan, Mr. Rajninth Bagaitkar, Mr. Prakash Ghodke, Mr. A. V. Joshi, Mr. Pramod Khole, Mr. Pradeep Ghodke, Mr. Dilip Kulkarni, Mr. Dinkar Patankar, Mr. Sham Deshpande and Mr Anant Kothavale were present along with members of the Executive Committee, members of the Association and staff members.

Mr Atul Wadkar, Secretary of the Association, greeted all those present and wished them a very happy Independence Day. He informed the gathering about the various events and programs conducted in the 100<sup>th</sup> year celebrations of the Association. He then congratulated Mr. Prakash Ghodke (ex-President of

the Association) on being elected, unopposed, to the post of Vice President in the All India Federation of Master Printers. It was Mr. Krishna Jagade's birthday so Mr. Wadkar, Secretary of the Association, greeted him with warm wishes for his special day.

Mr Prakash Ghodke, in his speech, thanked everybody for the felicitation and expressed pleasure at being elected to work with the All India Federation of Master Printers.

Mr. A.V. Joshi, former President of the Association, spoke briefly about "Shatmudra" a magazine which the Association would be publishing in the near future. He also informed members about the upcoming G. C. meeting and about the various programs in the centenary year.

Mr. Vidyabhau Patwardhan, our senior member, reminisced about attending Independence Day celebrations over the years and became nostalgic about the events of the Association. He expressed immense satisfaction about the current activities of the Association.

Light refreshments were served and the celebrations ended on a happy and energetic note.

Jai Hind! Jai Maharashtra!! Jai Bharat!!!

## Paper Day Celebration at Salem



The Salem Paper and Allied Traders Association celebrated Paper Day on 1st August of 2019 by hopping "WALKATHON" Rally.

The "WALKATHON" Rally was flagged off by Mr. **A. JAYASEELAN**, General Secretary - Salem City Chamber of Commerce, Mr. **S.K. Periyasamy**, Salem District President, Tamilnadu Vanigar Sangankalin Peramaippu, Mr. **S. Saravanakumar**, Vice President, Federation of Paper Traders Associations of India, New Delhi.

About 50 members of Salem Distt Offset Printers Association had participated in this "WALKATHON", and The Rally took about 1.5 km with the participants of about **100 members** overall and the Rally was very successful.

## TOPA felicitates Padmashree Awardee



Telangana Offset Printers Association organized a grand function to felicitate Padmashree Awardee and Founder of Rythu Nestham Foundation at Best Western Hotel Ashoka, Hyderabad in the presence of many successful printers from Hyderabad and Warangal and neighbouring districts. Sri Pasunuri Dayaker, MP Lok Sabha graced the occasion as Chief Guest.

Welcoming the gathering, the President, Sri Ravinder Reddy of TOPA spelt out the salient features and achievements of TOPA serving the printing industry in the entire Telangana. He specifically appreciated the printers for all their cooperation they have been extending on a continuous basis. The function started with a talk on Cluster Scheme by Sri KNL Murthy, Asst. Director, MSME, Govt. of India where he introduced an interesting scheme which would be very useful to printers of twin cities.

In his address Sri D. Radha Krishna, Treasurer, TOPA explained where the printing industry is headed to and explained how the Padmashree Awardee Sri Y. Venkateswara Rao founded Rythu Nestham Foundation and how he owned and used a printing press to propagate his message to farmers and general public through his writings. He took the liberty of requesting Sri P. Dayaker, MP, Lok Sabha on behalf of TOPA to announce a grant from his MP LADS fund.

Speaking on the occasion, Sri S. Dayaker Reddy, President IPAMA urged the need for unity among printers and explained the benefits of Cluster Scheme. He lamented that on one hand there is an acute need for skilled technicians for printing industry and on the other hand the Governments are closing printing institutes and he cited as to he had to struggle to keep the GIPT from not being closed. It was a pride moment for the printing world to have Y. Venkateswara Rao, a printer himself getting Padmashree award which he received from President of India Sri Ramnath Kovind at New Delhi.

Sri Y. Venkateswara Rao explained how he used printing as a medium to educate all the farmers through his

publications in highlighting the successes one would benefit from in organic farming, terrace farming, animal farming and many such types of farming. He promised that till his last breath he would never give up farming and he would continuously use printing for his success in agricultural activities.

While congratulating the Awardee, Sri P. Dayaker, MP, Lok Sabha expressed his happiness that a printer could bag the first ever Padmashree award in Indian history. He praised the contribution of Sri Y. Venkateswara Rao for his commitment, interest and helping nature from the proud state of Telangana. In his reply to Radhakrishna's request for a grant from his MPLADS fund, Sri Dayaker said that he could spend most part of the fund only for his Constituency though he can however spend a little amount for other purposes in a different Constituency. From his part, he announced a grant of Rs. 5 lakhs towards construction of a Community Hall in TOPA's land.

In his address, Sri D. Chandra Shekar, Additional Industrial Adviser, from MSME, Hyderabad urged the printers to have a common approach and come forward to take the assistance of his Department in forming a Cluster which would help all the printers to carry out various jobs from a common infrastructure without their investing any amount whatsoever. He answered many questions and sent a message across that unity among printers is the key for a win win situation. He assured the printers all out support of the Govt. of India and urged Telangana to follow the footsteps of Bengaluru printers who have set up a Cluster and are successfully running it. He asked the printers to visit Bengaluru and Krishnagiri to know the working of a Cluster and how useful it proved to be for Karnataka printers.

Sri Lakshman Rao, Sr. Journalist pointed out that it is high time all printers came under one umbrella and remain united to reap maximum benefits with healthy competition and congratulated TOPA for organizing such a grand event.

## Cheques Distribution under MSME IC SCHEME

The cheques of the IC grant given by MSME, Govt. of India were distributed by Sri P. Dayaker, MP, Lok Sabha and Sri D. Chandrasekhar, Director, MSME, Hyderabad office distributed cheques to participants, @ Rs.54,801 each towards airfare sanctioned by the Ministry of MSME under their International Cooperation Scheme, who visited IGAS 2018 at Tokyo, Japan from 26th to 31st July 2018. He appreciated the efforts of TOPA in regularly taking TOPA delegations to international exhibitions and fairs every year since 2015. TOPA so far has participated in large numbers in international and national exhibitions like DRUPA in Germany, PRINT PACK in Thailand, IGAS in Japan, PRINT 17 in USA, PRINT CHINA in China, PAMEX in Mumbai, PRINT PACK in New Delhi, PRINT FAIR 2018 in Hyderabad etc.,



## Annual Essay Writing Awards to GIPT Students



TOPA member units take GIPT students paying stipend for their practical training as part of their printing degree requirement in the third year of study. The GIPT students are invited to participate in various programmes and activities of TOPA to facilitate interaction between the academic world and the printing industry.

TOPA has also presented three Cash Awards to the top three prize winners and consolation prizes to the students of Govt Institute of Printing Technology in the Essay writing Competition conducted every year by TOPA on the occasion of celebration of PRINTERS DAY.

Sri A. Krishna Reddy proposed a vote of thanks.

## Seminar on GST

KMPA had organized a seminar titled “Be informed - Be prepared” to know more about the Kerala Flood Cess (KFC) being implemented from 1st August, 2019 in Kerala. The scope of the seminar was to bring clarity on GST taxation and billing with the implementation of KFC. The seminar was held on 31st July, 2019 at KMPA Hall, Kochi. The Seminar was jointly conducted by Chartered Accountants and leading experts on GST Mr. Raghu Balakrishnan CA & Mr. Vivek Shenoy CA, Founder Director, Cognitive Advisory & Partners, Kochi. Several KMPA members and their accounts staff attended the seminar and availed the opportunity to understand more about the Flood Cess and cleared their doubts about the existing GST.



## Round Table Print Circle Conclave 2019 at Hyderabad



The first Round Table Print Circle was organized by All India Federation of Master Printers (AIFMP) at Hyderabad on 26 August 2019. The event was hosted by Telangana Offset Printers Association (TOPA) and supported by NI-MSME, MSME-DI KVIC, NSIC and ICICI Bank.

In his inaugural address Mr. Raveendra Joshi, President AIFMP said, Round Table Conclave are being organized throughout the country mainly to facilitate interaction with experts. Hyderabad has become a famous printing domain, I am glad to notice that many of the delegates here have travelled and come from Warangal and other districts of Telangana State. He appreciated the organizational skills of TOPA and said it is exemplary that TOPA organizes meetings periodically to update printers about latest developments. He said, at AIFMP we also facilitate the members, through the schemes of the Ministry of MSME. Drawing support from the Ministry's schemes, some of the members have visited Germany, Israel, Thailand China and Japan. Mr. Chandra Sekhar here has helped avail the support of the Ministry's schemes. In today's meeting, let us thoroughly analyze all aspects of the industry and arrive at viable conclusions. The purpose of today's meeting is to enable every member to interact freely with experts, ask questions and clarify doubts. Usually, the members feel inhibited to speak in open house discussions. A small group round table, where 8 to 10 members sit with an expert for an informal chat, removes the barriers and makes possible free flow of discussion.

Mr. Rajendran, HGS of AIFMP said, It is a proud thing that TOPA has done so much. AIFMP was started in Chennai in 1953. It was then incorporated in Delhi, and registered in 2006 under the Societies Act. We are organizing an international exhibition PAMEX in Mumbai. Please participate in it and benefit. We also give NAEP, national printing awards - regarded as Oscars in the field of printing industry. Printers from all over the country are eligible to participate. We also extend help to victims of natural calamities.



Mr. Dayaker Reddy, President IPAMA opened his address with congratulations to the organizers of the maiden round table conclave, and appreciated it as the right move. He said that he would continue to look forward to more such events being organized at various locations across the country. Cluster approach offers several advantages to small printers. Therefore, the associations should take the initiative to motivate small printers to form clusters, so that they can get the benefit through the CFC. The government will give 70% of the facility and the members have to share 30%. I advise all members of TOPA to take this opportunity and form clusters, as per geographical neighborhood.

Mr. Chandra Sekhar was the Chief Guest of the inaugural session along with Mr. Raveendra Joshi. He said that all field level officers of MSME are participating in this event. The Ministry has more than 200 field offices located in different parts of the country, and include testing centers (numbering 30), tool rooms, Coir Board, KVIC and so on. It is a vast network covering the entire country. Over 25 schemes are being implemented, offering assistance and support to operating as well as aspiring entrepreneurs for expansion, diversification, technology upgradation, quality certification, Lean methods, cluster development, etc. For cluster approach, Mudra loans for start-ups and growing units, Stand Up India for women and SC/ST, CLCSS for all sectors of enterprises.... CLCSS gives 15% of subsidy to general category enterprises and 25% to SC/ST. NSIC provides funds support for raw material procurement. Up to Rs. 3 crore worth soft loans are available.

TOPA, he said, is the largest beneficiary as it's members participated in about half-dozen international fairs. Assistance is also provided for participating in domestic fairs by way of stall rent and travelling fare. Delegations are also sponsored to such events. Support is also available for Lean implementation and cluster development. Already 3 printing clusters are functioning successfully.

The technical session focused on different schemes made available for the benefit of MSMEs followed the inaugural session. The panel of speakers included Mr. K.L.N. Murthy, Asst. Director, MSME-DI, Hyderabad; Mr. K.C. Choudhury, Asst. Director, Mr. Sudhir Kumar, Asst. Director, MSME DI, Hyderabad; Mr. Osman Ali, Asst. Director, KVIC, Hyderabad; Mr. D.J. Kantha Rao, Asst. Director, NSIC; Mr. Durgadas Goyal, AGM and Regional Head, Business Loans, ICICI Bank,



Telangana; and Mr. K. Surya Prakash Goud, Faculty Member, ni-msme.

In the opening address Mr. Murthy, said: MSE CDP is our flagship programme for addressing the problems of micro enterprises with regard to infrastructure, finance, machinery, technology, marketing, quality standards, human resource, and job orders. With a view to helping the micro units overcome all these problems through a single strategy, the Ministry has designed this cluster approach programme for MSME. Since 2004 until now, 118 projects have been executed under the programme. Another 900 are endeavored to be completed. The Government is ready and willing. A grant of up to Rs. 10 crore (60 to 80%) will be provided towards infrastructure - for developing/upgrading the industrial area/estate. For setting up the CFC. A GOI grant of up to Rs. 15 crore (70 to 90%) is available. The govt. share will be 13.5 crore, and the cluster members have to bear 1.5 crore. Efforts are being made to raise the grant to 20 crore.

Mr. Choudhury explained about support for entrepreneurial and managerial development of MSMEs through incubators. The main function of the incubator is to validate the entrepreneur's new/innovative idea and help translate it into a prototype and starting of Start-ups. The main aim of the incubator scheme is to tap entrepreneurial creativity of the individuals. Guidelines are laid down regarding the functions of the host institution. MSME DI is the implementing agency for Telangana State and A.P. Both the states are having 22 approved incubators, of which one is at CITD, Hyderabad. The host institution gets support in the form of grant-in-aid towards nurturing of ideas (Rs. 15 lakhs per idea), assistance for R & D machinery & equipments (up to Rs 1 Crore), seed capital assistance (up to 1 Crore). Scheme is effective upto March 2020 and is likely to be extended beyond that. The entire scheme is monitored by the National Monitoring and Implementation Unit (NMIU) under the guidance of PMAC. The whole process is online, no physical copy is required. If anybody has any novel and interesting idea, they can contact MSME-DI for support through the Scheme. The engineering students may take advantage of the scheme for nurturing the ideas and starting the start-ups. The scheme is now upgraded from this year with more benefits.

Under Credit linked Capital Subsidy Scheme for Technology Upgradation, the MSEs are given subsidy of 15% of cost of machinery in the identified sectors and maximum up to Rs 15 lakh. Sri Choudhury explained about the different printing machinery and equipments eligible under subsidy

scheme. The SC/ST entrepreneurs can avail subsidy upto 25% and maximum upto Rs 25 lakhs without restriction on the sectors. The procedural aspects of applying for the subsidy are also explained.

Mr. Sudhir Kumar spoke about ESDP, marketing, exports and international cooperation schemes. Mr. Durga Das Goel spoke on the commitment of his organization to MSME promotion. We provide several kinds of loans, including working capital loans. But credit limit poses problems, so OD limits are preferred. The whole process is system driven, and is subject to pre-approved limits. EXIM services include bank guarantee, instantly delivered. Mr. J. Kantharao discussed various NSIC schemes and Mr. Osman Ali discussed about Prime Minister's Employment Guarantee Programme (PMEGP). Mr. Surya Prakash Goud gave a quick outline of SFURTI, which provides funds up to 5 crore, 10% of project cost, if 300 members join together.

After these deliberations the climax was the 6 separate round tables discussing the problems and other issues one to one on different topics. Group – 1 under the consultancy of Mr. Osman Ali discussed PMEGP, he scheme is for new units - start-ups - not for existing units, he clarified. The provisions are in three categories: SC/ST, OBC, and General. The application is only online, and involves no paper work. In Group -2 innovation and technology upgradation schemes were discussed. The TS I Pass of the Telangana state offers the benefit of investment subsidy and power subsidy. It was discussed that the CLCSS is for potential as well as practicing entrepreneurs. Group – 3 was focused on cluster initiatives and the available government schemes under CDP.

Group – 4 discussed the NSIC schemes and Mr. Kantharao explained the minor details of the NSIC schemes. Dissuasions on market exposure were discussed in Group-5 under the patronage of Mr. Sudhir Kumar, the domain expert. The international cooperation scheme and UAM was also discussed in this group. In Group – 6, Mr. Surya Prakash Goud enumerated the provisions and implementation method of cluster development approach. He gave insights into the procedures concerning establishment of CFC, its operation, land lease, SPV formation, etc.

After the round table discussions, the delegates assembled for the last word. Mr. Surya Prakash Goud and Mr. Ravinder Reddy thanked all the experts as well as the delegates for their participation and interest. The Printers Round Table Conclave was directed and coordinated by Mr. Surya Prakash Goud of ni-msme. A total of 117 delegates, from different segments of printing industry had attended the event, and participated in the discussions.

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## PAMEX Promotion at Batala



During the special General Body meeting, The Association of Printers organized a seminar on protection and preservation of Environment. The seminar was held at Batala Club on 18th August under the chairmanship of Mr. Hardip Singh Bhatia, President. Prof. Kamal Chopra, Chairman PAMEX was the Chief Guest.

S. Harbakhsh Singh, former President of the association presented the environment issue and said, in order to ensure a sustainable future, we all need to assume responsibility for our actions and commit ourselves for creating positive social and environmental changes. He said, it is a monumental task and education is the only key to make it happen. A healthy environment and availability of enough natural resources ensures sustainability of life on earth. Small adaptation in our lifestyle can contribute towards shrinking of our individual Carbon footprints, S Harbakhsh Singh said.

S Gurmukh Singh, presented his talk on the water pollution problems and said, clean and healthy water is the prime requirement, but we are all responsible for the adulteration in this remarkable gift of nature. Ground water is being affected because of our living systems. There is need for rain water harvesting and at the same time the system of irrigation needs to be altered. We must take lesson Israel and start drip irrigation everywhere, which will not only save the water but is the proved best way of cultivation.

In his presentation, Prof. Chopra stressed the need of working together in a cluster and to adopt the latest techniques and machinery to remain competitive in the market. Producing in largest possible quantities at minimum possible cost, and to reduce the wastages is the only secret of success. Our survival depends on either working together or producing something different to remain unaffected from the global competition. Prof.

Chopra suggested the means and methods to produce different from the present machines and materials to avoid the growing competition.

More than 85 printers from the city and surrounding areas were present during this meeting. Earlier welcoming the gathering Mr. Hardip Singh Bhatia said, it is our honour that printers in such a large number are present today, we are gathered here to know and understand the future printing and how to cope with the increasing pressure. He said, Batala is small town and we are facing stiff competition not only within ourselves but from the neighbouring bigger cities also.

Prof. Kamal Chopra said, to boost the knowledge it is essential to visit exhibitions and trade shows concerning our stream. Exhibitions are just like knowledge centres, where you can learn the latest techniques and ways and means to withstand the increasing competition. He invited the printers to visit PAMEX going to be held at Mumbai during on 6-9 January, 2020. It is your own show and we can discuss the problems being faced by the printers of small cities during this show at Mumbai. He thanked and appreciated the management of the association for the idea for promoting PAMEX during special General Meeting, without any financial liabilities. I wish this message may spread a long way and each and every affiliate association of AIFMP may promote the event during their meetings and other activities.

Among others the meeting was also attended by, Mr. Barinder Singh, Mr. Chander Trehan, Mr. Manoj Khanna, Mr. Ishu Malhotra, Mr. Sarabjit Singh, Mr. Kamal Kumar, Mr. Suresh Kumar, Mr. Ravi Kumar, Mr. Kapil Chopra, Mr. Jairaj Singh, Mr. Sahil Khanna and Mr. Kasturi Lal etc. Mementoes were also presented to all the members and Mr. Hardip Singh Bhatia was declared as the winner of punctuality gift.

## Interaction between Institute for Industrial Development (IID) and DPA

Institute for Industrial Development (IID) is an Incubator under Public Private Partnership (PPP) model with Ministry of MSME, Govt. of India.

IID gives the insight about the various industries to the aspiring youth/entrepreneurs by preparing documentaries which shot in industrial units and includes the various processes and inputs. These documentaries provide them a virtual insight about the industry. We record the experts episode on the trade and industry and this is stream lined live on our Entrepreneur India TV through You Tube channel. They have made 200+ manufacturing, processing and designing videos through which we provide the walkthrough of the particular the industry for virtual training and spreading the education. .

IID provides comprehensive industry and business related guidance and quality knowledge to entrepreneurs, industries, corporate and institutions. As ethical responsibilities towards society IID works as an innovative social advisor for imparting valuable domain specific knowledge to generate more successful entrepreneurs and industry ready professionals. It educates, updates and train budding youth with latest technology, schemes, processes and business planning to enhance their knowledge for becoming a successful entrepreneur.

Mr. Sunil Jain met Mr. Kumar Mausam in their office to take a look at their infrastructure as well as working. IID has also invited delegates to participate in discussion session pertaining to the print industry and attend their presentation. The IID proposal is being studied as to how DPA could proceed further for mutual business development.

## Paper Day Celebration



Paper Day has celebrated by Pollachi Master Printers Association on August 2, 2019. Printed handbills were distributed to Public and Students of Schools and Colleges.

## Anniversary Function

29th Anniversary of Pollachi Master Printers Association has celebrated at Balu Gounder Garden. Mr. P. Selvakumar Presided over the celebration. I have participated in this event and distributed the Certificates to



the Members of the Association. Various events like Games, Quiz programs also conducted for Children and Women and Prizes distributed to the Winners. Introduction about the PAMEX – Printing exhibition 2020 which will be held at Mumbai has given and the Stickers of PAMEX which can be fixed in their vehicles like Car, Two-wheeler has distributed to the participants.

## New Office Bearers of PMPA

Annual General Body Meeting of Pollachi Master Printers Association held with the Election for the Executive Committee Members on July 17, 2019. The following members elected for the respective posts:



*President*

Mr. B. Selvakumar  
 Mr. A. Senthil Kumar  
 Mr. M. Venkatachalam  
 Mr. Sivalingam & Mr. Murugan  
 Mr. M. Maheshwaran



*Secretary*

President,  
 Secretary,  
 Treasurer,  
 Vice Presidents  
 Joint Secretary

# Printing & Packaging has lot of Opportunities

– Prof. Kamal Chopra



The Institute of Mass Communication and Media Technology at Kurukshetra University organized an workshop on Industry - Academia Programme, the theme of the day was 'Career Opportunity in Printing & Packaging'. This workshop was organized for the students of B.Sc. Printing Packaging at the Faculty Lounge of the University on 22 August, 2019.

Welcoming the students and the industry experts, Prof. (Ms) Bindu Sharma, Director of the Institute of Mass Communication said, it is a golden opportunity for the students, this workshop will prove to be a boon, to perpetuate the thrust of knowledge of the students. It will not only develop the technical knowledge of the students, but they will also understand the system of working of a printing packaging unit. This one day workshop may be instrumental in developing your career in printing and packaging.



Welcoming Prof. Kamal Chopra, Chief Guest of the event, Prof. Bindu said, it is our privilege that Prof. Chopra has accepted our invitation to grace the occasion as the Chief Guest of the event. Prof. Chopra is renowned international figure of printing industry and it will be high time for the students to interact with him to understand the national and international opportunities on being a Printer. She added, No one can live without printing and at the same time, in printing I have not noticed any one more committed to the trade and industry than Prof. Chopra. It is our honour to welcome him at Kurukshetra to guide the students and faculty of the department.

In his address, Prof. Kamal Chopra highlighted the importance of printing in daily life and said, Printing is the biggest invention of mankind till date, because Printing brought about Civilization. Welcoming the students for adopting printing as a career, he said, in printing there are ample opportunities. In India we have more than 250,000 printing companies which are highest than anywhere else. He said, today the shape of printing is changing, it is therefore the students must learn the modern means and future printing while at the University.

Printers have evolved from mammoth noisy devices in special print rooms to compact laser printers with wireless technology, or multifunctional devices. The concept of printing in the enterprise has undergone a major paradigm shift in the last couple of years. One of the major reasons behind this is rapid growth in the area of printing technology. This has created a scenario where printers have evolved much beyond their basic printing function. Rapid technology advances, reduced costs, color printing, ever increasing number of functions—



Prof. (Ms) Bindu Sharma



Prof. Kamal Chopra



Mr. Amit Kumar Sharma



Mr. Rajiv Gulati

the list of options is getting bigger and bigger with each passing day. This is making the number of available printing options more lucrative. It also means that organizations are adopting newer methods of printing.

Speaking about the future trends, Prof. Chopra said, the printing is going to emerge as the Manufacturing Engineering. Print may be considered as a repurposed technology – purely from the researcher's point of view. It may evolve in Manufacturing, Medical Science, Construction, Nano & Biometrics, Electronics, Bio-printing, Food Printing, Micro Structuring etc. It is therefore the students of today may prepare himself to withstand such challenges during your studies.

In his lecture, Mr. Amit Kumar Sharma, GM Harper Collins Publishers said, we have noticed the development in almost every field due to internet, Printing is also not left behind. There is great development in E-Publishing and it demand is continuously increasing. In today's lifestyle we have very short time for everything and the human want to save time from reading it is therefore E-publishing is the best alternative. He suggested career in print media buying in detail and said, students must learn the costing & estimating, motivational skills, communication skills etc. besides technical knowledge of printing and packaging. He also invited the students for paid internship in their enterprise during or after completing the studies.

Mr. Rajiv Gulati, Vice President of Himachal Pradesh Corrugation Board Manufacturers Association educated the students about the scope and plenty of opportunities in the packaging industry. He said, packaging is a growing and employment generating industry not only in India but in everywhere in the world. These days sale of the goods depends upon it packaging. The product can be safely delivered to its fixed location only on the basis of packaging. The design and packaging of a product evaluates its value in the market. He advised the students to concentrate on studies very deeply, because your work in your student life will be helpful in making your future golden.

Prof. (Dr.) Ambrish Pandey, former Chairman of Department of Printing, G J University of Science & Technology said, the student must always think about new innovations and try to explore new items in the field of printing and packaging. Moving forward with such ideas will make the life easier for themselves and others. Printing and packaging are the result of the inventive ideas that everyone is using today to move forward in their lives.

Mr. Kanwardeep Sharma was the moderator of the event and Prof. Sachin Verma, Asstt. Professor of the department assisted him along with Mr. Amit Jagra, Mr. Rakesh Kumar and Mr. Jatinder Rohilla.



## Are Hybrid Conventional and Digital Printing Environments the New Normal?

The term “hybrid production environment” denotes plants that can print with both conventional and digital equipment.

Although the adoption of digital printing is accelerating, the conventional processes — principally offset lithography — continue to hold powerful sway. At the 2018 Xeikon CafI event, Marco Boer, VP of IT Strategies, noted that just 3% of all print is

produced using digital technology. Addressing the label and packaging segment, another speaker, Bob Leahey, associate director of Keypoint Intelligence, pointed out that digital printing accounted for only a tiny slice of that \$167 billion market.

Although digital’s shares may be small at present, they are potentially bountiful. For example, focusing on the global inkjet market, the Smithers Pira research group forecasts that its value will climb from about \$70 billion in 2018 to \$109 billion in 2023 as the process continues to take share away from analog production. At Xeikon CafI, Leahey described a similar upward trajectory for the value of digitally produced labels and packages, from about \$1.4 billion in 2016 to \$5.2 billion in 2021. From the same stage, Boer pointed out that as run lengths decline and job frequencies increase across many categories of printing, more and more jobs within them will become eligible for digital output.

To get a sense of how printing businesses hybridize, we asked three shops to talk about their adoption of digital printing, the uses they currently are making of it and their plans to expand that usage in the future. Although none expects digital to drastically reduce the volume of conventional work being produced, all are counting on it to help them serve their customers in ways that supplement the value of their conventional processes.

“Digital printing is not doing to offset what offset did to letterpress in the 1950s,” Dave Held, principal of The Old Trail Printing Co. in Columbus, Ohio, notes. Thus, there’s been no reason for the 90-year-old firm to fear for the health of its offset business because of the digital capabilities it has acquired during the past 10 years. The latest addition on the digital side is a Konica



Minolta AccurioJet KM-1 cut-sheet inkjet press installed in March of 2018. This device and Old Trail’s other digital presses run two shifts a day, five days a week, accounting for about 15% of total production volume. The rest originates from a conventional press department anchored by two six-color, 40½ Heidelberg Speedmaster CD 102s and a six-color, 29½ Speedmaster SM 74 perfecter. Held says his “intuitive feel” is that during the next three to five years, output will become 60% offset and 40% digital — but not because of work migrating from the Speedmasters to the digital platforms.

What’s being printed on the digital equipment, he explains, is mostly new volume, with the AccurioJet KM-1 taking the lead for direct mail and variably printed jobs. Held describes it as a high-output press capable of printing six 8½x11½ pages on both sides of a 23x29½ sheet at 1,500 sheets/hr. He adds that owing to the breadth of its substrate range, “I can run anything on that press.”



Clayton Blair operates the Xeikon 3500 digital web press equipped with a Rotoflex finishing unit at Bollin Label Systems. It gives brands customization and versioning options.

Although jobs exceeding 15,000 sheets typically belong to the offset equipment, there is, according to Held, “no line in the sand” for deciding which process to use when the sweet spots overlap. In the case of a toss-up, the plant’s estimating system prices the job both ways so the customer can decide which set of economies makes the most sense. Another advantage of running a tightly synched hybrid operation is the peace of mind it brings. In a hybrid shop, notes Held, “you’re in control of so many things. You’re not outsourcing anything.”

Flexography continues to reign supreme in the label printing business, and this certainly is the case at Bollin Label Systems, of Toledo, Ohio. Here, narrow web flexo systems from Roto Press and Nilpeter produce 90% of the company’s output of labels for grocery and food, promotional, product merchandising, food safety and custom applications. But within the broad swath of markets the company serves, reports Robin Flaum, national director of sales and marketing, “there’s a lot of branding going on.” This has meant more product variations, more requests for customization and more reasons to finally go digital — a step the company took in April of 2017 by installing a Xeikon 3500 wide-web label press backed by a Rotoflex finishing unit.

Bollin’s transition to digital has been gradual. But it is a

highly significant move toward the future for the family-owned company, which will mark its 50th anniversary next year. “Our digital press will allow current customers additional flexibility for new product introductions, seasonal items, multiple versions, variable data and to help with their inventory costs,” according to Flaum. She also thinks it will enable Bollin to target customers it wasn’t able to service in the past because of the quantity requirements that come with flexo. By following scrupulous, cross-platform colour management routines and supporting the flexo equipment and the digital device with the same MIS and workflow software, Bollin Label Systems is demonstrating that “hybrid” can also mean “harmonious” in terms of press performance. Flaum foresees expansion on both fronts, with digital capturing an increasing share of the volume — perhaps as much as 40% — and flexo augmented with new equipment to meet customer demand in certain categories.

Digital has an edge in terms of quick turnarounds, but the true measure of a properly equipped production environment is its responsiveness to the full spectrum of customer requirements. As Nikravan points out, “these days, you have to be ready to service your clients with whatever projects they have.” That’s just good business sense — and, by any other name, probably all the justification that hybridizing a printing business needs.

## Avinashilingam University: Empowering the next generation



TKS Lakshmi Priya, Professor and HOD of printing technology at Avinashilingam Institute, Coimbatore talks about the vision of the Institute for the coming academic year.

The Department is gearing up for the second round of accreditation (NBA). The curriculum has been revised in the academic year 2018-19 to accommodate more courses that lend themselves to entrepreneurial opportunities especially for women.

On these lines, emphasis have been given to package designing, screen printing and book work; and practical components have been built into specific theory courses. Environmental issues and human values have been incorporated.

Till date the department has been using the University’s Press as the real-time laboratory, but now the time has come for setting up a printing unit exclusively for the department. A built-up area of about 2000 sqft has been allotted and the purchase of machinery is in progress. The objective is to provide necessary facilities for a full-cycle workflow so as to ensure that practical experiments culminate in a finished product.

## RIPTAA Summit '19



The Regional Institute of Printing Technology Alumni Association (RIPTAA) organized its Annual congregation of Stalwarts from printing world popularly coined as 'RIPTAA Summit '19' and Annual General Meeting at Swabhumi, Kolkata on 15<sup>th</sup> August 2019. The glittering event started with National Flag to mark the 73<sup>rd</sup> Independent Day hoisting. It was followed by registration of than 380 odd members and guests who turned out for the summit and AGM. Mr. Surendra B. Dhote, President RIPTAA welcomed the dignitaries present on the dais, which included, Mr. Raveendra Joshi, President, AIFMP, Mr. Dayakar Reddy Sripathi, President, IPAMA and many other luminaries. Shri Nirmal Kanti Saha Gen. Secretary RIPTAA also paid rich tributes to the dignitaries and members present.

The key note speaker of the seminar was the erudite orator Shri C. N. Ashok, Director and CEO, Auto Print Machineries Pvt. Ltd. It was followed by presentations by experts from printing and allied industries. Shri Arijit Chakrabarti, GM, Eastern Region, Huber Group India Pvt. Ltd., spoke on 'Environment Friendly Inks' and Mr. Aloke Hazarika, Regional Head, Eastern Region, Konika Minolta Business Solutions India Pvt. Ltd detailed the steps they took to shift from manufacturing films and camera to making Digital Printing Machines which is the rule of the day. Heaps of information about new innovations and introduction of new machineries in the printing world enlightened the alumni members



and industry stalwarts present from different parts of India and abroad. In between the deliberations, RIPTAA felicitated the speakers.

As usual, scholarships were awarded to meritorious students from Regional Institute of Printing Technology Kolkata, our beloved college, for showing promise in different categories. A special scholarship of Rs. 5,000 was awarded to the best student of RIPT by Ultra Ink. Scholarships were accepted by the Shri Gautam Dasgupta, Principal, RIPT, on behalf of all recipient students.

It was very gratifying to find RIPTAA members holding key positions in newspapers, printing & packaging houses, printing & photography machine / equipment manufacturing units in West Bengal, other states attending the summit.

The morning session came to an end with Mr. Surendra B. Dhote, President RIPTAA extending a vote of thanks to all the speakers, sponsors, advertisers, well-wishers and members of RIPTAA for making the entire programme a grand success.

The post lunch session was more of a formal one with the General Body Meeting of RIPTAA taking place and conducting activities as per norms. All the members pledged to take the journey of RIPTAA forward with new vigour in future with the support from all.



## drupa world tour starts

The drupa world tour 2019/20 started on 10 September 2019 in Mexico City, the tour will continue at close intervals until spring 2020. In September, seven conferences and events will follow in Ecuador, Peru, Colombia, Canada, Brazil, Chile and Argentina. By April 2020, events will follow in twelve Asian countries, the USA, Eastern Europe, some EU countries and North Africa. A total of 35 trips to 27 countries worldwide are currently planned.

“We are looking forward to exciting meetings with industry experts, journalists and representatives of local media partners, industry and trade associations,” says drupa Director Sabine Geldermann. High-ranking delegations consisting of the CEOs of various printing press manufacturers and leading representatives of PrintPromotion and Messe Düsseldorf will present the most important trends in printing and paper technology, present innovations in the graphics industry and packaging printing, and will inform about innovative applications in the field of industrial and functional printing. Of course, they will shed light on the status of preparations for drupa 2020. “Our aim is to arouse some fascination for the applications and possibilities of modern printing technologies in an increasingly networked world and to make experts want to visit drupa in Düsseldorf from 16 to 26 June 2020,” underlines the Managing Director of PrintPromotion GmbH and VDMA’s Printing and Paper Technology Association, Dr. Markus Heering.

In the run-up to drupa 2020, four future trends are emerging. They will also be the focus of the world tour conferences:

- Press manufacturers are driving forward the networking of their processes and are making increasing use of the possibilities offered by Artificial Intelligence (AI)
- Business models and cooperation between machine builders, customers and other industry players are undergoing rapid change, leading into the Platform Economy
- In today’s world, customers are online around the clock. The print and media industry must adapt to the changing needs of Connected Customers
- Growing environmental awareness, stricter regulation and finite resources require the transition to a Circular Economy. The print and paper industry has long been developing appropriate solutions that will meet with a rapidly growing demand in the future.

“The exhibition grounds are almost fully booked. The current booking level is above that of the 2016 edition,” confirms Geldermann. The positive booking situation clearly



DRUPA Director Ms. Sabine Geldermann (centre)

underlines the diversification of the product portfolios of exhibitors from around 50 nations - including around 400 new exhibitors along the entire value chain - which they see as a further indicator that the industry is conquering new territory and tapping new growth potential.

The drupa cube - the central conference area - will focus on how companies from the printing, media and packaging industries and their suppliers from the mechanical engineering sector can adapt to the rapid changes resulting from digitization. “We will be discussing such challenges on the drupa world tour and pointing out the possibilities for networking during drupa,” explains Geldermann. Markus Heering adds: “In the globalized printing industry, networking is almost synonymous with future viability. That is why we are all convinced of drupa 2020’s priority setting and its focused issues. With the world tour, we want to carry this message into all important target groups and markets worldwide.

From 16 to 26 June 2020, drupa will offer a 360-degree overview of modern process and value chains for the print industry. As a global industry meeting place, it brings together all the key players. The drupa world tour will promote this opportunity worldwide. “We spare no effort to convince visitors that drupa is of the utmost relevance for their business development and the future of their companies,” emphasizes Heering.

The DRUPA press presentation ‘Embrace the Future’ in India is going to be organized at Chennai: Date: 25th November 2019 at HYATT REGENCY; Mumbai: Date: 26th November 2019 at THE TAJ MAHAL PALACE and Delhi: Date: 28th November 2019 at THE CLARIDGES, VICEREGAL. Further details and registration: Delhi-Meera Parmar, parmarm@md-india.com and for Chennai and Mumbai- Valencia D’costa, dcostaV@md-india.com.

## Tributes to Dr PaBha Kulkarni



The 5th annual function of Mudran Maharshi Dr PaBha Kulkarni Pratishthan in association with Pune Vidyarthi Griha took place like every year at PVG Auditorium on 9th Aug 2019.

Chief Guest was ex VC of Rashtrasant Tukdoji Maharaj Nagpur University Dr SN Pathan. Also on stage were, ex Chairman of Maharashtra State Education Association Dr Devising Shekhawat, President of AIFMP New Delhi Mr Raveendra Joshi, Secretary of PVG Prof Rajendra Kamble, Chairman of PaBha Kulkarni Pratishthan Mr Bipin Kulkarni, Pandit Vasantrao Gadgil, former Principal Prof Uniyal, senior Trustee Mr Prakash Ghodke.

In his address as chief Guest Dr SN Pathan said that like Bharatratna Dr Babasaheb Ambedkar in the past, Dr PaBha Kulkarni's work was also very big and inspiring. And no one could be like him again. But we all must draw inspiration from Dr PaBha & work & walk in his footsteps. Dr Pathan further stated that, simply bookish knowledge wasn't sufficient but practical education & knowledge were more important & to this end Dr PaBha Kulkarni obtained Printing Technology Education in Germany & set up India's first Printing Technology College in PVG Pune, which helped to create many Entrepreneurs in the Printing Industry who in turn created numerous employment opportunities - this was Dr PaBha Kulkarni's yeoman contribution.

On the occasion, Mr Raveendra Joshi was felicitated by the Pratishthan with a Puneri Pagdi, a scroll of Honor & a memento for being elected as President of AIFMP from Maharashtra 25 years after Dr PaBha Kulkarni had

adorned that post. Mr Joshi was accompanied by his family on stage during the felicitation.

In his speech Mr Raveendra Joshi said that, that it was in this Auditorium itself during the 90th Anniversary celebrations of Pune Press Owners Association that Dr PaBha Kulkarni had expressed Mr Raveendra Joshi should one day become the President of AIFMP as he had the capability & today those words had come true. It was only due to Dr PaBha Kulkarni's inspiration and blessings. Although, Dr PaBha Kulkarni is no more, I'm touched by this felicitation by his Pratishthan, I don't have words to express my gratitude.

During the function, 6 deserving students of Printing Engineering Degree and Diploma were given scholarships of RS 5000/ each & 6 meritorious students were also felicitated with certificates and mementos at the hands of Vice Chairman of the Pratishthan Mr Sachin Kulkarni & trustee Mr Nitin Vani.

In the beginning, Prof Prafulla Sathe GM Technical Services of Technova Imaging Systems made a presentation on the latest developments in the Printing Industry as well as general guidance to the students of the Printing college. He was felicitated by Dr Shekhawat.

Ex-Students Mr Anil Joshi & Mandar Thakurdesai were also given Professional Excellence Awards by the Pratishthan. They both expressed their gratitude towards Dr PaBha Kulkarni & recalled fond memories of their college days. They both made donations to the the Pratishthan.



On the occasion, Pune Press Owners Association also handed over the 2nd cheque for RS 50,000/ to the Pratishthan as a part of their Rs100,000/ total donation to the Pratishthan.

Donations were also made by ex Chairman of PVG Mr HG Bhosale, Pandit Vasantryao Gadgil & Mrs Shantabai to the Pratishthan.

Pandit Vasantryao Gadgil expressed that PVG should install a statue of Dr PaBha Kulkarni in the college premises.

During his opening speech, Chairman of the Pratishthan gave an overview of the activities conducted by the Pratishthan in the last 5 years and underlined the future plans of the Pratishthan & also solicited more donations from the public at large.

Function began with a welcome song by Mrs Mahajani music teacher of Mukangan school. The entire program was conducted & compered by Mr Sudhanva Ranade Director of the famous Raja Kelkar Museum Pune. Thanksgiving speech was made by Prof Rajendra Kamble. Valuable support was extended by Director of PVG Mr Sunil Redekar, Prof Kaduskar, Prof Nerkar, Prof Madhura Mahajan, Mr Shinde, Mr Prakash Ghodke, Treasurer Mrs Mamata Kulkarni, Secretary Mr Raghunath Dhok, Mohan Sutar, Yuvraj Sawant, Vikas Dhamdhere, Umesh Mulay & others.

On the occasion, professors, teachers, students, administration & other staff, ex Students, print industry professionals and office bearers of Pune Press Owners Association were present in large numbers.

## Sneak Peak | What's New at SinoCorrugated South 2020?



SinoCorrugated Expos are organized by Reed Exhibitions, the world's leading exhibition company being dedicated to the global corrugated industry for more than 20 years and rooted in Chinese market for 19 years. SinoCorrugated South 2020, concurrently held with SinoFoldingCarton 2020, China Packaging Container Expo 2020, SinoFlexPack South 2020 and SinoPaper South 2020, will cover the entire chain of packaging industry. Covering an exhibition area of close to 90,000 sqm, it will gather 700+ domestic and international exhibitors to showcase 1,400+ equipment and 1,000+ consumables, and is expected to attract 60,000+ local and international trade visitors. It is a perfect platform for discovery, expanding your knowledge and keeping up to date with the latest trends.

You will see exhibitors from **Germany, United States, Italy, Spain, and India** and other countries and regions that will display the advanced techniques of corrugated boxes and folding cartons. To better meet visitors' real needs, SinoCorrugated South 2020 sets **Three Pavilions** and **Five Special Zones** to display innovative packaging solutions: SME Pavilion, Advanced Machinery Pavilion and Smart Factory Pavilion; FMCG B2B Logistic Packaging Zone, MCG B2C & E-Commerce Packaging Zone, Fresh F&B

Cold Chain Zone, Off-line Retail Packaging Zone, Heavy Carton Zone.

100+ global associations and Expert Committees in the industry will be gathered and will engage in more than 30 activities during the Expo, including but not limited to **World Corrugated Awards (WCA), ACCA Annual Meeting, Country Days, Factory Tours** and also many **Networking Events** which will be held alongside the show. Leading industry media will be present and cover the Expo and concurrent events.

As the leading exhibition in the global corrugated industry that you can't miss, SinoCorrugated South 2020 is committed to build an exclusive platform for efficient communication and trade cooperation for the visitors and buyers, and is continuing to make contributions to the industry development. April 9-11, 2020, SinoCorrugated South 2020 will wait for you at GD Modern International Exhibition Center!

For media partnership, please contact Kasper Stone, kasper.shi@reedexpo.com.cn

For pre-registration, please visit <http://www.sino-corrugated.com/en>

## Media Expo New Delhi sold out, reflects high demand to exhibit and source new age media solutions

**The burgeoning progress of the Indian ad industry and leading show for indoor & outdoor advertising and signage, Media Expo, seem to be in sync. With the industry seen growing at a tremendous rate of 10.62% CAGR, the trade fair is breaking all exhibitor records, showcasing 13% growth. Keeping pace with the current trends of the industry, the latest edition will also organise an insightful workshop by industry experts.**

According to Denstu Aegis reports, Indian advertising industry stands at INR 61,878 crore (USD 8.76 billion) and is estimated to grow with a CAGR of 10.62% until 2021 to reach a market size of INR 85,250 crore (USD 12.06 billion)\*. Reflecting the industry's progress, Media Expo New Delhi 2019 has broken all exhibitor records with 220 exhibitors in total. The upcoming edition of the sold out show has displayed a massive leap of 13% in its exhibitor numbers, further anchoring its presence as the top sourcing platform for this industry. Spread across 18,102 sqm of exhibition area, the 45th edition also marks a 14% increase in exhibition space.

The race to make a better impression has led new age advertisers to constantly scout for various unconventional ways to hit the right sentiment of the right target audience. Media Expo as a brand is renowned to showcase technologies that lay the future trends of the industry with quality visitors looking for serious long term business relationships. This has led many companies to seek an opportunity to display their marketing and advertising solutions that will help boost the growing segments. Companies like Hewlett-Packard, Colorjet, AT Inks, Vinod Medical Systems, Monotech, Caldron Graphics, Technova Imaging, Mehta Cad Cam, Epson India, Chanlong Manufacturing and Pioneer

are showcasing advanced solutions for the new age advertising industry.

Along with a galore of technological displays, Media Expo New Delhi will organise insightful workshops that will focus on the profit generating solutions for different sectors within the industry. Market gurus will highlight gripping topics like

- Digital printing: A sustainable opportunity
- 3D Printing: A profitable alternative?
- Signage planning: An Art
- Digital signage: Replacing print? Or complementing and enhancing possibilities? to find solutions for the new age marketers and advertisers of the country.

Television and print together, still, take the largest share of media spends at 70% followed by digital media at 17%\*. As print still remains relevant, new age advertisers are constantly upgrading the technologies used, that can cut cost and provide better quality outputs. 3D printing and sustainable printing options are the current trends with companies curious to find out various possibilities that these technologies can offer. Apart from this, signages also play a major role in brand visibility. With digital signages rapidly gaining popularity, it is important to know its effects on the long standing print industry within the country.

The Indian advertising industry is projected to be the second fastest growing advertising market in Asia after China. With years of the trust inculcated in both exhibitors and visitors, the show will continue to exhibit latest solutions from India and abroad, uplifting the progressive advertising market. Covering halls 8, 9, 10, 11, 12, and 12A, Media Expo New Delhi 2019 will open its gates on 6 September 2019.



## Konica Minolta underscores its technological superiority with the 400th international installation of the AccurioLabel 190

- The latest milestone, achieved within 3 years of the product's launch, highlights the exponential growth in demand for cutting-edge label printing solutions
- Also launches the AccurioLabel 230, the successor product to the AccurioLabel 190, in the Japanese market

Marking another major milestone in its growth journey, Konica Minolta Business Technologies, Inc. – an advanced, globally-leading imaging and networking technologies organisation – has completed the 400th international installation of the AccurioLabel 190. The landmark was achieved within 3 years of the machine's launch and underscores the rapid growth in the demand for cutting-edge label printing solutions across international markets.

The global label printing industry has been growing at a healthy pace and is expected to reach \$49.9 billion by 2024. A significant percentage of this growth is driven by the demand for greater customisability and personalisation in label printing across sectors such as

FMCG, retail, consumer durables, foods and beverages, electronics, etc. As a globally-leading state-of-the-art label printing solution, Konica Minolta AccurioLabel 190 caters to this demand while enabling superlative performance, productivity, quality, accuracy, and efficiency for its users.

In keeping with its vision to provide affordable and high-quality printing solutions, Konica Minolta has also recently launched the AccurioLabel 230 in the Indian market. As the successor solution to the AccurioLabel 190, the latest offering from Konica Minolta will build on its predecessor's differentiation by enabling higher printing speeds, shorter warm-up times, and enhanced productivity. With unique features such as an overprinting solution that automatically adjusts the overprint position with accurate registration, the AccurioLabel 230 will help significantly improve the process of printing for the jobs requiring white and improve profitability for print and printing businesses across the globe.



## Konica Minolta India underlines its domain leadership in the labels and packaging space at PackPlus 2019

**Showcases state-of-the-art print samples created using its range of cutting-edge industrial printers at the event organised at Pragati Maidan, New Delhi**

In a development which highlights its clear technological superiority in the digital printing domain, Konica Minolta Business Solutions has participated at the recently-concluded PackPlus 2019, organised at New Delhi's Pragati Maidan from August 28 to August 31. At the four-day industry event, Konica Minolta showcased several state-of-the-art label & packaging samples created using its innovative industrial printers to delight and amaze the attendees.

Speaking on the participation, **Mr. Kuldeep Malhotra, Vice President - Sales, Konica Minolta Business Solutions India Pvt Ltd** said, "There has been a huge surge in the demand for hyper-personalised and short-run print jobs over the past couple of years, particularly in the labels and packaging space. As a domain-leading OEM, Konica Minolta is actively catering to this evolving market requirement with its range of top-of-the-line industrial printers. Prominent events such as PackPlus 2019 provide us with the perfect platform to showcase the value that our products can unlock for the country's

print and printing businesses. We are delighted with the impressive response that we have received at the event and are looking to build on it with greater industry participation in the coming months."

Samples showcased at the Konica Minolta booth at PackPlus 2019. The samples were highly appreciated by senior industry experts, corporate print buyers, and packaging and commercial customers for their novelty and applicability in new-age printing requirements.



## Exuberance 2K19



Students hailing from various states of the Eastern part of India, and studying in departments of Printing Technology, Photography and Multimedia Technology of the Regional Institute of Printing Technology” Kolkata came together to organize their annual techno-cultural programme “Exuberance 2019”, in the institute premises between 6th March to 9th March 2019. The fourth edition of “Exuberance” was inaugurated by national award winning Indian film director Sri Goutam Ghose. In his inaugural address, Sri Ghose expressed his happiness towards organizing a programme which provides a platform to showcase short films and documentaries by independent and amateur film makers and creators. This years’ “Exuberance” also exhibited nine rare and notable documentaries which were provided by the Film Division of India. Various seminars and interactive sessions were conducted during the four day programme, where speakers from industry leaders like DIC India Ltd, Sony, Nikon, Kodak interacted with the young students and budding technocrats, to make them aware on the state of art innovations and developments in the industry.



A short film made by students of Multimedia Technology of the institute was also screened on the final day, which was widely applauded and appreciated by the audience present at the screening. The programme drew to a close with a cultural programme, where students of all departments of the institute participated and showcased cultural facets of their home state.



### Visit to K.S. Wani Institute of Advanced Studies in Marathi, Dhule

Mr Raveendra Joshi, President, AIFMP inaugurated the printing units of K.S. Wani Institute of Advanced Studies in Marathi, Dhule on 11th September 2019. On the way to Dhule he met few printers and discussed with them the possibility of holding/conducting Romancing Print event, Round Table Print Conclave in future.

Mr Joshi was informed that 95 students are pursuing Diploma in Printing Arts and the students have got 100% placement in and outside India. He also noted that the syllabus prescribed for the diploma course really caters to the day to day printing press requirements and found the same very interesting & practical. He addressed the august gathering and also introduced/explained the nature and role of AIFMP.



## 2019 training year gets underway at Heidelberg –hand in hand with digital transformation

- Increasingly digital content makes training portfolio more attractive
  - Another 99 trainees start out at Heidelberg sites in Germany
    - Virtually all graduating trainees offered employment
      - Would-be IT specialists well catered for again
    - Popularity of dual study courses continues to grow



The training year at Heidelberger Druckmaschinen AG (Heidelberg) starts on September 1, 2019. Another 99 young men and women are embarking on their training or dual study courses at one of the company's four sites in Germany in 2019. The digital transformation at Heidelberg and the vocational training there go hand in hand, with digital content becoming increasingly important in various areas and also making the training program more attractive. Virtual learning content and the use of cutting-edge virtual reality technologies are now standard in many occupational profiles. Heidelberg also regularly reviews the occupations for which training is available and adapts these to requirements. By now also offering training for budding IT specialists, the company is responding to the demand caused by the digital revolution. Three young people from the new intake for the 2019 training year will be starting out on this career.

### Popularity of dual study courses continues to grow

Based on the number of applications received, the growth in the popularity of dual study courses is continuing. "We put this down to the increased digital learning content in the various courses. A growing number of digital methods and tools have been introduced in all study and training courses in recent years," says Andreas Blum, who is in charge of vocational training at the Wiesloch-Walldorf site, focusing on commercial training, degree courses, and marketing. The dual study course in Digital Media/Media Management and Communication teaches technical principles such as web development and Internet technologies while also analyzing electronic

operating concepts, especially e-commerce, mobile applications, and media strategies. In the main part of their course, students learn about media automation, together with planning and implementing media projects. The curriculum also includes quantitative and qualitative channel publishing and media research methods, such as customer process analyses, blogs and social networks, and online systems.

The interdisciplinary Business IT course teaches key business management and information technology skills. Dual study course students tackle interesting projects – at the interface between technical and development departments, for example. As with all such courses, the aim is for students to draw inspiration for their own ideas and then immediately put these into practice. Heidelberg currently has a total of four students per year on these two courses of study.

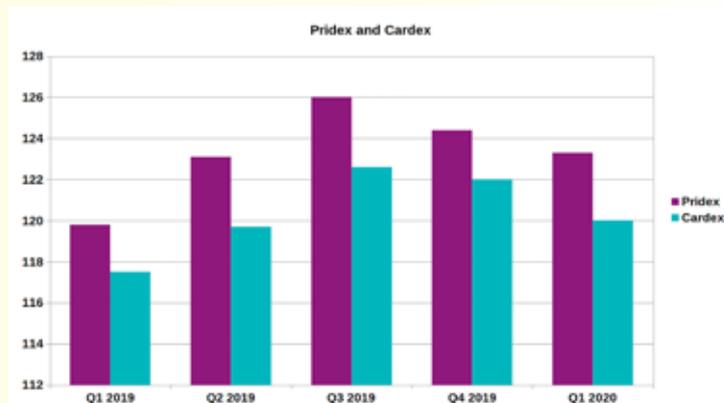
"Not only digital technologies, but above all well-trained and highly motivated staff are key to a company's successful digitization," underlines Rainer Haus, who is in charge of vocational training and personnel development at Heidelberg. "Young employees, or digital natives as we also call them, are the ones who can bring experiences from their own digital environment into the business world and have the courage also to introduce disruptive ideas that drive companies' progress with digitization. The wider range of IT-related occupations for which we offer training and dual study courses takes this trend into account," he adds.

The company's biggest training site, which currently has a total of 242 trainees and students, including 75 from this year's new intake, is Wiesloch-Walldorf. Once again, three of the five participants in the collectively agreed foundation year have been accepted to start training as future warehouse operators in the new training year. Heidelberg currently employs a total of around 340 trainees and students at its Wiesloch-Walldorf, Brandenburg, Amstetten, and Ludwigsburg sites. On account of the company's demographics, almost all graduating trainees are being offered employment.

## PRIDEX and CARDEX – update

### IS IT TIME TO RECOVER LOSSES?

AIFMP Indices for commercial print vertical (Pridex) and packaging vertical (Cardex) are updated every quarter. Printing Times will update you on the trend each quarter with a detailed analysis of indices data. The two indices present the trend and help justify fluctuating costs, rise and decline by our industry. Estimate your costs accurately by making use of these indices.



### WHAT ARE THE LATEST NUMBERS?

CRISIL has recently published the Q1 (FY2020) results for the indices PRIDEX and CARDEX.

In the Q1 of FY2020, PRIDEX stands 123.3 and CARDEX stands at 120. The downward trend is apparent if we compare the Q1 (FY2020) with the previous quarters Q3 and Q4 (FY2019); however, when compared with Q1 (FY2019) the year-on-year input cost increase in Q1 (FY2020) has been 3.5 per cent for PRIDEX and 2.5 per cent for CARDEX.

### IS THE DOWNWARD TREND INDICATIVE OF ECONOMIC SLOWDOWN?

To gain a better understanding of the trends, one must consider the current pricing strategy for the business: if one has been consistently quoting prices in sync with the twin indices, the company can enhance profitability by keeping the client prices same and benefit from the slight reduction in the input costs. If you have been quoting prices lower than PRIDEX-CARDEX, we would advise you not to lower your prices further and use the slight reduction in the input costs to correct your losses, if possible.

If we consider the quarter-to-quarter results, the fall in the input cost between Q4 of FY2019 and Q1 of FY2020 has been 1.1 per cent for PRIDEX and 2 per cent for CARDEX. Printers may choose to slightly lower the prices of their services and products and pass on the benefit of falling input costs while guarding the profitability of the business.

“It would be too early to link the downward trend in PRIDEX, and CARDEX to the economic slowdown witnessed globally and particularly in India,” cautions Sanjay Patel, the brain behind the duo AIFMP indices and the Project In-charge. He adds, “the slowdown would have affected specific input costs – labour, paper and paperboard, for example. The complete impact of economic slowdown on the input costs of our industry can be better judged if the downward trends continue through FY2020, across the three quarters.”

We would also like to bring to the notice of our readers that PRIDEX shows slightly higher volatility as compared to CARDEX, across all input costs. One can see this difference in the behaviour of the two indices.

### WHERE CAN YOU FIND THE INDICES?

To know more about PRIDEX AND CARDEX follow the link: <https://tinyurl.com/yayqnp2k> OR scan the QR code on the cover and bookmark it on your smartphone’s Internet-browser for quick access. The detailed methodology used at computing the Cardex and Pridex is readily available at <https://tinyurl.com/yaqrr65m>.

Please note that FY2013-2014 is the base year for the twin indices with the index value at 100.

**More power to all print company owners through AIFMP-CRISIL indices!**

## Due to delayed payments, many MSMEs face obstacles and finally collapse, says Nitin Gadkari



Lauding the contribution of MSME sector in GDP, Union Minister of Micro Small and Medium Enterprises (MSME) Nitin Gadkari on Thursday said that the sector contributes 29 per cent towards India's GDP.

While speaking at the Workshop on Credit Linked Capital Subsidy, the Minister said, "MSME contributes 29 per cent in country's Gross Domestic Product (GDP). Apart from this, 40 per cent export is being carried out by this sector and so far 11 crore people have got jobs with the help of this sector."

"We have decided to extend this 40 per cent contribution to 50 per cent in country's GDP and we will add an extra 5 crore in existing 11 crore," Gadkari added.

The Minister also noted the major problems in MSME sectors i.e delay in payment which blocks the working capital and said that due to this, the industries are suffering. However, he assured that Indian government will take necessary steps.

"Due to the delayed payment in MSME sector, the maximum industries go through obstacles and eventually they collapse. Some suggestions and presentations have been brought into our notice for the betterment of the MSME sectors and we have also spoken to the Finance Ministry and I assure that the Indian government will take necessary action," Gadkari said.

"The most significant thing is working capital and this is as important as oxygen for human beings. Who is defaulter? How many people are there? How much money is there? These questions are important but at present we don't have an answer," the minister added further.

"I tried a lot to find out the exact figure from this, but so far we haven't got the exact figure. There are many undertakings both in central and state government and this figure is quite a large and also its a biggest obstacles of our growth. We need find a solution through innovative model," he said.

## Gadkari launches CLCSS scheme for MSMEs



The most awaited Credit linked Capital Subsidy Scheme (CLCSS) has finally been launched by Nitin Gadkari, Union Minister of Micro Small and Medium Enterprises (MSME).

Launching the updated scheme, Gadkari said the CLCSS scheme would be crucial in raising MSME contribution to gross domestic product from the current 29 per cent to 50 per cent, in addition to increasing exports from the sector to 50 per cent from 40 per cent now.

He announced the government would prepare a final report on the recommendations of the UK Sinha committee, which had been set up by the Reserve Bank of India (RBI) to suggest expeditious ways to strengthen MSMEs, within the next eight days.

He further mentioned that the committee was being set up under the MSME secretary to look into the issue of delayed payments. The finance ministry estimates that public sector undertakings owe MSMEs above Rs 48,000 crore.

## 2% lower interest payment for MSMEs under IS Scheme

Gol announced a 2 % interest subvention for all GST & UAM registered MSMEs maximum up to Rs. 1 crore, on fresh or incremental loans. The Scheme called "Interest Subvention Scheme for Incremental credit to MSMEs 2018" is being implemented over 2018-19 and 2019-20 with an allocation of Rs.975 crore. All the MSMEs with who have the Valid Udyog Aadhar Number [UAN] and GSTN Number shall be eligible as beneficiaries under the Scheme.

For details please visit: [http://dcmsme.gov.in/Notification\\_of\\_Interest\\_subvention\\_Scheme\\_2018.pdf](http://dcmsme.gov.in/Notification_of_Interest_subvention_Scheme_2018.pdf)

## RBI makes mandatory for banks to ink retail and MSME loans to external benchmark from Oct 1



The Reserve Bank of India (RBI) has asked the banks to mandatorily link interest rates on all floating-rate loans to retail and micro, small and medium enterprises (MSME) borrowers to an external benchmark in order to improve transmission of rate cuts in the system.

In a circular released on Wednesday, RBI said, “it has now been decided to link all new floating rate personal or retail loans (housing, auto, etc.) and floating rate loans to Micro and Small Enterprises extended by banks with effect from October 01, 2019 to external benchmarks.”

RBI said, “It has been observed that due to various reasons, the transmission of policy rate changes to

the lending rate of banks under the current MCLR framework has not been satisfactory.”

The banks are free to choose one of the several benchmarks indicated in the circular. The banks are also free to choose their spread over the benchmark rate, subject to the condition that the credit risk premium may undergo change only when borrower’s credit assessment undergoes a substantial change, as agreed upon in the loan contract.

The RBI has been examining the feasibility of mandating the use of external benchmark for determining interest rate on floating rate loans. In August 2017 the RBI constituted an Internal Study Group (ISG) to examine the working of the Marginal Cost of Fund Based Lending Rate (MCLR) system that was put in place in April 2016.

The RBI, in the Statement on Developmental and Regulatory Policies dated 5 December 2018 announced its intention to make it mandatory for banks to link all new floating rate personal or retail loans and floating rate loans to MSMEs to an external benchmark. As it was felt that the matter required further stakeholder consultations, it was announced in the Statement on Developmental and Regulatory Policies dated 4 April 2019, that RBI would hold further deliberations before taking a final decision in the matter.

## Tata Capital launches version 2.0 of its digital platform to provide faster and easier loans to MSMEs



Tata Capital, the financial services arm of the Tata Group, has launched version 2.0 of its digital platform to provide faster and easier loans to Micro Small and Medium Enterprises (MSMEs) and small businesses.

In a press release, the company said that with this enhanced digital platform, MSMEs can avail loan up to Rs 2 crore within 48 hours with minimal documentation under various categories.

Besides this, MSME customers can also avail loans up to Rs 50 lakh within four hours again with minimal documentation which makes it 90 percent faster and simpler, Tata Capital added.

The newly added version will offer series of value added features like automated credit scoring engine across all loan products, digital underwriting capabilities using over 1000 data points and seamless integration with host of third party information sources such as PAN, Aadhar etc.

Commenting on this development, Chief Marketing and Digital Officer, Tata Capital said, “As we enhance our existing digital SME offering, the approval process has become significantly faster with minimal data entry and documentation.”

*Courtesy: KNN India*



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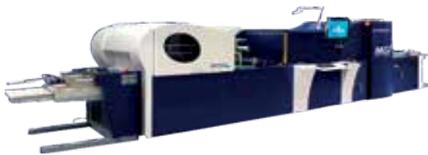


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