



MAY-JUNE 2021

VOLUME 44

ISSUE NO. 3

₹ 10

AIFMP CONDUCTED SERIES OF WEBINARS

Virtual Meeting on
Digital Printing Scenario in India
Wednesday the 2nd June, 2021 at 2:30 p.m.

All India Federation of Master Printers
Presents
Virtual Meeting on
Prediction for PRINT-ON-DEMAND SEGMENT
SUNDAY 6TH JUNE 21
START - 06:30 PM

Chief Guest: Mr. Subhas Chandra

Speakers: Mr. Anand Kumar, Mr. Anand Kumar, Mr. Anand Kumar, Mr. Anand Kumar

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All India Federation of Master Printers
Presents
Virtual Meeting on
Packaging Development
- A step wise overview
Tuesday 8TH JUNE 21
START - 06:30 PM

Chief Guest: Mr. Subhas Chandra

Speakers: Mr. Anand Kumar, Mr. Anand Kumar, Mr. Anand Kumar, Mr. Anand Kumar

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All India Federation of Master Printers
Presents
Virtual Meeting on
Artificial Intelligence (AI) in Print Business
Wednesday, June 9, 2021
START - 06:30 PM

Chief Guest: Mr. Subhas Chandra

Speakers: Mr. Anand Kumar, Mr. Anand Kumar, Mr. Anand Kumar, Mr. Anand Kumar

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All India Federation of Master Printers
Presents
Virtual Meeting on
VALUE ADDITION
THE KEYS TO SUCCESS
Saturday, June 12, 2021
START - 06:30 PM

Chief Guest: Mr. Subhas Chandra

Speakers: Mr. Anand Kumar, Mr. Anand Kumar, Mr. Anand Kumar, Mr. Anand Kumar

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All India Federation of Master Printers
Presents
Virtual Meeting on
Augmented Reality
AR - in - PRINT
Wednesday, June 16, 2021 at 6:30 p.m.

Chief Guest: Mr. Subhas Chandra

Speakers: Mr. Anand Kumar, Mr. Anand Kumar, Mr. Anand Kumar, Mr. Anand Kumar

Click Here to Register

All India Federation of Master Printers
Presents
Virtual Meeting on
Color Management 4.0
- The past, present & future of Color Management in Printing
Thursday 17TH JUNE, 2021
START - 06:30 PM

Chief Guest: Mr. Subhas Chandra

Speakers: Mr. Anand Kumar, Mr. Anand Kumar, Mr. Anand Kumar, Mr. Anand Kumar

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All India Federation of Master Printers
Presents
Virtual Meeting on
Printed Electronics
WIDEN SCOPE FOR PRINTERS
Thursday, June 24, 2021 at 6:30 p.m.

Chief Guest: Mr. Subhas Chandra

Speakers: Mr. Anand Kumar, Mr. Anand Kumar, Mr. Anand Kumar, Mr. Anand Kumar

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- Page No. 13



AIFMP Indices





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PRINTING TIMES

Founder Editor:
Late V N Chhabra



➔ 1927-2017 ➔

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EDITORIAL



When was the last time you took a hard look at how well your business executes? Some basics include, did we get the project right, did we get it out on time and did the client like it? How about, did we do it within the budget that the client agreed to? Here's another, did you have to push it through to get it done, or did your folks *pull* it through. We could argue semantics, but there is a big difference between the two choices. These questions fall inside the execution bucket of your business.

Remove Complexity - As you begin to examine how well you execute, one area you'll undoubtedly review are your processes and procedures. Take a hard look. What changes have taken place within your organization since the last time these processes and procedures were reviewed? In many cases, much has transpired. New technology and equipment has been brought in, and your customer demands have changed dramatically.

You need to ask if your workflow, processes, etc. were built for what worked in the past.

Are they still relevant based on today's capabilities and expectations. Your customers have changed, technology has changed — have you changed along with it? It is OK to throw out the old playbooks if in fact they are no longer valid.

Don't place excessive burdens on your staff and your customers by following outdated rules. Making your company easy to do business with begins with making it easy for you to do business with yourself first — internally.

Set Expectations - As you travel the path to achieve your next level of execution, you'll need to modify expectations. This include training, coaching, and leading throughout the transformation. Don't be afraid to set the bar high. Setting the bar lower so that everybody can achieve it may feel good, but you really have not moved up to the next level. That's also when complacency can set it.

The transformation will not happen overnight. While I encourage you to set the bar high, create realistic milestones so that you'll know where are you going, and where you've been.

How Will You Know If It's Working - Great question! Just as you had to modify your process and procedures, you'll also have to modify expectations, data points, and the metrics you'll use to monitor your progress. While most scorecards have an abundance of lagging indicators, make sure that yours contain the right leading indicators so that you can be proactive in making the best decisions for your business.

I was reminded of that experience recently as I was having a conversation with a printing industry salesperson. We were involved in a coaching/goal setting discussion and we started to talk about his experiences. It seems that his primary customers for the past 12 years have been organizations involved in fundraising activities and campaigns. He does the printing, mailing, data base management, and web-based efforts for these campaigns including the high-quality magazines and annual reports that are directed toward the same audience as tangible evidence of all the good work being done with the money raised.

I mentioned that he must have accumulated a great deal of knowledge about direct mail fundraising campaigns. He said that was probably the case, but he really hadn't thought about it all that much. He was simply focused on trying to get to the next campaign, magazine, or annual report and to get new customer accounts who were trying to do the same things.

I probed the subject a bit more and we came to the conclusion that yes, he really had developed a strong working knowledge about what an effective campaign looks like, how it is packaged, personalized, presented, when it should be timed, what should go in front of the solicitation piece (the magazine or annual report, for example). He acknowledged that while he is not a skilled copywriter, he does know what effective copy looks like.

In other words, through our conversation, he came to the realization that he really is a subject matter expert. And that expertise, if captured and offered in the form of content, can effectively position him as a thought leader about direct-mail fundraising campaigns.

He expressed concern that since he is not a writer by training, getting that valuable wisdom out of his head and into words would be daunting. I suggested that if he were willing to sit down with a skillful writer for 30 to 40 minutes and tell his story, a series of white papers, blogs, and/or special reports could easily be developed. Using these tools as high-value information pieces, he could potentially reach an important audience — not as a print salesperson selling production and distribution capabilities but as a thought leader offering unique wisdom and experience relevant to a target audience in need of leadership, innovation, and direction. Experience in expertise matters.

P. Chander

Former President MPLA & AIFMP

Editor - Coramandal Printer & Printing Times

AIFMP initiates informative webinars for member printers

The global pandemic has impacted every industry worldwide and India's printing community has been no exception. The second wave of COVID-19 has strongly affected small to medium businesses – such as printers from the MSME segment – to a far greater extent. It was time to take decisive steps and the online awareness series, organised by AIFMP to educate printers about the multiple opportunities that have opened up for them in myriad application categories, is one such initiative.

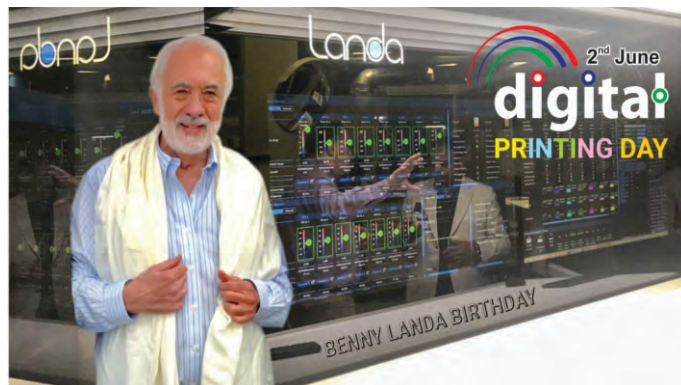
Envisaged by Prof. Kamal Mohan Chopra, who recently took charge as President of the All India Federation of Master Printers for the second time, it was clearly the need of the hour and welcomed with great enthusiasm by AIFMP member printers. The concept proved to be quite successful, witnessing a number of sessions being conducted during June 2021, with many more lined up to follow in subsequent months.

Digital Printing Scenario in India; held on June 2, 2021

Digital Printing Day was commemorated by All India Federation of Master Printers' Association, in association with Institute of Mass Communication, Kurukshetra University, on the occasion of the Birthday of Sir Benny Landa, an Israeli entrepreneur and inventor. He founded Indigo Digital Press in 1977 and The Landa Group in 2003 and has a portfolio of over 800 patents worldwide. Recipient of numerous honours and awards, including the imaging industry's prestigious Edwin H. Land medal, he has also been awarded numerous lifetime achievement awards and honorary doctorates. Digital Printing Day is celebrated on 2nd June every year to honour the 'father of commercial digital printing'.

Prof. Kamal Chopra, AIFMP, was the keynote speaker at the virtual webinar. Prof. Chopra has been actively working for the Indian Print Industry and is a big admirer of Benny Landa.

Starting the event with a brief introduction of AIFMP, Prof. Chopra said, "All India Federation of Master Printers (AIFMP) is the apex body of Indian Printers. Representing 250,000 printing companies it is the world's largest 'Printers' Association. The Association is serving the industry with several events, knowledge-based meetings, educational programs, awards and more." Prof. Chopra also shared his memories with Benny Landa and spoke about the influence he made on him.



Prof. Chopra then introduced the other guests at the event and asked them to share their thoughts on how the Digital Printing Industry is being accepted and encouraged, especially by the push from the Covid scenario.

Prof. Rajendra Kumar Anayath, spoke about the growing popularity of digital form of learning. He predicted that the number of colleges will come down as students will have easy access to various mediums of learning on digital platforms. "It gives a freedom of choice. We can be selective on what we want to learn about. The format is convenient and even the toughest subjects can be handled digitally," he said.

Chellappan Palaniappan shared that Sir Benny Landa inspired him to move towards the digital print industry. He said, "The biggest advantage of Digital Printing is its capability to print a single copy and variable data. As the print volume increases, the cost decreases." However, he feels that the industry needs to understand this theory better for its own benefit and embracing change is the way to look forward.

Denver Annunciation from Janus International spoke about ROI shares to help on profit. "Our customers need shorter runs these days. And so, we can manage work with short infrastructure and skills that match the latest automotive solutions. To survive in the industry, we need to hone our skills towards something that the technology might not be able to provide," he said.

Further in the event, the questions from students and other participants were invited. The interactive QA session helped clear the doubts pertaining to the reach of Digital Printing, which is happening slowly but certainly.

For the full video, please log onto - <https://youtu.be/qyH71LEEQPs>

Prediction for Print-On-Demand Segment, held on June 6, 2021



A webinar on, “Prediction for Print-On-Demand Segment”, was organized by All India Federation of Master Printers (AIFMP) in association with Guru Jambheshwar University of Science & Technology, Hisar, Haryana, on June 6, 2021 at 06.30 pm. Attendees from India and Sri Lanka, participated. The welcome and introductory speech was delivered by Prof. Kamal Chopra, President, AIFMP, who stressed upon the futuristic prospective of POD market segment in the coming times, with special reference to Indian print market. Subhas Chander, Former President, AIFMP and Chief Guest of the webinar, pointed out the technological transformations that had happened to the Indian printing industry and how this industry has been benefited from these technologies over the years.

Dr. Amrutharaj H. Krishnan, Prof. and Head, Department of Media Technology, MIT, Manipal, Karnataka, a resource person of the webinar, shared his views on the topic, “Organizational & Technical Workflow in Print-on-Demand Concepts” during which he stressed upon the practical aspects of the steps involved in POD technologies. Hitender Kumar, Sales Manager, Enterprise Inkjet Solutions (South Asia Cluster), Kodak Print, Eastman Kodak Company, a resource person of the webinar, elaborated on “Digital Print Post-COVID - Publications & Packaging”. He pointed out various technical aspects of digital printing, especially post-COVID, in India and the future of inkjet printing technology.

Manish Gupta, General Manager, Production & Industrial Printer Marketing, Konica Minolta Business Solutions India Pvt. Ltd., a resource person of the webinar, highlighted “New Areas of Applications of Digital Printing Equipment.” He emphasised on the special areas of applications of digital printing equipment.

Prof. Dr. Anjan Kumar Baral, webinar moderator, sharing his observations, mentioned that the printing industry is certainly going to benefit from POD in the coming times, especially in the post-COVID scenario, for sustainable development and growth.

G. N. Visvakumar, HGS, AIFMP, New Delhi, proposed the vote of thanks.

Packaging Development - A Stepwise Overview, held on June 8, 2021

A webinar on the topic, ‘The Packaging Development - a stepwise overview’, was organized on June 8, 2021 by the All India Federation of Master Printers (AIFMP) in association with PVG’s COET and GKPWIM’s Department of Printing Technology, Pune. The program started with an introductory note by Prof. Kamal Chopra, President of AIFMP, who emphasized that growth in packaging is evident, as demand for packed goods is increasing. Packaging will grow as long as the population grows and therefore it is important for printers to understand the stepwise overview of packaging development.

Prof. Madhura Mahajan introduced the webinar theme. She mentioned the three factors that make a good packaging design; attractiveness, uniqueness and effectiveness. Therefore, this theme for the webinar: packaging development, stepwise overview, was chosen which will try to cover the 3 factors, thus making an impact on the consumers.

The welcome speech was given by Dr. Tarambale, Principal of PVG COET & GKPWIM. He too emphasized the importance of packaging while encouraging AIFMP and appreciating the work done by the Federation and the Department of Printing Technology.

Also present on the occasion were two Directors of PVG COET & GKPWIM. Sunil Redekar expressed his happiness of the initiative of AIFMP to host such informative webinars wherein the industry and institute can work alongside and assured that the department shall take necessary steps to



develop the packaging labs to fulfil technical manpower in this field. Prof. R.G. Kaduskar too encouraged AIFMP in its efforts and mentioned that packaging has tremendous growth and majorly 3 industries - retail, pharmaceutical and food & beverage offer tremendous potential.

Manoj Mehta, chief guest for the webinar, explained how uniqueness in packaging plays a key role. He stated that “it is not about being better but important to be different”. This was very relevant especially in the packaging business. Consumers are expecting innovativeness in their packaging and printers and convertors should cater to these requirements. He appreciated the initiative and ideas of Prof. Kamal Chopra.

Panelists for the webinar were Sunil Chavan, Design Director at Mudra Digital Graphics, Mumbai; Manoj Pasad, Technical Head - Asia, Arden Software; Samarth Chandrasekhar, Manager Presales and Customer Support, ESKO; Mohd. Yaman, Solution Consultant, Digital Media, Adobe and Umesh Kagade, Segment Manager - Labels & Packaging, Indigo division, HP India. Prof. Shrikala Kanade of PVG introduced each speaker and gave a brief summary of the topic covered by the speaker.

Sunil Chavan was the first speaker and he explained the importance of graphics designing along with different types of packaging. He also elaborated on how simulation is needed to visualize products as well as software compatibility for different displays.

After that, Manoj Pasad explained the concept of simulation in packaging. He explained a variety of artwork designs, preparing a keyline and 3D views of these designs in Impact software.

The next speaker, Samarth Chandrasekhar, explained the design of flexible packaging. He explained the digital workflow especially for flexible packaging and Flexo printing as well as about bar codes, colour separation and various ways to check for errors in a file.

Mohd. Yaman spoke about Acrobat DC and its functionality. He also discussed the comparison between the two files in Adobe and the protection of the file. The last speaker, Umesh Kagade, spoke on ‘reinvent packaging.’ He explained what has changed in the market for packaging and also spoke about digital printing and HP Indigo One shot imaging technology.

Participants later had an interactive question and answer session. The session came to a close with the concluding remarks by Iqbal Kherodawala, President of BMPA. He expressed that all the panellists gave an excellent overview of the respective areas such as 3D simulation, preparing

keylines, files in Adobe and important role of digital printing in packaging and converting. He expressed thanks to AIFMP, the Chief Guest, Manoj Mehta, all the panellists, faculty of PVG and the participants.

Artificial Intelligence (AI) in Print Business
held on June 9, 2021

All India Federation of Master Printers Presents
Virtual Meeting on
Artificial Intelligence (AI) in Print Business
Wednesday, June 9, 2021
START - 06:30 PM

Chief Guest:
Dr. (Mrs.) T.V. Geetha
UGC-CSR Research Fellow
Retd. Professor, Dept. of CSE,
College of Engineering Guindy,
Anna University, Chennai

Speakers:
Mr. Surya Ramanathan
Associate AI, Chennai
Mr. Ashish Mittal
Director, Yugasa Software Labs,
Haryana
Mr. Balaji D Loganathan
Managing Director and Co-Founder,
Spritle Software

Moderator:
Prof. (Dr.) TKS Lakshmi Priya
Head Printing Technology,
Avinashilingam University for Women,
Chennai

Concluding and Thanks:
Mr. Nayjinder Singh
Vice President, AIFMP

Click Here to Register

Note: After registering, you will receive a confirmation email containing information about joining the meeting.

In association with:
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Chennai (India)

With the advent of Industry 4.0, the printing industry is witnessing Print 4.0 technologies in all its sectors. Industrialists, faculty members and students in printing must keep updating themselves with technology changes, in order to keep pace with the industry. AI has become an integral part of graphic design, value-addition in packaging sector and pressroom controls. Newspaper production workflow, quality checking operations, planning and scheduling print workflows, colour quality management, and predictive maintenance are some of the other areas. It is time that all of us begin to adopt the technologies of Print 4.0 and integrate them with our core printing businesses and education.

Chief Guest for the webinar was Dr. T.V. Geetha, UGC-CSR Research Fellow and Retd. Professor, Dept. of CSE, College of Engineering Guindy, Anna University, Chennai. The panel of speakers comprised Surya Ramanathan, Associate Director, UNBXD AI, Chennai; Ashish Mittal, Director, Yugasa Software Labs, Haryana and Balaji D Loganathan, Managing Director and Co-Founder, Spritle Software.

Dr. TV Geetha, gave an introduction to AI, starting by interpreting the definitions of AI, then going on to the different forms of AI and culminating in possible areas of implementing AI in the print industry. She briefed about Machine Learning, Natural Language Processing (NLP), Robotics and Automation, and their connection with printers and researchers. Her presentation was appreciated for the richness of content and simplicity of delivery.

Surya Ramanathan spoke about ‘Why is AI vital in printing and how can we leverage it’. Being a post graduate in Computer Engineering and the son of a leading printer in

Chennai, he was able to give specific examples of where AI applies in the print industry: in graphic designing, in press controls, in making smart decisions, automated cost estimations, workforce automation, and more.

Ashish Mittal, explained 'How printers can deploy AI for good in their current operations'. Being a graduating in printing technology and then migrating to a career in computers, he was able to well link the need for AI in print business, especially for maintaining good client relationships. He described his own companies experiences in different types of chatbots, ranging from simple ones to highly intelligent chatbots.

Balaji D Loganathan, elaborated on 'Productivity and Process Flow Monitoring using AI'. Being an AI application developer for Industrial clients, he was able to explain the role of computer vision in monitoring the process flow thereby increasing the productivity. Computer Vision + AI becomes 'smart monitoring'. He described how the CCTVs used in surveillance can be enhanced with AI at a basic level. The Vote of Thanks was given by Harjinder Singh, Hon. Treasurer, AIFMP, who said that the speakers have opened various avenues where AI is useful. It is also evident that printers need to adopt AI in the printing units. Now, printers have to identify for themselves where and how the automation can be done in their respective companies.

Attendees included participants from Indonesia and Sri Lanka too.

Recording: available at <https://youtu.be/N-gV0Q0Xc1Q> has over 120 views by the end of June 2021

Value Addition - The Key to Success held on June 12, 2021

A webinar on, "Value Addition – The Key To Success", was organized by All India Federation of Master Printers (AIFMP) in association with Guru Jambheshwar University of Science & Technology, Hisar, Haryana, on June 12, 2021, at 06.30 pm.

The welcome and introductory speech was delivered by Prof. Kamal Chopra, President, AIFMP and he touched upon the different innovative practices to be undertaken by the Indian printers towards adding value to the various services being offered by them, which is the need of the hour.

Vice-Chancellor of Guru Jambheshwar University of Science & Technology, Prof. Tankeshwar Kumar, Chief Guest of the webinar, pointed out how the printing industry can be benefited from the various available value addition opportunities, so that they can benefit in terms of long term growth and development.

Dr. E. Chittibabu, Director, Antz Innovations, Trichy, Tamil Nadu, shared insights on, "Lenticular Printing" and explained the various avenues of it. With wide array of printed samples, he pointed out various value additions, which one can cash on.

Kuldeep Goel, President & CEO, ANY Graphics, Noida, Uttar Pradesh, presented perspectives on, "Recent Innovations in Printing", and pointed out, how over period of time, he has added a number of innovative things to the existing print products and which became success in business growth.

Falit Y Pandya, Director, Print Vision, Ahmedabad, Gujarat, as a resource person, spoke on, "Adding Value to Print Moving Beyond Printing". He emphasized on going an extra mile for effecting consumer centric printing, and giving the consumer an innovative print product, for the business growth.

Prof. Dr. Anjan Kumar Baral, the webinar moderator, concluded the webinar noting that with time, the printing industry needs to adopt and accept innovative methods to add value to their printing operations. C. Prakash Babu, Vice-President (South), AIFMP, New Delhi, proposed the vote of thanks.

Augmented Reality (AR) in Print held on June 16, 2021

With the increasing use of the digital technologies, printers must also be aware of the digital technology in our sector. Augmented reality (AR), is one such attraction as well as value-addition. AR, when used on printed matter, will bring print to life. It is an amazing technology that can quickly impress customers. The wow factor that colour created in print, hundreds of years ago, is now being done by AR.

Chief Guest & Keynote Speaker was Nand Kishore Kajaria, Managing Director & CEO, Anderson Printing House (P) Ltd., Kolkata. The panel of speakers comprised Shivaji



Yerra, CEO, Plug XR, Hyderabad and Sivaprasad Velayudam, Director-Operations, Real Works, Coimbatore.

Nand Kishore Kajaria, gave an inspiring talk titled “AR, adding a new dimension to print”. He spoke about his entry into Augmented Reality based Printing services as early as 2015. He has coined the word PrinterActive and over the past 6 years his company is “making print come alive”. The key benefit of AR is customer engagement, instant purchase and instant feedback. He also demonstrated some of his AR-based products, namely, Nursery Rhymes for Chaaya Prakashini, Colour Cards for Techno Toys, and so on.

Sivaprasad Velayudam, started off saying the printers have already mastered the talent of conveying the given information within a limited sheet of paper. AR is one step ahead in the sense that the information has to be put in the form of a short video. Therefore, to escalate from conventional print to bringing print live (AR) shouldn't be difficult for printers. He then described many creative ways of ‘popping’ up videos in an AR-based print job. He presented a demo video of AR use cases and described his PlugXR platform that can be used to create AR for print jobs in a much simpler way. He also showed the availability of a free trial version avail in the website, which can be used by anyone after registering in the website.

Marking the conclusion of the webinar and delivering the Vote of Thanks, Tirthraj J Joshi, Hon. Joint Secretary, AIFMP, emphasized the need for social connections and continuous learning process, which is exactly what AIFMP is doing for printers through these webinars. He said AR adds a layer of interactivity and digitizes the prints. He quoted Mr. Kajaria – “Jo dhikta hai vo biktha hai”. Printers can by way of collaboration, quickly adopt AR.

International participants, printing faculty, printing students and printers from all over India attended.

Recording: available at <https://youtu.be/XPH3k0oukAM> has about 210 views at the end of June 2021.

Color Management 4.0 - The Past, Present & Future in Printing, held on June 17, 2021

The webinar on Colour Management 4.0 - Past, Present and Future of Colour Management in printing, was organized on June 17th 2021 by the All India Federation of Master Printers (AIFMP) in association with PVG's COET and GKPWIM's Department of Printing Technology, Pune. The program started with an introductory note by Prof. Kamalji Chopra, President of AIFMP, who highlighted the significance of colour management and colour in printing.

Prof. Madhura Mahajan, Moderator of the session, introduced the webinar theme, explaining the importance of colour management in printing and packaging. She also spoke about the how colour combination and texture combination plays an important role in a package colour.

The welcome speech was given by Dr. Tarambale, Principal of PVG COET & GKPWIM, who also emphasized the importance of colour in the supply chain and encouraged and appreciated the work done by AIFMP and the Department of Printing Technology.

Satish Malhotra, Director, Former President AIFMP and CEO at Swan Press and Group Companies, was the chief guest. Underlining the importance of colour, he stated that, “Colour is the way to experience the world”.

The panelists for this webinar were Dr. Kiran Deshpande, Global senior expert colour management at Seigwerk UK; Dr. Aditya Sole, Associate professor at Norwegian University of Science and Technology, Norway; Kiran Prayagi, managing partner at Graphic Arts Technology and Education and Anoop Venugopalan, Technical Director at Anaswara Offset (P) Ltd. Session Coordinator Prof. Shrikala Kanade of PVG introduced each speaker and gave a brief summary of the topic covered by them.



Dr. Kiran Deshpande was the first speaker of the session. He spoke about the changes that have taken place in the industry so far and also explain the workflow and technologies included in colour management. He spoke about Color Management 4.0 and also correlated it to Industry 4.0.

The next speaker, Dr. Aditya Sole, explained the appearance of the object and also talked about the geometry behind the reflecting surface. After that, Kiran Prayagi discussed the challenges, which are faced in printing and types of printing processes. He also spoke about why the colour of any substance changes when we go from indoor light to sunlight.

Anoop Venugopalan said that, "Colour management is a challenging part in printing. You can overcome this challenging part by following the standards." He also shared his experience of printing industry. Participants later had an interactive question and answer session.

The program ended with the concluding remarks by Ashwani Gupta, Vice President (North Zone) of AIFMP. He expressed his gratitude to all the panelists for giving an excellent overview of colour management and sharing their experiences. He expressed his thanks to AIFMP, the Chief Guest, Satish Malhotra, Faculty of PVG and all the participants.

Printed Electronics: Widening the scope for printers held on June 24, 2021

while Printed Electronics (PE) may sound distant to a printer, but it is as easily done as a newspaper, with a high throughput but at low cost. Printers are known for exquisite value-additions in their print jobs for a long time since letterpress era – fonts, graphics, colour, texture, layout, pop-ups, and audio too. Now is the time to incorporate 'thin flexible electronics' into printed products, he pointed out, while inviting printers to attend the webinar and find out how printed sensors can boost their business.

The Chief Guest & Keynote Speaker was Prof. K N Raja Rao, Director, School of Engineering, Avinashilingam Institute for Women, Coimbatore. Three speakers enlightened those who attended the webinar - Sivanandhan Muthukumar, Prop., Sudan Graphics, Coimbatore; Rajesh Kulkarni, Managing Director, Keetronics, Pune and Dr. Sudhir Kumar, COO, National Centre for Flexible Electronics, IIT, Kanpur.

Prof. K N Raja Rao, gave an extensive overview of Printed Electronics (PE), delivering it in a way that could be

understood by even a layperson. He said the Printed Electronics market is predicted to grow to USD20.7billion by 2025. He gave an insight of the technologies used for PE, infrastructure and clean rooms, choice of substrate and inks and challenges, sighting sample scenarios from print industry. He concluded recommending the need to build a PE ecosystem with the academia, industry and research centres.

Sivanandhan Muthukumar spoke about the 'Scope of PE for MSMEs.' Being an MSME printer doing PE jobs for keypad stickers, he said that a mere screen printing unit is sufficient for doing a certain category of PE products.

Rajesh Kulkarni elaborated on how his firm manufactures membrane keyboards devices for their customers, specifically in health care industries, railways, Light combat aircrafts, etc., where human interface is required. They also manufacture touch electrical switches (touchmatic) for over 11 years for Anchor, Lagrande, on stone, wood glass, etc. They produce these switches for clients abroad also. Then he gave a detailed description about a business in in-mould electronics (IME) which is an advanced technology of PE, the type of inks required, expertise required, applications of IME. He concluded with success and award winning stories of their company.

Dr. Sudhir Kumar spoke about the facilities and services at NcFlexe. He gave a detailed description of the services offered, their training services, facilities and equipment, etc. He also suggested that through proper channel it is possible to offer training for printers as well.

G N Visvakumar, Hon General Secretary, AIFMP, gave the vote of thanks.

Recording: available at <https://youtu.be/-9QoEefU7ec> has about 150 views at the end of June 2021.

How to Survive the Pandemic

Sri Lanka Association of Printers organized the Zoom meeting on 29th May 2021. President AIFMP, Prof Kamal Chopra was attended as Guest Speaker

Speech by the President AIFMP :



Hello Friends,

First of all, I am thankful to Mr. Delan F Silva for inviting me to be with you, I really feel privileged to be part of this gathering of Sri Lankan Printers.

Today, we have with us the Best Printing Teacher of the World – the person who gave new heights to the profession of printing and the only printer in the world to be nominated as the Vice Chancellor of a national university of India. Prof. (DR) Rajeendrakumar Anayath, who will be guiding and motivating us with his golden thoughts and energetic words.

We also have with us Mr Dayaker Reddy President of Indian Printing Machinery Manufacturer's Association known as IPAMA. Dayaker is a good friend and always has a supporting attitude. Despite the suffering of the members of IPAMA due to the pandemic, I am sure, it's due to richness of the association, they can still ensure to evolve a system of networking to supply the machines and equipment on discounted rates or in easy instalments to the Printers in these dark days at least.

Moreover we have with us Mr. Mahesh Yogarajan, to let us know how to diagnose our current position

Friends, I am really feeling out of space, in front of these learned speakers. As a printer I wanted to be on the other side of the dais today to enjoy the thoughts of these visionaries. Therefore, I will not take much time because I don't have the patience to wait for listening to these visionaries.

Broadly the printing can be divided in two sectors Commercial Printing and Packaging Printing. As we all know the commercial printing industry has been profoundly affected by the COVID-19 crisis. Eventually it is also written on the wall that Commercial printing is also going to suffer more due to continuously decreasing demands.

Another fact - This part of the printing world is dominated by Micro and Small printers, going with the statistics more than 87 per cent printers are Micro or Small. These 87 per cent printers who may be in commercial sector or in packaging sector are suffering more than others due to the Pandemic. For them it is a question of survival, I know many such printers in India who converted to other professions for their livelihood, some even started small tea shops and some preferred to be hawkers to sustain their livelihood due to the shutdown. Here we are not going to discuss what happened, but we must elaborate on what should be done now.

The first and foremost thing, I always say, all your problems can be eliminated at once, yes at once, and just now, Believe me, all the problems can be vanished only if you name them CHALLENGES, May be the problems you feel are in fact the opportunities for you, therefore try to find the opportunities in the challenges.



Talk to any successful entrepreneur, or any professional with a positive attitude, and you'll find one key trait in common: all of them have a unique mentality that allows them to handle challenges differently. Rather than seeing problems as burdensome forces of opposition, they see problems as opportunities— to learn, grow, improve, or adjust in a way that leaves you better off than before the

challenge existed.

While discussing the openings, see the opportunity provided by the pandemic – we are meeting and discussing virtually.

So we will be discussing not the problems but the challenges for the printers due to the present situation(s).

Despite the dark news the recent data shows, there are bright spots in our industry. It will now be essential for all stripes of printing companies to help their customers, communicate effectively with their clients. It is essential in establishing the trust, needed to open the economy, manage the crisis, and maintain safety. A lot of it is going to have to be printed. Like stars illuminating the darkness of the night, the efforts of printing companies to stay strong, protect

employees, grasp opportunity, and share goodwill can astonish and amaze.

You all must be interested to know the solutions of your problems - the solutions for running a printing unit in profit. The commercial printers can convert to packaging or it may be better to produce out of the box ideas and use value edition in printing so as to be different from the routine. These are my views and I am not on the ball, every one of you are more knowledgeable we are here to share what we know or understand about the recent challenges a printer is facing.

During any kind of pandemic only one person can help, yes now also there is only one source and that is YOURSELF. Just today morning, while strolling in my street, I noticed a policeman giving duty just to ensure that the instructions of the government, issued only for the welfare and benefit of the residents, get implemented. Do we really need him? He can perform significant duty for the care of affected people, only if we start following the rules ourselves. Why we always needed a law enforcing agency? Taking this in mind, I would like to appeal the residents of the country to follow the instructions, these are for your own benefit.

At the same time, I feel, instead of crying for help we must try to help others, we can overcome this challenge simply with close networking and helping each other, instead of waiting for help from the government of any other agency.

It is therefore I said there is only one person who can really be helpful yes – you yourself.

As already said Networking can be the best solution, small and Micro printers can come together to form a cluster and start working together to reduce the production cost, because the only formula for survival is to produce at the most economical cost so as to be competitive in the global competition.

The other way, as already said, is to be innovative and to produce out of box ideas. It is particularly necessary for the commercial printers, because of decreasing demands. Many of you might have started your printing press during Letterpress Age. If any one of that age is present, he can testify that during that time as a routine, customer was after the printer for his job. Printers of that period seldom visit the customer, rather it was usual for the customer to visit and request for early completion of his work. Time changes with automation and fast production, Printer started visiting the customers for the job. But now the time has come when there is no customer, and we have to create the customer. Educating him about the necessity of printed products by

producing the feasible required things for the ease of his business. In this case Pandemic has given us another opportunity to produce, 'use and through items, and other different stuffs to avoid touch and maintain social distance.

So generate new ideas and new uses of printing, I know if given as a challenge, any one of you can do it, because printers are always considered to be the master craftsmen. Think on it, apply your mind in this direction and try to overcome the challenge. Solutions are there and jointly with close networking we can meet any challenge.

We all are passing through a rough and tough time. Many families between us are nervous and facing challenges. I most humbly request everyone to be in constant touch with each other, share your challenges and requirements with each other without diffidence. This TIME too shall pass, hope is more significant than any kind of medicine. Don't lose hope in any case, encourage others, counsel others. We all are family and conversing will make our mind lighter.

At the end I would like to stress on the 5 current business priorities

1. **Protect employee health:** Numerous plans are being undertaken in this area, including providing PPE, safe spacing of employees, sanitizing workstations, shift-work, and enabling work-from-home for certain positions.
2. **Control costs and protect cash flow:** Undertaken in this were the reduction of production expenditure, minimizing non-essential costs, delaying purchases and payments, and seeking available governmental aid, if available.
3. **Focus on growth:** The pandemic has seen some companies growing rapidly, prompting other firms to seek similar opportunities in growth areas, such as packaging. But take these steps after checking the degree of success.
4. **Employee support:** A wide range of plans were seen in this area, including checking in with employees, their family problems and if possible, offering interest-free loans to employees in the case of need.
5. **Prevent a temporary separation from becoming permanent:** While layoffs or absences may be inevitable for some printing companies, some are taking steps to re-engage employees for when the recovery occurs.

Once again thanks Mr. Delan for the opportunity and thank you all for the patience hearing.

PROUD TO BE A PRINTER

Don't be misled by PRIDEX' slide

What are the latest numbers?

CRISIL has recently published the May 2021 results for the indices PRIDEX and CARDEX. In May 2021, PRIDEX is at 134.8 and CARDEX at 138.5. Between Q4 2021 and May 2021, PRIDEX has grown by 5.6%, while CARDEX' growth is 4.5%. Despite the month-on-month drop of 1.4% (between April and May 2021), PRIDEX' year-on-year (YOY) growth between Q1 2021 and May 2021 has been a substantial 13.6%. From the lowest at 116.9 in Q3 2021, PRIDEX has jumped by 17.9%. Compared to PRIDEX, CARDEX has steadily grown in the past two years, since Q3 2019. The YOY growth in CARDEX has been 17.6% between Q1 2021 and May 2021. CARDEX has raced northwards since Q3 2020, from 118.8 to 138.5—a jump of 19.7%.

What do these indices tell us?

Let us first understand the consistent northward march of CARDEX. The packaging segment seems to have consistently performed for the past two years, even throughout the strict lockdown last year and the continuing pandemic-led disruptions. Packaging cartons, boxes, labels, inserts, manuals have been in demand, enabling packaging and label converters to remain operational. And profitable in the case of some converters. "Operating companies has been a challenge even for carton packaging. More difficult is to achieve profitability in the wake of such a sharp increase in input costs. The twin indices demonstrate it, especially CARDEX," says Sanjay Patel, Project In-charge for AIFMP-CRISIL indices. While the packaging has witnessed consistent demand from sectors including FMCG (fast-moving consumer goods), pharmaceutical, healthcare, consumer electronics, and e-commerce, it has faced tough challenges of exponential and unpredictable price increases in logistics, labour, energy, PnP (paper and paperboard) and coatings, in particular. Moreover, these increased input costs are not met with equivalent or even justifiable rise in product and service prices to the clients, making profitability and growth difficult for the segment.



Commercial printers are paralysed not only by sharp input cost increases but the sudden and sharp decline in orders. Certain gradually declining product segments, such as diaries, annual

reports, for example, have vanished due to the pandemic-led economic troubles faced by economies at large and client organisations in particular. On the other hand, rapidly shifting consumer behaviour has shifted the demand for products almost overnight. For example, on the one hand, the demand for notebooks and workbooks dipped due to online education, the market for photographs, photobooks, and custom photo products emerged as the winner within the segment.

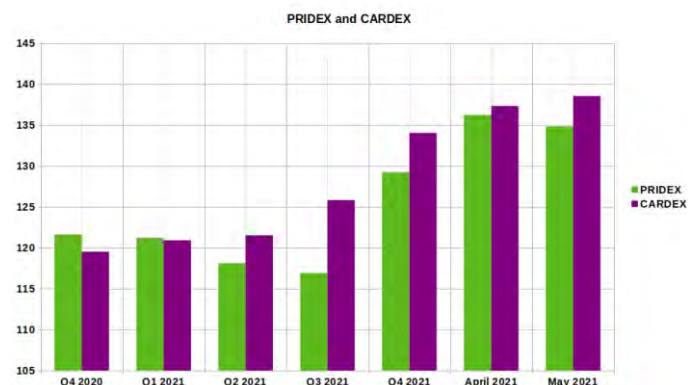
"While printing remains a technology-dominated industry, we must remain focused on cost efficiencies and innovation to deliver value and new products to a diverse set of clients. New technologies are rapidly emerging, different printing technologies in digital, for example, as the most sought-after. However, commercial and packaging printers must invest in developing newer applications and products with their installed printing technologies. That's the way of guarding and growing our business and profits in these challenging times," deliberates Sanjay.

Before concluding, he highlighted the need to follow and correctly use the AIFMP-CRISIL twin indices CARDEX and PRIDEX to track trends in input costs for commercial packaging (PRIDEX) and carton packaging (CARDEX) verticals for our industry.

Where can you find the indices?

The detailed methodology used at computing PRIDEX and CARDEX 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!



“Jawaharlal Nema is made of a different soil.
An entrepreneur since his early age.”



Jawaharlal Ji's Company Pragati Graphics and Packaging Private Limited (then named as Indore Paper Box Factory) located in Indore was amongst the first in M.P. in printing and packaging. His dedication towards work and the extent of his connection with it resulted in winning an award from the Union Government nearly three decades ago. Shri Nema's secret of success is hard work and dedication. It is notable to know that even after being owner of the company he has never shied away from indulging into a task like that of a machine mechanic, while managing the accounts of the company and at times running the machine himself. Jawaharlal ji is fortunate to be supported by his capable sons Rohit, Rajesh and Umesh Nema who collectively shun the business to the ultimate glory. The business is further supported by the 3rd generation and adding value every day.

Shri Nema's life journey so far has been a tremendous event. It is noteworthy that every event which has become more and more a mountain of difficulties has inspired him to move forward. These events have never disappointed such a person who has a vision of life gets a gift of achievement. In the year 1947, he joined his father's business of a cloth merchant at the age of only 16. He did not find much of interest in that business, so in 1948 the publication of 'Dainik Samaj', a newspaper was started by him.

He did not see much potential here too. He felt that it would not be fun to work until there is no industry. At the same time the business of a firecracker manufacturing unit in Indore was doing well. That unit was in need of cardboard cartons which they used to procure from far away vendors like Sivakasi. So Shri Nema started the business of packaging cartons, thus became the owner of first packaging unit in M.P. There was a demand in the local market too, so the business went on and then buyers started demanding "Printed Cartons".

Printed packaging material arriving to the brand owners in Indore was not satisfactory in terms of quality. This gave an opportunity and he brought a Tradel printing machine and started the printing job on his own in 1956. He used to run the machine himself. However, the print quality was not up to the mark so he dared to import a machine from abroad in 1956. It was unfortunate that the truck carrying the equipment met with an accident and the machine broke down.

Here too, Shri Nema did not lose hope and brought those pieces of machine to Indore. He welded the machine and brought the machine to its original form and soon commenced the job of printing. He bought another printing machine in 1958 and the business started gaining momentum.

In 1960 he laid the foundation stone of "Indore Paper Box Factory". He bought Heidelberg machine from Germany and continued to buy one Heidelberg machine every year till 1966. Till then, the machines he bought were letterpress machines whereas printing technology was also developing rapidly, so in 1970 he invested in an offset printing machines. It was an achievement as it was the first of its kind offset machine in the area.

With his hunger for knowledge and keenness to know his machines' in and out he studied them thoroughly. With the support of his sons, who, with time became technically so sound that identifying the right equipment and buying them at a well negotiated price became a child's play. During his initial years at Indore Paper Box Factory, in the year 1965 he invested in a folder gluer from Jagenberg, Germany. That time it was considered to be a luxury as even presses in Indian metros would not have such an equipment. Such a visionary was he then and remains today.

Over years the company invested in equipments from Europe, America and China. Out of these capital investments many were procured from the names that were introduced in the Indian market for the first time. However, after a few years it was witnessed that these names became popular in the Indian market. Pragati became popular to introduce brands like GI Due (Italy), IMG Brause (China) (Both the brands now own by Bobst group), Hong Jing (China), Inramik Vesta (Spain), Guwang (GW – China) and the list goes on.

Gradually, Shri Nema was listed under the industry stalwarts and grew in areas like Offset, Narrow Web Flexo, Roto Gravure, Corrugation and similar packaging formats.

Since then there has been no looking back and today it stands tall and strong under one roof.



Rahul Mahajan
Jammu

I am a member of the All India Federation of Master printers for the last 11 years. In my view, the Printing Industry which was a prime activity during the early years is facing a decline for the last 10 years. The main reason behind it is due to digitization and Artificial Intelligence. The Printing Industry has been confined to major metro cities and in small cities, it is vanishing since everything is being transformed to Digitisation. In the coming days, I am sure that slowly Printing will change its existence and only those will survive who have money and expertise. AIFMP is doing an excellent job. There are many seniors, who have vast experience in this field, who are fighting for every cause of even small Printers at the Government level. This apex body has helped in bringing all the Printers under one roof so that everyone can share their experience, thoughts, expertise etc which printers from small towns can't even think of.

Federation must appoint a small team of state Chapters from every state who can coordinate with the Vice President of their areas for any of the Problem of Associations. State Chapter of AIFMP can give feedback about what are the basic requirements of a particular geographical area and with the Vice President of the zone they can solve it within themselves rather than Office Bearers looking after each and every place. The nominees may be Two to three in numbers nominated by the central team from various associations of that state. I prefer to receive news through Email and WhatsApp. I like most annual awards and conduct of Exhibitions relating to printing. No, I do not receive the Printing Times regularly. It has enough content. I attended the GC meeting physically and it was a good experience, COVID 19 has forced the federation to go on virtual mode. Since last year virtual GC meetings have been attended on the ZOOM link.

I am a member of the All India Federation of Master printers since 2009. I see very big Opportunities in our printing Industry Mainly in packing Sectors and bad news is a very bad situation in the commercial printing industry due to change in Digitalization captured all opportunities in all levels even now visiting card also changed into Digital Visiting so future is very short to end commercial printing and mini offset printing sectors. I expect from AIFMP to make ours printing industry Authentication and recognized by the central and all state governments has one of the most important commodity industries and separate Cubanite and state ministers to be appointed..... because even a textile industry sectors have all above this...but very are one of the main trigger in an upgrade to human life... from birth certificate to death certificate (in between in life all certificate created by us only) (in Tamil philosophy told that THE MOST IMPORTANT INDUSTRY IS IN THE WORLD IS - PRINTING) the most in this one of the examples for our industry but we not have recognized till which we want... In this pandemic period our industry peoples suffering lot financially and not able to help there employees...mainly commercial printers and Associations even they do not have any proper documents & corticate records to ask help from the government.

So my main request to AIFMP is to please guide commercial printer associations to make required documents, certificates and records to authenticate and recognized us to get any help from the government. I want to answer my request from our great new AIFMP elected body I only feel that AIFMP need to be contacted to add on all district association from all over India.... Because in Tamilnadu state also only 40 % district association are members in AIFMP... if we connected with all our AIFMP will be more strong. I prefer to receive news through Email and Newsletters. I like federation functioning and activities and Purchase new land for AIFMP. No, I do not receive Printing Times regularly. I would like to see the Opportunities, Technical & upgrading future in the journal. My experience is good to attend the AIFMP events. I think we avoid fighting in zoom meetings and look for opportunities and capture them without delay...



Sushil Kumar
Vellore



**Ramesh Inamdar
Dombivli**

I am a member of the All India Federation of Master printers since 2017. In my view, the Future of the Printing Industry is very much worrying and scary. This is because of Government policies and unorganized, uneducated Printers of our country, and digitalization. I expect AIFMP can only educate the members of affiliate associates, but we cannot have control on non -members and uneducated printers and canvassers. AIFMP has to convince the printers to charge the overheads of at least 20% to the canvassers to remain in the competition. In my view that the working of the AIFMP is quite satisfactory. I prefer to receive news from the Federation via emails. I like the Federation functioning on GC meetings and nowadays Beautiful Birthday cards, Fantastic diary, Systematic functioning. I have not been receiving the Printing Times for the last 1 ½ to 2 years on regular basis. Earlier it used to come on perfect time. I would like to see more activities of all affiliate associations and earlier there used to be questioners asked GC members, which was very nice. I attended all the GC meetings and webinars. It was a good experience during the Pandemics situation. I think, to make our experience with Federation even better by sending Printing Times on a regular and timely basis.

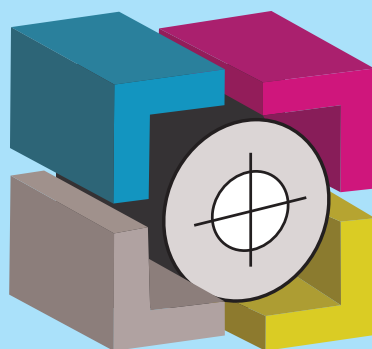
I am a member of the All India Federation of Master printers for the last 16 years. I see there is a development in the packaging industry in the future. I expect AIFMP to give proper guidance to the micro printers. I feel our Federation must give the proper guidance of the new trends of the industry to the micro printers. I prefer to receive news items through email. I like Federation's meeting diversification exchange of knowledge in the GC.

I receive Printing Times regularly and I rate it 8/10; I would like to see different investment patterns for micro and small printers. I attended quite a lot of physical as well as virtual GC meetings. I think, to make our experience with Federation that the physical meetings were more interactive than the virtual meet. Overall, It was an amazing experience and I am really grateful for the way AIFMP has maintained its connections. It is really great.



**Subrata Kumar Khan
Kolkata**

CONVEYANCE DEED EXECUTED



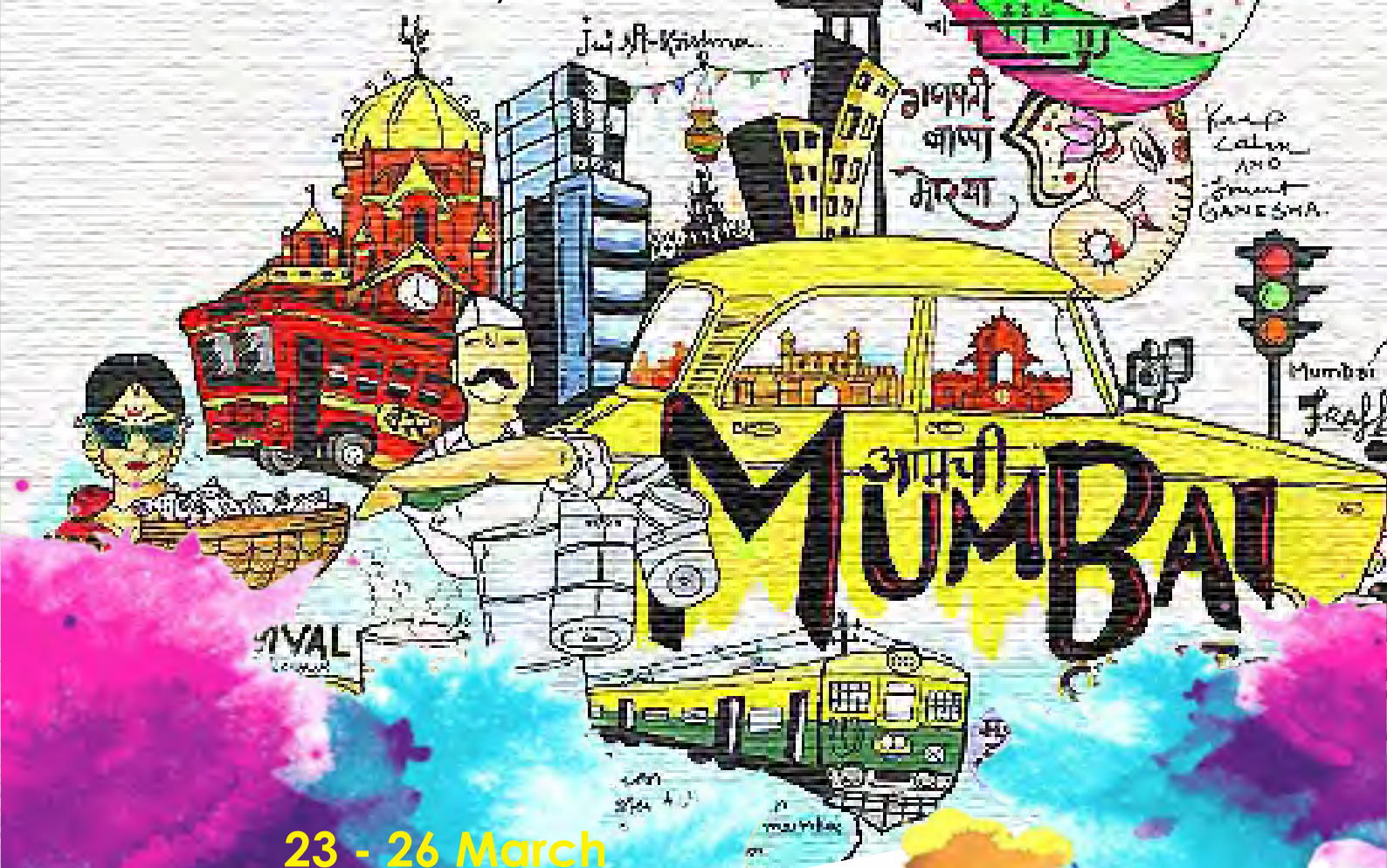
AIFMP BHAWAN

Research & Training Centre for Graphic Communications

The Plot No. I 15, Sector 2, Phase I, Industrial Model Township, Manesar, measuring 1395 sqm. from the Haryana State Industrial and Infrastructure Development Corporation Ltd. (HSIIDC) purchased for the construction of AIFMP Bhawan, had executed at Manesar (Gurugram) Court on 7th July 2021.



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Of the Printers - For the Printers - By the Printers



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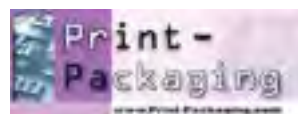
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Making things happen - 5 ways to persuade a client to be bold and innovative with their print.

-Silas Amos



This piece is written for anyone who has a new piece of printing technology to use, but no immediate queue of clients lined-up who will either understand its advantages or see why they should be the first to use it. In other words – you know you have a new solution to offer, but the challenge is your clients don't recognise a problem that needs fixing...

I'm a designer and design strategist. Much of the media I work with is packaging and my clients are typically marketing leaders and brand managers for big brands stocked in retail outlets such as supermarkets. Over the past few years I have become convinced of the benefits of digital print in delivering a more creative and agile approach to how marketers use the media of packaging. I've worked with HP quite a bit, creatively experimenting with their digital print capability and talking to their circle of print suppliers and the brands that use them.

Getting busy people on board to 'try something new' can be hard work. These aren't entrepreneurs, they are business professionals trying to meet their targets efficiently and effectively and they are not prone to moving away from tried and tested approaches.

So it's not always an easy 'sell' – but here are some common-sense suggestions based on my own experience of trying to persuade my clients to have a go, to be bold, to try something new. Hopefully the things I have observed can act as general principles for anyone trying to get their clients to try something new and to then reap the benefits. It's not the whole story – being a great business salesman comes

down to many factors and skills (many of which I lack) but here's how I try to make things happen...

1. Find the right opportunities

The 'new thing' you have to offer won't be for everybody. The majority of customers will be happier as followers of a proven approach than as innovators of something less tried and tested. So the first task is to find amongst your contacts those people who like to feel brave and who get inspired by trying something different. The ideal candidate is someone young enough to want to make their reputation, but senior enough to make their own decisions! They also need to be passionate about what they are doing – because they genuinely want to make it better, not just more efficient.

Having found this rare person, you now need to identify and understand two things about their professional working lives. What is it that keeps them awake at night, and what is it that would make them jump excitedly out of bed? Once you understand their big 'problem' and their big 'I wonder' questions, you can then figure out if the innovation you are championing can be overlaid onto these things as a potentially smart solution. The principle is simple – ask the right questions of the right people and listen to the answers – look for the 'win-win'.

One other thing – you need to be a passionate, informed and inspiring spirit yourself. You won't convince others if you are not convinced yourself!

2. Lead by example

As Henry Ford put it "You can't build a reputation on what you propose to do." In order to ignite interest you will need to show successful applications of the tech you are championing. The reality is that getting to these first concrete examples often comes from the first work being 'given away' to prove its worth. In blunt terms you have to put some skin in the game – on your own time and from your own energy. The Smirnoff work I developed with HP and the Yenza Twins came from an email I sent the Diageo design team headlined 'Free Lunch?'

I simply asked them to lend me a brand on which I could prove the equipment's capabilities. I was asking for a chance for us to prove ourselves. Happily, they obliged.

3. Explain the value

“We can deliver better, faster and cheaper, but can only do any two of these at a time” is a classic way of explaining ones offer to clients. But more and more they are demanding “all three please.”

The value the innovation can bring needs to hit several targets in order for your client to become truly interested in it... In cost and speed it should be competitive or provide an affordable alternative to typical processes in the right context. In output it should produce something of equal or greater quality to typical alternatives. In application terms it should enable the client to do something they could not do before.

This is the key factor: How can you creatively ‘up the game’ with the final product. Will people pay more for it? Love it and buy more of it? Notice it (when before they were blind to it)? Will it make your clients competition look average by comparison?

If you can offer comparative evidence against these basic points you have a good position to then look at how to tailor your pitch to your client.

4. Reduce the risk

Only the reckless would bet their career and core business or brand on an untested new approach. There are two magic words that can unlock the proposed project: ‘Pilot scheme’. Start small, think of the first steps as a low risk experiment – if it fails, the only thing it has really cost is some time and energy. But if it works, the process can be reviewed, streamlined and made fit for larger and larger projects. Build trust, learn on the job, and there’s a good chance more work will develop organically from the process.

5. Join forces

Be it with competition amongst creative agencies or amongst solution-providers in the print world, we are all used to a ‘dog-eats-dog’ approach to business. But with innovation, if you only stick to selling the one thing that you alone can do, there’s a chance you will become disconnected from your client’s bigger challenges and processes, especially when looking forward. So, if you can learn to play ball with other key suppliers or teams you will more likely get to bigger and bolder solutions that can be truly game changing.

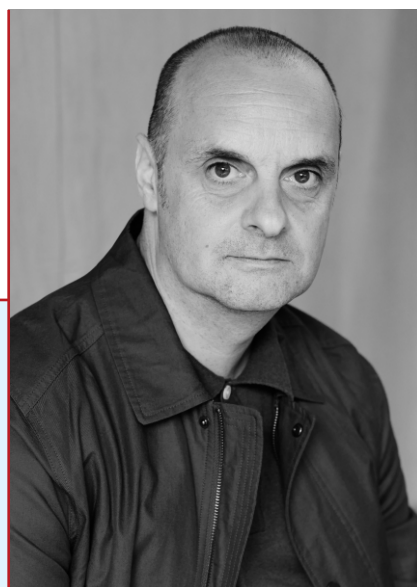
My analogy is the stained-glass window – arguably the world’s first example of mass communication. Engineers figured out how to put big holes in lead bearing walls using flying buttresses. Craftsmen figured out how to colour glass

and work it into images. And the ‘marketing department’ had a whole story to tell about ‘I am the light’. Put them all together and the Sunday worshippers got to see the world of their faith in a whole new way.

When I wanted to promote HP’s SmartStream software that underpins their digital printing solutions, I would have got nowhere without recruiting the talents of a great artist, Sir Peter Blake, and a great printer, F E Burman, to help connect the dots. Together with some HP Indigo software developers we pushed the tech and opened up a conversation about the cultural relevance of the technology. Connect the dots with the help of others and you can truly change the business we work in.

In conclusion, I’d observe that there’s really nothing new under the sun. And success in promoting any radical leap in technology relies on very simple human values. Have passion, be positive, embrace new technologies, be open for partnerships and teamwork and care about genuinely resolving your client’s challenges. That way you’ll be well set to pick up new business whilst also having some fun along the way.

And last but not least – do visit drupa 2021 in Düsseldorf as that’ll be the place where many innovations can be seen and touched.



“ Silas Amos is a designer and design strategist. Much of the media he works with is packaging and his clients are typically marketing leaders and brand managers for big brands stocked in retail outlets. Over the past few years he has become convinced of the benefits of digital print in delivering a more creative and agile approach to how marketers use the media of packaging.”

Emergency meeting on 'How to help the needy in Corona' organised by Allahabad Printer Association

On 25/5/2021, an emergency meeting of Allahabad Printer Association held in Nagri Press Auditorium on the topic 'How to help the needy in Corona'. The meeting was chaired by Neeraj Bhargava, the senior-most member of the association. The meeting churned on the following 5 topics.

1. All members should distribute masks in full to their press or employees of their institute and needs.
2. Motivate your employees and their acquaintances to vaccinate and help them get registered for vaccinations.
3. If Covid has died in any press or any employee related to the press, he should be helped. (As if Chandan died of Kovid) then all the members are requested to share the information if any such thing has happened to them.
4. 100% to honor the owner of the institution when there is vaccination in the press.
5. Providing pure food to needy parents and their relatives. All the office-bearers and members of the association took part in this meeting.

The meeting was attended by the association's secretary Mohit Bhargava, treasurer Damodar Seth, joint treasurer Ankit Bhargava, Prashant Agarwal, Sanjay Kumar Srivastava, Gaurav Bhargava, etc. The vote of thanks was given by Chairman Arvind Kumar Pandey.



The Delhi Printers' Association elects the New Team for the year 2021-2022

President

Mr. Sunil Jain



President

Vice Presidents

Mr. Deepak Bhatia
Mr. Prashant Aggarwal
Mr. Sandeep Aggarwal

Hon. General Secretary

Mr. Atul Goel

Joint Secretaries

Mr. D.K. Vohra
Mr. Puneet Talwar

Treasurer

Mr. Prakash Dass



General Secretary



Treasurer

OPA's Print Buy-Sell Group at Telegram

OPA is determined for the service of printers, taking a further leap in this direction, OPA recently created 'Print Buy-Sell' App at Telegram platform. Taking in notice of the popular demand of the printers to find suitable buyer for selling machinery/equipment lying unused in the Print Shops and to register, this group is created. This platform will be giving free service to the printers of any region to avoid middleman and to find suitable and needy buyer.

This is a free platform and the group members are allowed to negotiate within themselves. At the same time printers can also register for their requirement of any printing and/or allied machinery. Data of this platform will always be confidential and will not be used for any other purpose.

Speaking on the reason of choosing Telegram platform instead of WhatsApp, Mr. Parveen Aggarwal, President OPA said, it is due to restriction on number of group members at WhatsApp we preferred Telegram because it contains more social networking functions. This will allow

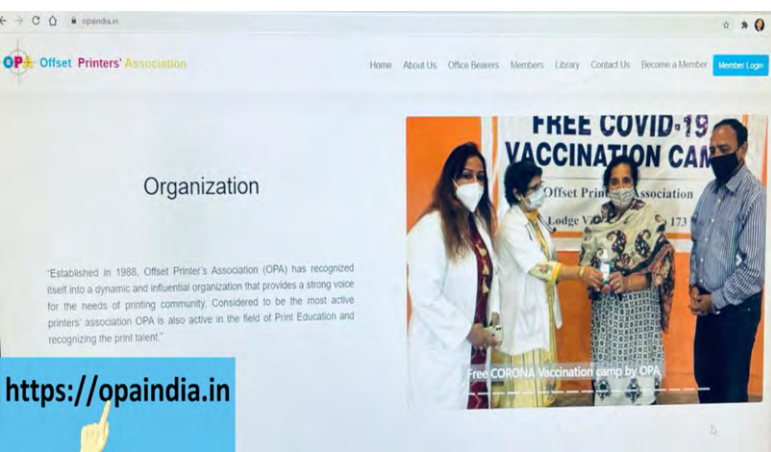


our 2,00,000+ members to directly interact with one another through live chat and more.

The group is free to use and for joining the group only two steps are required:

- Step1: download 'TELEGRAM' App if it is not already available in your device (Phone/Tab etc.) For Android (Google Play) <https://telegram.org/android> and For Apple (IOS): <https://telegram.org/ios>
- Step 2: Use the following link to join this most important group: <https://t.me/joinchat/LCICxaCJxio3OGE1>

OPA Website Launched



Offset Printers Association (OPA) recently launched its refabricated and most interactive new website: <https://opaindia.in>. The website is user friendly with new and unique features. Launching the website, Mr. Parveen Aggarwal, President OPA said, necessity for this kind of user friendly portal was always felt. The new web portal of OPA has many facilities and features. In the library section, besides technical literature, the rules and notifications relating to the printing and packaging industry are readily available.

The list of available mechanics/engineers/electrical engineers is provided for the repair and maintenance of

printing and allied machines. In case of problem the OPA member can upload his requirement for the repair of his machine.

At job board the job seekers and job providers/printers can upload their requirements. At the same time list of raw material (Paper/Ink/Chemical etc) dealers is also available at this website.

In case of any technical, financial or other queries separate link 'Question Bank' is provided where experts will be available to sort-out the challenges being faced by the printing and packaging entrepreneurs.

A unique feature provided only for the members of OPA is networking between the members for their out sourced work or to share the available spare capacity with the member.

Besides, latest news, thought of the day, informative videos on many subjects link to various other sites, such as GST Portal, MSME Portal, Important news magazines and many more are provided for the reference and use of the visitor. One can reach the website in many ways because it is closely associated with all the social Medias. Thus making it one stop solutions of all the problems/challenges of the printing and packaging sector.

MMS WELCOMES PPOA ON BOARD WPH

MMS & PPOA key Committee members met over a walkthrough webinar on the World Print Hub (WPH) portal on Sunday, 20th June 21 at 11.30 am.

President – PPOA, Mr. Raveendra Joshi informed that the WPH portal is of great importance that provides a learning platform with all the major verticals covered and every Printer should register and join in.

Hon. General Secretary – PPOA, Mr. Tirthraj Joshi congratulated MMS on the quick growth in members on WPH since the last five months and also the fact that various associations were coming together and collaborating was a positive indicator. He requested all PPOA members to join hands and assured any kind of assistance required by MMS in taking this forward.

Hon. Secretary, Education Committee – PPOA, Mr. Vinay Kalaskar thanked Team MMS for the invitation and found **Mr. Jeevan Bhingarkar's** presentation gave an in-depth explanation of the value adds available on the WPH platform for printers.

President – MMS, Mr. Prakash Canser informed that in his meeting with Mr. Vinay Kalaskar, he had briefed

amongst other benefits, the PPOA members can form their own group for personal meetings among their Committee members. We have DPA, KMPA, PPOA and many other associations coming together for the betterment of the print fraternity.

Imm. Past President - MMS, Mr. Tushar Dhote, informed that the portal would help reach the smallest printer from a remote area who can interact with our Advisory panel for a quick resolution. The current times are to collaborate through networking with printers across different cities to ensure that the customer's order gets delivered.

Co-Chairman – WPH, Mr. Rahul Kulkarni thanked Team PPOA for attending the webinar and informed the main object was to add value for every printer to benefit.

Mrs. Medha Virkar gave the vote of thanks. Mrs. Virkar's requested that the WPH presentation should reach out to all the members of PPOA. **Mr. Tirthraj Joshi** suggested that MMS organizes a walkthrough webinar for all the members of PPOA. Mrs. Virkar thanked the entire Team PPOA for their active participation in the meeting held today.

MMS welcomes DPA on board WPH

On a busy Sunday morning, MMS & DPA key members met over a walkthrough webinar on the World Print Hub (WPH) portal that was presented by Mr. Jeevan Bhingarkar giving a detailed & exhaustive insight into the salient features of the portal. In his opening remarks, Hon. Secretary - MMS, Mr. Mehul Shah, briefly explained to all members present the inception of WPH & how printers should take advantage of the WPH portal. Imm. Past President - MMS, Mr. Tushar Dhote, briefed the members that we come together collectively and solve the issues as a group, and also how the already registered members are gaining from the WPH. President – DPA, Mr. Sunil Jain, thanked Team MMS for bringing together both the

Associations and assured to collaborate. Past President - DPA, Mr. Vijay Mohan, congratulated Team MMS for bringing out the WPH portal bearing in mind the requirements of the printers. He was thankful that DPA was asked to join hands and agreed to the collaboration with MMS for the betterment of the Print fraternity.

President MMS, Mr. Prakash Canser thanked Mr. Vijay Mohan and Team DPA for the valid suggestions and assured us that we have a workaround to keep the process in place. Also, DPA was the first association to have responded to our gesture and appreciated that their Executive Committee members would come on board the portal to benefit from the print-related services.

MMS WELCOMES KMPA ON BOARD WPH

MMS & KMPA key Committee members met over a walkthrough webinar on the World Print Hub (WPH) portal on Tuesday, 22th June 21 at 6.30 pm.

Mr. D Manmohan Shenoy, Presdient, KMPA was accorded a warm welcome by Team MMS to the walkthrough webinar. He was informed that KMPA had already set up a group on the WPH portal that can effectively be used to have their interactions with the members thus encouraging more of their members to join the group.

Mr. G Venugopal, Committee Chairman - Marketing & Future Technology, KMPA congratulated the entire Team MMS for the positive initiative of coming out with the World Print Hub. Mr. Jeevan Bhingarkar informed Mr. Venugopal that the portal was indeed useful to reverse the death of the print industry. We can create a special corner where all members can watch out for problems & solutions, like the one personally faced by Mr. Venugopal where a bulk order of cartons was exposed to light and the issue was resolved with advice from an expert at Seigwerk.

Mr. Tushar Dhote addressed another personal issue of PUR binding expiry date and informed that through Learning Manangement System we will have small modules such as color separation, PUR binding where experts will train members in order to resolve the same.

Mr. O Venugopal, Office Bearer & Coordinator, KMPA informed that WPH is a wonderful platform and assured that invitation will be sent to members to attend a walkthrough webinar to learn about the various services offered and join the portal to their advantage. He also appreciated the salient features and in particular the Marketplace and Job Board facilities that are currently being tapped by the registered members on the portal.

Imm. Past President - MMS, Mr Tushar Dhote informed that the portal comprises of print related focused members and is found to be useful in the times where physical meetings are not happening. The portal needs regular upgrades however we are offering the membership complimentary until March 2022.

Past President, Mr. Anand Limaye – MMS thanked the Executive Board Committee Members of KMPA for taking time out from their busy schedules and attending today's seminar with a special mention that Mr. O Venugopal has been attending all the webinars by MMS regularly.

Mr. Rahul Kulkarni, Co-Chairman, WPH thanked KMPA for their participation and a special acknowledgement to Mr. Rajesh Haridas, Hon. General Secretary who accepted our invite and ensured all KMPA Executive Committee Board members attended the webinar and have gone through the website.

Consultation Meeting with TN Govt.

Commercial Tax Department–Tirunelveli organized a consultation meeting on 19th June 2021 with Tamilnadu Government Commercial Tax Minister Thiru. P. Moorthy Avl, Joint Commissioner, Commercial Tax, Tirunelveli and higher Officials were participating and analyzing the betterment & growth of Tamilnadu. Secretary- Sri. A.J.Dharmaraj, Joint Secretary Sri. R.S.Praburaj and Treasurer Sri. K. Gurumoorthy attended the meeting and handed-over the petition to Joint Commissioner, Commercial Tax, Tirunelveli regarding the reduction of GST from 18 % to 12 % for all Printed Goods.

During this Corona Lockdown Period SMPA contacted their District Collector and Sub Collector and other

concerned authorities requested to issue Permission to run Printing press in Sivakasi to supply printed materials for packing essential commodities, the printing of textbooks, and complete Export orders.



Webinars organized by KMPA



Kerala Master Printers Association

Webinar on
Co-existence with Covid - an Awareness
Monday, 17th May 2021 at 7.00 PM

by
Dr. D.K.Vijaykumar
H.O.D -Surgical Oncology,
Amrita Institute of Medical Science

[Click to Join Meeting](#) 



KMPA has organized a webinar on COVID awareness in view of the outbreak of the second wave of the pandemic. The aim of the webinar was to create awareness about how to co-exist with the COVID pandemic. The webinar was organized on Monday, 17th May 2021 at 7.00pm and conducted by Dr. D K Vijayakumar of Amrita Institute of Medical Sciences, Kochi. Lot of KMPA members and their family attended the webinar and asked queries related to the COVID

Because of the strict COVID protocol, KMPA could not conduct any physical program for the last 15 months and it has been a long time since members and their families have met. Hence KMPA organized a virtual cultural evening on Sunday, 6th June 2021, in which KMPA members and their family members presented programs like dance, song etc. Lot of KMPA members and their family attended this online event and enjoyed the performances.



Kerala Master Printers Association

Cultural Evening
(On virtual platform)
Sunday, 6th June 2021, 4 pm
Variety Entertainment Programmes
by KMPA Family Members




Kerala Master Printers Association

Webinar on
Available Schemes for MSMEs Post Covid & Restructuring of MSME Loans
Monday, 7th June 2021 at 7 PM

by
Sri. Sreejith
Sr. Branch Manager
MSME Branch, SBI Trivandrum



In view of new guidelines issued by RBI for MSME loans, KMPA has organized a webinar on MSMEs schemes available post COVID. The aim of the webinar was to create awareness about the available schemes for MSMEs and restricting of MSME loans. The webinar was organized on Monday 7th June 2021 at 7 pm and was conducted by Sri. Sreejith, Sr. Branch Manager, MSME branch, SBI, Trivandrum.

KMPA has organized yet another webinar 'KNOW YOUR INK' on Monday, 21st June 2021 at 7pm. The aim of the webinar was to create awareness about the several properties and characteristics of printing inks. The webinar was conducted by Dr. K Raghavan, Chief Technology Officer, Siegwerk India (P) Ltd.



Kerala Master Printers Association

Webinar on
Know Your Ink
Monday 21st June 2021 at 7 pm

by
Dr K Raghavan
Chief Technology Officer
Siegwerk India P Ltd





Kerala Master Printers Association

Webinar on
Print vs. Digital Media - a study
Monday, 28th June 2021, at 7 pm



As part of campaign for creating awareness about the sustainability of paper, KMPA has organized a webinar titled 'Print vs. Digital media - a study' on Monday, 28th June 2021 at 7.00pm.

Extending the Santi Arts legacy

P. M. Jain explains how its successful award winning serigraphs will now be shared and made available within the industry



We are pioneers in the screen printing designing and advertising business for more than 50 years. I am a born artist having inherited the skill from my ancestors. Having a passion for art I started my career as a commercial artist though my father was a tobacco exporter.

During my career I started designing and producing replicas (Serigraphs) of ancient and contemporary master paintings. In a long span of 3 decades we were able to produce only 150 art prints. Our team of matured/seasoned artists worked day and night for 3 decades, spending millions of man hours under my supervision and investing crores of rupees.

We have received 100+ National and International Awards for Excellence in Screen Printing and Designing of these great artistic works, simultaneously earning us name and fame. Our Art Prints are well received in India and exported to advanced countries i.e., USA, Japan, Italy, Spain, Taiwan, Germany, U.K. etc. We possess intellectual property rights for these masterpieces. Now we want to share our success with our brotherhood.

The set of 6 DVD's are for sale for a meager amount of Rs.9,600 only. These are saved/recorded in high resolution

300 DPI which can be enlarged, razor sharp to any big size, i.e., 100 sq. ft. or above. The DVD set is also available for overseas buyers for US\$500 including courier charges.

Contents in the set of 6 DVDs

Set of 6 DVD's containing 8.83 GB soft copies of our 150 artistic creations scanned from our original art works, recorded in "high resolutions in open file" at 300 dpi which can be downloaded and can produce the prints by Screen Printing, Offset Printing, Digital Printing or any other kind of Printing method.

A Preview DVD is also available for Rs.600 only.

The fabulous art creations are most suitable for interior decorators, commercial artists, wall decorators, calendars and greeting cards manufacturers. We are transferring our invaluable Intellectual property rights to the actual buyer for the above meager amount.

We are also presenting them with a beautiful business certificate stating that the buyer is authorised to produce and sell the art works and also with a Wiro binding album.



BETTER UNDERSTANDING WHEN READ IN PRINT

(37% UK consumers said -study conducted by Two Sides and Toluna)



Print Media has seen significant disruption during the coronavirus pandemic and there are signs of changing consumer

relationships with news and print media. Familiarity with, and use of, online platforms has increased. Will the ending of lockdowns herald an opportunity for traditional print media channels to regain lost ground?

A study, conducted by the not-for-profit organisation Two Sides and independent research company Toluna, aims to understand changing consumer perceptions towards print and paper. The study reveals that 51% of UK consumers intend to read more news online in the future, up from 40% in 2019. However, print remains an important channel and for hard hit newspapers, 43% of UK respondents would be concerned if printed news were to disappear.

Consumers must be given the right to decide how they access news and information

Consumers are no longer picking up a newspaper on their daily commute, or holiday goers able to indulge in their favourite magazine mid-flight. Newsstands and freesheets have closed or lost their usual traffic. Facing this challenge, traditional news brands have successfully developed and improved their digital platforms and, for many, online has become the default reading option – although, not necessarily out of choice.

There may be a belief that the pandemic has resulted in everything going online, including work and education, but it's worth remembering that 4.5 million adults in the UK have never used the internet (Office of National Statistics, 2018). It is the most vulnerable members of society that depend on traditional printed newspapers, magazines, books and bills and statements. The move to an online-only society risks leaving older people, the disabled, rural dwellers and those on low incomes disconnected.

Furthermore, moving online is not universally welcomed. 33% of all UK respondents and 54% of over 65-year-olds prefer to read their newspapers in print. 37% prefer to read magazines and 50% books in print. However, it is the

younger generations who now opt for digital devices when they want to access news or pass the time with a book.

It cannot be denied that digital is having an impact on how we receive news and information but the growing dependence on digital brings its own challenges. Our survey reveals that getting away from digital devices is more important than ever. 45% of UK consumers are concerned about how digital devices may be damaging their health and 43% agree they spend too much time on their devices.

There are benefits to reading in print too. Reading in print allows us to process and comprehend the information we are reading better. 37% of UK people agree that they get a better understanding of a story when they read in print.

Print and digital are often compared in a bid to decide which is best. However, the debate shouldn't centre around "print vs. digital", as both channels are important and complement each other. Ultimately, consumers must be given the right to decide how they would like to access news and information; ensuring that consumer choice is maintained and those unwilling or unable to access digital information are not disadvantaged.

Considering our impact on the environment

Regardless of print or digital, there is one common factor at play that should be considered in either circumstance: The impact on our environment.

74% of UK consumers agree that it is important to use paper products from sustainably managed forests. They will be reassured to learn that paper is inherently sustainable. The raw material sourced to produce paper in Europe follows strict legal requirements, with 74% of wood and 90% of pulp purchased by the European pulp and paper industry being certified by accreditation schemes like FSC® and PEFC™. In fact, the area of European forests has been growing by over 1500 football pitches every day over the last 15 years (FAO, 2005 – 2020).

66% of consumers surveyed in the report think electronic communication is more environmentally friendly than paper communication. However, paper and print products are among the lowest greenhouse gas emitters at 0.8% whereas, the ICT industry accounts for 2.5-3% of global greenhouse gas emissions (Belkhir L & Elmehri A, 2018).

The survey found that just 17% of UK consumers believe the paper recycling rate exceeds 60%. Furthermore, 46% believe that paper and paper packaging is wasteful. In reality, Europe's paper recycling rate is currently 72%, with paper packaging even higher at 84% (Cepi, 2019).

Augmented Print Textbook Used to

Facilitate the Virtual Classroom?

A case study of IntuIdeas working for Huston University, Texas

The COVID-19 crisis has prompted many colleges and universities to accelerate their use of virtual meeting technology such as Adobe Connect, Microsoft Teams, and Zoom. This is the case for schools teaching introductory courses in printing and graphic arts, such as the University of Houston. The program's use of virtual classrooms was enhanced this month by IntuIdeas, whose textbook, "Introduction to Graphic Communication" (www.igcbook.com), provided an additional link to the school's virtual lectures and lab sessions, via Ricoh's Clickable Paper technology.

"The advantage of Clickable Paper over QR Codes is enormous," said IntuIdeas' principal and book co-author John Parsons. "The book was printed over a year ago, but we can add online functionality at any time—even things we didn't consider when the book was being written."

The book is required reading for students at the University of Houston's summer course, DIGM 3351 Individualized Communications. In addition to the links to related video and other online resources, the book now provides immediate smartphone or tablet access to Microsoft Teams. To use the feature, students simply scan the cover of the book to reveal a link to the virtual classroom, where they can join the lecture or lab in progress. Convenient links are also available for students who do not yet have the Microsoft Teams app installed on their mobile devices.

"Have you ever considered teaching a printing course completely online and without the use of any labs whatsoever?" noted Professor Jerry Waite. "That's what I have to do this summer in my intro print course. Instead of 'hands-on,' I must rely on 'eyes on' during this COVID-19-affected semester. Thank goodness for the augmented reality functions in Harvey Levenson's and John Parsons' book, 'Introduction to Graphic Communication.' Using Ricoh's CP Clicker app, my students can see experts talk and watch technology being used. Is it as good as hands-on? Not quite. But it sure is a lifesaver when you can't use [the] equipment."

Parsons added that the new functionality was included as a convenience to students using the book. "In the aftermath of COVID-19, virtual classrooms are becoming the new normal," he said. "Students already have access to these platforms, of course, but they can easily forget



Augmented Print Textbook Used to Facilitate the Virtual Classroom? A case study of IntuIdeas working for Huston University, Texas or misplace the URL. The Clickable Paper link is an additional benefit for those who need to join the session with their smartphone or tablet."

IntuIdeas is planning to add similar functionality for all schools currently using the textbook and will do so for schools planning to adopt it in the fall 2020 term. For information on ordering or customizing the book, contact [IntuIdeas: book@intuideas.com](mailto:book@intuideas.com).

The Guardian backs Love Paper campaign

Having built up a huge amount of awareness in 2020, the Love Paper campaign received a further boost in February 2021 when one of its adverts featured on the brand new paper cover wrap of The Guardian newspaper. Having supported the Love Paper campaign for many years, The Guardian regularly features Love Paper adverts inside its pages, but this is the first time one has been used on the wrap of a national newspaper.

The Guardian has a long history of reporting and campaigning on environmental issues, and was the first national newspaper to switch to biodegradable wrapping in 2019. Now, its Saturday issue, and its supplements are protected by paper – the most sustainable choice.

"We are delighted that The Guardian ran one of our Love Paper adverts on its very first paper wrap," says Jonathan Tame, Managing Director of Two Sides Europe. "Having a Love Paper advert being the first thing that millions of people see on a Saturday morning is fantastic."

PACK PRINT International moves to 2022



The upcoming edition of PACK PRINT INTERNATIONAL will now be moved to 9-12 February 2022 at BITEC, Bangkok. The move to next year from the original September 2021 date, will allow for optimum participation for the international trade fair which at each edition since it started in 2007 has seen growing participation from global players and the who's who from the packaging and printing sectors.

It is expected that by next year with further easing of travel restrictions and continued successful vaccine deployments worldwide, this will provide a more optimistic backdrop for companies to do business safely, effectively and successfully at PACK PRINT INTERNATIONAL.

At the last edition in 2019, international exhibitors made up some 60 percent of the 325 participating companies, while on the visitor front more than 19,000 visitors came from 62 countries.

Mr Gernot Ringling, Managing Director, Messe Düsseldorf Asia, said, "As a flagship trade fair in the region for the packaging and printing sectors, having assessed the current landscape, moving PACK PRINT INTERNATIONAL to next year was deemed the most practical and responsible decision in view of the ongoing travel restrictions and varying quarantine requirements for different countries. Following close consultation with our joint organisers – The Thai Packaging Association and The Thai Printing Association, and various Thai agencies, moving the trade fair to next year was a unanimous decision and is in the best interest of exhibitors and visitors."

"For the planning certainty of our exhibitors, visitors and service providers, and to fulfil expectations for a vibrant business platform which has become the hallmark of PACK PRINT INTERNATIONAL, all efforts will now focus on the successful staging in 2022," he added.

Mr Pongthira Pathanapiradej, President of The Thai Printing Association, said: "We are looking forward to welcoming all participants face-to-face next year with renewed confidence and optimism, as companies prepare

to come back stronger and reimagine their businesses as they return to full speed."

"PACK PRINT INTERNATIONAL 2022 will be the ideal business platform connecting businesses to a quality targeted audience, where businesses can look to enhance revenue, rebuild and strengthen operations, and accelerate the adoption of digital solutions and relevant packaging and printing technology," said Mr Pathanapiradej.

Echoing this sentiment, Mr Manit Kamolsuwan, President of The Thai Packaging Association said: "In preparation for 2022, we will continue to work hand in hand with local packaging and printing companies, encourage participation and share how PACK PRINT INTERNATIONAL can be the platform to rethink revenue profiles and revenue opportunities to position themselves for the long term as the pandemic abates."

PACK PRINT INTERNATIONAL 2022 will be held alongside several other exhibitions under the Messe Düsseldorf Asia umbrella, including; CorruTec ASIA, T-PLAS, MEDICAL FAIR THAILAND, wire and Tube Southeast Asia, and the inaugural editions of GIFA and METEC Southeast Asia.

The PACK PRINT INTERNATIONAL team will reach out to all industry partners, confirmed exhibitors and participants regarding event logistics and planning. Participants may also contact ppi@mda.com.sg for immediate assistance.

Komori calendar wins bronze in Japan



Komori Corporation received bronze in the calendar's category of the 2021 Japan BtoB Advertising Awards, sponsored by the BtoB Advertising Association Japan.

The Japan BtoB Advertising Awards (which includes 13 categories) is the only BtoB advertising competition in Japan and has been held by the BtoB Advertising Association Japan since 1980. This year's win was in the calendar's category.

As a manufacturer of printing presses, paper-based media such as the Komori Corporation 2021 Calendar plays an important role in the company's branding. Komori considers it an honor for the calendar to have received positive praise as a marketing communication tool.

Derschlag continues success story with DigiFlexo power from BOBST

The investment in a new BOBST MASTER M6 Inline press is part of a large expansion at the German company's site in Bad Berleburg, North Rhine-Westphalia. The nine-color UV flexo machine was chosen in expectation of ongoing growth in demand for flexible packaging and new sustainable materials.

A successful family-owned packaging manufacturer providing aluminium foil and plastic film products to the food, dairy, cosmetics and pharmaceutical industries, Derschlag traces its roots back to 1957. The company was acquired in 1985 by Michael Scholz, and today it consists of two businesses: Derschlag GmbH & Co. KG Folienverarbeitung in Bad Berleburg and Derschlag Foliendruck GmbH & Co. KG in Lüdenscheid, in North Rhine-Westphalia.

The partnership with BOBST, which stretches back over a decade, continues as the company embarks on the next chapter in its long history. "We have worked with BOBST since 2011, because we trust their products and we know we can rely on their local support and service," said Managing Partner Michael Scholz Jr., who joined the business at the same time. "As a manufacturer, BOBST is very experienced in different printing technologies and they always consider the customer's requirements carefully when finding the right solution."

Flexibility with best-in-class equipment

The headquarters in Bad Berleburg have seen considerable expansion over the past five years as the company's UV flexo capabilities have been strengthened. The new BOBST MASTER M6 press was installed in 2020 along with additional die-cutting and converting machinery, while a brand-new production facility with more warehousing is also in progress.

By the end of 2021, the two sites will cover a combined area over 8,000 square meters of factory facilities and warehousing. Around 60% of the output goes to export with printed aluminium foil and plastic films – supplied as rolls, die-cut lids, sealing lids or blanks – sent out to customers in more than 30 countries.

Addressing a wider range of substrates

As customer demands have changed more and more to short and mid-size orders, Derschlag looks for technology that will enable them to respond faster to requests for new designs or other changes. Environmental concerns are also having an impact on decision-making and the company is constantly developing new greener products and production methods.



The press handles all types of substrates for labels, flexible packaging, or folding carton, and can be fitted with multiple printing and inline finishing processes, including screen and gravure printing. When configured for flexible packaging, unsupported films from 12-micron PET and 18-micron BOPP can be printed, as well as PVC shrink films, alu-foil, lami-tubes and light cartonboard up to 300 gsm.

"We did a lot of market research before making our final investment decision, but for our specific needs, we found that BOBST offered the best solution with regard to the technical possibilities," said Mr. Scholz. "The BOBST MASTER M6 was the right choice, because of the reduced set-up time and the possibility to print a wider range of different substrates. The machine has also increased the process stability and it is very operator friendly."

Automating and digitalizing for the future

As the most automated inline flexo press on the market, the BOBST MASTER M6 can be equipped with DigiFlexo registration and pressure adjustment and oneECG color management for non-stop production through a fully digitalized press operation. Job changeovers can be performed in less than one minute with only a few meters of waste for the ultimate in sustainable operation.

"The BOBST MASTER M6 sets a new benchmark for us and gives us extended capabilities to future-proof our business. To succeed in food packaging, you must put quality at the core of your relationship with your customers and that should be reflected in everything you do and in your investments too," concluded Mr. Scholz.

"The high productivity and low running costs of the BOBST MASTER M6 will translate to a very competitive TCO for Derschlag," said Maurizio Trecate, Technical sales director, Bobst Firenze. "With this investment they are embracing the future of flexible packaging where those who understand how to leverage machinery built with connectivity, digitalization, automation, and sustainability in mind will succeed."

Sharp rise in raw material costs leads to price adjustments at Heidelberg



In order to cushion the disproportionately sharp rise in material, logistics, and other procurement costs, Heidelberger Druckmaschinen AG (Heidelberg) will be moderately increasing the prices for its equipment business with immediate effect. This adjustment is being made in an economic environment of rising demand and costs for raw materials and is a necessary step in order to continue offering customers innovative solutions and first-class service.

“The current price development of raw materials shows an unprecedented upward momentum,” said Rainer Hundsdörfer, CEO of the company. “Primarily due to the high demand from China as well as the global megatopic of electromobility, procurement costs have risen significantly in the short term. In recent months we have

exhausted all possibilities to avoid an imminent price increase. We want to grow together with our customers and continue to be a reliable partner to them in a changing market environment. The moderate price increase that is now necessary will allow us to further expand our innovation leadership and is therefore also an investment in the future.”

The focus is on the customer with his requirements to optimally develop and utilize his business potential through state-of-the-art technologies, innovative solutions, and new business models. With a view to the decisive factors, such as process optimization and intelligent, operator-independent productivity, Heidelberg offers the smart print shop.

To this end, all Speedmaster models in small, medium, and large formats are equipped with the new Push to Stop functions and a cloud connection as standard. This means that all customer groups can enjoy the steadily growing range of cloud-based software solutions and also benefit from future developments. Interesting innovations in the field of intelligent assistance systems and AI impressively demonstrate what is already possible today and where developments will go in the coming years.

Customers will be contacted directly by the Heidelberg sales team.



Pearson appoints Siddharth Banerjee as Managing Director, India & Asia

Announcing the appointment, Tim Bozik, global president, Higher Ed, Pearson, said, “We are delighted to appoint Siddharth as our new managing director for Pearson in India and Asia. India is a key strategic market for Pearson and we are confident that his vast experience will be valuable as Pearson strengthens its focus on constructing a vibrant digital education ecosystem. Today, India’s higher education sector is at the cusp of tremendous digital transformation and Siddharth’s strong knowledge and experience in consumer and technology will contribute significantly to our renewed digital strategy.”

Banerjee said, “These are exciting times for the education sector in India and Asia and I look forward to working with my team in transforming the region’s focus as a digital first company. There is a huge opportunity for us to contribute to the emerging and evolving digital Indian education landscape and we have a job cut out for ourselves and I along with my team will leverage our strengths that are in line with the rise in online and digital learning, as well as addressing the workforce skills gap across the emerging economies in Asia.”

In a career spanning 21 years, he has also worked with Facebook, Vodafone and Unilever.

Pragati boosts print quality with another inspection system from Baldwin

Pragati Graphics and Packaging, Indore, is well known for delivering top print quality to many of the world's largest brands, and has a strong reputation as a pioneer in the introduction of new technologies to the Indian print market, has taken another step ensuring perfect print quality to its customers and brand owners.

The Vision Systems business unit of Baldwin Technology Company is one of the world's leading innovators of advanced colour and inspection technology for the printing industry. Baldwin Vision Systems sells its automated control systems in more than 100 countries, and maintains a worldwide network of sales and service operations, Pragati increased their print quality capabilities by adding the inline Guardian PQV 100% Print Inspection.

Guardian PQV, which can inspect all types of materials and substrates, enables printers to eliminate every defect with a more efficient, accurate, data-connected workflow. The system provides unique 'Object-Based Inspection' throughout the entire printing process—ensuring tighter

tolerances and fewer false defects. Areas of interest on the printed substrate can be defined for enhanced or reduced levels of inspection. Operators can easily spot errors and make adjustments in real time, as well as manage defects

throughout the entire process. Defect positions and images are recorded and can be accessed at multiple post-press processes.

"Besides helping our operators find and remove even small defects quickly," says Mr. Rajesh Nema, Pragati's Executive Director, "the Guardian PQV system is also very powerful in helping monitor our processes to prevent defects from occurring in the first place."



Canon imageCLASS MF232w - A Compact All-in-One Printer with wireless connectivity

The Canon ImageCLASS MF232w 3-in-1 laser printer is a compact and user-friendly monochrome laser printer that's designed for a small office or front counter setting, or as a personal laser printer.

Designed to elevate customer experience, printer is an ideal option for both small office and home office users in today's hybrid working environment. Consistent with the value customers can expect from Canon's printer portfolio, the ImageCLASS MF232w offers high-quality print, scan and copy features which are designed to support both personal and business uses. Built to deliver fast printing speeds, the printer can produce up to 23 quality prints per minute*, helping users meet fast turnaround time and upcoming deadlines with ease.

Vari-Angle Operation Panel : Adopting a vari-angle operation panel design, users are able to tilt the panel according to own preference as well as easy operation. This design also provides flexibility in terms of device placement, be it being placed on ground level or on pedestal.

One-Touch Solution Keys : Tap on the convenience of One-Touch Solution Keys, which are task-dedicated buttons that simplify operations with minimal button-pushing for frequently performed tasks.

Full Network Compatibility for the digital age: The imageCLASS MF232w has built in Access Point capability, enabling easy connection to mobile devices without a router. With wireless connectivity, it also helps to increase the user's productivity by allowing them to print from almost anywhere.

All-in-One Cartridge System : Save time, effort and money with Canon's All-in-One toner cartridges. Combining the photosensitive drum, toner and waste toner container into one compact unit. The imageCLASS MF232w assures continuous high-quality printouts and fuss-free replacement of the cartridges in the shortest time possible.

Greater Mobility Anywhere : Armed with a suite of Canon applications as well as support for third party print solutions, The imageCLASS MF232w allow users to print and scan directly from smartphone or tablet without the use of a computer.

300+ EXHIBITORS SET TO BRING COLOUR BACK AT FESPA GLOBAL PRINT EXPO 2021



Global Print Expo. The event, which takes place in hall 2 at the RAI, will connect signage professionals with companies specialising in channel lettering, digital signage, dimensional signage, engraving and etching, illuminated displays, out of home media, LED and sign tools. The event is supported by the European Sign Federation and Gold Sponsors EFKA and LEDIT YAKI will return to European Sign Expo alongside confirmed exhibiting companies

International screen, digital and textile printing manufacturers are lining up for this year's FESPA Global Print Expo, which takes place from 12 – 15 October 2021 at the RAI exhibition centre in Amsterdam, The Netherlands. After 18 months hosting virtual product launches and demos, suppliers are enthusiastic about connecting with customers and prospects face-to-face.

Print service providers and signmakers will be able to see the latest innovations in screen and digital printing, consumables, workflow, and colour management solutions from over 300 industry suppliers.

At FESPA Global Print Expo, visitors will be able to see hardware solutions from confirmed Gold sponsors Brother and Mimaki, as well as suppliers including Agfa, Canon, Durst, Fujifilm, Han Glory and Roland DG; substrates from 3A, Ahlstrom Munksjö, Avery Dennison, Hexis and Re-board Technology AB; automation, workflow and colour management solutions from Barbieri Electronic, Inedit, OneVision, ONYX Graphics and Print Factory; and consumables from CHT Germany, Easy Inks GmbH and Sun Chemical.

European Sign Expo, the leading European exhibition for non-printed signage, will again be co-located with FESPA

including: Art Neon Lighting, Domino Sign, Led Frames, LG Hausys Europe, NEX LINE SRL and Yellotools.

Harold Klaren, International Sales Manager, EFKA, comments: "FESPA Global Print Expo and European Sign Expo both play an essential role in connecting us with our audience. The events enable us to meet with over 50% of our existing customers under one roof as well as networking with wide format printers and signmakers that we, otherwise, would not have the opportunity to connect with. That's why we see them as being the most important exhibitions for EFKA and we're excited to meet everyone again in Amsterdam this year."

Neil Felton, CEO of FESPA comments: "The past year has been challenging for all and, while virtual events such as FESPA Innovations and Trends enable the speciality print community to stay up-to-date and access new product launches, suppliers are keen to interact with printers and signmakers in a live setting. Across the industry, we're seeing signs of recovery and regeneration and we believe October is a good time to look to the future and focus on new revenue streams and application opportunities."

For more information, visit:
www.fespaglobalprintexpo.com.

HP Extends First of its Kind Global Partner Program to Indian Retailers

Powerful HP Amplify program optimized to drive long-term growth and digital transformation aligned to evolving consumer landscape

India, June 3, 2021 —HP Inc. has announced the extension of HP Amplify™ — a first-of-its kind global channel program — to its vast ecosystem of more than 1350 online pure players, omnichannel, and brick and mortar retail partners. Launched in the fall of 2020 to commercial partners, the powerful new partner program, built on a single, integrated structure provides the insights, capabilities and collaboration tools needed to drive digital transformation and growth as consumer buying behaviors continue to evolve. HP will begin to transition retail partners to the HP Amplify program beginning August 2, 2021 and continue through the calendar year.

Built on a simplified and easy-to-navigate structure with two distinct retail tracks (Synergy and Power including Power CDR Retail targeted at retail sub-distributors), HP Amplify is designed from the ground up to turn data analytics into insights that spark new strategies, steer innovation and reward partners for performance, collaboration and capabilities while accelerating digital transformation with insights, building a driven data culture and augmenting common knowledge with collaboration tools.

The HP Amplify retail program will cover total 1100 partners in India, from HP exclusive HP World stores, E-commerce, large format stores and multi-brand outlets. Customers in India have been leaning toward service- and consumption-based engagement models, and they will continue to do so. HP Amplify allows partners to provide greater value to consumers and, as a result, serve as long-term trusted advisors.

“Spurred by rising demand for work, learn and entertain at home products accelerated by the pandemic, the retail industry has experienced an accelerated pace of change. The modern buyer is looking for streamlined, automated, and personalised experiences. To thrive in this changing environment, HP is not only transforming the purchasing experience but also the way technology is impacting retail by using data and analytics to support our partners in the current era. The new partner program, built on a single, integrated structure provides the insights, capabilities and collaboration tools needed to drive digital transformation

and growth as consumer buying behaviors continue to evolve”, said Gurpreet Brar, Head, Channel Sales & Distribution, HP India Market.

Performance, Capabilities & Collaboration: HP Amplify offers a common platform designed to enable progressive go-to-market strategies focused on three core pillars: performance, capabilities, and collaboration.

Performance: Building on the success of the HP Amplify framework while addressing unique needs of retailers, the new program rewards partners for a variety of performance indicators tied to portfolio sell through and revenue. A structured compensation framework, sales boosters, and other tools help retail partners to assess performance and actions providing clear indicators of success.

Capabilities: Beyond sales revenue alone, HP Amplify measures rewards based on new capabilities such as driving data insights, service models, consistent online and in-store experiences. Strengthening and developing of new capabilities are supported by online digital assessments and recommendations based on core

capabilities, consumer trends, benchmarking, and best practices. HP Amplify rewards partners who invest in the capabilities to compete – and win – in a world dominated by e-commerce and digital-led customer journeys.

Collaboration: Transformational change requires collaborative partnerships. Companies that regularly collaborate with suppliers can demonstrate higher growth, lower operating costs, and greater profitability than their industry peers⁶. Partners that report data will be able to anticipate and enable more positive customer outcomes, ultimately driving sales conversions and maximizing average baskets. HP will collaborate closely with partners to optimize sales through store level assortment tools and cross category recommendations to unlock opportunity diversification.

Recognized as one of the world’s most sustainable companies, HP has enrolled more than 1,000 partners worldwide in the HP Amplify Impact program, representing a major step forward in the company’s ambitious goal to become the most sustainable and just technology company by 2030.



Canon India's 'Green Environment Together' initiative achieves a milestone in its sustainability vision; plants 20,000 trees in 2 years

As part of the initiative started in 2019, Canon India plants a tree for every Laser Copier/Multi-Function Device sold to their direct customers

National, 02 June 2021: Strengthening its commitment towards environment and sustainable business, Canon India today announced the successful plantation of the 20,000th tree as part of its 'Green Environment Together' (GET) Initiative. The organization strongly advocates giving back to mother nature, for which, along with taking care of the business and the customers, it takes care of the environment too. In July 2019, the 'Green Environment Together' (GET) Initiative was launched by Canon India as a positive step towards nurturing the environment. As part of the initiative, Canon India plants a tree on the purchase of every laser copier/ multi-function Device (MFD) on behalf of its direct customers.

In 2019, Canon India had pledged to plant over 10,000 trees annually and in line with this vision, in less than two years, the company has successfully planted their 20,000th sapling today.

Talking about the initiative, **Mr. Manabu Yamazaki, President & CEO of Canon India**, said, *"The spirit of giving back to the society has been an integral part of Canon India's corporate culture. In addition to offering excellent products and services worldwide, we have always strived to protect the global environment and support holistic development of communities. We are elated to witness the success of our 'Green Environment Together' (GET) initiative as we plant the 20,000th sapling today in less than two years of its commencement. This initiative has enabled us to create an ecosystem with our customers where we can build a greener and better future together."*

He further adds, *"Such initiatives allow us to drive meaningful impact and help nurture a sustainable tomorrow that makes our communities future ready. Our 'Kyosei' philosophy which refers to 'living and working together for the common good' is at the heart of these efforts and forms the basis of Canon's commitment to act responsibly across supply chains, within the communities we operate in, as well as through the products we develop."*

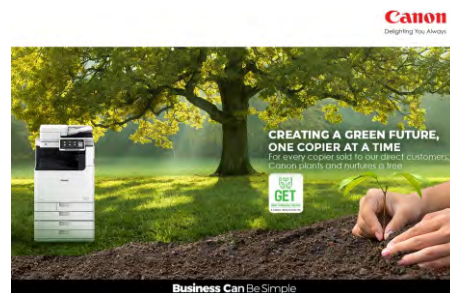
The announcement comes shortly after Canon India achieving the leadership position in the A3 & A4 laser copier-based MFP segment for five years in a row, the **International Data Corporation (IDC) Worldwide Quarterly Hardcopy Peripherals Tracker, 2020 Q4**. According to the tracker, Canon India ended 2020 as the

market leader with a 30.7% overall market share: 30% market share in the mono segment and 35.4% in the colour segment.

Commenting on BIS GET's milestone achievement, **Mr. K Bhaskhar, Senior Vice President – Business Imaging Solutions, Canon India** said, *"As a leading player in the printing segment and a socially responsible company, we believe that our business footprint on the environment should be balanced. In the current times, becoming sensitive towards our surroundings and community has picked up even more momentum and continues to be our priority. While advanced technology and solutions can greatly benefit our customers' lives and caring for them is our key focus area, the environment too demands our attention. Therefore, it is equally imperative to care for the environment and give back in whatever way we can."*

He further adds, *"We started the 'Green Environment Together' (GET) initiative with a vision of planting 10,000 trees annually, and today, we are proud to have achieved our goals in the stipulated time. This milestone showcases our ongoing commitment towards the environment as a responsible corporate, as well as our continued business focus because every sapling sowed reflects our customers' faith in Canon's best-in-class offerings and solutions. Without their continued support, our milestones and leadership would not have been possible."*

With their unchanged philosophy of 'Business can be simple', Canon aims to bring to the fore effortless, and sustainable ways of doing business. In today's modern world of advanced technologies and unhindered business solutions, it falls upon businesses and leaders to stay grounded and work towards environmental-conscious methods. In this regard, Canon's range of eco-friendly business offerings help reduce the carbon footprint on the environment through low electricity consumption. These products are a boon across industries ranging from SMEs to Healthcare and can help bring the next wave of supremacy and conscious customer offerings.





A Tribute to Mr K.S.Venkataraman Newman Press, Chennai

Mr. K.S.Venkataraman was a commerce graduate from Madras University. He completed his Diploma in Company Secretaryship.

He has been an Executive Committee member of MPLA from 1984 onwards. He was also Vice President of MPLA for three terms from 1988-1989 to 1991-1992. He was president of MPLA from 1993-1994.

He was also Vice President (South) of AIFMP in 1994-1995. He was Governing Council member of AIFMP 1987-88. He was also Chairman- Standing committee for Costing for Printing industry. He was also Chairman of Finance and Taxation in AIFMP. He was awarded Lifetime Achievement Award by AIFMP at MPLA Diamond Jubilee Celebration on 5th July 2013 in Chennai for his yeoman service in the area of finance and taxation for the printing industry.

He was co-author of a book on Estimating methods and Cost analysis for Printers which accorded wide praise from all printers throughout India.

He was instrumental in bringing out articles on finance and taxation more so on the topic of sales tax and VAT-related queries.

AIFMP conveys its heartfelt condolences to the bereaved family.



A Tribute to Mr V K Dhir of M/s Perfect Rotary offset Pvt. Ltd

Mr. Dhir was the Director of M/s Perfect Rotary offset Pvt. Ltd. He spent over four decades in the Indian Printing Industry. He was associated with IPAMA since its inception. He served the Association as General Secretary for three consecutive terms from 2002 to 2008 and one term as Treasurer from 1990 - 1993. He was one of the architects of IPAMA, and IPAMA has lost a gem which we will miss forever.

He had been a source of inspiration to the Indian Packaging Fraternity. As the whole industry knows, he was not only a great businessman or leader but also a humanitarian and his contributions to Industry are memorable. His dedication and inspiring nature will long be remembered by those who were privileged to work with him.

AIFMP extends heartfelt condolence, pray ALMIGHTY to provide solace to the departed soul, and give enough courage to the family to bear this loss with fortitude.

SIDBI ties up with GAME to expand services to MSMEs



New Delhi, Jun 3 (KNN) Small Industries Development Bank of India (SIDBI), the principal financial institution engaged in the promotion, financing, and development of MSMEs has entered into a Memorandum of Understanding (MoU) with 'Global Alliance for Mass Entrepreneurship' to help MSMEs address their challenges faced during the Covid crisis.

The broad themes covered under the MoU include expanding credit access, increasing formalization, building competitive clusters, and improving the legal framework for ease of doing business.

"This is part of SIDBI's host of developmental measures rolled out to commemorate the World MSME day on June 27 as a Developmental Week," the lender said in a statement on Friday.

Under its project SAHAS, SIDBI has soft-launched "Swavalamban Chair for MSME Solutions", at Government Engineering College, Thrissur. The Chair shall have action research and inducing entrepreneurship culture as its core thrust. It is supported by Swavalamban Resource Facility which has been set up in partnership with the Foreign, Commonwealth, and Development Office, United Kingdom.

It shall bring product/process solutions to enterprises in the region, support youth under the mentorship of professors to map the local pain points, shape their solutions/ideas,

test, validate and launch their entrepreneurial ventures. The Chair shall also foster inter-college learnings.

With an objective to handhold budding entrepreneurs, SIDBI has provided support to the Confederation of Indian Micro, Small, and Medium Enterprises (MSME) for setting up 'Swavalamban Suvidha Kendra'.

"The Kendra shall address information asymmetry challenges and render responsive solutions to inquisitive youth, serve anxious enterprises facing Covid challenges, assist in Udyam registration and enable Micro and Small Enterprises (MSEs) to go for digital solutions like

Udyamimitra portal, Stand up Mitra portal, PSBLoans in 59 minutes, etc," the statement added.

Sivasubramanian Raman, Chairman and Managing Director of SIDBI said, "Our role is to empower entrepreneurs and encourage entrepreneurship during these challenging times. Keeping this in mind, through the various initiatives, we are planning to support the enterprise development cycle comprising ideation, setting up, revive and thrive as also stepping up."

"On one hand, we are working towards identifying more livelihood entrepreneurs and on the other hand, we are taking steps to build their capacity for emerging stronger. With these measures fructifying, we hope to create a society with more job creators rather than job seekers," he added.

SIDBI further said that to identify entrepreneurial opportunities for the migrant population impacted by Covid, rapid profiling in 11 states namely, Uttarakhand, Delhi, Haryana, Rajasthan, Uttar Pradesh, Assam, Gujarat, Maharashtra, Karnataka, Andhra Pradesh, and Tamil Nadu have been carried out.

In these states, SIDBI has set up Project Management Units based on the recommendations of the UK Sinha Committee on MSMEs.

The inputs are expected to facilitate decisions on entrepreneurial ventures at local/regional levels.

GST to help in achieving five trillion-dollar economy by 2025: Nitin Gadkari



Gadkari said GST was implemented on 1st July 2017 and now it has completed four years of its implementation, during these four years a remarkable change is seen in the way the business is being carried out.

The minister also said digitalization and information technology have an important role to play. For a transparent and time-bound decision-making process Performance Audit along with Financial Audit is very important.

Speaking about the problems faced by MSMEs, he said, delayed payments are the main cause of concern which has to be resolved.

New Delhi, Jul 1 (KNN) Union Minister of Micro, Small and Medium Enterprises (MSME), Nitin Gadkari said that Goods and Services (GST) will help in achieving the vision of a five trillion-dollar Indian economy by 2025.

Addressing a webinar on the "GST Day" on the theme "THE JOURNEY OF GST AND WAY FORWARD - AATMANIRBHAR BHARAT" organized by the Institute of Cost Accountants of India, he said, "GST is founded on the notion of "One Nation, One Market, One Tax" which has helped and will be helping the trade and industry a lot despite the prevailing pandemic situation.

Gadkari also said that though GST has completed four years there is still room for improvement adding, "Cooperation, coordination, communication, and rectification is needed from all stakeholders."

Gadkari also complimented the Institute of Cost Accountants of India (ICAI) for conducting regular webinars, seminars, various courses for different stakeholders throughout the country to unlearn and relearn new subjects which are need of the hour to survive in the new normal.

Review of SEZ policy will not hurt the industry in any way: Sitharaman

New Delhi, May 2 (KNN) The periodic review of the implementation of special economic zone (SEZ) policy will not hurt the industry in any way, Commerce Minister Nirmala Sitharaman said today adding that the review is aimed to make the policy more effective.

She said this in a written response to supplementary during Question Hour in Lok Sabha.

The minister said the ongoing review and reform, as necessary, of government policy and procedure, is inherent to public policy and procedure is inherent to public policy.

"The government, on the basis of inputs and suggestions received from stakeholders on the policy and operational framework of SEZ scheme periodically reviews the policy and the operational framework of SEZs and takes necessary measures so as to facilitate speedy and effective implementation of SEZ policy," Sitharaman said.



Highest-ever quarterly growth in exports shows the strength of Indian economy: FIEO Chief

New Delhi, Jul 3 (KNN) Reacting to the trade data for the first quarter of the FY' 2021-22, Dr A Sakthivel, President, FIEO said that the highest-ever quarterly growth in exports of 85 percent with 95 billion dollars over FY' 2020-21 and by 18 percent over FY' 2019-20 not only shows the resilience of the exports sector but also the strength of the Indian economy.

Dr Sakthivel also reposed faith in the overall exporting community, who in these difficult and challenging times have continuously been able to perform with vigour and dynamism.

Exports for June 2021, which for the fourth time in a row, have shown a very impressive growth of 47 percent with 32 billion dollars during the month, also augurs well for the overall foreign trade sector of the country, added FIEO Chief.

Dr Sakthivel reiterated that the top sectors, which performed impressively during the first quarter of the FY' 2021-22 starting with 3-digit growth were Iron-ore, Rice, Cotton Yarn/Fabs/Made-ups, Handloom Products etc., Engineering Goods, Plastics & Linoleum, Organic & Inorganic Chemicals, Electronic Goods, Petroleum Products, Marine Products, and Drugs & Pharmaceuticals.

FIEO President emphasized that as the labor-intensive sectors were the main contributors to these ten impressively growing sectors during the quarter, this will further help in creating jobs in the country, being the most relevant in the current context.

FIEO Chief also complimented the government especially the Union Finance Minister, Commerce Minister and Textile Minister

under the able and dynamic leadership of Prime Minister Narendra Modi for the continuous support to the sector during such challenging times.

"Increase in both quarterly and monthly imports by about 108 percent and 96.33 percent compared to the same period during the previous fiscal, should be looked into," he said.

FIEO president further reiterated that though the government has announced a slew of measures during recent times to support exports with the extension of Interest Equalisation Scheme (IES) by 3 months to September 30, 2021 and today's announcement of the union MSME Minister on revised guidelines for MSMEs with the inclusion of retail and wholesale traders as MSMEs, which will help 2.5 crore traders to get the benefit of priority sector lending under RBI guidelines.

"Further, the need of the hour is to soon notify the RoDTEP rates to remove uncertainty from the minds of the trade and industry, besides addressing some of the key issues including priority status to exports sector, the release of the necessary funds for MEIS and clarity on SEIS benefits, resolving risky exporters' issues and continuance of seamless refund of IGST and more importantly continuing with IGST option for exports," he added.





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