



Print Miracle

RNI Reg. No. 65957/96

The Official Journal of Kerala Master Printers Association



Print & Beyond

what next? for print



National Awards for Excellence in Printing



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Print Miracle

The Official Journal of Kerala Master Printers Association

Vol. XXIV No. 1
January - April 2020

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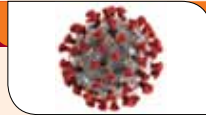
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Published by Mr. R. Suresh, former President, KMPA on behalf of Kerala Master Printers Association, Cochin - 17 and printed by him at Anaswara Offset Pvt. Ltd., Perandoor Road, Elamakkara, Cochin - 682 026 for Jasmine Grafix.

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Dear friends,

The COVID-19 pandemic has put a damper on Kerala Master Printers Association's meticulously planned year-long Golden Jubilee Celebrations. But as President, I take great pride in our outstanding achievements within a span of just a few months before the nation-wide lockdown.

KMPA's Golden Jubilee Celebrations was inaugurated on 4th January, 2020, showcasing a grand portfolio of our members' achievements in the printing business. I would like to thank Dibyajyoti Kalita (President, AIFMP), C. Ravinder Reddy (VP – South, AIFMP), and Mrs. Sarada Rajendran of S.T. Reddiar & Sons for making time to grace this occasion.

I am also greatly honoured and pleased by the performance of our fellow members, who won accolades at the 14th edition of the National Award for Excellence in Printing (NAEP) held in Mumbai on 8th January, 2020. A total of 12 members received awards in various categories highlighting the importance attached to quality printing. Kerala this time had managed to achieve the top rank in printing in India. On this occasion I would like to congratulate Anaswara Offset Pvt. Ltd. for being the first from Kerala to win the much coveted 'Printer of the Year' award.

Another grand success was the 6th edition of Print & Beyond 2020, our flagship event which was held on 8th February, 2020. 'Make in India: What next for Print' was selected as the theme. I would sincerely like to thank all participants, including the panel of esteemed speakers, fellow KMPA members, delegates, on-stage and behind-the-scene coordinators, and our strategic partners for their valuable time and participation.

I also take this opportunity to thank Future Schoolz for conducting a series of online discussions organized in association with Kerala Academy for Skills Excellence (KASE) and KMPA. The video seminars involved experts from the print industry, association members, academics, and other participants who discussed the future of the printing industry post lockdown, and methods by which printing institutes could improve the quality in printing through their curriculum.

In spite of the travel restrictions, our team from KMPA enthusiastically participated in the 248th Governing Council meeting of AIFMP held in Imphal, Manipur, on 5th March, 2020. As always we had a lot to learn about the on-going and future trends in the printing industry.

As President of KMPA, I would also like to point out that all members of the association fully endorse and support all the necessary steps taken by the government to contain the deadly corona virus. Let's join hands and 'Break the Chain.'

Regards,

A handwritten signature in black ink, appearing to be 'R. Gopakumar', written over a circular stamp or seal.

R. Gopakumar
President



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Dear friends,

Despite the new challenges faced by the exponential spread of coronavirus, the Kerala Master Printers Association (KMPA) has managed to come out with yet another edition of *Print Miracle*. I sincerely thank all those who actively contributed towards this issue.

I am proud to say that *Print Miracle* continues to share the latest and most topical information about the printing industry.

I thank R. Gopalakrishnan for taking us on a historical journey on Lithography through his series 'Flowing with the tidal waves of printing.'

Anilkumar J. of Akshay Offset Printers is featured in our 'Know Your Member' column. A quick learner about the latest in printing technology and a travel buff, his business aim is "Quality over Profit."

Print Miracle has also come out with a write-up on the ongoing COVID-19 pandemic, and how it has impacted humankind, both socially and economically. Along with the regular KMPA news showcasing our association's latest activities and Industry News, I hope this issue succeeds in achieving the goals of the association.

I would also like to thank our advertisers, readers, and well-wishers for their support, even during these difficult times. I am sure that we as a community would tide over this crisis exercising utmost caution and restraint.

Stay Home, Stay Safe. And yes, Happy Reading!

Regards.

S. Saji
Editor



Kerala Master Printers Association

MAJOR PROGRAMMES POSTPONED DUE TO COVID-19 PANDEMIC



Print & Beyond 2020: What next for print?

In the glitzy ambience of the spacious convention center of Hotel Blu Radisson, located in downtown Ernakulam, Kerala Master Printers Association (KMPA) proudly held the 6th edition of their flagship event *Print & Beyond 2020*. The function held on 8th February, 2020, was attended by over 200 delegates. KMPA has been slowly yet steadily scaling up this event over the years in line with empowering members to grow from a mere printer to a product creator.

Kick-started by KMPA in 2014, the aim is to familiarize the printing industry in Kerala to the latest technological innovations taking place on a global scale. The seminar was decided to be held each year as a tribute to Late Jose Joseph, founder of Printers Castle, for his invaluable contribution towards the print industry and the association. The theme this year was **'Make in India: What next for Print.'** The seminar had all the making of a national programme with some renowned speakers and the overall luxurious ambience.

R. Gopakumar, President of KMPA, warmly welcomed all dignitaries, delegates, and

guests to the day-long event. G. Venugopal, Chairman, Print & Beyond 2020, introduced the seminar to the delegates as “a platform for knowledge sharing, making our fellow printers from mere service providers to product creators.”

The seminar was inaugurated by K.R. Jyothishil IAS, Principal Secretary, Govt. of Kerala. Having more than 25 years of experience in the transport and aviation industry he had this to say, “There are four things to look at: 1) Zero cash: Kerala is going 100% digital. 2) Zero emission: Kerala is going to be the first state in India to go in this path. 3) Zero waste: We have to learn from the Far East, especially Korea and Japan, so has to live in harmony with nature. 4) Zero congestion: Plan the city. Money value of time is more important. Development is nothing but mobility.”

“Up to 22 services can be put in a single card for all your purposes, be they for travelling, entertainment, shopping, etc. Software companies are going to do huge business with bio-printing [including your

organs, Artificial Intelligence (AI), and 3-D printing]. Upto Rs. 10 crore there is no license required for investment. We are responsible for making a *Nagara* into a *Naraga*.”

“I found *Sama Veda* in *Grantha* script only from an *agrahara* in Palakkad. And then I put it in the website for the world to see. Now it is preserved for posterity. Sadly Kerala has a wealth of knowledge which is not preserved.”

The keynote address was given by none other than C.N. Ashok, Managing Director, Autoprint Machinery Manufacturer Pvt. Ltd., and former Vice President of IPAMA. One of the stalwarts of the printing industry, he spoke on *'Optimism in today's economy'*, emphasizing on the need for entrepreneurs to be more careful while investing.

On this he spoke about the three important steps to keep in mind:

Step 1: “To be successful we need a process. Estimate the time spent with a customer, and finally understand the local market and its potential.” **Step 2:** “Assess your competition. Get financial data. You must not only fear competition but also learn from it. Periodic



K.R. Jyothishil IAS inaugurating the seminar.



R. Gopakumar
President, KMPA.

projects must be given to printers.” *Swiggy*, though started in 2014 has got a market share of 60% as compared to *Zomato*, which started in 2008. **Step 3:** “Set a strategy. For me it is *Blue Ocean* and *Red Ocean*. *Blue Ocean* raises what you are going to do. Mobile phones raised mobility and reduced rates. A classic example is the Computer to Plate (CTP). There



G. Venugopal
Chairman, *Print & Beyond 2020*

Courage, and Commitment. And commitment is necessary for a long time existence. Can you synergize with people so the risk is mitigated?”

“*Print & Beyond* is all about the leadership of KMPA which wants a change in a continuous process. All help will flow from the industry to the printers.”

all this the format size and the substrate thickness has created a bottleneck. But then every print can be different.” According to him photo albums and digital labels are the most economical, without going for short runs.

Mass Customization: “These require competencies in new areas such as data handling, data cleaning, variable data printing (VDP), avoiding physical mix up of components, and choosing the right product to reach the end user. Customized calendars are used today as ideal gifting solutions.”

He also spoke in depth about digital enhancement including spot varnishes, foiling, and Eco-leaf. Mr. Paruchuri also enlightened us with his **Web2Print** solutions. “A good **Web2Print** solution will always drive sales, take care of pre-press processing, collect payment, generate a plan for production, and generate required paperwork. Much of the success depends on doing things differently, knowing the customers’ needs and the products you have an edge in creating.”



K.R. Jyothilal IAS

is a total elimination of film and its cost.”

“We introduced ‘*Checkmate*’ Inspection Machine at *Autoprint*, where 500 crore cartons were inspected by our machine for the pharma industry annually. The quality of print by German and Japanese-made machines was checked by Indian products.”

He also spoke about the difference between being a leader and being a manager. “A manager deals with the day-to-day affairs of the company, while a leader brings change. And once a process is set there is enough time to think, which makes you a leader.”

“I believe in the three Cs: Conviction,



C.N. Ashok, MD, Autoprint Machinery

After the tea break, Harsha Paruchuri, Director of *Pragati Offset Pvt. Ltd.*, Hyderabad, spoke on ‘*Opportunities for creating printed products using innovative technologies*’. Starting off his career in the year 2000, his expertise in colour choice is highly recognized. He threw light on the new technologies, use cases, opportunities, and precautions. Some of these are highlighted below:

Digital Print: “Digital printing has been commercialized since two decades, with many technologies out there, be it laser print, inkjet, electro-ink, or Landa nanography. But despite

Automation: “Automation can drive quality and profitability; can reduce repetitive tasks and human errors, and opens up management time for important rather than urgent activities.”

S.N. Venkataraman, Divisional Head – Marketing, *ITC Paperboards and Speciality Papers Division*, gave us an understanding of the new opportunities in manufacturing plastic-free products. With over 25 years of service, he has been a dominant figure in packaging boards, especially a leader in virgin boards and recyclable boards. “Packaging and labels are showing a consistent growth, with India growing faster than



S.N. Venkataraman, Divisional Head – Marketing, ITC Paperboards



Harsha Paruchuri, Director, Pragati Offset

the rest of the world. Though the global printing market is currently valued at 828 billion dollars, commercial printing is where the challenge is. Publication print including newspapers, magazines, directories, and catalogues are declining in volumes and value.”

Plastic: Boon or Bane. “Paper bags will replace single-use plastic within a few years. And it has a huge growth market. Substitutes include paper and glass, both of which is renewable and recyclable, and metals which are commonly recycled, high energy

intensive. Use of barrier-coated paperboards to package cereals, snacks, chocolates, and other food items; personal care products; online food delivery; and many others are in the offing. I sincerely suggest that KMPA must hold a meeting to make their members be **GREENER** and ITC shall provide all the support.”

After a grand buffet lunch, the sponsors’ session included keynote from strategic partners HP and Konica-Minolta.

The highlight of the afternoon session was a *Guru-Sishya* interaction on the subject ‘Quality – the Secret of Growth’ between Prof. Dr. Rajendra Kumar Anayath, Vice Chancellor, Deenbandhu Chhotu Ram University of Science and Technology, Haryana, and his former student, the young and dynamic, Anoop Venugopal, Technical Director of Anaswara Offset Pvt. Ltd., recipient of the coveted ‘**Best Printer of the Year Award 2019**’ at the 14th NAEP held in Mumbai on 8th January, 2020, in Mumbai.



Guru-Sishya interaction - Anoop Venugopal (left) and Prof. Dr. Rajendrakumar Anayath





Raju N. Kutty, Treasurer, KMPA, moderates an interactive session

Prof. Dr. Anayath started the *tete-a-tete* with a brief talk on the privileged moment for a teacher to interact with a student. "Teachers in India, since history, have always been more known due to their students. Gautam Pai was a student of my first batch. And now I am with Anoop whom I saw in the year 2003. "Venuchettan" came with his family to meet me, and Anoop joined the Manipal Institute of Technology (MIT), Karnataka. As a student he was very dedicated. He passed out in the year 2007 following which he went to the United Kingdom and did his Masters. He became Technical Director of Anaswara, taking it to newer heights."



Kulakkada Pradeep, Hon. Member of KMPA, briefing the event in Malayalam

Excerpts from the interaction:

Prof. Dr. Anayath: "How do you feel about being the Best Printer?"

Anoop: "Anaswara was established in 1982 by my father, Thomas sir, and our Late Mathew sir. They were the three pillars of Anaswara's success. I have always looked up to them as my *gurus* too. So my success is

simply because of their effort."

Prof. Dr. Anayath: "What are the challenges faced by you and how do you face them?"

Anoop: Things are rapidly changing in Kerala. Our customers demand quality. Being quality conscious has made Kerala number one in the printing industry in India, overtaking Mumbai. But we need skilled employees at all levels and we have to train them. I am also happy to have as my colleagues, Arun Thomas and Varun Thomas who have been with us for five and two years, respectively."

Prof. Dr. Anayath: "Performance equals expectations, or expectations may increase. What is quality to you?"

Anoop: "Quality is a habit. The quality of the industry depends on whether the customers are happy. It is quality of the service as a whole. Customer retention factor is extremely vital. Almost 98% of our customers are the same. We have never worked to achieve awards. But an award is a motivation."

Prof. Dr. Anayath: "Anaswara has also moved to the packaging sector. Everyone wants to go for packaging. What is your take on that?"

Anoop: "Every printer should ask themselves. In packaging you have to have the same quality. If consistency is not maintained it could be a problem. Packaging is in the mid to high level volume and Anaswara has a separate unit only for packaging. Slowly value additions will come with progressing years. In-depth knowledge is required in the packaging industry."

Prof. Dr. Anayath: "How do you co-relate

standardization in quality?"

Anoop: "ISO sets the benchmark. How you manage your machines and people on a daily basis is very important. It's a continuous process which requires internal training programmes and you have to benchmark it. We have a quality control department, but our success is a team effort."

Prof. Dr. Anayath: "And on competition?"

Anoop: "We need a healthy competition, not a cut-throat one. Our aim is to raise the quality of printing in Kerala, and for that we must firstly compete with oneself. Knowledge has no meaning unless you put it in use. But focus on profitability is the most important."

This was followed by an interactive session, moderated beautifully by Raju N. Kutty, Treasurer, KMPA, with Mr. Ashok, Mr. Paruchuri, and Mr. Venkataraman. The questions were prepared and sent by Ramu Ramanathan, Editor, *PrintWeek India* and *WhatPackaging?* Magazines, as he unfortunately couldn't make it to the event.

The seminar concluded with presentation of a *ponnada* (shawl of honour) to O. Venugopal, Managing Director of Anaswara Offset Pvt. Ltd., for achieving the 'Printer of the Year 2019' award. Mementoes were also handed out to Unnikrishnan Adavakate



Biju Jose, General Secretary, KMPA, rendering the vote of thanks

for completing a glorious 50 years in the print industry, and G. Venugopal, the buoyant Chairman of *Print & Beyond*, 2020.

R. Gopakumar, President, KMPA handed over the mementoes to the strategic partners, who helped in making this event a grand success. Biju Jose, General Secretary, KMPA rendered the vote of thanks.

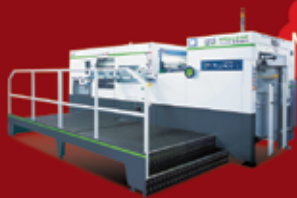


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KMPA's dream start to the year 2020 at 14th NAEP



The year 2020 was a dream start for Kerala Master Printers Association (KMPA) as it was the proud recipient of several awards in printing excellence at the 14th National Award for Excellence in Printing (NAEP). Instituted by the All India Federation of Master Printers (AIFMP) and supported by the Ministry of Commerce and Industry, Government of India, the ceremony was held on 8th January, 2020, at The Westin Mumbai Garden City, Goregaon, Mumbai.

Named 'The Printer of the Year', Anaswara Offset Pvt. Ltd. achieved the highest honour for a printing company in India, bagging a whopping 19 awards. This is the first time that a printer from Kerala has won the much coveted award. Other KMPA recipients of the award included Akshara Offset, Alois Graphics, Color King Enterprises, Graphtek Offset Printers, Koral The Printing Company, Malayala Manorama Company Ltd., Orange Printers Pvt. Ltd., Oruma Printers and Publishers Ltd., Penta Offset, St. Joseph's Press, and Sterling Print House Pvt. Ltd. With a total of 43 awards, this was a proud moment for KMPA and the state of Kerala.

Member Name	Gold	Silver	Commendation Certificate	Total
Akshara Offset	-	3	-	3
Alois Graphics	-	1	-	1
Anaswara Offset Pvt. Ltd.	11	5	1	17
Color King Enterprises	-	1	-	1
Koral The Printing Company	1	1	-	2
Orange Printers Pvt. Ltd.	3	6	1	10
Oruma Printers & Publishers Ltd.	1	2	-	3
Penta Offset	1	1	-	2
St. Joseph's Press	-	1	-	1
Sterling Print House Pvt. Ltd.	-	1	-	1



The 14th NAEP award function unfolded as a dream comes true for Team KMPA which hogged the limelight on the golden podium of printing excellence. On this occasion, honorary member of KMPA and Vice Chancellor of Deenbandhu Chhotu Ram University of Science and Technology, Haryana, Prof. Dr. Rajendra Kumar Anayath couldn't help express his feelings. "It was simply the most stirring, most exhilarating, and most gratifying moments for the entire team of printers from Kerala. Anaswara made Kerala's heart swell

with pride and happiness and in the process exemplified the true meaning of the name 'Anaswara' which stands for 'Eternal', both literally and historically."

"Kudos to the entire Team KMPA and Team Anaswara for this stupendous achievement," says a buoyant Dr. Anayath. "In character, in manners, in style, in all things, the supreme excellence is in simplicity."

"Be simple! Be the best!" was his prescription for KMPA's future success.

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- കൃത്യവും അനുയോജ്യവുമായ കളറുകൾക്ക് ഇൻഡസ്ട്രിയിൽ മുന്തിയതിരിക്കുന്ന കളർ കൺട്രോൾ മെക്കാനിസം
- ഡയറക്ട് എൻവലപ്പ് പ്രിന്റിംഗ്

ചിത്ര നിലവാരവും പ്രൊഡക്ടിവിറ്റി മെച്ചവും

- 2400 X 2400 DPI, 190 LPI ഓഫ്സെറ്റ് തത്തുല്യ പ്രിന്റിംഗ് നിലവാരം
- 90/80/70 A4 PPM വരെയുള്ള പ്രിന്റ് സ്പീഡ്
- മെച്ചപ്പെട്ട പ്രമണ്ട്, ബാക്ക് രജിസ്ട്രേഷൻ CRT യൂണിറ്റ്
- ജോബ്, കളർ മാനേജ്മെന്റിന് ഏറ്റവും പുതിയ EFI പ്രമണ്ട് എൻഡ്
- 1300 mm നീളത്തിലുള്ള ബാനർ പ്രിന്റ് (350 GSM) പുതിയ ആപ്ലിക്കേഷൻസ് പോർട്ടഫോളിയോ തുറക്കുന്നു
- ഷീറ്റ് രജിസ്ട്രേഷൻ 4 പോയിന്റ് ഇമേജ്



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Anaswara Offset: Setting a trend in quality printing

Way back in the late seventies, three co-workers at a national newspaper turned friends which blossomed into camaraderie, and finally cemented a successful business partnership. Setting the baseline with a moderate beginning in 1982, Anaswara Offset Pvt. Ltd., has grown today into a multiple award-winning printing and packaging solutions provider. The almost 40-year track record of excellence began with an echoing passion in workmanship, an eye for accuracy and perfection, an ability to imbibe new ideas, and the high quality consciousness nurtured by the founding team of O. Venugopal, P. J. Thomas, and V. A. Mathew (late). Piecing bits of brick and mortar together, they were the pillars of Anaswara.

Today the far-sightedness and culture of innovation has made Anaswara groom the next generation of tech-savvy and market-savvy Directors, spearheading the operations and marketing functions.

Anaswara was the first printing press in Kerala to introduce a 4-colour Heidelberg machine in 2001. Today Anaswara operates top-of-the-line machinery imported from Germany, USA, China, Switzerland, Italy, and Japan, besides made-in-India machines. With export licence and easy logistical access to air, road, and sea transport, Anaswara has managed order-logistics for clients in the US,



Founding team of Anaswara - L to R: V. A. Mathew (late), P. J. Thomas and O. Venugopal

Middle East, Canada, Europe, and more.

Since its inception, Anaswara has won several national and international awards, the most recent being a whopping total of 19 awards at the 14th National Award for Excellence in Printing (NAEP) held in January 2020. Anaswara also received the much-coveted 'Printer of the Year Award 2019' at the gala function held in Mumbai.

Over the years Anaswara has taken great pride in achieving even the most complex of challenges it has come across in the printing and packaging sectors, with aplomb.

Stationery and marketing collaterals like catalogues, brochures, notepads, and other corporate requirements; diaries and calendars; books and periodicals; labels and tags; customized wedding cards and

gift boxes; high-quality posters; cartons and special packaging solutions for a wide variety of uses; and various kinds of binding are the specializations. Consultancy services are also provided to customers to arrive at an optimum design-cost combination, showing the degree of professionalism infused into their work culture.

Anaswara is ranked among the top 10 quality printers in India for the past 15-odd years. "Not only has Anaswara set a benchmark for quality printing, but am happy to see that by doing so, we have succeeded in motivating the rest of our fellow printers in Kerala. This was clearly evident in the recently concluded NAEP award function where Kerala stood first with a total of 43 awards," says Managing Director Mr. Venugopal, brimming with confidence.



KMPA honours members winning at the 14th NAEP

The Kerala Master Printers Association (KMPA) organized a function to honour their members who won awards at the 14th Edition of the prestigious National Award for Excellency in Printing (NAEP). The function was held on 20th January, 2020, at Hotel Park Central, Kaloor, Ernakulam and was attended by all office bearers and award winners from Kerala.

Welcoming the gathering, R. Gopakumar, President, KMPA said that he was feeling very proud that many members won Awards at the national level. He congratulated each and every winner for their top achievement. He said that by bringing top ranks in printing in India, KMPA has inspired other printers of Kerala to excel in quality.

Ponnada (shawl of honour) and mementoes were handed over by the KMPA office bearers to all the awardees. Representatives of the award winning firms, Akshara Offset, Anaswara Offset, Orange Printers, St. Joseph's Press, Alois Graphics, Koral -The Printing Company, Oruma Printers & Publishers, Sterling Print House, Color King Enterprises and Penta Offset were honoured.

Major book publishers DC Books was also honoured on the occasion for receiving 13 awards for excellence in book production at the 39th Federation of Indian Publishers (FIP) Awards at New Delhi.

By the flow of things, "The Star of the Evening" was undoubtedly O. Venugopal, Managing Director of Anaswara Offset, Ernakulam, for not only receiving the much coveted 'Printer of the Year Award' at the NAEP, but also due to his passion in printing which has been a source of inspiration for others. This was very evident in what most of the award recipients had to say about him.

"The year 2020 is the Golden Jubilee of KMPA, and our achievements this year have been a great one. To succeed we have to send our products and go for such awards to attain full confidence in what we do and are capable off. KMPA has gained a great recognition throughout India. It points out



Honouring Anaswara Offset - Printer of the year

to our quality aspects. We all have to get involved collectively to maintain the quality of our products. There were seven judges this time at NAEP, and I least expected to get this status". "We are all equally good. But we must strive to get our products recognized on state or national levels", said a humble Mr. Venugopal.

Ravi Deecee, CEO of DC Books, Kottayam, had this to say, "I have been part of KMPA for a long time and would thank them for their support. DC Books proudly stands on top in India this year, grabbing as much as 13 awards in excellence in book production. We specialize only in book printing, and we are proud of this achievement. I congratulate Anaswara Offset for winning the top award at NAEP and appreciate their dedication to maintain quality."

Roy Thomas, Director of Orange Printers Pvt. Ltd., Thiruvananthapuram, spoke of how they "started with humble beginnings" and with Venu Sir of Anaswara as our source of inspiration, has been winning awards regularly. "We were also recognized as the Best Kerala Entrepreneur - Printing Sector by the Government of Kerala for the year 2018", he said.

Moses Aniyan, Operations Manager at Alois Graphics, Kottayam, spoke of doing business for the past 25 years, emphasizing on Anaswara being their inspiration. "We are a small segment category without a 4-colour machine. I also appreciate KMPA for their

encouragement."

Shajimon C.A., of Koral The Printing Company spoke of "Venuchettan" directly influencing him in terms of quality. "KMPA has also done a great deal to encourage me."

C.K. Shoukatali, Additional Director of Oruma Printers & Publishers Ltd., Thrissur, had this to say, "My business started off like striking a lottery, and KMPA was fully responsible for my success." He did not hide his joy and excitement on receiving the national award.

G. Venugopal, Executive Director of Sterling Print House Pvt. Ltd., Ernakulam, said "I am Chairman of Print & Beyond 2020. And the one presentation I eagerly await is the interaction between Prof. Dr. Rajendra Kumar Anayath, Vice Chancellor, DCRUST and Anoop Venugopal, Technical Director of Anaswara Offset Pvt. Ltd. - one who is way ahead in the second generation of printing. Anaswara has been a benchmark in printing not in Kerala but also in India."

D. Manmohan Shenoy, Vice President (Central), KMPA proposed the vote of thanks. "I congratulate and appreciate all the winners on their inspiring achievements, particularly for the inspiration from Venu Sir of Anaswara on being the printer of the year".

The event concluded with a fine buffet dinner where all members kept themselves busy interacting with each other, upholding the unity and spirit of KMPA.

Snapshots
from the evening



Honouring Industry Stalwarts

Narendra Paruchuri first to receive Viren Chhabra Award

Narendra Paruchuri, Managing Director of Hyderabad-based Pragati Offset and Pragati Pack, was presented with the first Viren Chhabra Print Leadership Award at a function held on 8th January, 2020, at The Westin Garden City in suburban Goregaon, Mumbai.

Mr. Paruchuri received the prestigious award for his outstanding leadership in the print industry from Michael Makin, President of the Printing Industries of America. He was felicitated with a shawl, besides a trophy, citation, and prize money of Rs.1 lakh. The award acknowledged his more than 50 years in the industry, turning his career from being

a chemical engineer to becoming one of the best-known offset printers.

President of the All India Federation of Master Printers (AIFMP) Dibyajyoti Kalita welcomed and congratulated him. Speaking on the occasion, Mr. Paruchuri expressed his thanks to the AIFMP, Prof. Kamal Chopra, Past President of AIFMP, and the Chhabra family.



The Viren Chhabra Award was posthumously instituted by AIFMP in the year 2017.

Pranav Parikh, CMD of TechNova receives Lifetime Achievement Award

Pranav Parikh, Chairman and Managing Director of TechNova received the Lifetime Achievement Award. Fondly known as “Pranavbhai,” a print guru in plate manufacturing and a technocrat is basically a printer in his heart of hearts. A spiritualist in business, he is the recipient of the Mumbai Mudrak Sangh (MMS) Lifetime Achievement Award. Honorable Governor of Maharashtra, H. E. Bhagat Singh Koshyari conferred the award on the 22nd February, 2020, in Mumbai.

A graduate from Sydenham College, Mumbai, his training ground was set later at the Harvard Business School. Starting off as a partner with his brother Jagdish, also a Harvard product, they ran a letter-press print-shop. Printing was much more exciting to him because of the challenge to master a range of skills. This made



managing a printing plant a richer business experience for him.

Started in 1971, TechNova is today one of the world’s leading suppliers of Total Imaging Solutions for the graphic communications industry. The company has introduced several

new breakthrough technologies that have transformed the imaging processes in various industries.

And what is his mantra for such a huge success? “We listen to our customers,” says Mr. Parikh.

ROWING WITH THE TIDAL WAVES OF PRINTING

R. Gopalakrishnan

The writer is a renowned editor, publisher and layout expert. Former secretary and Chief Executive Officer of Kerala Lalithakala Akademi and Kerala Sahitya Akademi. He was also the editor of 'Poompatta' magazine, 'Veekshanam' daily and 'Vishwavigyana-kosham', an encyclopaedia in Malayalam. He is the recipient of State Government's award for the best book in printing for five consecutive years.



LITHOGRAPHY

German inventor, printer, and publisher Johannes Gutenberg (1398-1468) is popularly referred to as the 'Father of Modern Printing.' In 1450, he cast types for each alphabet and later combined them to form text pages. He also developed a printing machine made of wood to print the pages. His major contributions toward the printing industry include devising crucibles for casting types of sufficient amounts, the alloy to be used in casting types, manufacturing of printing press, and page setting and assorting types after printing to re-use them for future works. In 1455, he printed a calendar. His major work, the *Gutenberg Bible*, also known as the 42-line Bible, was the first printed version of the Bible. The 1,282 pages set in 2 columns with 24 lines each has been acclaimed for its high aesthetic and technical quality.

Images were cast by pressing the types on paper or other surfaces. Other than raised blocks, types with similar height were used for printing, giving better results.

Lithography (*Kallachu*)

In this method of printing, the printing and non-printing areas were on the same flat surface as opposed to a raised surface or incised surface. This method of printing was also known as planography. This process relies on the property that water and oil do not mix. Lithography was invented by German actor and playwright Johann Alois Senefelder in 1796. A mirror image of the



Alois Senefelder Inventor of Lithography



Hermann Gundert

text and graphics to be printed was created using wax crayons on a polished limestone. When a wet cloth roller was used on the limestone surface, the areas which were not exposed to wax absorbed the water. Over this an oil-based ink was spread with the help of another roller which was absorbed by areas exposed to the wax crayons. A sheet of paper was then pressed on to the limestone surface to get the desired impression. Just as in letter press, lithography too had a variety of printing machines in use.

Lithography was the trend-setter for offset printing. Offset printing, also called offset lithography, is a method of mass production printing in which the images on metal plates are transferred (offset) to rubber blankets or rollers and then to the print media. The print media, usually paper, does not come into direct contact with the metal plates.



Raja Ravi Varma

Lithography in India

The epoch making milestones of lithographic printing press established in India were: Bihar Lithography, Patna (1820); Captain George Jervis Lithographic Press, Poona (1830); Greenway family press, Kanpur (Lithographic Hindi work) (1830); Lithography Press, Madras Presidency (1830); Bahu Mahajan Litho Press to print *Prabhakar*, a Marathi weekly (1841); Lithographic printing press set up on 23rd October, at Illikunnu, near Thalassery town (1845); Sivakasi as a commercial center of calendar art (1877); and Raja Ravi Varma established a big litho press at Malavli, near Lonavala (1899).

Raja Ravi Varma's Lithographic Press

Celebrated Indian painter and artist Raja Ravi Varma is considered among the greatest painters in the history of Indian art. He was the one instrumental in achieving a global acclaim for Indian paintings. While classic paintings were rather expensive, often adorning the walls of the affluent, Ravi Varma was responsible for making affordable lithographs of his works available to the public. He established India's first 'high quality lithographic printing press' (imported from Germany). Despite facing financial losses initially, he made his paintings available to the common man, thereby greatly enhancing his reach and influence as a painter and public figure.

When the lithographic printing technique arrived in India in the 1820s, Raja Ravi Varma was encouraged to establish a press of his

own due to the demand for copies of his paintings. In 1884, then Dewan of Travancore Sir Thanjavur Madhava Rao wrote to Ravi Varma to send his select works to Europe to have them oleographed. The Ravi Varma Fine Arts Lithographic Press was set up in Ghatkopar, Bombay, commencing operations in 1894. The press was later



Gundert's 'Keralalopathi'

shifted to Malavli near Lonavala, Maharashtra in 1899. The press was managed by his brother, Raja Raja Varma, but under their management, it was a commercial failure. By 1899 the press was deeply in debt and in 1901, the press was sold to his printing technician from Germany, Fritz Schleicher. Schleicher continued to print Ravi Varma's prints but later employed less talented artists to create new designs. Schleicher also broadened the product scope of the press to include commercial and advertisement labels. Under the management of Schleicher and his



Picture from Rev. J. G. Beuttler's 'Mrugacharitham'



Picture from 'Vidyamoolangal' at Mundakayam successors, the press continued successfully until it was destroyed in a devastating fire in 1972, in which many of Ravi Varma's original lithographic prints were also lost.

The pictures were mostly of Hindu gods and goddesses in scenes adapted mainly from the *Mahabharatha*, the *Ramayana*, and the *Puranas*. The drawings were printed in thousands for many years, even after the death of Ravi Varma in 1906. An estimate suggests that there were around 134 paintings by Ravi Varma which were made into serial lithographs by the press. The pictures and prints (known as oleographs) carried the names of the presses, viz. The Ravi Varma Fine Art Lithographic Press Ghatkopar, The Ravi Varma Press Malavli, and The Ravi Varma Press Karla. His popularity was such that many printing presses such as the Ravi Udaya Press and the Ravi Vijaya Press were started close to his press, trying to use similar names.

In 2018, while researching for my book on Ravi Varma's print legacy, I came across documents, advertisements, and other archival material pertaining to the topic. I will be giving a series of lectures where I will speak on the establishment of the press, its history, and scope of influence. It was able to discover paintings as early as 1874 that were copied by Ravi Varma. The first oleograph printed was *The Birth of Shakuntala* followed by *Laxmi* and *Saraswati*."

Lithography in Kerala

A lithographic printing press was set up on 23rd October, 1845, at Illikkunnu Bungalow, which was the residence of Hermann Gundert, (a German missionary, scholar, and linguist) located near the town of Thalassery. This lithographic press was the first printing press in North Kerala. The first Malayalam newspaper *Rajyasamacharam*,

which was published mainly for Christian religious propagation, was printed there. It was first published in June 1847. Another newspaper, *Paschimodayam*, was also started there in October 1847. According to Malayalam writer K. M. Govi, the lithographic press established in Thalassery was the first in Kerala during the years 1840 to 1860. Between 1845 and 1865, there were many publications printed here, of which many popular ones are available in the Gundert's collection of printed and lithographed books at the Tubingen University library, Tubingen, Germany.

Lithographic Press at Mundakayam

Some new researches reveal there was a lithographic press functioning at Mundakayam in Kottayam district from 1856 to 1861. The existence of the press supervised by its proprietors Henry Baker Junior and his wife Francis Annie Baker finds mention in the book *The Hill Arayans of Travancore*, published by him from England in 1862.

In 1856 the lithographic press at Mundakayam had seen hard work including printing two pictures a month for the magazines, 35 for a book on natural history, 10 for a reading book, besides 13 maps, during a period of 12 months, and upwards of 500 copies of each of the above.

The texts *Njananikshepam* (*Janananiksepam* - 1848), *Vidyamoolangal*



Gundert's 'Rajyasamacharam'

(1858), and *Mrugacharitham* (1860) printed at the CMS Press, Kottayam, contained beautiful lithographic pictures. It was concluded that the pictures found in the text were not printed at the CMS Press since it is a letter press and they lacked the facility to print colour pictures. The pictures were printed at the lithographic press at Mundakayam and were drawn by Ms. Baker. This is clearly evident as most of the pictures bear her acronym FAB.



With the aid of his brother, Raja Raja Varma, he established the Raja Ravi Varma Lithographic Press in Girgaum, Bombay, in 1892, operated by four German technicians, most important among them being Fritz Schleicher.

He produced several paintings for his press, assisted by a corps of artists.

Raja Ravi Varma Prints

COVID-19: Holding humanity hostage!

Bustling Wuhan, capital of China's Hubei province, is also the largest city in Hubei and the most populous in central China. Wuhan is considered the political, economic, financial, commercial, cultural, and educational centre of central China. It is also a major transportation hub with several railways, roads and expressways passing through the city connecting other major cities.

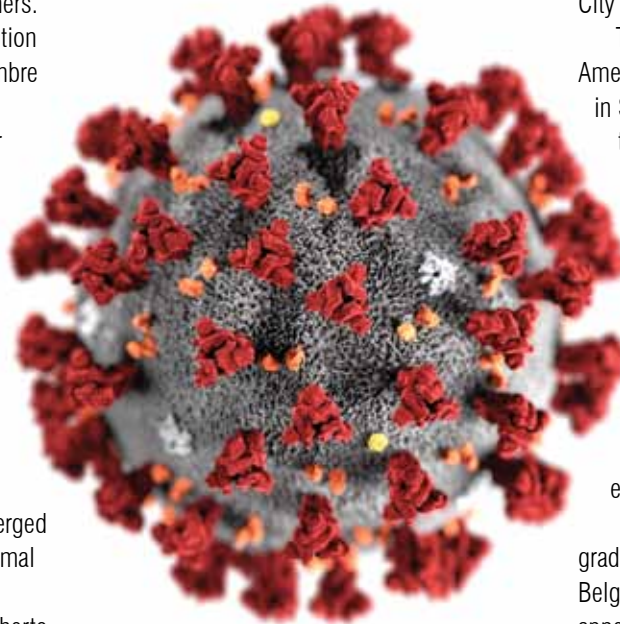
Wuhan is world famous as a manufacturing hub. Major industries include iron and steel manufacturing, automobile manufacturing, optic-electronic, new pharmaceutical sector, biology engineering, and environment protection amongst others. But Wuhan also caught the world's attention for yet another reason, albeit a more sombre one. It was in the month of December 2019, that an initial outbreak of a cluster showing pneumonia-like symptoms was witnessed for the first time. Scientists and health experts were caught unawares by this outbreak. The Huanan live animal and seafood market grabbed media attention on being identified as a possible point of origin of the coronavirus pandemic. The wholesale market, where exotic and forest animals were also sold for meat, was immediately closed as theories emerged that the virus may have jumped from animal to human.

Virologists in China discovered a hitherto unknown virus in the coronavirus family, the SARS-CoV-2 which stands for severe acute respiratory syndrome coronavirus 2. Cases of the "novel coronavirus" began to spread rather rapidly in other parts of China. The World Health Organisation (WHO) declared the outbreak a public health emergency. The city of Wuhan was put under a total lockdown, cut-off from the rest of China and the world.

This was just the beginning of what was to become a global pandemic which humanity has never witnessed before and is still doing so at the time of writing. The virus managed to gallop over the Great Wall and infections began to emerge outside China. The first confirmed cases were in Japan, Thailand, and South Korea in January, 2020. Iran saw its

first confirmed case in mid-February in the holy city of Qom. Since then the country saw a steep climb in the number of infections and mortality rates. Today however the situation is more stable. Of late Saudi Arabia, Qatar, and UAE are other countries in the Middle East with growing cases of infection.

The exponential spread across the Arabian sea and the Mediterranean saw Europe emerge as the epicenter of coronavirus. Europe was caught unawares having little time to prepare for such a disaster, resulting in the novel coronavirus spreading rapidly through community transmission. France



confirmed its first case in Bordeaux, with two more cases in Paris on the same day of 24th January. Soon Germany, Italy, Spain, and UK were badly infected with cases increasing by the day. Though lockdowns were imposed, the situation throughout western Europe was so grim that the WHO declared the outbreak as a pandemic.

Africa had its first confirmed case in Cairo, Egypt, on 14th February. Today the largest outbreaks are seen in South Africa, Algeria, and Nigeria, besides Egypt. The WHO has shown grave concern about the virulence in Africa, where challenges can be exacerbated by many other man-made and natural disasters such as civil wars, famines, and the prevalence of other diseases. Add to

this the continent's share of poverty, illiteracy, poor health facilities, and lack of infrastructure and you have the worst case scenario.

The transatlantic migration of the SARS-CoV-2 was confirmed with a positive case in the state of Washington in mid-January. The month of March saw an exponential spread of the virus throughout the US, with the world's most developed economy registering the highest number of confirmed infections and deaths in the world. By 11th April, the US surpassed Italy as the country with the most coronavirus deaths. The state of New York was the worst hit in the outbreak, with New York City emerging as the COVID-19 hotspot.

The virus spread further into South America. Brazil had its first confirmed case in Sao Paulo on 26th February. On 22nd May, the WHO declared South America as "a new epicenter" of COVID-19 pandemic, with Brazil leading the surge. The largest nation in South America, Brazil has emerged as the No. 2 hotspot in the world after the US in terms of infections and death rates per day. These figures come as no surprise as the governments in both countries continue to prioritize the needs of the economy over public health concerns.

The situation in western Europe is gradually improving. UK, Italy, Spain, France, Belgium, and Germany along with others appear to have passed their peak, with the number of new cases and deaths falling. All these governments have gradually relaxed their lockdown measures in varying degrees with the opening up of educational institutions, shopping centers, parks, restaurants and bars, etc. but with guidelines. On the other hand Russia has emerged as the new hotspot of infection in Europe. Since the first case on 2nd March in Moscow Oblast, Russia today has the third largest case of infections. In March, Turkey has also joined Russia as a country with a high caseload of infection.

Studies have found that a small percentage of infected people account for a large proportion of novel coronavirus spread. These are called superspreading events

(SSEs). Such cases were seen prominently in USA (Washington), Singapore, South Korea, and Hong Kong.

Impact on the global economy

The coronavirus pandemic has caused the largest global recession in history, with nations going into total and semi-total modes of lockdown in order to slow down the spread of COVID-19. There was decreased business in service sectors with a total collapse of the tourism, hospitality, and aviation industries; global stock markets experienced their worst crash; gold lost its sheen; crude oil prices collapsed in the commodity market; the glamorous film industry was closed; global conferences and events, and major sporting competitions were cancelled or postponed; publishing houses came to a standstill with lack of advertisement revenue; and over and above all millions of jobs were consequently lost triggering massive unemployment.



Coronavirus and India

According to an ICMR (Indian Council of Medical Research) study, the most prominent type of SARS-CoV-2 that causes COVID-19 disease has mutated at least 11 times until now. They also concluded that in India, the most dominant clade is the more lethal A2a type, which also thrived in New York. Scientists later identified the second most common coronavirus type in India named A3i. With this, out of the 11 types of SARS-CoV-2 found globally, at least six clades have been identified in India.

The first case of COVID-19 was reported from Thrissur in the southern state of Kerala

on 30th January, 2020, in a student who had returned from Wuhan University. Spike in cases around the country forced Prime Minister Narendra Modi to order a nationwide lockdown on 24th March, impacting the lives of 1.3 billion people. After a total of three lockdowns, the National Disaster Management Authority (NDMA) extended the nationwide lockdown for a fourth time till 31st May.

Right from the beginning of the crisis, the government's initial priority lay in saving lives even if it meant a slow recovery of the economy. "*Jaan hai toh jahaan hai*," was the slogan, loosely translated as 'If there is Life, there is Livelihood.' Observers state that the lockdown helped slow the growth rate of the pandemic. Though the second most populous country, the pro-active measures adopted by the government helped to contain the infection to a certain extent. But superspreading events such as the religious congregation by the Tablighi Jamaat in Delhi and the Koyambedu

wholesale market in Chennai have accounted for larger virus spreads through direct and indirect contacts. Though India today has the highest number of confirmed COVID patients in Asia, it has a relatively lower percentage of casualties and higher new recoveries. The states of Maharashtra, Gujarat, Delhi, Tamil Nadu, and Rajasthan are the largest contributors behind the country's climbing COVID tally.

The Government responded more stringently than other countries in tackling the pandemic. Identifying asymptomatic patients, strict implementation of institutional and house quarantines, social distancing norms,

mandatory use of face masks, encouraging hygiene and frequent sanitization along with the extended lockdown managed to keep the impact of the virus down. Lockdown 5.0 which was marked by a gradual dilution of lockdown restrictions to help the battered economy recover and to bring some kind of normalcy, saw a spike in cases. The arrival of migrants from abroad and within the country also added up to the sudden spurt.

With factories and workplaces shutdown for months, a huge number of migrant workers were left with no livelihood, forcing them to go back to their villages and in many instances accompanied by their families. State governments were asked to setup immediate relief camps as shelter, provide free food through community kitchens, and later issued orders to protect the rights of the migrant class. The railways ran '*Shramik Special*' trains to cater to the migrants and those stranded in different parts of the country.

The Prime Minister and Chief Ministers of all states have appreciated the commendable role of the medical staff, health care workers, volunteers, police and defence personnel, and non-governmental organizations who have earned respect as 'COVID warriors' and 'COVID martyrs' for their dedication and bravery. Efforts of individuals who have played Good Samaritan by going out of the way to help have also been acknowledged.

Impact on the Indian society

The way people will get on with their lives in the coming future has been greatly impacted by the pandemic. Use of masks, regular disinfecting, social distancing, etc. will continue for long. Hygiene will be given first priority.

As in rest of the world, India's economy too has taken a battering. Production came to a standstill. Demands fell. Stocks witnessed a flash crash with the market suffering their worst dip since June 2017. Market instability saw a sharp rise in unemployment, stress on supply chains, and decrease in government revenue. Tourism, hospitality, and aviation sectors totally collapsed. Public transportation froze resulting in a plunge in fuel consumption. All commercial establishments were shut down. In-house dining was banned in restaurants that could make use of online tools for takeaways. Shops selling essentials

were allowed to function. Retailers selling both essential and non-essential items reported a drop in sales, the latter suffering a fall by 100%. Jewellery, apparel, shoes, consumer electronics, etc. have been badly hit.

Though educational institutions are yet to open their campuses, online classes have commenced since 1st June. In the post-COVID years, there is a chance that the concept of class room learning will be replaced by the wider use of the online instructional mode.

The lockdown due to the coronavirus has brought about paradigm shifts in India's entertainment industry. Film festivals were cancelled, production units had to pack up, and artistes were rendered jobless. But with the easing of lockdown, a few in-studio shoots have been permitted.

Staring down the barrel of huge financial losses has prompted producers to look towards OTT platforms for 'direct-to-digital' releases. In India, Amazon Prime Video, Netflix, Disney+ Hotstar and many homegrown digital streaming media services are gaining a growing list of subscribers. It has also made watching movies more convenient, affordable, and accessible across a wider segment of users.

On the positive side certain manufacturing sectors are seeing good business, thanks to the pandemic. In barely two months time, India has entered a new market of medical personal protective equipment (PPE). Worth at least Rs 10,000 crore, India has emerged as the second largest supplier in the world market after China. Products such as face masks, gloves, coveralls and gowns, head and shoe covers, and eye protectors are in great demand. The future too looks bright according to industry sources sighting ample export opportunities. Some industries stand to gain from the pandemic including pharmaceuticals, health care products such as hand wash and sanitizers, hygiene products, and health insurance.

Printing is another industry which has suffered because of the pandemic. Decline in advertisement volumes has affected revenue. Most printers use the offline mode of business where most deals are closed in person. But difficulties due to the pandemic could see a shift towards the online mode of business. Engaging customers and displaying products

online can help business grow during uncertain times. Work from Home (WFH) for employees could also save costs. Though commercial printing has come to a halt, the packaging and label segment continued to be stable even during the lockdown period. This is mainly due to the increasing demand for pharmaceutical, health care, and food packaging.

Many positives have also emerged as a result of the pandemic. Healthier practices (wearing masks, frequent sanitization, and general cleanliness) are on the increase. Air, water, and noise pollution has come down significantly. Even cities such as Delhi, enveloped with a perennial blanket of smog, registered good air quality. In this regard the pandemic could also provide companies with an opportunity for a greener future. The core energy sector is where the urgency of a green revolution gains greater importance. The alternative greener energy sources will help in slowing down the process of climate change.

India's containment strategy has been fairly successful. The timely staggered lockdowns managed to save lives as compared to some of the most developed economies, and its gradual easing aims to protect livelihood. The *mantra* has changed to "*Jaan bhi, jahaan bhi,*" translated 'Lives too, Livelihood too.'

The Kerala model

The tiny south Indian state of Kerala has set a benchmark in far-sighted planning adopted to fight the virus. Kerala's success story of holding infections and death rates at a low as compared to the rest of the country has been due to the state government's timely measures. One of the major reasons for the success was the decentralization of the health sector, where responsibility was handed down to the local bodies and *panchayats* to monitor and record data of the pattern of infections at the grass root level. Thus a collective data was available from day one for the state



government to adopt proper measures with the help of health experts.

As part of the COVID-19 protocol, the mass hand washing campaign of the Kerala government named 'Break the Chain' educated the masses on the importance of public and personal hygiene. Better testing rates, monitored quarantines, contact tracing to develop a route map of the infected person, social distancing, penalty for not using masks, encouraging regular sanitizing, etc. have significantly reduced infections with higher recovery rates and minimum casualties.

The recent spike in cases which was anticipated with the influx of Keralites from abroad and other parts of the country where the virus transmission was intense, has totally altered the disease epidemiology. With the state's COVID-19 caseload crossing the three digit figure in a single day, Chief Minister Pinarayi Vijayan has asked people to exercise utmost vigil.

COVID-19: Man's folly?

Melting glaciers, hurricanes, heat waves, bushfires, droughts, floods, pandemics, and pestilence are natural disasters on the rise due to global warming and the rapidly changing climate. Technology and improved science has made it clear how man's follies transcend geopolitical borders. According to health experts COVID-19 is here to stay as a new normal. We will have to accept it as part of our lives, at least till a vaccine has been invented. It has taught us to focus on policies that will ensure an equitable, sustainable future.

Future Schoolz goes virtual

In these lockdown days, video chats have become the new normal. Working from the cozy confines of one's home or participating in online meetings or seminars have been made possible with technology. The virtual meetings examined ways in which the print business can possibly face up to the unprecedented crisis caused by the coronavirus pandemic and the resultant lockdowns. The discussions brought many of the stalwarts of the print industry and external speakers in one single platform. Out of the four webinars conducted, two are featured here. The next issue of 'Print Miracle' will have reports on the other two.

Freelance teacher, print consultant, and CEO of Kochi-based Future Schoolz, Kulakkada Pradeep meticulously planned and conducted a series of online discussions on the impact of coronavirus on the print industry. Future Schoolz is primarily a finishing school, skill development institute and consultancy for print, media, and allied industries. It is supported by industry associations, print education institutes, OEMs, and leading print businesses across the country. Future Schoolz is a knowledge partner of KMPA, helping its members to harness the benefits of adopting the latest in technology. The webinars were organized in association with Kerala Academy for Skills Excellence (KASE) and Kerala Master Printers Association (KMPA).

WEBINAR: 1st Session – Corona impact on Print Industry?

Panelists included Prof. Dr. Rajendra Kumar Anayath (Vice Chancellor, Deenbandhu Chhotu Ram University of Science and Technology, Haryana), Narendra Paruchuri (Managing Director, Pragati Offset and Pragati Packs, Hyderabad), S. Dayaker Reddy (President, IPAMA), CA. Ranjit Karthikeyan FCA (Business Consultant, and Independent Director - Electronics Corporation of India Ltd.), Ajay Padmanabhan (Public Relations and Crisis Communication Consultant), and O. Venugopal (Co-ordinator, Kerala Master Printers Association – KMPA). The webinar was moderated by Jose Thomas, Business Head, Quotient Communications, Mumbai.

Excerpts

Prof. Dr. Rajendra Kumar Anayath spoke on how the world would witness a change in general in the post-pandemic days. He feels that people will react to news more

often. Rumours will spread, and the world will see more such viruses in the future. Tourism will be badly hit and would take years to rebuild. Businesses of a different kind would thrive, such as masks, personal hygiene, and personal care products. From a sociologist's point of view, there would be growing incidents of suicides and alcoholism. Education will also be badly hit with universities having to focus more on online classes. Another segment projected to be badly hit would be stage shows, movies, etc. On the positive side, insurance companies will grow in a big way. The concept of meat eating will change. The global dependency on China will also change. Ayurvedic and general immunity building products will grow in demand. Sneezing in public will become taboo. There will also be a decent impact on pollution. Meat and leather industries will see very stringent measures. In this scenario, "the print and packaging industry will grow with an understanding of sustainability, hygiene practices, and other health-related activities," adds Dr. Anayath.

Chartered Accountant Ranjit Karthikeyan opines that the industry has to be top of the game when it comes to communication and must engage all their customers and stakeholders while framing crisis management policies. "The most important thing as a community of printers is to listen. Listening is very important. Previous business models may not work. So please keep your antennas up, listen on what's happening around and evolve with that."

Printer Narendra Paruchuri threw light on the financial crunch faced by the industry. "Vendors have to be paid. Customers, we have to request them to pay as soon as possible and I hope they pay. And employees, the most



*Kulakkada Pradeep
CEO, Future Schoolz*

important asset we have, are part of the family. It is unfortunate that not one word has been spoken of the owner and how he is going to pay the salaries. We as owners are responsible of our employees and we have to take care of them. The year 2020-21 is a year of survival. If we survive, we can look for a good future. But it's going to be a very, very, very tough challenge," he says with a note of caution. Mr. Paruchuri tells us how the industry as only a Plan A to date, i.e. "Go to China. Bring it. Sell it." But as things are changing, everybody is looking for Plans B, C, D, and E. He explains that as labour cost in India is comparatively less than in China, some amount of manufacturing will come to India. But there is a difference. "The infrastructure and system in China is so good, and they are very, very far off. China has understood that industry is extremely important to go up and in 30 years, starting from the same point, China has reached a point where we can't reach, at least in my lifetime we can't."

IPAMA President S. Dayaker Reddy spoke about quality controls and consistency and the importance of testing labs where any substance related to printing can be tested.

“Every printer has to have their own print testing centre in their individual printing presses. Fortunately Mr. Pradeep of Future Schoolz has given us a presentation to have a testing lab in our IPAMA centre, which can be tested on any substance, like chemical, ink, paper, etc. The entrepreneur must select the best. Consistency is where we are lacking.”

“Every business unit will have to have a sizing up of their organization and the financial management must be at its best. The financial statement has to be critically analyzed,” says Mr. Karthikeyan. According to him the current scenario calls for a tightening of the belt, being frugal, and controlling cost. He also feels the need to win over the confidence of the workers in the establishment in order to build a team to tide over this difficult situation. Finance being the most critical input, financial management and the overall

things like how big is the industry, what kind of job opportunities does it provide, what is the percentage contributed to the GDP, etc. “Aggregation of numbers have to happen. Only then we can talk to the government and swing public opinion favourably.”

Unity is another way of moving forward. “IPAMA has started this initiative long back. We have been talking to different associations and have identified 19 associations in different segments covering the industry. Unanimously, everyone has agreed to create a Federation,” says Mr. Reddy. The industry size is about 6.5 to 7.5 lakh crores, a huge industry surpassing even the automobile industry. But the problem lies in the lack of unity. “But with the Federation, I hope to achieve our aims in the coming years.”

Co-ordinator of KMPA, O. Venugopal, who has been working relentlessly to unite

the printers of Kerala, also feels it is high time to think about unity. According to him though corona will affect even the grass roots level, the industry can enjoy more work in printing in the state itself for which a common facility is required under a consortium. “So consortium is a big thing that we have to think about. In this time we have to think twice before going for an investment and a consortium is the only way to survive this crisis.” Mr. Venugopal further explains that such a consortium will help in post-press works and purchasing requirements which will need huge investments. It will also help in healthy competition as prices will come down, and generate an enthusiasm amongst the printers to complete their work in a good manner. “As Mr. Reddy said earlier, we must be united.” There is no aggregation of data in Kerala, where the printing industry is



Jose Thomas, Moderator

resource allocation is needed for survival. “Cash management takes precedence over every other thing. Every single rupee saved is a rupee earned.”

Why are printers at the receiving end and why don't they get the credit that they deserve? Explains PR and crisis communication consultant Ajay Padmanabhan, “Crisis or not, making yourself heard as a collective has its own impact and reach actually.” This is evident as the print industry, despite being stakeholders in government or multi-national businesses are seldom spoken about or not heard about. For this the industry has to come together and actually find out what is the set of needs to be addressed by the government, the industry, by the peer groups, and this has to be brought to the front. Before making noise, Mr. Padmanabhan advocates clarity in certain



Narendra Paruchuri



Ranjit Karthikeyan



Ajay Padmanabhan



Dr. Anayath



Dayaker Reddy



O Venugopal

largely an unorganized sector. However Mr. Venugopal talks of having a route data of 5000 printers in the state with an annual turnover of Rs. 2000 crores and a total workforce of one lakh. Investments are very huge in this capital intensive industry. "KMPA is trying to gather all data which may be ready in six months. Any how this is a tentative thing."

And what about the technological advances? Online platforms are trying to outplay print and digital printing is breathing down the neck of original printers. According to Dr. Anayath these are the global trends which will see lots of technological changes, specializations, automation, effect of influence of industry, sustainability, freedom and privacy, demographical changes, security and brand protection, all data driven applications. In the printing industry the growth potential are in functional printing, industrial printing, finishing and decoration, application of 3D printing, and packaging printing. Textile printing is another area which was left out. "Textile printing has huge potential. There are not much real experts in that line." Even marketing has undergone a sea of change. "Today multi-sensory activation has started, influencing the mind and intellect part besides parts of the body." On a broader note Dr. Anayath sees four mega trends for the future printing industry, these being Artificial Intelligence (AI), connected customers, platform economy, and lastly circular economy.

Mr. Paruchuri feels that printing, unfortunately, is still not considered as an industry even with two lakh printers. He adds, "I fully agree with Venuchettan's point about having a consortium. How to survive is the key."

But despite the downsides Mr. Reddy speaks with an air of optimism. While most exhibitions were postponed, Print Pack 2017 was one of the best for all exhibitors, a one of its kind in the world, which has shown a growth by 47 per cent. "So far we have got 273 bookings for the 2021 edition. We have also been adding new segments such as signage and LED, corrugation, labels, and of course screen printing in a large scale."

So what can we expect in the post-COVID years? Says Dr. Anayath, "All exhibitions will be badly hit in 2020. 2021 will show a start but with changes." Vaccinations will

Prof. Dr. Rajendrakumar Anayath sees four mega trends for the future printing industry, these being Artificial Intelligence (AI), connected customers, platform economy, and lastly circular economy.

be made obligatory for seeking entry into the exhibitions. AI and robotics will give customers better information and a feel of the virtual world. From the customer point of view they can be very specific on which factory to go directly in order to see the machinery production firsthand. "Virtual may become real. That is the future. This may take around 10 to 15 years. The future of exhibitions will be virtual exhibitions. So my request to IPAMA, AIFMP, etc. is to have a Plan B, maybe in 10 years time or 15 years time."

WEBINAR: 2nd Session – Corona impact on Print Industry: What Next?

Panelists in this session were Delan Silva (President, Sri Lanka Association of Printers, Thalathena), C. Balagopal (Founder – Terumo Penpol Pvt. Ltd., Thiruvananthapuram, and Independent Director – Federal Bank), Chandrasekhar S. IAS (Director of Employment and Training, and Managing Director – Kerala Academy for Skills Excellence), Dibyajyoti Kalita (President, AIFMP), C. G. Ramakrishnan (Executive Director and CEO, TechNova Imaging Systems, Mumbai), and C. N. Ashok (Managing Director, Autoprint Machinery Manufacturers Pvt. Ltd., Coimbatore). The webinar was moderated by Anoop Venugopal, Technical Director, Anaswara Offset Pvt. Ltd., Kochi.

Excerpts

President of SLAP, Delan Silva begins his talk about the Sri Lankan government's support to the printing industry and others in general through moratoriums and reduced interest rates. The association is in the process of getting printing recognized as an essential service. From the government side,

guidelines have been given by the health ministry and inspectors from the ministry give approval to proceed. He also sees a new wave of thinking in the present COVID scenario. Promoting printing aggressively for the export market is also on the agenda. "We believe that united we win, divided we lose," says Mr. Silva.

Former IAS officer, successful entrepreneur, and author C. Balagopal elucidates a few do's and don'ts particularly so for start-ups and MSMEs, under which most of the printing businesses fall. "Don't live in denial. This is unlike anything which we have seen in the past," he warns about the present viral pandemic. One cannot underestimate the impact on the economy and the supply chain, since it is not going to pass as soon as the lockdown is lifted. Without a vaccine yet as a cure, living with social



Anoop Venugopal, Moderator

distancing would become the norm. "Total lockdown may not be there in the future, but we will have to live with severe restrictions, at least in this financial year, and maybe further." Due to global and local reasons coupled with the COVID scare, business has slowed down considerably. In such a crisis situation here are some Do's and Don'ts. "Collect all your receivable accounts. Do the stress testing. Renegotiate all payments like rent, lease, etc. Cash is king so conserve cash at this particular time. Negotiate with banks to find out about the latest packages applicable for you. Don't stop paying your people. These people are living on their salary. It is a huge responsibility on the shoulder of the owner and entrepreneur. Don't disregard government instructions which come. Follow what the government says who has access to all information. Don't second guess government

“It is important to have financial discipline amongst printers who need to ‘pep up.’ When I mean financial discipline it is LPG – it is Liquidity, Profitability, and Growth. The rule should be to have money first, then liquidity profitability, and later the need to grow.”

- C.N. Ashok

health and police authorities’ instructions. As a responsible businessman, set an example.”

For IAS officer Chandrasekhar S., industrial expertise is very much important in developing skill excellence. The present lockdown has brought in large-scale online training platforms, giving an opportunity for people to introspect and attend programmes from the best institutes from around the world. Industrial requirements are changing every two or three years introducing new technologies in all sectors, including the printing industry. “Skills which were relevant three years back are no longer relevant. Skilled people need to up skill themselves and have courses which are industry-oriented. Many companies can introduce online training.” There will be a paradigm shift in the way people learn. This is going to be the new normal in the days to come. Mr. Chandrasekhar’s point was aptly encapsulated by Anoop Venugopal as “Creative learning in innovative ways is the need of the hour.”

Corroborating with Mr. Balagopal’s view about the serious nature of the current scenario and its magnitude, C. G. Ramakrishnan of TechNova falls back on black swan event, a management term. But with the COVID crisis, the year 2020 has witnessed the “Blackest Swan” event, impacting printing in a very bad way. “We started our operations in a limited way from the first week of April as manufacturers of plates and chemicals for the newspaper industry, which is in the essential services category.” Though the newspaper

segment functioned between 50% and 60%, commercial general printing and book printing saw a total shutdown. The packaging sector too saw minimal operations. Mr. Ramakrishnan stresses on the need to have a short term “survival plan”, and a medium to long term “revival plan.” “We must recalibrate post-COVID.”

“Enjoying my lockdown,” says C.N. Ashok of Autoprint sporting a welcome smile. Speaking with optimism he talks of how a brand is built on trust and how Brand India is today globally acclaimed. “Brand India is going to shine. We may have to survive, say six months, but the end of the tunnel is very bright.” He finds orders coming through from Europe as “they find more transparency in India.” Mr. Ashok also speaks about the importance of financial discipline amongst printers who need to “pep up.” “When I

mean financial discipline it is LPG – it is Liquidity, Profitability, and Growth.” The rule should be to have money first, then liquidity profitability, and later the need to grow. He also suggests not pushing the government for financial packages at the moment. Once the lockdown ends and if there is a spread in infection, containment and reduction in the medical costs are vital. He also urges printers to use the packages offered by the government judiciously.

AIFMP President Mr. Kalita speaks from the business point of view, making an appeal to the central government to give due status to the printers.

In Sri Lanka the lockdown has affected 60% of the business with cash flow as a major problem. However Mr. Silva adds up about the government benefits to the export sector. On the growth of the printing industry,



he has this to say, "We expect India and the countries around within the region will grow and rise up faster than other European and developed sectors." This according to him will give a better opportunity for business growth, a point summarized by Mr. Venugopal as a "Collaborative growth, to join hands for each other's benefits."

Mr. Balagopal speaks of the need for MSMEs, printers, and other businesses to know what the impact of this lockdown would be. "While you keep your business alive, you should also see if your business model is still valid." Though the supply side will be fixed, the biggest challenge is in the demand side. The requirements of the industry must be addressed to the government. With extended moratoriums and more liquidity waiting to be pumped in to the economy, Mr. Balagopal advises printers to go and sit with their bankers to negotiate their position themselves. "The owners must go to the bankers and get it sorted out today," he speaks with urgency.

Mr. Chandrasekhar IAS reiterates the idea of attracting quality training partners from the country, who are the industry leaders, to come out with relevant programmes for the benefit of the students. "This is a public-private partnership mode, wherein the states will provide infrastructure while the industry partners will provide the expertise involved in the training. From the industrial training perspective we have the World Bank project STRIVE - Skills Strengthening for Industrial Value Enhancement, to update ITIs and to have more industry partnership." Under this project one crore is given to industry clusters. "In Kerala there are three clusters, of which one – The North Malabar Printing Consortium Ltd., is from the printing sector." The emphasis is on dual training of students, with skills given more importance than class-room training.

Any crisis hits the Profit & Loss and the balance sheet of a company, states Mr. Ramakrishnan. Here the first focus should be on the balance sheet since the value of assets in the balance sheet comes down, and the liabilities to pay remain much the same. Crisis calls for an air of calm and optimism. "If liquidity issue is not handled properly in a few months, it can become a solvency issue. Enough liquidity must be managed properly so that it does not become insolvent." Every entrepreneur must also balance the three

flows, viz. the demand flow from the market, the supply chain or goods flow, and finally the cash flow. "At TechNova we were able to meet the requirements of all newspapers in the country." Products were delivered directly to the customers, giving a good idea of the consumption.

Mr. Ashok points out a few ways in which fixed costs can be contained. According to him this period provides a fantastic opportunity for all print owners to "think aggressively." Dispose unused machines in the press, shift the unit, and rent out the unoccupied space. Raw materials could also be bought in sets, as one can't afford to have warehouses to stock raw materials. "Don't buy new machines," he says with a smile, adding that equipments could be taken on a lease rather than owning them. He also vouches for collaborations with better units in metros, as

"While you keep your business alive, you should also see if your business model is still valid." Though the supply side will be fixed, the biggest challenge is in the demand side. The requirements of the industry must be addressed to the government.

- C. Balagopal

it is a good time to get aggressive management-oriented trustworthy partners into business. "Crisis gives a good opportunity to build relationships if you are trustworthy."

Another area of worry is the challenges faced in recruitment of knowledgeable people. According to Delan Silva, what is required is a rebranding of the industry and getting a better segment of people. If salaries are reduced, the workers may move out of the industry to other industries. To make matters worse, workforce in the printing industry is scarce. "So sustaining the skilled people is a very important factor, because in a year and a half, the printing industry will boom."

Mr. Balagopal reiterates what other speakers have said that the industry will not remain the same. There will be major changes inside the enterprise and inside the industry. It may be an irony but very large companies would be more vulnerable. Mr. Balagopal expounded Nassim Taleb's black swan, stating that the larger the enterprise, the less resilient it will be. Smaller enterprises that have better capacity should have a relook at their financial management and badly neglected balance sheets. "MSMEs are the way to go forward. Most industrialized economies are dominated by MSMEs and not large corporates." He also speaks about the need of "collaborative models of working together." As in the manufacturing sector, resources must be shared in the printing sector as well. There should be an alliance with other companies and more start-ups must come in.

In today's gig economy people want independence and freedom. This may see many people move out of the formal industry setup. Education is showing a forward trend with online courses helping in skill upgradation. "The upcoming trend is that formal degrees are losing its relevance. There is more relevance on skill development than formal degrees. Even companies give more weightage to skills than formal degrees. Technology will help in data transformation in the educational sector. That shall be the new normal," says Mr. Ramakrishnan, fully agreeing to what was said earlier by Mr. Chandrasekhar IAS. He also talks about sustainability gaining a whole new meaning in this COVID time, with a need to focus on conservation and protection. "Every organization would have a new focus on de-risking and being sustainable." Companies must adopt sustainable manufacturing. This involves reducing waste elimination, consumption of fossil fuel, and different types of pollutions. "Many corporate and industrial clusters are moving into the zero liquid discharge zone." Other important steps include recycling of water and raw materials, and recovery of energy. "Every single ingredient of our raw materials and utility we consume will be much more relevant because of the big jolt that has come up due to COVID. Sustainable manufacturing and de-risking ourselves is the only way to go forward," opines Mr. Ramakrishnan.

KMPA attends 248th GC at Imphal

The 248th Governing Council meeting of the All India Federation of Master Printers (AIFMP) was held on the 4th and 5th of March, 2020, at Hotel Classic Grande in Chingmeirong, Imphal. This was the first meeting of its kind in the State of Manipur. The two-day event was hosted by the All Manipur Press Association (AMPA) which was affiliated to AIFMP on September, 2019.

Dibyajyoti Kalita, President, AIFMP, spoke with optimism about the growing development of printing presses across the country, despite being affected by digital media. He also spoke about the effects of the Novel Corona virus on the industry at large and how only half of its total members could make it to the meeting, mainly due to the resultant restrictions imposed on travel. The main agenda of the meeting, according to General Secretary K. Rajendran, was to discuss other issues faced by the printers across the country as printing technology continues to change every year.

N. Sharatchandra Singh, Vice President, AMPA, spoke on the various demands raised by the association to the state government, including the setting up of a printing institute.

Chief Guest at the event, Shri. Thokchom Radheshyam Singh, Manipur Minister of Education, Labour & Employment, emphasized on the need to inculcate reading habit amongst people of all ages, particularly the younger generation. He also urged printers and publishers from across the country to improve the quality of printed materials to better the books' shelf life. He congratulated AMPA on their golden jubilee and thanked them for

selfless service to the printing industry of Manipur. He also lauded AMPA for organizing such a meeting which gave the state of Manipur a platform to showcase its rich culture, tradition, heritage, and natural wealth.

During the function, attended by members from as many as 23 states from all over India, a souvenir under the theme 'Printing: Gateway to Knowledge' was released. A five member team from KMPA participated in the meeting.

Team KMPA, led by R. Gopakumar, President, and GC Members O. Venugopal, Biju Jose, R. Rajesh, and G. Venugopal, was accorded a warm welcome at the Hotel Classic Grande by Surjith Singh, President of AMPA and other office bearers. The team reached Imphal on the 4th of March after an 11 hour journey changing three flights. The registration process and check in was smooth and well handled by the host Association. AMPA also played a perfect host making sure that all guests enjoyed their leisure time after business hours. The cultural heritage of Manipur was showcased through a bright and colourful programme arranged in a grand setting at the sprawling lawns of Slopeland Public School. The efforts taken by the members of this newly-affiliated Association and their families to keep the guests happy are highly appreciable.

The KMPA team members had the opportunity to meet with Minister Thokchom Radheshyam Singh in person during the sidelines of the GC meeting. He thanked KMPA members for having travelled such a long distance and requested all to visit important tourist places in Manipur. Taking a cue from

that request, KMPA team members stayed back till the 8th of March, deciding to take a tour of the "Jewel of India."

Moreh, the last border town en route to neighbouring Myanmar was the first place visited. Almost 100 kilometers south-east of Imphal, Moreh is envisaged by economists as a bustling city in the next couple of decades. The town is already seen as the commercial capital of Manipur and India's Gateway to South-East Asia. After acquiring an entry pass from the border check post, the team members travelled a few kilometers to Tamu, a town located in north-west Myanmar. The team visited the White Buddhist Temple and surrounding monasteries. Strolling through the bustling market where enthusiastic vendors sold anything under the sun, the team noticed that most of the sales were done by women, a common feature on either side of the border. To whet a growing appetite, the team also made sure to tuck into some local Burmese delicacies.

The next day began with the visit to the Imphal War Cemetery at Kabo Leika. Completed in the year 1954, this beautiful and peaceful memorial is well maintained by the Commonwealth Graves Commission. It is the final resting place of more than 1600 Commonwealth service personnel martyred in and around the plains and jungles of Imphal, fighting the Japanese army during the Second World War.

The next destination was the Kangla Fort situated close to the banks of the Imphal River. Kangla Fort, also known as the Kangla





Palace is a symbol of Manipur's glorious past. Kangla meaning 'dry land' in Manipuri, was the ancient capital of Manipur and many monarchs have ruled the destination from this fort. 'Kangla' was the royal palace since the reign of the God-King of Manipur, Nongda Lairen Pakhangba, the first crowned historical ruler and the creator of Manipur. It was gradually renovated and developed by successive kings who ruled the place. The fort is witness to the history of Manipur and has withstood several attacks and invasions too. It was encircled by large boundary walls which were destroyed by the British forces. There are temples and burial grounds inside the compound. It is protected by two moats, one inner and one outer. The Kangla Museum has two galleries showcasing portraits of the rulers of Manipur, a model of Kangla Fort, State maps from various periods,

and archaeological findings from Kangla.

The next stop was at the Manipur State Museum in Imphal. Setup in the year 1969, the museum has a rich collection of agricultural and domestic implements, Buddha relics, ancient smoking pipes, Manipuri textiles, tribal ornaments, lighters, and many more. Grabbing a visitor's immediate attention is Hiyang Hiren, a royal boat, 78 feet long with striking features, situated in an open gallery. The galleries house exhibits relating to natural history, ethnology, and archaeology in this museum, considered the most prominent in Manipur.

Enroute to the picturesque Loktak Lake, members visited Ima Keithel or 'Mother's Market', a popular tourist attraction. Exclusively run by women, this 16th century commercial center is the largest all-women market in Asia. Located west of Kangla Fort, the market is split

into two sections on either side of the road. Vegetable, fruits, fish, and groceries are sold in one section, while exquisite handloom and other household items are sold in the other. Just the sight and sound of the market, where thousands of Imas go about their daily business, is in itself a memorable experience.

The drive towards Loktak Lake is a scenic one. Spreading 287 sq. km., Loktak is the largest fresh water lake in the North East. Located in Moirang, 48 kilometres from Imphal, it is famous for its phumdis - floating mass of vegetation, soil, and organic matter that can grow to several square meters in size.

The area is also the natural habitat of sangai - an endemic and endangered subspecies of the Manipur brow-antlered deer, besides other wildlife. The team stayed overnight at the Sendra Park & Resort, Sendra Hillock, overlooking the majestic lake. Gazing at the watery expanse early in the morning gave a glimpse of lakefront animal and human activity. The local traditional techniques adopted by the fishermen were quite interesting and unique to this region.

The visit to Imphal Peace Museum and India Peace Memorial at Nambol, 20 kilometers south-west of Imphal was distinctive in itself. The museum setup in June 2019 is a striking single-story, octagonal-shaped architectural beauty. The exhibition area is divided into three sections: War, Post-war, and Lifestyles and Culture. The first section contains articles belonging to the Japanese soldiers donated by family members, together with a wooden plaque embedded in the wall with the names of 237 local residents who died in the fighting. The Post-war area shows what Imphal looked like at the time of the battle, and then as it looks today. The Lifestyles and Culture section introduces Manipur's sports legacy, including polo, along with local housing styles. Winner of India's best designed museum award, it is a perfect memorial to the soldiers from Manipur, the Commonwealth, and Japan who died in the Second World War. Located at the foot of Maibam Lokpa Ching (Red Hill), it is also a place of pilgrimage for Japanese tourists.



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Anilkumar J., Akshay Offset Printers

Janardhanan Ashan was an employee of the older letter press generation. The fascination towards printing even in those days led his son Anilkumar to enter the field of printing, following his father's footsteps. Going by the old school in printing, Anil feels that the letter press printing and composing in the earlier days has been very beneficial in today's applications. After completing his school and college education in the 1990s, he entered into full-fledged printing, and since then there was no looking back.

During this period, offset printing had been introduced. Till then photographs were printed using blocks, but offset printing used a different method. His interest to learn more about offset printing prompted him to join Sujilee Printers, Chathannoor, Kollam district, as an employee in 1992, where he worked for 14 years in the printing section. After his stint with Sujilee Printers, he went overseas to work in a printing press in Dubai. His six years of experience there helped him understand more about quality in printing as well as about the latest machines. This foreign exposure also made him up-to-date on how to run a company,

taking into account the ups and downs in business.

After coming back from the U.A.E., he established Akshay Offset Printers at Nedungolam, Kollam district. The press began operations in 2011 with a Manugraph demy machine and a cutting machine. As a new business venture, he had to face a few hiccups initially. As of today, Anilkumar has a total experience of 30 years in the printing industry which has helped him run his company successfully. "Our success clearly lies in providing the exact requirement needed by a customer, be they big or small." Printing, according to him, is a field which requires self confidence, hard work, and utmost concentration. Optimum output is more important than the effective time taken to complete the work. "In the beginning, profits may be less. But as a result of our hard work, we managed to install Stahl's folding machine, Proteck's plate exposing machine, Printech's perforation machine, etc."

"Any business enterprise can have its highs and lows, which should be dealt with, with self confidence, optimism, and an undying passion towards it. All this will definitely lead to

success," says a vibrant Anil.

"Timely completion of work as per the customer's need is one of the biggest challenges faced by the industry, and if we are able to overcome this challenge, we can rate ourselves as successful. This is also very important in gaining the customer's trust in us. And at the same time we must also maintain a cordial relationship with other printing presses."

His favourite hobbies include learning more about the latest trends in printing and experimenting with it. Travel is another favourite activity he indulges in.

He has gained a lot of exposure to the growing trends in the industry by participating in almost all printing exhibitions across India and the Dubai Print Expo. "My next aim is to attend *drupa* 2024."

His wife Mini Anil helps in DTP and other work in the press. Their son, Akshay, is a XI standard student at Navodaya School, Kottarakkara, whose ambition is to have a career in ISRO. Daughter Anaswara is a 6th standard student. His father is Janardhanan Ashan and mother, Saraswathiamma.





SORTIT SOLUTIONS: A new gen multi-purpose bulk mail sorting system

Mr. P. J. Varghese was awarded by the Sargakshetra Cultural, Charitable and Academic Centre for his indigenously developed innovative postal sorting system. On behalf of the academy the award was presented to him by Shri. P. Sreeramakrishnan, Honb'le Speaker of the Kerala Legislative Assembly on 29th February 2020 at a glittering ceremony held at Changanacherry. Mr. Varghese, retired Postmaster with 37 years of service in the postal department, is a new member of Kerala Master Printers Association.

SORTIT HSM-100 is a bulk mail processing and sorting machine indigenously developed to meet the department's mandatory requirement of pre-sorting of bulk mails by publishers of registered newspapers



P.J. Varghese receiving the award from Shri. P. Sreeramakrishnan, Honb'le Speaker of the Kerala Legislative Assembly

and periodicals who enjoy postal concession. India Post stipulates publishers to present articles for posting in fully sorting condition, i.e. five or more articles to each post office across India should be bundled with a pin code label slip and the rest to be consigned to link RMS. But due to the complex nature of detailed sorting and non-availability of a single point remedy for it, no publisher in fact is able to fully comply with the postal departmental rules and norms. SORTIT HSM 100 is a credible answer, helping publishers to meet India Post norms and rules and many other added advantages at a very low cost.

Printers are generally not undertaking pre-mailing activities of publications such as insertion in envelopes, address printing and pasting, sorting as per postal department norms, bundling for dispatch with label slips, as these are time consuming manual processes involving much labour. If mechanized, using this machine can attract more customers for their printing works as they would generally prefer a single point solution for all such activities. This machine can process an average of 5000 articles an hour for performing all four pre-mailing activities, viz. address printing, pasting on articles, accurate pincode-wise sorting strictly as per postal departmental rules and norms, and bundling with destination office label for dispatch; everything simultaneously. In order to avoid plastic envelopes a new method has been implemented by pasting peel able labels direct on the articles which can be easily peeled off without damaging or leaving any marks on the printed surface of the articles. Sortit Solutions is already providing service for Malayala Manorama Co. Ltd., Kottayam, and Mathrubhumi Printing and Publishing Co.



Congratulations!

Penta Offset and Wild Thoughts inaugurated their new business complex named Penta Arcade on 20th January 2020. The new complex located at Koprath Junction, Kottayam, will house their printing press and designing facility. Prominent personalities from different walks of life attended the glittering function. On behalf of KMPA, R. Gopakumar, President, attended the function and offered felicitations.

KMPA attends Romancing Print



The one-day seminar inaugurated by Dibyajyoti Kalita, President, AIFMP

Kulakkada Pradeep during his session

Romancing Print, the flagship event of the All India Federation of Master Printers (AIFMP), was held on 26th January, 2020, at Hotel Ceasar Palace at Nagampadam in Kottayam, Kerala. The event was hosted by the Kerala Printer's Association (KPA).

Dibyajyoti Kalita, President, AIFMP, delivered the keynote address and inaugurated the national seminar on the 'Future of

Printing'. He emphasized on the need to adopt the latest technology to keep the industry on the move. C. Ravinder Reddy, Vice President – South, AIFMP, threw light on the objectives of 'Romancing Print'. He also appreciated the presence of many senior printers which added a great value to the seminar.

In his presidential address, KPA President, Y. Vijayan thanked AIFMP for entrusting KPA to host this prestigious event.

Team KMPA led by President R. Gopakumar participated in the seminar. Mr. Gopakumar along with KMPA General Secretary Biju Jose delivered felicitation speeches. Kulakkada Pradeep, Print Consultant and CEO of Kochi-based Future Schoolz, and an active KMPA member, spoke on the topic 'Possibilities and Constraints for Small and Medium print entrepreneurs in India'.

The day-long seminar was attended by 220-odd printers from all 14 districts of Kerala.

KMPA seeks relief packages for the industry

The COVID-19 pandemic has virtually held the global economy hostage.

Business and industrial sectors have witnessed little or zero activity, with nations introducing partial or total lockdown as measures to curb the pathogen.

Just as other industries, the printing and packaging industry is also under a severe crisis. Most of the 5000-odd printers in Kerala falling under the micro, small and medium enterprises (MSMEs) category had been doing fairly well with an annual turnover of Rs. 2000 crores. But in the current scenario, that seems to be a lost cause. To tide over this difficult phase, Kerala Master Printers Association (KMPA) has sought government intervention through special financial packages for the industry as an interim relief.

"Many of these units are on the verge of complete shutdown, struggling to meet basic expenses like monthly salaries, electricity bills, building rent, GST, etc." says R. Gopakumar, President of KMPA. KMPA General Secretary Biju Jose adds, "To recover from this crisis, we also need a low-interest, collateral-free working capital. The government should also extend the announced moratorium to a year by omitting interest for that period."

KMPA has in addition urged the government to ensure the EPF relief announced under the *Pradhan Mantri Garib Kalyan Yojana* (PMGKY) to MSMEs in the state. Other demands include paying salaries of workers by the Employees' State Insurance Corporation considering the lockdown days as

medical leave, timely refund of GST, ensuring that all printing works of the government and public sector undertakings are given to printers in Kerala during the lockdown period and even in the future, permission to use vehicles to transport raw materials and printed materials, and approval to function the units without which the high-cost machines could suffer mechanical damage.

Being the representative organization of the printing and packaging industry in Kerala, KMPA fully endorses and supports all steps taken by the government in containing COVID-19 and its exponential spread.

Leading newspapers like The New Indian Express, Malayala Manorama, and Mathrubhumi carried reports on this.

PAMEX 2020 delivers unprecedented value!



Belying all apprehensions of the perceived slowdown in the economy in general and the Printing Industry in particular, PAMEX 2020 presented the face of a vibrant industry, raring to reinvent itself and ready to move forward with optimism. The 14th edition of the event saw a 15 percent growth in exhibitor area and a whopping 20 percent higher visitor turnout. But the real success story of PAMEX was “not in the increased numbers alone but also in the quality and the geographical range of visitors that it attracted,” opined Deepak Chawla, GM-Marketing, Technova. The event concluded on 9 January 2020 at the Bombay Exhibition Centre in Mumbai.

Several exhibitors reported many serious enquiries and also significant sales on the ground. The visitor enthusiasm seen a few months before the major Industry event- Drupa, held great portends for the International industry players that are looking

to India to provide an even greater footfall to the International event than the 19000 printers that it sent in the last edition.

The world thought leaders converged in the parallel WPCF conference to brief the printers on new industry trends and opportunities as they gear themselves to meet the growing challenges posed by shrinking traditional business and changing customer expectations. The industry also found time to honour its stalwarts at the VCLA award and celebrate the excellence of its printers at the NAEP Awards in glittering functions that added a lot of allure to the ongoing exhibition.

“The success of an event of this magnitude does not happen as a co-incidence. A lot of meticulous planning and hard work goes into the promotion and organising of the event. I congratulate the entire AIFMP and Print-Packaging team for pulling off a great exhibition with such élan,” said Kamal Chopra, Chairman, PAMEX who



had spearheaded an International Outreach Program and a grassroots Print Odyssey in the months leading to the exhibition.

A 35 member team from KMPA led by President R. Gopakumar stayed at Mumbai for 3 days and made it a point to visit every exhibitor.

The next edition of the PAMEX will be held from 23 to 26 March 2022 at the same venue and will include a separate hall for the Label Industry Suppliers. For any further details, write to neha@print-packaging.com or visit www.pamex.in



AGS showcases world-class print and packaging solutions at PAMEX 2020

Advanced Graphic Systems (AGS), the market leaders in colour measurement in India, showcased its complete line of print and packaging solutions for the Print & Packaging industry at PAMEX 2020, held in the Bombay Exhibition Centre (BEC), Goregaon, Mumbai. The company's star offering at the event was the unique X-rite+ Digital Information. The combined forces of these powerful solutions allow automated colour control with a Closed Loop Solution retrofitted for most offset presses installed in the field.

Reaffirming AGS' commitment to provide world class solutions, this new X-rite DI solution helps in achieving an accuracy level of up to 99% by constant monitoring of the process. Also showcased at the exhibition were state-of-the-art products by the company's long standing principles, viz. X-rite colour measurement and management solutions; Digital information; AOKE high-

speed digital flatbed cutters; Tec 4 Check print inspection system; GBOS; SHCC; the new, compact CST machine; Text Verification Tool (TVT); and ColorGATE Raster Image Processor (RIP) software.

Vishnuu R Kamat, Senior Vice President (Sales), Advanced Graphic Systems, had this to say, *"Every year we participate at PAMEX which has been a great platform to showcase our world-class solutions in the world of print and packaging. As an Industry leader, it is important for us to sustain the industry benchmark set previously and at the same drive the industry forward with new global solutions. With our star offering, X-rite+ Digital Information, AOKE, and Tec 4 Check, we aim to deliver the highest level of accuracy to further improve design and production efficiency."*

About Advanced Graphic Systems (AGS) Established in 1992, Advanced Graphic Systems (AGS) started with computerised

textile design and today is a leading provider of colour matching solutions across all colour sensitive industries like paint and ink manufacturing, textiles, print and publishing, FMCGs, and the automobile sector. The company also offers pre and post press software for the print industry, and lab to bulk dyeing machines for the textile industry.

AGS, with a proven track record of over 25 years in the field of colour technology, is known for its 'Quality, Perfection, Vigour, Trust and Growth.'

With its pan India distribution and service centers located at more than 20 locations, the company has successfully partnered with several leading brands namely Arvind Mills, Birla Century Mills, Asian Paints, Berger Paints, Kansai Nerolac Paints, Vardhman Textile, Raymond, Bombay Dyeing, Pragati Offset, Parksons Packaging, DIC, Sakata, Huber, Flint, and Toyo among others.

TSC donates label printers to fight novel coronavirus outbreak

As a part of CSR drive, TSC Auto ID Technology Company Limited (TSC), a leading innovator in the design and manufacturing of thermal barcode printer technologies, announced that it donated 300 pieces of barcode printers to nearly 20 hospitals among different cities in China to fight the novel coronavirus (2019-nCoV) outbreak in association with its Chinese partner.

TSC barcode printers will support healthcare frontline for varied applications including patients ID tracking, hospital admission, hospital nursery, specimen/ blood labeling, medication tracking, staff ID and access control, and healthcare materials management to enhance healthcare workforce's medical treatment efficiency.



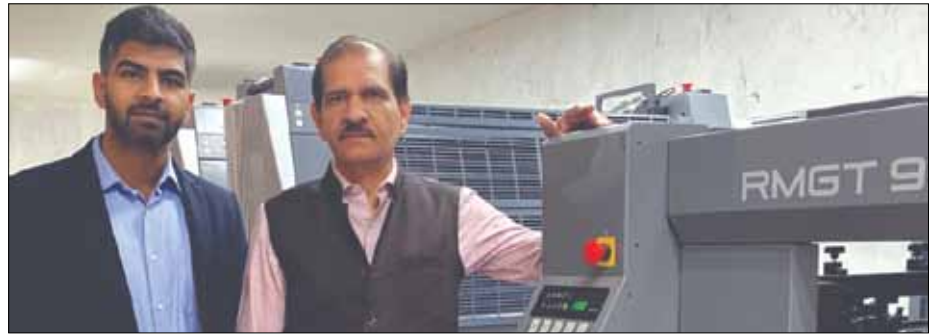
On this occasion, Sam Wang, TSC president said *"We should all join hands to fight this epidemic and help the people in China suffering from this severe outbreak in whatever possible way we can. And we really hope this small gesture of lending a helping hand to the hospitals can help the authorities to facilitate the treatment facilities in a better and efficient way."*

Provin Technos installs state of the art colour presses

New Delhi based Provin Technos Pvt. Ltd. installed their RMGT 9 Series 920 ST – 4 colour press at Sai Print o Pack Pvt. Ltd., New Delhi. This machine comes equipped with several features including programme inking with AI function, automatic nip checking mode, maintenance mode, automatic blanket cleaning device, and automatic ink roller cleaning device. The RMGT 9 continues to deliver high performance consistently accommodating a maximum sheet size of 640 x 920 mm and a printing speed of 16,200 sheets per hour.

Provin has also installed the RMGT 7 Series 760 ST – 4 colour press at Prime Scan, Udaipur in Rajasthan. This multi-colour offset press features a double-diameter cylinder configuration and advanced automatic systems. The PCS-K printing control system is built right into the press for a space saving design.

Both models are a state of the art technology equipped with a host of performance enhancing features, guaranteed to provide optimum solutions for printers seeking cost saving, affordable, and high-quality printing.







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OBITUARY

Haleema Hussain (76)

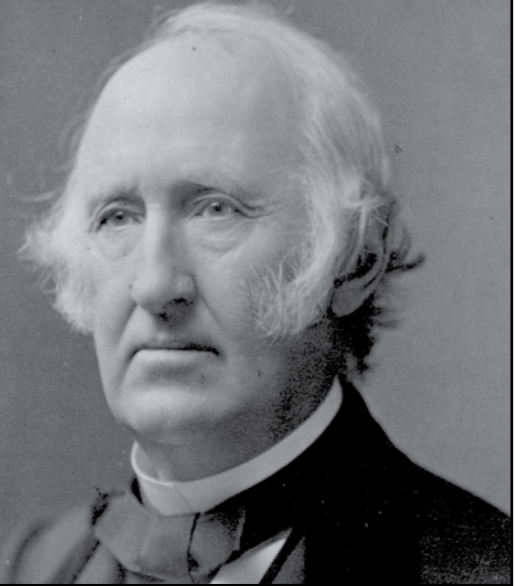
Mother of Nayeem Hussain, Managing Partner of KMPA member Popular Offset Printers, Mattancherry.

She passed away on 10th March, 2020 after a brief period of illness. Her burial was held at 10 am on Wednesday, 11th March 2020 at the Padinjare Palli Salafi Masjid near Kapalandi Mukku Junction, Mattancherry.

KMPA expresses and conveys heartfelt condolences to all the members of the bereaved families. May the Almighty give them courage to face this tragic loss, and may the departed souls rest in eternal heavenly peace.

What gunpowder did for war, the printing-press has done for the mind; and the statesman is no longer clad in the steel of special education, but every reading man is his judge.

- Wendell Philips



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