Printers should prepare to face the upcoming revolution in technology: Dr. Nimse

Historical grand ceremony First time in Nagar’s printing field Ahmednagar: Printing has turned an essential part of life. Right from birth certificate to death certificate many times we come in contact of printing. Printers need to work in multi dimensions. Today’s world is on the verge of a new revolution in printing technology. Printer businessman should prepare to face the upcoming changes, said Dr. Nimse, the former Vice Chancellor of Swami Ramanand Teerth Marathwada University.

He was addressing the informative grand ceremony ‘Romancing Print’ organized for the first time in Ahmednagar on Friday, 3rd May 2019, by the All India Federation of Master Printers in coordination with Ahmednagar Press and Allied Owners Association. The function took place at Sanjog lawns. As the guests of honour the President of All India Federation of Master Printers Ravindra Joshi, West Zone Vice-President Vilas Sangurdekar, President of Asia Prints & IPAMA S. Dayakar Reddy, Secretary of Maharashtra Mudran Parishad and Convenor of the Program Vinay Chhajed, MMP Treasurer & Convenor Kamlesh Dhargalkar, MMP West Zone Vice President & Convenor Manoj Bankar, President of Ahmednagar Press and Allied Association Girish Bachcha, witnessed the event.

Dr. Nimse underlined the value of work in this field. While working as a Vice Chancellor in Swami Ramanand Teerth University and later in Lucknow University he came in close contact with this field. Printers have to perform various kinds of tasks in multi dimensions in stipulated time.
He said that printers are always alert in their business. He emphasized that the upcoming period will be taken over by nanotechnology. Printing business has now turned an industrial movement. All those who work in this highest turnover movement are its true pillars.

The President of All India Federation of Master Printers Ravindra Joshi expressed his pride saying printing has become the second top business in the world. He appealed people to grow faith on this fast growing movement. He said we all—right from Sir John Guttenberg the founder of Printing business—are the carriers of knowledge. Everyone working in this field should be proud of it.

In this program various informative lectures related to printing business and technology were arranged. CA Uday Dhote from the education and training department of the All India Federation of Master Printers Association gave information on ‘Reinventing Business Model’. He guided about time to time changes in the technology, Profit ratio, key-resources, key-process etc. He also focused on the typical problems arising frequently in this field and guided about how to satisfy the customers.

The proprietor of Design-Adict Dnyanesh Shinde spoke on ‘Brand building and Marketing’. He said in printing business along with CMYK (Cyan, Magenta, Yellow, Black) one must use the fifth colour that is faith. This fifth colour is not visible but plays a vital role in building the brand. Brand itself is the quality. Quality cannot be prepared in a factory, it gets generated through proper service. It helps to create your own identity. People in this field must use the trio ‘Give faith, Earn faith and win faith’, said Shinde.

Prof. Parag Hase from Dr Babasaheb Ambedkar Marathwada University, Aurangabad spoke on the topic ‘Printing Business: Opportunity and Challenges’. He gave information regarding the new upcoming technology based on nanotechnology. Beni Landa from Israel has invented this new technology which will be shortly available. This technique saves one third ink and gives clear and accurate images.

In the second session, Pradip Ghaisas from Technova talked on ‘Safety at work place’. He guided about the safety at the work place, the safety of workers, electric wiring etc. As this field needs paper, it carries risk on a large scale. Taking proper care in time will minimize the risk, he reiterated.

Indrajeet Singh from Toyo Ink group shaded light on the ink used in offset printing. He gave information about LED ink, UV ink and Conventional Ink. He elaborated the difference among the inks. He told that daily over 2000 kg offset ink is used all over India. It costs around 20 lakh rupees. The turnover only in Ink is upto 50 Crores.
Mr Viraj Damle from Heidelberg, the German printing giant said, “The printing industry is shedding its skin & is adopting to the new age technology. The upcoming years shall see a new era in the printing world with a bold name- ‘Smart Print Shop.’ This technology not only requires small place but also reduces the time of printing from days to just hours. The present & upcoming entrepreneurs in the printing world must adopt this technology which makes them more competent & profitable.

Dr Umesh Kankavlikar gave lecture on ‘Mi Vijeta Honarach’ (I will succeed). In the program a souvenir ‘We love Printing’ was published in the hands of Mr. Dayakar Reddy & the distinguished guests. The West zone President of All India Federation of Master Printers Vilas Sangurdekar gave the welcome speech. A lucky draw also was conducted. The first winner of lucky draw Uday Dalvi won three gram gold, the second and third winners Sanjay Kurhe and Kailas Vallakatti respectively won music system. The programme ended with the Maharashtriyan cultural programme ‘Maharashtrachi Lokdhara’ by Dilip Khandare.


Panel Discussion & Interaction with the Women in Printing Business.

Panel Discussion with the Women working in Printing Business was the main attraction of the programme. It was the first ever activity in the history of “Romancing Print” of this kind. It highlighted the fact that women are also working in this field with confidence. The former president of Mumbai Mudrak Sangh and Printing businessperson Mrs Medha Virkar had a dialogue with women working in this field. Mrs Kavita Chhajed, Mrs Sanjeevani Dalvi, Mrs Sushma Mulay, Mrs Nayana Adgatla, Mrs Meena Athare, Mrs Jaylaxmi Burha, Mrs Usha Lingujwar, Mrs Vaishali Patil, Mrs Nalini Gandhe participated in the dialogue. These women answered frankly and sporting to the questions by Mrs Medha Virkar.