

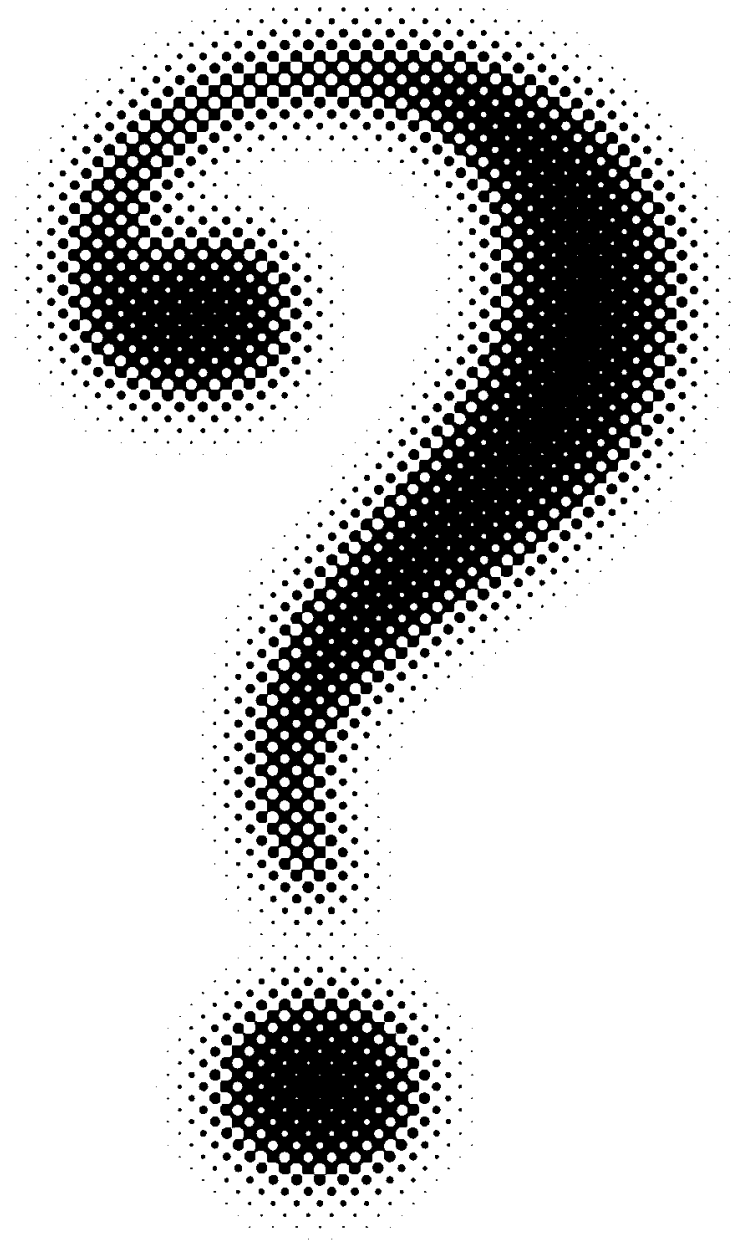
KAL, AAJ AUR KAL

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PAMEX 2020



ENTRY TO PRINTING

- May 1st 1978
- Halftone??



“KNOWLEDGE IS POWER!”

- **Magazines: British Printer & American Lithographer**
- **At Govt. Text Book Press**





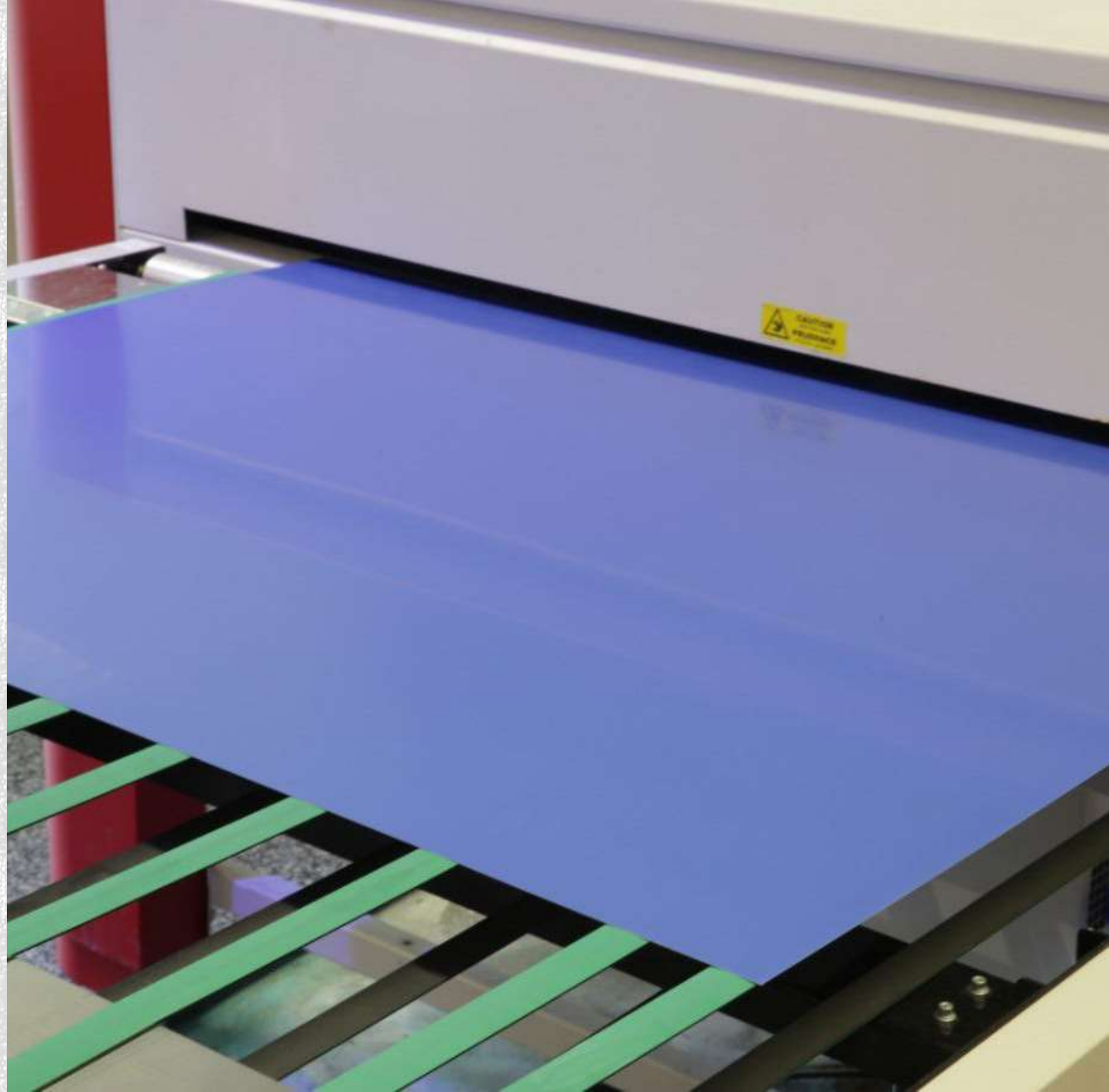
ADAPTATION/ DISRUPTION

1979 -
Phototypesetting



ADAPTATION / DISRUPTION

- Plate technology
- Time Lag between disruptions, unlike today





ADAPTATION/ DISRUPTION

Colour Separation



ADAPTATION/ DISRUPTION

- Personal Computers
- Quotations
- Workflow



ADAPTATION / DISRUPTION

- Internet
- 1996 – www.pragati.com
- 1998 -> Packaging
- Today: 2/3rd packaging & 1/3rd commercial



NEW TECHNOLOGIES / INVESTMENTS

- Digital – IT Prowess is a pre-requisite
- Cost – need to amortise sooner
- Need to pay for those which don't click



ECO-FRIENDLINESS

- Need to educate on eco-friendliness of print industry
- At same time, work towards reducing carbon foot-print
 - E.g.: laminates (it creates composite material which isn't easy to recycle)



BE A CONSULTANT TO THE CUSTOMER

- Not just improve look and feel
- Eco-friendly options
- Is job over-specified?
- Anti-counterfeit solutions



TAKE CARE OF YOURSELF!



SUCCESSION PLAN



POINTS TO REMEMBER!

- Invest wisely. Good time to collaborate and cooperate.
- Knowledge is power. Keep learning all the time.
- We must make money to keep the business sustainable.
- Think Green / Bio-degradable.
- Finishing and embellishment as important as print.
Concentrate on this. Be “Hatke”.



POINTS TO REMEMBER! (CONT...)

- Choose your vendor partners wisely. It makes a big difference in the long run.
- Clients need us too! Become advisors to your client and not just a supplier.
- Continuity of business. Who will take over from you?
- Invest in people. That's the most important asset we can build.

