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DIGC MENTORING PRINT-ENTREPRENEURS

DOT Institute of Graphic Communication celebrated its first Anniversary by celebrating the graduation of its first batch of students.

GRADUAL EVOLUTION
AND GAINED EXPERTISE

R&D, experimentation, and understanding market trends are essential for brand creation; the journey of 61c proves it right.

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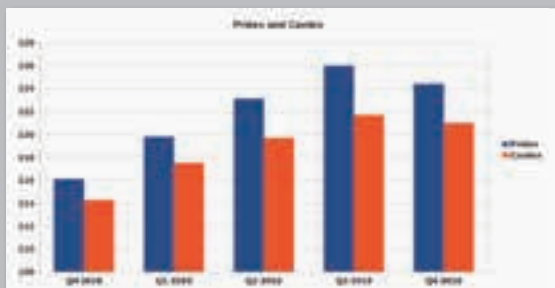
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Nitin N. Shah
President, BMPA

Tushar Dhote
President, MMS

MANAGING COMMITTEE

FROM THE PRESIDENTS' DESK

Dear industry colleagues,

July this year has two highlights: we have a good monsoon showering upon us ample rain and we have a somewhat good Union Budget with promising schemes and long-term vision. Both don't seem to hold something promising specifically for our industry.

Monsoons are uneven creating stresses across the country; floods in some states and severe water scarcity in some other parts of the country. Union budget too has just two promising provisions for us; the levy of 5% import duty on imported books and the 10% import duty on the newsprint. The 5% import duty on imported books is 'to encourage the domestic print and publishing activities' as justified by the Finance Minister. Besides, the 25% Corporate Tax for the companies with revenues up to ₹400 crore will help our industry too; almost 100% of our industry falls under this category.

We would also like to bring to your notice a very important aspect of non-fulfilment of EPCG obligation by printers and clearing of files at DGFT. We care for our members and we wish to help printers in this matter to whatever extent we can. We have sent you communications three times in this retard, but we have not received much response from you. AIFMP has made representations to the Government of India and has been meeting the policy makers following up with personal visits, to convince the government to take a sympathetic view on the matter and to consider some review of policy.

We request you to download the form, fill the same giving latest position on completion of EO and where necessary reasons for non-fulfilment. Download the form from https://bmpa.org/wp-content/uploads/2019/07/Information-required.pdf and please forward the duly filled forms to medha_virkar@kaleidographics.com. Please understand that the Federation's representation will carry weight only if we can provide actual figures on the subject. Only then will our efforts in getting concessions for EPCG EO succeed.

MMS is starting a new year-long education programme for printing industry – Gain to Grow. MMS, in partnership with DIGC, will deliver training sessions on 12 modules through the year 2019-2020. Each month, on the last two Saturdays, two sessions per module will be delivered. For details read the feature on page 26.

We would like to stress once more: your organisations care for you. We strive to create opportunities for your growth. We try our level best to reach out to you. We only expect encouragement from you by way of participation in various initiatives by your organisations. We hope you would respond to the initiatives such as EPCG and various knowledge-sharing event such as Seekho Aur Samjho, Knowledge Sharing Workshops, Gain to Grow and benefit from them.

Wish you all the best.

Nitin N. Shah   **Tushar Dhote**

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Email us at: ex.sec@mumbaimudraksangh.org

We welcome your emails, while reserving the right to edit them for length and clarity. By sending us your letters you permit us to publish it in the magazine. We regret that we cannot always reply personally to your emails.

Gradual evolution and gained expertise

Research and development, constant experimentation, and understanding the market trends are an essential part of brand creation, that is what the journey of 61c is about.

Share to Benefit (StB), BMPA's close-knit idea-exchange group organised two sessions in June 2019; Animesh Kejriwal presented about the brand '61c' created by his company Parksons in the first of the two StB sessions for the month. He talked about the journey of 61c that went through many experiments, basically sharing the 'learnings from 61c' with his peers at the StB.

Greater steps and timely realisations

61c started as the brand of notepads and cards, including the entire range of paper products. However, since the inception of 61c, the brand invested resources in research and development; the team experimented with different coatings, presented their ideas to a wide variety of clients.

With a passion for designs and development, they built the brand – a distinct and unique brand of stationery. The first supply opportunity for the brand was exhibitions. Animesh said, "we got a hands-on experience with directly being able to interact with the customers." These exhibitions brought a lot of name and recognition to 61c, but again, there was still some space for growth and development. To tap the growth potential, 61c shifted to retail; they found new customers in the form of book stores, accessories, fashion, travel, hotel and souvenir shops whom they supplied the products through Parksons.

"Retail scales better, that's the good thing about retail," Animesh said, "however, the problem is many of the customers in retail work with sale or return (SOR) model." In short, if a particular product moves fast off the shelf, they retain the product and keep ordering it, however, if the product does not sell in good numbers, the retailers return the products to the manufacturer or the distributor. "SOR model thus throws a great challenge at inventory management at the manufacturer or the distributor end," he highlighted.

Twist, turn, and arrange it the way you want it to create an interesting shape on your table with 61c Twisty Notepad. The brand successfully added an element of innovation and exciting character to the humble stack of note-papers. Image:61c via Facebook(4)

Retail in India is a low margin business for most consumer goods; however, 61c had limited success in the B2C (business to customer) channel as compared to the Parksons' model of B2B (business to business). "Our strength was in B2B, so we had to learn a lot of new things and make process changes to make the most of B2C model," Animesh, however, accepted that "travel retail proved to be a lucrative segment for 61c where we interacted with most of the retailers, airports and travel shops across India."

Connecting with a broader customer base

The next step was to get connected via the web. This was when 61c turned to web retail, penetrating deeper into B2C retail. Creating a website, trading with the customers via the Internet-based interface and delivering their orders at the shop floor; all this was a new system for 61c

The StB was conceived by the BMPA in 2007. It is a group of print converters of varying size and scale, who service different verticals and product mix. They meet once in a month with an agenda to selflessly share their knowledge and experiences with each other with a common goal to learn and solve each others problems. If you are interested in joining the StB, please write to stb@bmpa.org about joining the StB.

Many years ago, when the greeting cards ruled all our special days, we had simple pop-up cards. 61c replicated that magic with innovatively designed, meticulously laser-cut, intricate-looking pop-up cards showcasing India's cities. Here is a 61c greeting card celebrating our Mumbai.
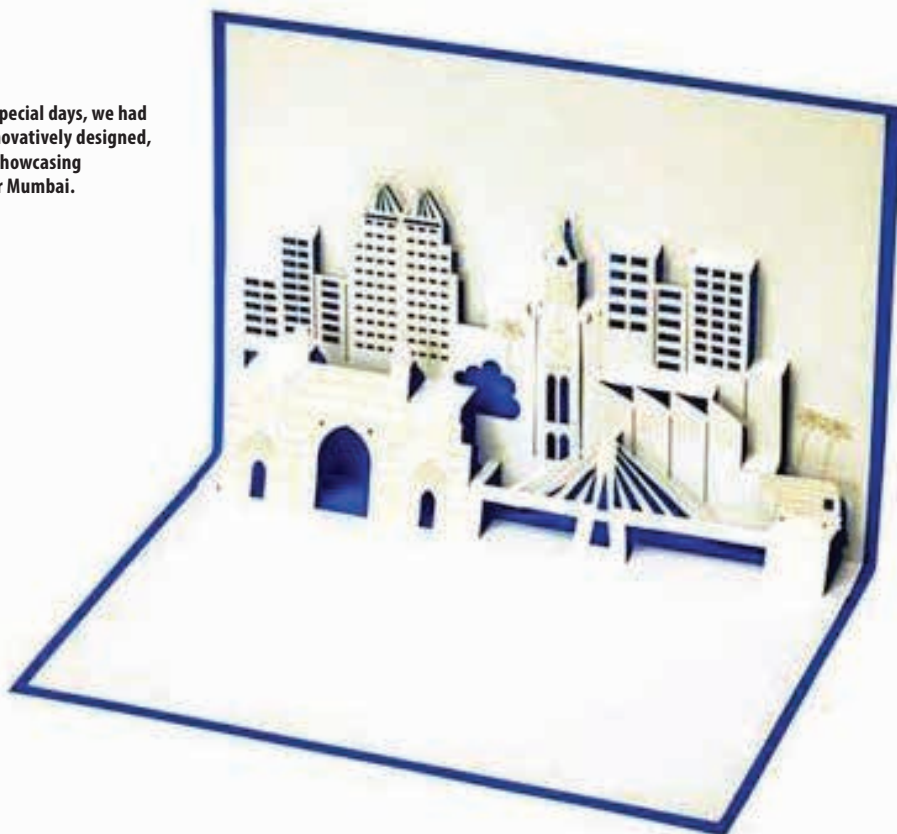
and a profitable one.

Animesh emphasised, "it is not just about putting up a website; you also need the traffic to your website. Moreover, building this traffic is very difficult and very expensive." Connecting with content writers, content marketing, PR, and media houses and giving them to write about the company helped them build and drive traffic to the 61c website. "Interestingly, at 61c, printing was the smallest and the easiest part. The business was all about reaching out to the potential customer, converting the contact into business, and processing the order," he added, however, that "once the things were streamlined everything was easy and effortless."

61c personalised products include do-it-yourself craft kits for kids, greeting cards, jigsaw puzzles, besides notebooks, notepads, and more. This is a rapidly growing market with great potential; therefore, 61c quickly spread its wings across Kerala, Delhi, and Mumbai. At the same time, 61c understood that web-to-print brought in a tiny yet a substantial portion of the business, whereas offline services remain dominant in terms of large volumes and numbers.

Eyeballing my stall – an effective face value

Traversing back to the experience of 61c with exhibitions, Animesh mentioned about the exhibition in Frankfurt. StB members asked him how did they manage to drive footfalls to the stall. He explained that usually people come in large numbers at such exhibitions and they walk and venture wherever they find space. However, if one wants to attract visitors to the stall, the

> The journey of 61c reveals the secrets of success that are rooted in constant learning, product development, and a keen understanding of the pulse of the market.

stall needs to stand out in the crowd of the exhibitors. Animesh shared a range of experiences and experiments for creating attractive backdrops. "At times customers were ready to buy even those backdrops," he added, however, "we spent enough time in creating ideas for the point of sale and simple packaging, that would be self-explanatory." 61c focused on creating some gimmick and grab the attention of potential customers. "We did not just put up standees and paste things on the walls. We grabbed eyeballs with innovative products and displaying them attractively through every possible way," Animesh proudly shared with StB members.

Taking risks while understanding the market variations

"We had everything which was customised – from dye-cutting, laser-cutting to custom-printing. And, that is what made the production flow very crucial," he detailed, "the production process expertise play a key role in managing a wide range of personalised products."

Soon, everyone at 61c realised that that stationery restricted their growth and so they turned towards birthday, anniversary and similar invites. "Though we focused on creating interesting, high-end products for birthday parties and similar creative ideas, most of the invites are sent via online channels such as messaging

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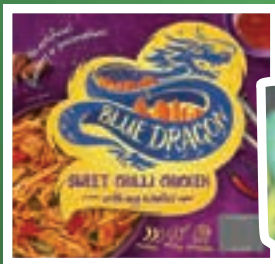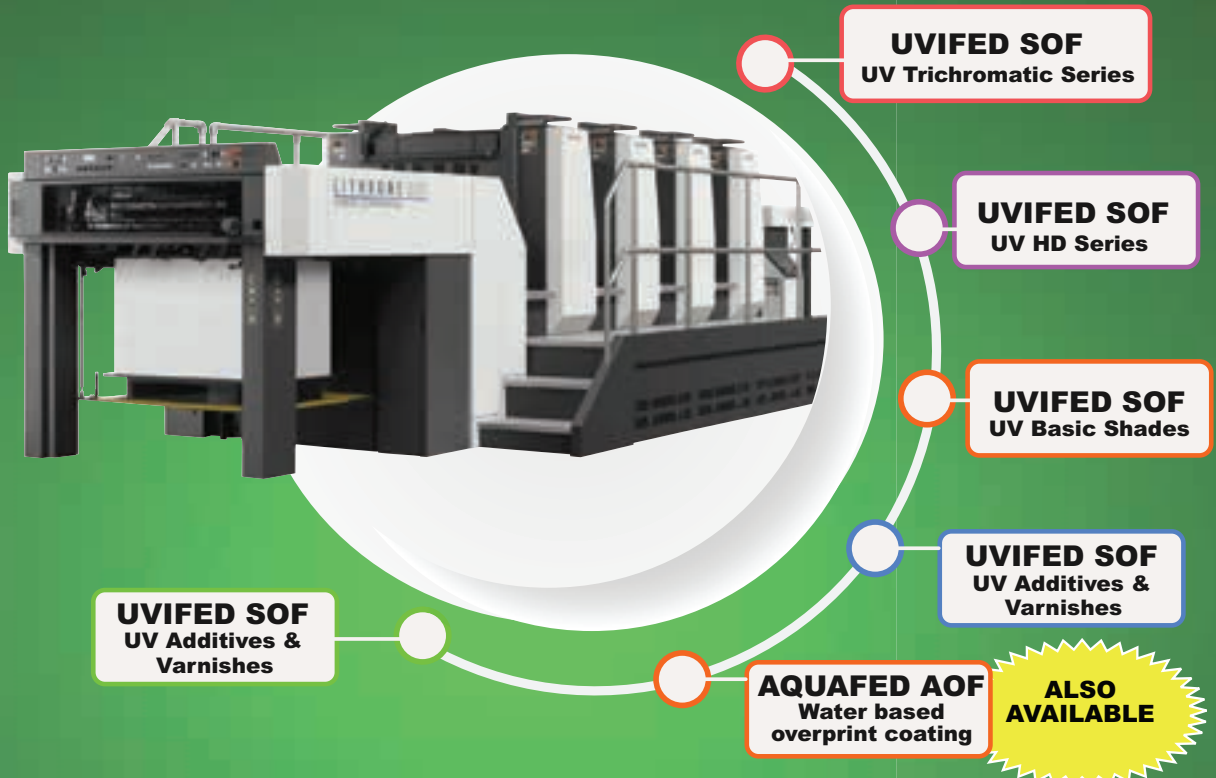
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Peek a notecard added an exciting twist of personalisation and fun to plain vanilla notecards that are exchanged usually with gifts.

Peacock notepad showcased designs based on Panchatantra tales.

and emailing applications. Eventually, we dropped the plan of stationery as well, because it was a highly competitive and rigid segment in India," Animesh honestly shared the key learnings from 61c failures with StB.

Being a part of the 61c journey, the team gained much understanding of different sectors, the competition, the scope and the demand for a particular product segment. Summarising his learnings in 61c, Animesh said, "B2C is glamorous, but it is no easier than B2B. The two channels rather go tougher, and hand in hand, as we progress."

"We did not just put up standees and paste things on the walls. We grabbed eyeballs with innovative products and displaying them attractively through every possible way," Animesh proudly shared with StB members.

"B2B has some sanity in what you are spending and what you are getting in return, whereas in B2C you will have to go to the top and hope that what you are doing is right or it may turn out to be wrong as well," Animesh summarised his learning from 61c.

Even in print, as Animesh rightly mentioned, "you need to know how commercial print is behaving in India. We had to do much advertising, so we invested in online advertising, social media advertising, including Facebook; however, print provided the best ROI (return on investment)."

Creating a brand is difficult no matter what product and which segment; one needs a whole lot of people from photographers, studios, content writers, visualizers, marketers and a lot more coordinated teamwork. Also, brand owners must keep up with the changing market trends to sustain and boost brand growth in the market. The journey of 61c reveals the secrets of success that are rooted in constant learning, product development, and a keen understanding of the pulse of the market.

Pamex announces International Outreach Programme

With less than six months to go, the marketing campaign for Pamex 2020 is in full swing; a Print Yatra is being finalised to promote the event domestically. It will cover several states across India, with road shows in Tier 2 and Tier 3 towns. The objective of Print Yatra is to understand the printers' needs, besides promoting Pamex 2020.

On the similar lines of International Media Week that promoted Pamex 2017, AIFMP has decided to conduct an International Outreach Programme to globally promote Pamex 2020. With the help of international associations, AIFMP is planning to hold a one-day conferences and a table-top exhibitions in Sri Lanka, Bangladesh, and Nepal to promote Pamex 2020. The programme is scheduled to start in October with Colombo, Sri Lanka as the first destination in first half of the month. It will then go to Dhaka, Bangladesh in the later half of the month before concluding in Kathmandu, Nepal in the first half of November this year.

Pamex 2020 will be organised in Mumbai between January 6 and 9, 2020 at the Bombay Exhibition Centre, Goregaon. For any further queries, please write to us at info@print-packaging.com or call us at +9122-27812093

Best of packaging at PackPlus 2019

In conversation with Prateek Kaushik, Portfolio Director – Next Events, Print Bulletin gets a peek into the upcoming Packplus preparations and the future of the event.

Congratulations on PackPlus being acquired by Reed Exhibitions, the world's largest event organiser. How do you plan to take the events to newer heights?

Thank you! The industry has been appreciating PackPlus over the past several years, establishing it as the leading marketplace for packaging and converting industries. The global footprint and network of Reed Exhibitions and synergies of PackPlus with other events in Reed's product portfolio will enable PackPlus to grow further. At Reed Exhibitions, we work closely with industry stakeholders to offer maximum value to our customers – visitors, exhibitors and other key groups. I'm pleased to inform that the show has once again received tremendous response and we are all set to put together a bigger, better and bolder edition of PackPlus this August. The show will take place at Pragati Maidan from 28-31 August 2019 and will be open to all trade visitors from across industries.

What features can we expect visitors and exhibitors to experience at PackPlus shows?

Our USP has always been the quality of buyers at the show. Over the years, we have been trying to improve the experience our customers by offering a variety of facilities and tools to make sure that they make the most of their visit. In the past edition, we introduced online matchmaking platform which was really well received! This year, visitors and exhibitors can will experience 'GoConnect' our online matchmaking tool which will allow them to fix their meetings prior to the show. With Reed Exhibitions on board, we have plans to offer enhanced experience to our customers and make sure that relevancy remains the key.

Expect to witness hundreds of live product demonstrations, machinery-in-action, specialised packaging, automation technologies and innovative packaging solutions – offering a complete value chain under one roof. Attendees can expect to source end-to-end solutions for their factories, plant, warehousing and retail facilities.

What are the major highlights of upcoming PackPlus Delhi edition?

Innovative packaging technology at its core, today PackPlus is the biggest event in its segment with 400+ exhibiting companies and growing. Trade visitors can source new solutions to enhance their product portfolio offerings, build a robust network and enter new markets. Solutions such as flexible packaging, non-woven bag, paper bag, paper cup, paper straw, rigid box making, and finished packaging solutions will be some of the highlights at the show. There are several global product launches lined up along with showcase of latest innovations in both packaging and machine automation.

Which solutions and technologies can we expect at PackPlus? Can you share a bit about the exhibiting companies?

PackPlus offers a large gamut of solutions including print, converting, carton, corrugation, primary packaging automation, secondary packaging, material handling, supply chain along with an exclusive zone on finished packaging. Renowned players from the industry including UFLEX Limited, Nilkamal Ltd–BubbleGUARD, Pepperl+Fuchs, AKR Machinery, A V Engineers, Sahil Graphics, Zhongke India, Koch Pac-Systeme GmbH (Germany), Stewart's of America INC. (USA), R N Mark Inc. (Canada), Transpak and Frondoso Industry Inc. (Taiwan), Dongguan City Guanli Advesive and many more confirmed their participation at PackPlus 2019.

Moving forward, how would you like to project PackPlus? What are your future plans?

PackPlus has always been the first choice for domestic exhibitors and agents representing several foreign companies. Now with Reed Exhibitions, we will expand our reach globally, making it the only global packaging destination in India for global and domestic players alike. As we continue to add more features to the show, we are also exploring to widen our visitor base from neighbouring countries and regions including Middle-East, South-Africa, China, Sri-Lanka to name a few.

PackPlus 2019 will take place in New Delhi from Pragati Maidan from 28-31 August 2019 along with PackSol and CartonTech. To know more about the show visit www.packplus.in

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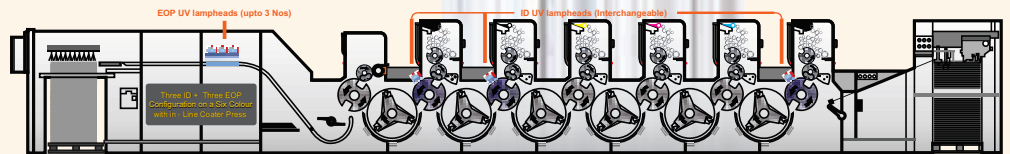
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Design and development of interactive packaging

A four-year young start-up, Bizongo has mastered the art of effective packaging and design and development models, efficiently catering to the changing customer demands.

One of the critical challenges for print and packaging is digitisation. The new generation is more habituated to digital forms, and this puts pressure on the packaging houses. Image: 200 Degrees from Pixabay

Founded by three IIT (Indian Institute of Technology) graduates, Bizongo is 'everything packaging'. A Team from Bizongo led by Prakash Shetty conducted the second StB session in June this year. Till date, Bizongo has served over 350 brands, including different print companies, through 750+ manufacturing partners, delivering over 250 million units. Bizongo is not a complete print platform; it is a B2B company, with a specific and 3600 focus on packaging.

Digitisation – creating opportunities or restricting them?

Prakash started by highlighting a few print and packaging challenges and how to mend them the Bizongo way. The first and foremost challenge is growing digitisation. Every sector has been reviewing its methods making the process more digital and hassle-free. Growing up with different digital gadgets, the expectations of the new generations put pressure on the companies for a change. Digitisation leads to increased competitions between methodologies. "In the coming years, content would be presented in a digital form, putting pressures on the

publishing houses to develop and deliver accurate content with speed," he emphasised. The reason why many artworks are getting churned out, and their management has become an issue is because of this reason – the drive towards digitisation of the process – from content development to printing.

"Digital printing remains a major challenge because it is very expensive," said Prakash. The peculiarity of digital print is that it is used only for exceptional, high-end products and fits best when minimal production is the need. However, digital works wonders in case of gifting solutions, especially when personalisation is the key, which ultimately leads to B2B and collaborative platforms like B2C. What matters to the customer is the perfect mix of technology and quality; only then does the customer find value in the product.

Emphasis on attractive and quality packaging

The businesses at brick and mortar shops, despite the advent of organised retail, there exists a different form of communication between the shopkeeper and the customer: at times the shopkeeper would command

To know more about Bizongo, visit https://bizongo.com/. Image: Bizongo

the right choice for the customer. Now due to attractive packaging and changes in the purchasing methods, the picture is wholly reversed where the customer walking into the store makes the best purchase decision. Prakash emphasised that "packaging is the key driver in decision-making because the consumer initially interacts with the product via print and packaging." It is the packaging that grabs the attention of the customer through online channels as well, and not just via going to the store to buy a product.

Even after the delivery, packaging plays a significant role in delivering an exciting product unboxing experience to the consumer besides the functional part of the packaging, that is keeping the product intact and safe through the rigours of logistics. It is the modern-day consumer demanding for a change, a more healthy and trendy one, to be precise. Few trends like freshness indicators, decide the shelf life or the ageing of the product.

VDP – tracker for your product

Prakash shared some insights into product tracking with solutions like the variable data printing (VDP). He elaborated the point with an example of two mineral water bottles carrying two different quick response (QR) codes. "Since the QR codes are unique, tracking the product through stages of logistics becomes easier," he added, "one can track the live location of the product."

Attractive and quality packaging is where half the battle is won because the customer interacts with the product via print and packaging. Image: Mohamed Hassan from Pixabay

VDP has added value to pharma packaging; the sector is the most vulnerable to product duplication risking the health and the lives of millions of consumers. With VDP, the products can be easily tracked, authenticated for genuineness, and help the end-consumers access knowledge-material through unique labels. "Currently VDP is a bit more expensive, but with increasing demand and applications across many industries, the cost will come down," Prakash justified.

The Bizongo business model

After briefing about the critical challenges of print and packaging and their scope in the changing times, Prakash introduced Bizongo to StB members by sharing a glimpse of their business model. It was an interactive session

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Variable data printing, VDP is a helpful technology enables suppliers and owners to track the location of their products due to the unique QR code on their labels. Image: Wilfried Pohnke from Pixabay

where the members were keen on knowing more about the company and the related aspects.

Bizongo is a one-stop platform for all types of packaging required by a wide range of sectors and manufacturing industries – including the services of design and development for packaging. Design services include designing of shapes, forms and graphics while the development services are all about specifications, testing methods, mould development, distribution, and procurement.

Prakash also openly shared the four critical aspects of Bizongo business model:

- Having a good sales and marketing team helps in getting in touch with many partners; the team helps Bizongo in forging strong partnerships. Their team studies regions and checks if that particular region would yield them profit and growth.

- The second thing is operational efficiency. Bizongo portal and application-based solutions offer enough visibility for the clients to keep track of operational efficiency. For example, the client would come to know if the manufacturer has bought the raw material for the order that they have placed.

- The third thing that Bizongo believes is in their potential of design and development. At times the company develops solutions for its clients provided they are using the client's design and no modifications in it.

- The fourth part is leveraging partner experience. All the partners are digitally integrated with Bizongo's systems by integrating purchases online along with few value-added services as well.

Prakash also discussed in detail how start-ups, old companies, and large companies interact with Bizongo and how it reveals quite a significant variance in client demands on various platforms offered by his company. To accommodate such diverse needs, Bizongo follows a particular costing model with least human intervention and maximum technology-based services. Bizongo has a team that keeps a check on the quality standards before the items are dispatched because price and quality need to go in sync. He also shared the negotiation aspects, assurance to the print and packaging companies and editing services. Standards like the minimum order quantity, accountability of delivery, tertiary packaging, service norms, and challenges faced by Team Bizongo; all these aspects were discussed in length towards which the members showed keen interest.

Interestingly, Prakash from Bizongo, interacted with the StB members with transparency and openness expected from the interactions in StB discussions. Therefore, the interactive session helped each member of the group ask specific questions to the speaker and brainstorm on a variety of aspects – as significant as a business model to as minute as specific technological or human interventions.

Data security is a serious business

Our interaction with the Internet is wide open and deep; what we need to widen, however, is our awareness regarding data security and privacy concerns. Mozilla's Internet Health Report perfectly captures the essence!

Interestingly, however, the evolved compliance landscapes such as GDPR are driving brands to the more traditional means of marketing, brand communications, and customer connect, creating opportunities for the print industry. Email marketing campaigns that expose user's data such as name, email, location for a targetted campaign are being replaced by locally distributed leaflets and such printed materials. Image: DieElchin from Pixabay

We never thought that we would have to scrutinise the Internet health to govern privacy, security and authority over our data. Mozilla's Internet health report, an annual feature that has become a reality check in the past few years as far as Internet operations, functions, and communications are concerned. Data, private or public, may be unprotected because of our ignorance. Let us not forget that the unprotected data is modified, used and sold as well. All of us, right from a child to a geriatric, from small households to large corporations feed on the Internet. We need to know how healthy is what we binge on, and besides optimising the service, we need to think about our data security, for a happy Internet experience.

Print and automation

The print industry is undergoing constant innovation and personalisation for satisfying the consumer demands and to keep up with the future trends of its client industries. Anchoring the three aspects of artificial intelligence (AI) – personalisation, prediction, and automation – the print industry is multiplying by aggregating and analysing customer data and the content. It is easier to effortlessly work on designs, multi-stakeholder inputs, and the eventual data creation, that requires ever shorter timelines and minimal efforts because the technology serves us all much efficiently.

The modern printing activities are interconnected, facilitating data transfer from one computer to the other, from one machine to another, and printing presses that are enabled with mobile connectivity. The data chain can be broken and can be accessed and modified, threatening the integrity of our systems, processes, and the protection of the data we handle and print for our clients. Rapidly growing interconnectedness in the print industry is a much greater threat to our industry than we can imagine.

Does that mean the Internet is terrible? Not at all! Let us not ignore that the connectivity provided by the Internet facilitates our businesses. However, we must adhere to stricter regulations and tighter communications methodology.

The modern-day processes in our industry are information technology (IT) enabled; therefore, data loss and data modification without consent has become unaffordable on the financial and the reputation front for a print business. Content breaching has already happened on more significant platforms, including Google, Facebook, and Quora. Privacy regulations, web literacy, and keeping track of the amount of our data getting exposed to the world should be on the top of our list for a healthy and secure business operation in the world of connectedness and convenience facilitated by IT. Mozilla Internet Health Report emphasises on the amount of our personal, and to some extent, public data,

Safe Inks *for* FOOD Packaging

best available technology
MGA
low migration – guarantee

MGA NATURA - Low Migration Low Odour offset inks for maximum safety in food packaging printing

Packaging is continuously evolving to fulfil new demands in terms of productivity, aesthetics and environment friendliness. Safety in particular needs special attention due to stringent regulatory requirements and increased consumer expectations, especially in case of food packaging. Inks, being an integral part of packaging, need to be carefully designed to fulfil these requirements.

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

Hubergroup's own strict MGA guidelines for packaging printing inks guarantee that the ink is produced in compliance with all relevant standards –including Good Manufacturing Practice (GMP) requirements for printing inks for food contact materials. These new inks consist of substances that will not migrate or which have been approved for food contact. Brand owners and printers can be assured that these inks do not include impurities or undesirable substances which could inhibit regulatory compliance of food packaging.

COFREE
INK FREE OF
COBALT DRIER

CONSUMER SAFETY

EuPIA
Swiss
Ordinance
REGULATORY COMPLIANCE

GOOD MANUFACTURING PRACTICE
GMP
GMP SUPPORTED

huber group

being exposed via the Internet and the variety of problems it can create for us as individuals and as businesses. Hacking and content piracy is no new wonder, but neglecting it may lead to massive loses. Users are at times threatened to pay thousands of dollars to secure and restore their computer data resulting in a substantial monetary loss.

Data transfer without the Internet may not be impossible but are not feasible in our contemporary business processes. The current scenario shows a growing dependence on Internet applications for data processing, storage, and sharing. Thus, there is no way of staying away from this process; the preferable option is to keep a check on how and what we share via the Internet. Earlier, the Internet was just a medium of fulfilling our needs of the necessary information, however, now with increasing awareness of the opportunities and avenues that it can create for people, it has transformed into an open and an evolving platform where sharing and access of data is unbounded.

Our 'connected' devices in the unbounded world of Internet

Mobile phones have been the handiest and preferred tools for quicker and faster Internet access. It is easy to click and search rather than handling more significant electronics, especially now when the whole world resides on the small screen. From documents, photographs, essential contacts and every single data are more vulnerable to all the scandals, and privacy threats as more and more devices are connected. With easy access to Wi-Fi networks, getting connected to the Internet, and setting up our limited area networks, becomes easy and the information starts circulating. Cracking down your passcode has become easier for notorious experts, because of a wide variety of options that are available in the forms of downloaded applications and other documents; one should be careful while one transfers or interacts with data online.

Moreover, more and more of our connected devices are storage boxes! Our 'smart' gadgets, including printers and presses, utilise the maximum storage available on the device. The devices catch the network connection and process all sorts of data without much protection – either the hardware platforms do not provide the necessary data protection measures and features or the users, the ignorant and the care-free amongst us, do not bother to explore and use these data safety measures. Here, once the data gets transmitted, we expose ourselves to threats of data-breach and data-loss.
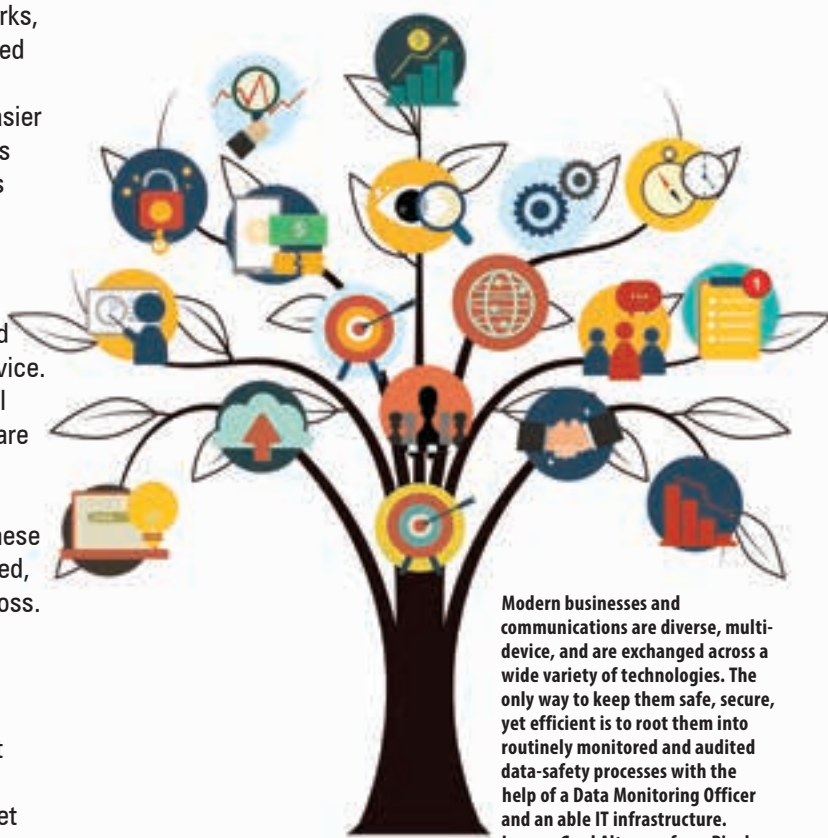
Inclusion and openness, are they the same?

Internet is a devil child whom we complain of, but still, want to nurture. Transparency and privacy on the Internet are solely projected in order to make the Internet an open and modifiable, democratic platform. However, the Internet

> Let us not ignore that the connectivity provided by the Internet facilitates our businesses. However, we must adhere to stricter regulations and tighter communications methodology.

Health Report rightly separates openness and inclusion. Here web literacy gives us an edge, where it is crucial to keep track of our online actions. Worldwide, governments have restricted the Internet access from time to time, making a range of platforms and services inaccessible for the users, from payment of taxes, using social media, shutting down or slowing user-end Internet experience in the garb of Internet safety.

Kartarzyna Szymielewicz, Co-founder and President of Panoptykon Foundation, however, argues that "to regain full control of our profiles, we need to exhort the companies to change their approach by keeping this interaction transparent. If companies respect our choices and opinions, it will build stronger trusts."

Precisely these concerns for transparency and privacy on the Internet are paving the way for the stricter laws and regulations, for example, GDPR in the EU and the UK. Interestingly, however, these evolved compliance landscapes are driving brands to the more traditional means of marketing, brand communications, and customer connect. Email marketing campaigns that expose user's data such as name, email, location for a targetted campaign are being replaced by locally distributed leaflets and such printed materials. This change is strongly indicating growing opportunities for printers across Europe and the UK; the traditional means such as leaflets don't require brands to collect or share personal data to conduct a communication campaign.

Modern businesses and communications are diverse, multi-device, and are exchanged across a wide variety of technologies. The only way to keep them safe, secure, yet efficient is to root them into routinely monitored and audited data-safety processes with the help of a Data Monitoring Officer and an able IT infrastructure. Image: Gerd Altmann from Pixabay

For the more targetted and strictly Internet-based means of communications, such as digital advertisements, have elements where people witness issues of consent and privacy. While focusing on the quality, the brand owners ignore these aspects. They provide a platform for start-up promotions and on the other hand, take the liberty to modify our data.

Another highlight is inclusiveness, which we, as a print community, have witnessed through various trends like, experimenting with machines or sustainable print-packaging initiatives. The purpose of print is not only to communicate and reach to a broader audience but also to keep up with its ethics while being flexible in its operations. The definition of smart cities mentioned in the report can be tweaked as an intelligent industry for us. While experimenting, printers need to keep in mind the heterogeneity criteria to cater to diverse demands.

Netscribes also mentions that 'the ISO 27001 standard helps companies enable the implementation of an information security management system (ISMS), and is a route to GDPR compliance.' Image: mohamed_hassan from Pixabay

The push for data privacy – an opportunity

Talking about 'anonymity' which is again well captured in the Internet Health Report, is a boon in disguise. While we would prefer revealing every detail for better and more transparent communication, a few stand by their opinion of being anonymous.

> Netscribes also mentions that 'the ISO 27001 standard helps companies enable the implementation of an information security management system (ISMS).

Anonymity helps people and sectors that are victims in the areas like human rights, personal safety, banking and finance, defence, and more, and we must carefully work in these areas of operations with a more considerable promise of secrecy to ensure zero data scandals. A few Internet tools have been protecting our identities and keeping up with our privacy concerns as well.

As a data-processing industry according to the European Union (EU) regulation, we must educate ourselves and be prepared to invest in tools – physical and virtual – that protect the data and keep it anonymous, even in case of a data breach. Implemented since May 25, 2018, the General Data Protection Regulation (GDPR) is an EU law that has replaced the Data Protection Act, 1998. Initially drafted by the European Parliament in 2016, GDPR has also been a part of the UK law despite their separation from the EU.

Netscribes, a US-based global market intelligence and content services provider, observes in its blog – GDPR impact on the print industry – that about 60% of the respondents surveyed by IDC research were unaware that the EU and UK's GDPR included the print industry, despite the fact that nearly two-thirds of large organisations have experienced print-related data breaches. Needless to say, the printing industry is not far from immune to data breaches, and therefore, the regulations impact. The GDPR non-compliance or data breaches can result in fines of EUR 20 million or 4 per cent of annual worldwide revenue

(whichever is higher). The regulations also specify the range of personally-identifiable information under its purview, including data related to an individual's racial origin, political opinions, online browser cookies, and biometrics.

The question is, how does a print company protect itself and comply with GDPR and industry standard data protection practices. The answer may be found in GDPR itself; the regulations suggest a few measures. A few necessary and key measures including appointing a data protection officer, maintaining higher data protection standards in the organisation, and monitoring, auditing and reporting data breaches if and when they occur. Netscribes also mentions that 'the ISO 27001 standard helps companies enable the implementation of an information security management system (ISMS), and is a route to GDPR compliance.'

In today's world, technologies have become smarter not only in extracting the safest and the most secure data for us, but being responsive and predictive of the threat concerns as well. One need not worry if proper data management, along with filtering of data, is done via screening mechanisms and data security tools. Every industry, including ours, requires a more cautious and responsible approach towards data and its management because we need to emerge not only as good communities but productive communities as well and this is where the awareness and the correct action plays a critical role.

The critical question we need to ask ourselves: are we ready to take the necessary responsibility and deploy measures to protect the data we access, generate, and share over the Internet?

At Print Bulletin, we encourage you to educate yourself by reading the reference materials we used to write this feature. Follow the links to access the original works for Mozilla Internet Health Report 2019 (https://internethealthreport.org/2019/) and Netscribes blog GDPR impact on the print industry (https://www.netscribes.com/gdpr-impact-on-the-print-industry/).

DIGC MENTORI
PRINT-ENTREPI

DOT Institute of Graphic Communication celebrated its first anniversary by celebrating the graduation of its first batch of students.

Naren Kalapi, COO of TechNova

Anand Limaye of India Printing Works

Faheem Agboatwala of HiTech

Ramu Ramanathan of PrintWeek

"Printing is the most precise and technologically advanced industry after aviation," said Tushar Dhote, President of MMS and Managing Director of Dhote Offset Technokraft (DOT), as he kick-started the first convocation of DOT Institute of Graphic Communication (DIGC) at MIG Cricket Club in Bandra, Mumbai on July 10, 2019. The evening gathering also marked the first anniversary of DIGC, which was unveiled at Pamex 2017 and began its operations in 2018.

Eleven students graduated from DIGC completing technical and non-technical courses of six and three-month duration including Technical and Management-focused long-term, and costing and estimation focused short-term courses. The students in three batches hailed from Hyderabad, Indore, Jammu, Mumbai, Nagpur, and Pune.

The DIGC convocation ceremony was attended by many leaders from the print and packaging industry, including Aspi Forbes of JAK Printers; Anand Limaye of India Printing Works; Faheem Agboatwala of HiTech; Mehul Shah of Onlooker Press; Medha Virkar of Kaleidographics;

Naren Kalapi, COO of TechNova Imaging Systems; Tushar Pande of Emerging Graphics; Vilas Sangurdekar of AIFMP; and Ramu Ramanathan of PrintWeek.

What is DIGC?

Dhote Offset Technokrafts or DOT, as it is popularly known, is a reputed name in the printing industry; it is known for delivering quality as a commercial printer. Interestingly, DOT has updated and upgraded itself from time to time to adapt to evolving printing technologies, and stringent regulations and compliance for the industry. The company is also known for attracting, retaining and offering upskilling avenues to its talented human resource.

"As a company we have always invested in supporting our human resource in their quest for acquiring new skills and knowledge," Mr Tushar added, "it is with the same thought that Uday and I thought of DIGC; we developed this institute to support freshers and print entrepreneurs by offering quick yet in-depth and thorough courses in technical and non-technical aspects of a print company."

NG
RENEURS

Digs Posing For A Group Photo On The Convocation Day

On the evening Uday Dhote, Director of DOT and DIGC briefed the gathering about the journey of DIGC. "Do it with passion or not do it at all," he clearly spelt DIGC's outlook towards professional commitment and printing in particular. To instil the same kind of passion and fire in the belly amongst young print and packaging entrepreneurs, DIGC offers three distinct courses – Technical and Management course that are six months each and short-term courses that are three months each.

"We believe printing and packaging is a fascinating field, and we must grab the attention of our youth to attract them to our profession and the industry. DIGC has produced and plans to showcase, a special film about printing technology for high-school and college students," Mr Uday added that "DIGC will focus on becoming the authorised nodal training centre to train the youth from across India in printing technology to represent the country in the World Skills competition. The institute also plans to focus on being the certification agency for G7 along with Pressman

> "Printing is the most precise and technologically advanced industry after aviation," said Tushar Dhote, President of MMS and Managing Director of Dhote Offset Technokraft (DOT), as he kick-started the first convocation of DOT Institute of Graphic Communication (DIGC)

Academy and Idelliance in India." Going forward, DIGC will also put in efforts to attract more students for its courses from across India.

Unlike any other printing technology institute, DIGC has a distinct advantage of affiliation to DOT, a state-of-the-art and well-managed commercial printing company.

Best of the wisdom from DIGC mentors

Naren Kalapi shared an anecdote about what is knowledge in the actual world through a story. The gist of the story was to make the graduating students aware that 'learning is a continuous process; it never stops. Graduation is just the beginning of lifelong learning."

Aspi Forbes spoke about bookbinding and how such niche skills need to supplement print to maintain the uniqueness of each and every book.

Anand Limaye advised the students to prepare themselves for the uncertainties of business. "It is always wiser to have two streams of income and revenue for yourself from two distinct businesses – one from print and another from a completely unrelated, non-dependent

> "We believe printing and packaging is a fascinating field, and we must grab the attention of our youth to attract them to our profession and the industry. DIGC has produced and plans to showcase, a special film about printing technology for high-school and college students,"
>
> - Mr Uday

business." In Mr Limaye's opinion, this strategy helps businesspersons not only secure their life but better tackle business management and human resource issues of each business "because workforce at each business feels the pressure to perform for themselves. They know that even if their business fails, not the owner but they will suffer from the consequences."

Faheem Agboatwala stressed upon the importance of innovation and artificial intelligence. "I would advise you all to take keen interest and learn from the technological advancements that are happening around you, be it in our industry or elsewhere," he added, "it is important for us to understand that whatever machines and computers can do, they will do. What they cannot do is create and imagine and make strategies like we the humans do. So it is important for us to excel in these things as future entrepreneurs."

Speaking with the students in the language closest to the GenZ that they represent, Ramu Ramanathan interacted the longest with the students. Perhaps, he was the Rockstar, much-loved teacher-mentor of the DIGC students. "Let us not be frogs in a well; we must be keen to learn about things beyond our business. Read books to know who is publishing the bestsellers. Know about the kind of content is being developed," advised Mr Ramanathan, taking forward Aspi Forbes' discussion about books. He also encouraged students to take keen interest in the future of not just the printing industry but what is happening in the other sectors that will have an impact on the print and packaging industry. For example, growing digital transactions have made cheque-book printing a much smaller, financially insignificant activity if it is fragmented across multiple printers at the same time with a stroke of regulation cheque-books are printed with ever-tightening complex security features.

Hands-on education that empowers

Hyderabad-based Srikanth Reddy completed the six-month-long Technical course at DIGC. He said, "I forced my father to send me for this course because I felt confident that I will gain from the expertise of DOT." Another student, Apurva who came from Jammu, said, "I have a press in Jammu. I could have learned all these

The DIGC convocation ceremony was attended by many leaders from the print and packaging industry, including Aspi Forbes of JAK Printers; Anand Limaye of India Printing Works; Faheem Agboatwala of HiTech; Mehul Shah of Onlooker Press; Medha Virkar of Kaleidographics; Naren Kalapi, COO of TechNova Imaging Systems; Tushar Pande of Emerging Graphics; Vilas Sangurdekar of AIFMP; and Ramu Ramanathan of PrintWeek.

things by being in my business, but I had accelerated learning experience at DOT. I am sure this learning will help me grow my business back home."

Concluding his presentation about DIGC, Mr Tushar made a very apt observation. He said, "I did not have much day-to-day interaction with these students; what impressed me through my limited interactions with this young generation is their different and innovative mindset. Precisely this is what we need to take our industry forward." DIGC, with all its comprehensive educational programmes and activities, is indeed ensuring to kindle the passion for learning and continuous innovation among the young professionals and entrepreneurs entering the print and packaging industry.

MMS COORDINATES FOR EMPLOYMENT FOR YOUTH IN PRINT INDUSTRY

A Rozgar Mela is an event where a number of employers and job seekers come together. Defined more precisely, a Rozgar Mela is an employment initiative to fast-track the meeting of job seekers and employers.

On July 18, Government of Maharashtra organised a Rozgar Mela through the office of Director of Industries. It was inaugurated by the Minister of Industries, Government of Maharashtra, Subhash Desai. MMS President Tushar Dhote, and Past President Anand Limaye were present at the inaugural event.

As an initiative to mitigate the problems of unemployment, MMS Secretariat participated in the Rozgar Mela to meet the young visitors and play a pivotal role of connecting the job seers to the employers from the print industry. At the very least, organisation will get exposure at Rozgar Melas, while at the most they can shortlist and make rapid hires of highly qualified applicants. Employer representatives invest a lot of time and resources to participate in Rozgar Melas.

Team MMS collated information about the prospective candidates (skilled, semi-skilled and unskilled) seeking employment in the printing industry; the team as collated details of over 250 youth visiting the Mela. Team MMS will share this database with the members to benefit both – print companies and the job-seeking youth.

Gain to Grow with MMS-DIGC

GAIN TO GROW

MMS and DIGC have joined hands to upgrade the knowledge and skills of print professionals through a year-long series of corporate training sessions. Don't miss the opportunity to grow in print!

Printing and packaging is amongst the most technology-driven industries. Printing industry does not have enough skilled workforce to manage business. Students who graduate from various streams and, in particular, the printing technology institutes are not well-versed with the current trends in the industry; they lack practical experience of working in the industry.

In the industry, we hear these statements and face these facts far too often in our businesses and companies. A lot of print companies and business owners are keen on offering industrial training opportunities to the students from a wide variety of printing technology institutes from across the country.

Since inception, MMS has stressed upon skill upgradation from time to time. The organisation has conducted several knowledge-sharing seminars and workshops throughout its journey, and now it has partnered with DOT Institute of Graphic Communication (DIGC) to deliver a year-long education programme for printing industry — Gain to Grow. MMS, in partnership with DIGC, will deliver training sessions on 12 modules through the year 2019-2020. Each month, on the last two Saturdays, two sessions per module will be delivered.

What does one gain? How does one grow?

In the present scenario, where conventional print is waning in popularity and existing presses are beset with numerous problems, it's time to take a critical look at the strategy of our print business, and understand what the need of the hour is. The normal tendency is to focus only on production and ignore the other not-so-obvious factors which are crucial to the success of the business, such as the support and back-end processes in a print company. DIGC has realised that the need of the hour is to upgrade and upskill not only at the print-technical workforce but also the processes such as marketing, costing and estimation, accounting and finance, that play a key and vital role in enhancing the profitability and financial sustainability of a business organisation.

Therefore, G2G training modules will focus on business functions like finance, human resource management, administration, business development, management by objectives (MBO), statutory compliances, and more. It is mainly aimed at the promoters and other senior level functionaries in print companies.

MMS' firmly believes in knowledge sharing

In the past two decades, the organisation has taken a more organised and structured approach and developed

Earlier in the journey, MMS conducted topical sessions, including the one on the then labour laws that were applicable for the print industry.

the 'Knowledge Sharing Workshop' or KSW programme. Though these workshops, the organisation offered its members, the printers from Mumbai, to attend small workshops on a wide variety of technical and non-technical, print and non-print related topics. In the recent past the KSW programme has covered a wide array of topics from colour profiles, press standardisation, workflow management and automation, to GST, EWB and the basics of business accounting.

MMS' annual celebration of the Printers' Day is also knowledge-focused, delivering exciting knowledge-sharing activities. Arguably the most sought-after knowledge-sharing event on this day is the Round Table and Power Lunch. This session brings together print-professionals, business leaders, domain-experts, and print suppliers on a single platform and gives them an opportunity to take a closer look at the various business verticals within the print and packaging industry — books, value addition, luxury packaging, cartons and boxes, commercial printing, to name a few.

With G2G, MMS has continued the tradition of commitment to knowledge-sharing and upskilling the professionals in the print industry.

The details for G2G

The G2G training programme is spread over 12 monthly modules of two sessions each, covering a judicious blend of current and topical items relevant to the optimisation of profit to achieve steady growth. The trainers will be experienced professionals in the respective subjects.

MMS-DIGC 'Gain to Grow' Training Calendar for 2019-2020

Dates	Modules	Contents
17th & 31st August 2019	Finance for Non-Finance Executives	Basics of Finance
		Good Financial Management, Cash/Fund Flow
		Breakeven Point and Maximising Profits
21st & 28th September 2019	Better Productivity = Better Profits	Cycle Time v/s Lead Time; Theoretical v/s Actual Capacity; Activity Costing; Bottlenecks; Boiling Frog Syndrome; Identifying Variabilities; Eliminate-Rearrange-Simplify
5th & 19th Oct-19	Dashboards for CEO	Finance Reports
		Production Reports
		Sales Reports
23rd & 30th Nov-19	Costing and Estimation (For beginners)	Getting your Basics correct
		Power of MS Excel
		Cost Centres
21st & 28th December 2019	Analysis of Financial Statements (Emphasis on Procurement)	Reading of Financial Statements and Ratios
		Banking, Norms and Types of Finance – Nationalised Banks, NBFC and Private Banks
18th & 25th Jan-20	Admin – Value Addition I	Import / Export – Important Info
		MIS & Standards
		Insurance
22nd & 29th February 2020	Admin – Value Addition II (For learners)	Communication and Office Tools
		Controlling Costs and Managing Stocks
		Licenses, Copyrights and Trade Marks
21st & 28th Mar-20	Human Resource Management	Documentation, Personal Files, Payroll etc.
		Performance Evaluation, Appraisals and Increments
		Statutory & Legal Provisions
18th & 25th Apr-20	Reinventing Business Model	Business Plan & Elements of Good Business Model
		Being Different (including Social Media)
		Focus on Efficiency and Growth
23rd & 30th May-20	Refresher Course in Indirect and Direct Tax	Income Tax Act – Important Aspects & Recent Developments
		GST- Important Aspects & Recent Developments
		Other Pertaining Laws
20th & 27th Jun-20	Tally for Non-Finance Executives	Basics of Opening a Company & Standard Settings
		Accounting – Sales, Purchases, Cash and Bank, and more.
		Exporting Reports, MIS for Better Management
18th & 25th Jul-20	Future Planning in Focus	Financial Planning, Investments And Wealth Management
		Succession Planning – Wills v/s Trusts
		Planning Exit Route

Each module will have two 4-hour sessions between 09:30 am and 01:45 pm on the last two Saturdays of the month, beginning from August 2019. MMS will offer these monthly modules at a fee of ₹5,000/- plus GST per module of two sessions. This fee will include the course material and refreshments. The organisation will also offer corporate discounts for bulk registration on multi-module registrations through the year.

For more information about G2G and to register for training modules, please feel free to contact Manohar Ahuja from MMS Secretariat (+91 9769 347 776 ex.sec@mumbaimudraksangh.org) or Lukman Gnanraj at DIGC office (+91 8879 738 269 education@dhoteoffset.net).

From bootstrapped to a growth driver

Pratik Shah, Co-founder of PrintStop, shared the interesting and exciting story of his company that has grown leaps and bound in the past decade.
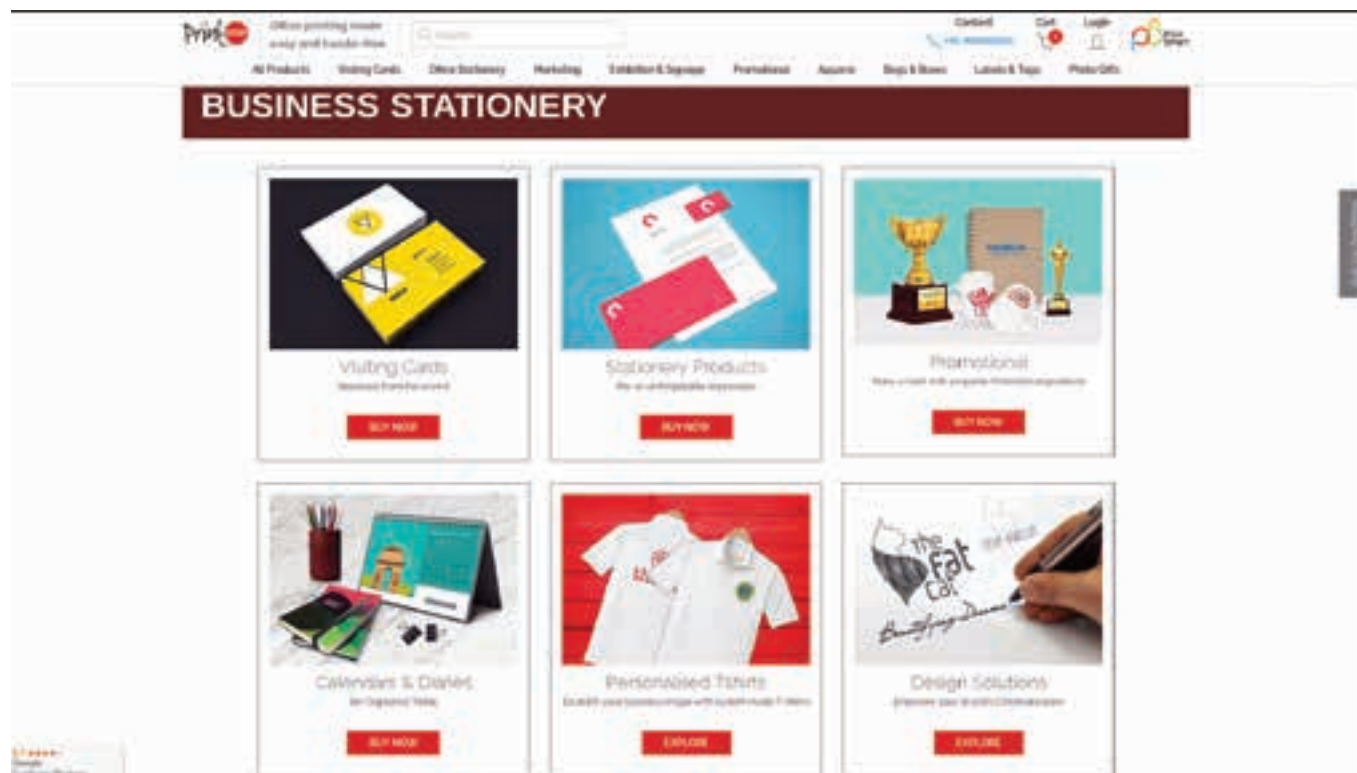
With customisation, PrintStop has eliminated the hassle ordering the required stationery from the wide variety of products, for example, the visiting cards, diaries, pens, envelopes, apparels, diaries, at any location across India.

One of the two StB sessions organised at BMPA witnessed a young-Turk Pratik Shah present the journey and the learning from his entrepreneurial venture with his brother Milap Shah – PrintStop. Established in 2009 as a self-financed venture, PrintStop focused on developing retail print shops to provide printing services to the customers. Within the first two-three years, the duo realised that the retail growth was way too challenging and much more investment hungry as compared to the B2B (business to business) growth.

"We started the business with an initial investment from our pockets. As we grew with retail outlets, we hit the B2C (business to customer) conundrum of investment into the expansion of business and revenue growth," Milap added, "however, it is from these retail outlets that gave us our first B2B (business to business) clients, including the corporates." The doctors, restaurants, and many such small businesses procured their printed stationery from the local PrintStop retail outlet. From these businesses, the brand reached local managers of larger companies – the admin and the HR managers who needed to print visiting cards, letterheads regularly.

 "We are in the business of delivering a convenient procurement experience while modifying the mindset and the behaviour of our customers and clients," Pratik

effectively underlined the thought process behind PrintStop and its business model.

Web2Print – the platform for success

Web-to-print or Web2Print or remote publishing is Information technology-enabled commercial printing solution. Client company and Web2Print service provider use a standard and a common online platform to submit print jobs, perform online pre-press reviews and previews, designing, approvals, and order the print. The rich, user-friendly interface integrated with the payment gateway offers a 3600 solution for commercial print procurement.

Web2Print has substantially grown in PrintStop from 15% in 2016-2017 to 33% in 2018-2019. The target for the financial year 2021-2022 is 60% for the Web2Print share in the revenue of the company.

While serving the short-run, diverse-quantity print orders from a wide range of customers and clients, PrintStop uses primarily digital printing technology – at 50%, while the rest of the print orders are fulfilled using a variety of conventional technologies. "We are increasingly investing in digital. However, a mix of technologies offers us the flexibility to serve our clients the best quality product," explained Pratik.

PRINTBULLETIN

## Changing tracks with a sharp focus on quality

Leveraging the power of Web2Print, PrintStop has achieved an average CAGR (compounded annual growth rate) of 30% after the primary revenue stream shifted from B2C to B2B. "Understanding the difference between B2B and B2C and after a detailed business-data analysis we are successful in achieving the right balance between the two revenue streams to maximise profitability and thereby sustainability and growth of PrintStop," Pratik further added, "We focus on addressing the client's pain points by offering services."

Throughout the StB presentation by Pratik, it was highlighted about PrintStop that the company and its people are focused on 'making the repeatable print procurements hassle-free.' It is indeed the success mantra for PrintStop — be it professionals, micro and small businesses to medium to multi-national corporations. The customer of PrintStop has to walk into the nearest retail outlets spread across Mumbai or order the print via the Web2Print interface — consumer or customised for small and large teams — to design and order printed products — from personal stationery, marketing collaterals, to gifting products.

While the company offers a wide range of products, "we do not offer customisations such as embellishments or providing blank envelopes, however, we offer kitting options, for example, kits for doctors, sales and marketing teams, personalised kits for CXOs, etc., and multiple finishes through our interface," Pratik explained the advantages of using Web2Print interface in offering superior product ordering experience while streamlining the product portfolio for efficient production management.

PrintStop's way of offering customisation is client-focused, without significantly adding to our portfolio of products. For example, the platform offers three options for a range of products: one can print their designs by uploading the files, or choose and customise from hundreds of design templates, or opt for the designing services by sharing the brief with PrintStop's design team. "We have also closely partnered with our client organisations to deliver a more integrated experience for their teams and team-members," Pratik explained while sharing examples of multiple customised platforms created for a variety of organisations with a wide range of product and service solutions. With customisation, PrintStop has eliminated the hassle of numerous communications between internal customer and admin departments within the organisation and with the printer. Any authorised team member can freely order the required stationery or the products, for example, the visiting cards, diaries, pens, envelopes, at a particular location.

A central, cloud-based solution takes away the hassle of ordering errors, content errors and billing hassles for the organisations while a central production facility offers better control over product and service quality. "Web2Print interface the streamlines ordering process; our single location production facility enables us to deliver quality products to our customers — order after order," Pratik added, "we have same or similar digital presses; we use same inks and other supplies. This standardisation helps us in delivering the best possible colour consistency to the brands we service." Further detailing quality check initiatives, he explained how different process owners check the quality of input and output. The files are checked
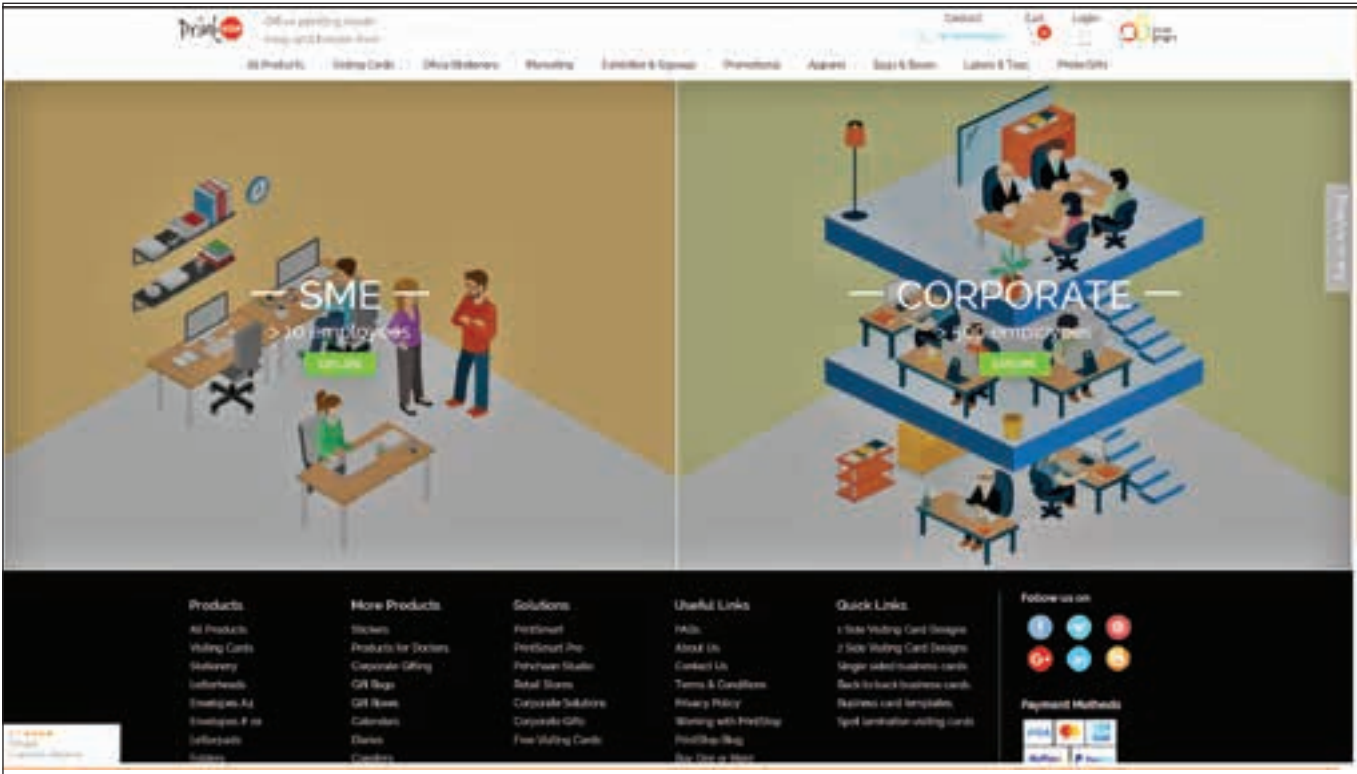
PrintStop has distinct channels for retail and business clients through the PrintStop website and PrintSmart services; the latter deliver a more integrated experience for the client teams and team members. Image: PrintStop (3) screenshot

PrintStop offers a wide range of products. It does not offer customisations such as embellishments or providing blank envelopes. Instead it offers kitting options, for example, kits for doctors, sales and marketing teams, personalised kits for CXOs, etc., and multiple finishes through its Web2Print interface.

and proofed by the clients for content, and the Web2Print platform ensures correct file delivery for the print production process. The final products are checked and packed before delivery, ensuring error-free product delivery – be it the quality or the quantity of the products.

Living up to the promise of StB

"While trying to maintain the right quantity of products, it is best to weigh a product to ensure the ordered quantity is delivered to the customer order after order," said Amit Shah of Spectrum Scan, a senior member of StB forum. He pointed at the fact that instead of counting the individual pieces of products – 100 visiting cards, for example, – it is easier to weigh a stack and benchmark it against a ready-reckoner that mentions the product weight – for example, a particular product weighs 25 grams for 100 pieces and 50 grams for 200 pieces. Such brainstorming and exchange of suggestions and ideas is the key highlight and feature of StB forum by BMPA.

Encouraging Pratik and applauding the quality of PrintStop services and products, Faheem Agboatwala of Hi-Tech Solutions, Ankit Tanna of Printmann, and Animesh Kejriwal of Parksons shared their experience of being a PrintStop customer.

Taking the discussion forward, Milap shared with StB members that "we want to reasonably scale up and grow by increasing our geographical reach and offer more solutions to our customers and clients." He briefly detailed how targeted marketing has helped them grow in the B2B segment. To get business from new clients, we have successfully focused on Admin, Marketing and HR managers in corporates and other organisations.

Answering member queries, Pratik and Milap also detailed the key lessons and strategies through the journey of PrintStop. For example, Pratik admitted that the presence in the retail – through web and the stores – has helped the brand create much-needed visibility to sustain and grow its business in the B2B segment. "Our retail presence acts as an anchor to our online and social media campaigns. It has also helped us grow and service the local professionals, micro, small and medium-sized client-companies," he said. Further Milap also explained the importance of choosing the right partners to deliver the complete service experience to the clients effectively. "We deliver hundreds of orders a day across India. We promise next business day delivery across the Metro Cities in India only because of our tie-ups with the best logistics partners in the country," he added.

PrintStop Co-founder Pratik demonstrated the power of continuous learning and an evolving business model to achieve the right balance of profitability and growth at StB by sharing the journey of his business venture. The duo has always appreciated and acknowledged the immense learning and insights they have gained about the printing industry through their discussions and attendance of various knowledge-sharing platforms of BMPA, including StB of course. Therefore, when Pratik shared the journey of PrintStop at StB, he was as keen to share his success story as he was ready to receive more from the forum members and the industry peers. This strong sense of camaraderie is the unique character of StB that makes this BMPA platform a new knowledge exchange, session after session. The PrintStop session by Pratik was the finest example of it, indeed.

APTECH WELCOMES NOMINATIONS FOR ITS BOARD OF DIRECTORS

The Association for PRINT Technologies (APTech) is seeking nominations of qualified individuals to serve on its Board of Directors. Members of the Board represent APTech and are advocates for its mission and activities, with responsibilities for governance and leadership of the organization's programs and activities. The APTech Board comprises of representatives from all aspects of the print industry value chain, including manufacturers, suppliers and print service providers.

Since opening up association membership to print service providers, and including printers on the Board, print service providers have been integral in providing a 360-degree view of the state of the industry and in collaboration with the manufacturers and supplier board members, together they have helped charter the course for the future of the organization and the print industry.

Nominees for the Board of Directors must be employed by an APTech member organisation. Candidates will be elected on the ballot to be distributed by August 18, 2019, with elections being held during the Annual Meeting of the Association to take place during PRINT®19 – APTech's annual signature conference and exhibit to be held in Chicago at McCormick Place North from October 3-5, 2019.

Interested applicants should submit a nomination by July 26, 2019, for consideration through the online form that can be accessed at https://www.printtechnologies.org/about-us/officers-and-board-of-directors/2019-nomination-form/. An acknowledgement receipt will be provided to each nominee upon submission of his or her nomination. For questions or more information, please contact Thayer Long, President, Association for PRINT Technologies, at tlong@aptech.org.

Association for PRINT Technologies

The 2019 timeline for elections

July 8: Nominations open

July 26: Nominations close

August 18: Ballots distributed

October 3-5: Voting takes place

Union Budget 2019: promising ease of life

BMPA has constituted a panel of consultants to support Print Bulletin readers with up-to-date information and to resolve queries regarding tax updates, FEMA, and labour laws.

GST

Clarifications on filing of Annual Return (FORM GSTR-9)

A press release dated June 4, 2019 has clarified certain queries raised by trade and industry with respect to filing of Annual return (GSTR 9) which are being clarified as follows:

1. Information contained in FORM GSTR-2A as on May 1, 2019 shall be auto-populated in Table 8A of FORM GSTR-9.

2. Input Tax Credit (ITC) on inward supplies shall be declared from April 2018 to March 2019 in Table 8C of FORM GSTR-9.

3. Particulars of the transactions for FY 2017-18 declared in returns between April 2018 to March 2019 shall be declared in Part V of FORM GSTR-9. Such particulars may contain details of amendments furnished in Table 10 and Table 11 of FORM GSTR-1.

4. It may be noted that irrespective of when the supply was declared in FORM GSTR-1, the principle of declaring a supply in Part II or Part V is essentially driven by when tax was paid through FORM GSTR-3B in respect of such supplies. If the tax on such supply was paid through FORM GSTR-3B between July 2017 to March 2018 then such supply shall be declared in Part II and if the tax was paid through FORM GSTR-3B between April 2018 to March 2019 then such supply shall be declared in Part V of FORM GSTR-9.

5. Any additional outward supply which was not declared by the registered person in FORM GSTR-1 and FORM GSTR-3B shall be declared in Part II of the FORM GSTR-9. Such additional liability shall be computed in PartI V and the gap between the 'tax payable' and 'paid through cash' column of FORM GSTR-9 shall be paid through FORM DRC-03.

6. Many taxpayers have reported a mismatch between auto-populated data and the actual entry in their books of accounts or returns. One common challenge reported by taxpayer is in Table 4 of FORM GSTR-9 where details may have been missed in FORM GSTR-1 but tax was already paid in FORM GSTR-3B and therefore taxpayers see a mismatch between auto-populated data and data in FORM GSTR-3B. It may be noted that auto-population is a functionality provided to taxpayers for facilitation purposes, taxpayers shall report the data as per their books of account or returns filed during the financial year.

7. Many taxpayers have represented that Table 8 has no row to fill in credit of IGST paid at the time of import of goods but availed in the return of April 2018 to March 2019. Due to this, there are apprehensions that credit which was availed between April 2018 to March 2019 but not reported in the annual return may lapse. For this particular entry, taxpayers are advised to fill in their entire credit availed on import of goods

Finance Minister Nirmala Sitharaman, Minister of State for Finance Anurag Thakur, and her team ahead of the presentation of Union Budget 2019 Image: Press Trust of India (PTI)

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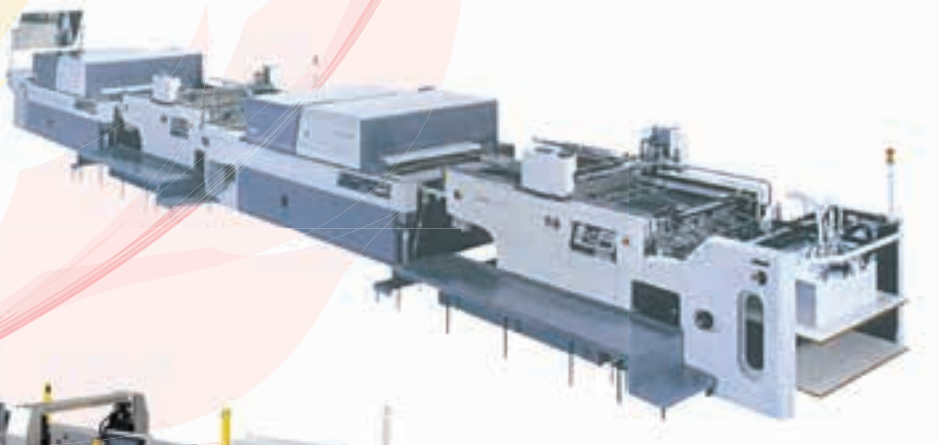(41" x 29")
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Speed	1000 ~ 3600 IPH	900 ~ 3300 IPH	900 ~ 3300 IPH	800 ~ 2000 IPH	400 ~ 3600 IPH	800 ~ 4000 IPH	100 ~ 2000 IPH	200 ~ 2000 IPH	800 ~ 2000 IPH	1000 IPH	660 FS
Thickness	0.1 ~ 0.8 mm	0.1 ~ 0.8 mm	0.1 ~ 0.8 mm	0.1 ~ 0.8 mm	0.05 ~ 0.8 mm	0.075 ~ 0.8 mm	0.05 ~ 0.8 mm	0.075 ~ 0.8 mm	0.1 ~ 0.8 mm	0.1 ~ 3 mm	0.025 ~ 0.1 mm

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In order to provide an impetus to digital funds movement, it has been decided that with effect from July 1, 2019, processing charges and time varying charges levied on banks by Reserve Bank of India (RBI) for outward transactions undertaken using the RTGS system, as also the processing charges levied by RBI for transactions processed in NEFT system will be waived by RBI. Image: Mohamed Hassan from PxHere

from July 2017 to March 2019 in Table 6(E) of FORM GSTR-9 itself.

8. Payments made through FORM DRC-03 for any supplies relating to period between July 2017 to March 2018 will not be accounted for in FORM GSTR-9 but shall be reported during reconciliation in FORM GSTR-C.

Comment: Members are advised to refer ICAI Handbook on GST Annual Return and proceed to complete GSTR 9-9C at the earliest to avoid last minute rush on the portal. The ICAI Handbook can be downloaded from: https://bmpa.org/wp-content/uploads/2019/07/HB_on_GST_Annual_Retur-30-5-2019.pdf

Points to Note on annual returns

Nil Annual Return: a person registered under GST but having no transactions during the year is also required to file a Nil Annual Return. A person whose registration has been cancelled during the year is also required to file the annual returns unless final return has been filed and cancellation completed before 31st March, 2018.

A Registered person who has opted in or opted out of composition is required to file both GSTR 9 and GSTR 9A for the relevant periods.

GSTR-9 does not allow for any revision after filing.

It is mandatory to file FORM GSTR-1 and FORM GSTR-3B for the FY 2017-18 before

filing this return.

The exceptions to filing of the annual return applies to the following category of registered persons:

• Input Service Distributor

• Tax deductor u/s 51

• Tax collector u/s 52

• Casual Taxable Person

• Non-Resident Taxable Person

• any department of the Government of India or a State Government or a local authority, whose books of account are subject to audit by the Comptroller and Auditor-General of India or an auditor appointed for auditing the accounts of local authorities under any law for the time being in force.

The declaration of the information in the annual returns has multiple implications. Any incorrect information can attract tax demands, interest and penalties on the same, leave alone the long-term litigations that follow years later.

Liability identified during filing Annual Return can be deposited with Government using DRC-03 Form.

Types of forms

Following are the different annual return forms

1. GSTR-9

This form is to be filed by regular taxpayers registered under GST. It consists ofdetails regarding advances, supplies made and received during the financial year under different tax heads i.e. CGST, SGST and IGST as well as details of outward supplies made during the financial year on which tax is not payable. Further, it also contains the details of ITC availed and reversed,

As per directions of GST Council, GSTN has partnered with some Billing and Accounting software vendors for providing free software to the Micro, Small and Medium Enterprises, with annual turnover under ₹1.5 crore, in a financial year. To download the accounting and billing software on the GST Portal, the taxpayer need to login to the GST Portal with valid credentials and navigate to Downloads > Accounting and Billing Software option. Image: GSTN webpage screenshot
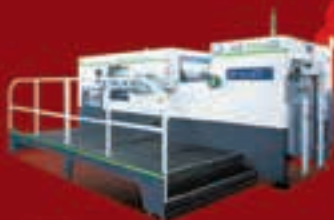
taxes payable and paid, transactions reported in next financial year, particulars of demands and refunds, HSN wise details of outward and inward supplies etc. It consolidates the information furnished in the monthly or quarterly returns during the year.

2. GSTR-9A

This form is to be filed by taxpayers registered under GST's composition scheme. It is a summary of all quarterly returns previously filed by the composition taxpayer. (Proviso to Sub Rule (1) of Rule 80)

3. GSTR-9B

This form is to be filed by e-commerce operators who have filed GSTR-8 during the previous financial year. It is basically an annual statement. (Sub-Rule 2 of Rule 80 – the form is not yet notified)

Free Accounting and Billing Software for Micro, Small and Medium Enterprises

As per directions of GST Council, GSTN has partnered with some Billing and Accounting software vendors for providing free software to the Micro, Small and Medium Enterprises, with annual turnover under ₹1.5 crore, in a financial year. This facility is made available to the active Normal taxpayers, SEZ Developers/SEZ Units and taxpayers who have opted for composition scheme under the GST regime.

1. These are available as a cloud based version as well as a downloadable version that installs on desktop or laptop.

2. This software allows a taxpayer to run his daily business by providing day to day billing and accounting features, along with facility for return filing for their GST related compliances.

3. Some of the free features being made available are Sale/Purchase/Cash ledger, Inventory management, Supplier/Customer Masters, Generation of Invoices, Preparation of GST Returns, and more.

4. The software would be available free of cost to eligible taxpayers till March 31, 2021 or till the taxpayer's annual turnover remains under ₹1.5 crore in a financial year, after which the taxpayers may have to pay a fee to the vendor.

5. For using features other than free features listed or using the software beyond the initial free period, the taxpayer may visit respective vendor product site to ascertain fee payable, if any.

6. To download the accounting and billing software on the GST Portal, the taxpayer need to login to the GST Portal with valid credentials and navigate to Downloads > Accounting and Billing Software option.

7. The user manual and FAQs for the same and vendors providing software can be viewed at the following links: https://tutorial.gst.gov.in/userguide/taxpayersdashboard/index.htm#t=manual_accountingsoftware.htm and https://tutorial.gst.gov.in/userguide/taxpayersdashboard/index.htm#t=FAQs_Accountingsoftware.htm

Note: It may be noted that all queries/questions need to be taken up with the software vendors and not with GST Help Desk.

Companies Act and legal

Amendment in the Companies (Incorporation) Rules, 2014

Ministry of Corporate Affairs, vide notification dated June 7, 2019 has granted powers to Government of India to amend the Companies (Incorporation) Rules, 2014.

a) These rules may be called the Companies (Incorporation) 6th Amendment Rules, 2019. It has come into force with effect from August 15, 2019.

b) In Rule 19 sub-rule (1), the word Form no. INC 12 shall be substituted with the word 'Form INC 32 (Spice).'

c) In sub-rule (3) clause (a) the word draft memorandum shall be substituted with the word 'the memorandum.'

Impact: Form INC 12 which is filed for application of license for incorporation of Section 8 Company will now be replaced with Form INC 32 (Spice).

Clarification for filing of form DIR-3 KYC under Companies Act, 2013

Ministry of Corporate Affairs vide circular dated June 27, 2019 has issued a clarification for filing of form DIR-3 KYC (know your customer) under the Companies Act, 2013 as follows:

a) Ministry of Corporate Affairs had received representation from stakeholders expressing certain difficulties in filing e-form DIR-3 KYC and for extension of period for filing such form.

b) Accordingly, the matter has been examined and it is here by clarified that every person who has already filed DIR-3 KYC will only be required to complete his/her KYC through a simple web- based verification service, with pre-filled data based on the records in the registrar. If a person wishes to update his/her mobile number, he would be required to file e-form DIR-3 KYC and in case of updation in any other personal details, DIR-6 may be filed for the updation of the same before filing form DIR-3 KYC.

c) The amendment in the relevant rules including the amendment related to extension of time for completion of KYC through e-form DIR-3 KYC for the

Before engaging contractor, the employer should ensure that there is no such notification by the government prohibiting contract labour system in that particular industry. Image: from PxHere

web-based services, as the case may be, will be notified shortly.

Amendment in schedule VII of the Companies Act, 2013

Ministry of Corporate Affairs vide notification dated 6 th June, 2019 has granted powers to Government of India to amend schedule VII of the Companies Act, 2013.

In schedule VII (Activities which may be included by Companies in their corporate social responsibility policies activities) of section 135 of the Companies Act, 2013 after item (xi) a new item and entries shall be inserted, namely "(xii) Disaster Management, including relief, rehabilitation and reconstruction activities."

Impact: The Ministry has added one more area under corporate social responsibilities activities.

Banking and FEMA

NEFT and RTGS – waiver of charges

- The Reserve Bank of India (RBI) has reviewed the various charges levied by it on the member banks for transactions processed in the RTGS and National Electronic Funds Transfer (NEFT) and Real Time Gross Settlement (RTGS) systems.

- In order to provide an impetus to digital funds movement, it has been decided that with effect from July 1, 2019, processing charges and time varying charges levied on banks by Reserve Bank of India (RBI) for outward transactions undertaken using the RTGS system, as also the processing charges levied

by RBI for transactions processed in NEFT system will be waived by RBI.

- The banks are advised to pass on the benefits to their customers for undertaking transactions using the RTGS and NEFT systems with effect from July 1, 2019. Ref (RBI/2018-2019/208)

Basic Savings Bank Deposit Account

The Basic Savings Bank Deposit (BSBD) Account was designed as a savings account which will offer certain minimum facilities, free of charge, to the holders of such accounts.

In the interest of better customer service, it has been decided to make certain changes in the facilities associated with the account.

Banks are now advised to offer the following basic minimum facilities in the BSBD account, free of charge, without any requirement of minimum balance.

a) The deposit of cash at bank branch as well as ATMs/CDMs.

b) Receipt/credit of money through any electronic channel or by means of deposit/collection of cheques drawn by Centra/State Government agencies and departments.

c) No limit on the number and the value of deposits that can be made in a month.

d) Minimum of four withdrawals in a month, including ATM withdrawals.

e) ATM Card or ATM-cum-debit card.

The BSBD Account shall be considered a normal banking service available to all. Banks are free to provide additional value-added services, including issue of cheque book, beyond the above minimum facilities, which may/may not be priced (in non-discriminatory manner) subject to disclosure. The availment of such additional services shall be at the option of the customers.

While offering such additional services, banks shall not require the customer to maintain a minimum balance. Offering such additional services will not make it a non-BSBD Account, so long as the prescribed minimum services are provided free of charge.

The holders of BSBD Account will not be eligible for opening any other savings bank deposit account in that bank. If a customer has any other existing savings bank deposit account in that bank, he/she will be required to close it within 30 days from the date of opening a BSBD Account.

Further, before opening a BSBD account, a bank should take a declaration from the customer that he/she is not having a BSBD account in any other bank. The BSBD account shall be subject to RBI instructions on KYC/AML for opening of bank accounts.

The instructions issued on free transactions available for normal savings bank account in own-bank/other bank ATMs are not applicable to BSBD accounts. The minimum free withdrawals available to the BSBD Account holders can be made at all ATMs (own-bank/other bank ATMs). These instructions will come into force with effect from July 1, 2019. Ref (RBI/2018-19/206)

Union Budget 2019: Print Bulletin analysis

The union budget tabled in July 2019 by the Union Finance Minister, Government of India, Nirmala Sitharaman sparked relief and concerns at the same time.

Considering the fund allocation for every sector, the government seems to be quite optimistic. With the highest fund allocation to the Defence sector (₹4,31,011 crore) and social sector(₹2,15,212 crore), the budget shows a robust approach in improving these two sectors, by rightly financing for defence and pushing the local development as well. A closer look at the fund allocation puts into question the fund generating capacity for these sectors, especially now when the fiscal deficit has been reduced to 3.3% from 3.4%. While reducing deficit is one objective, planning for an economy like India is another, considering all sources of revenue, we fear that expenditures would exceed the revenue.

Reduction on the corporate tax from the earlier 30% to the current 25% for companies having a turnover of about ₹400 crore, which includes 99.3% of the companies, is a good move. In line with the 'Swadeshi' and the 'Make in India' policy, there is a hike in the tax on the import of foreign goods and machinery. The higher taxes on imported goods will help India transform into a production hub for a wide range of products – from machinery to books. In the short term, however, the high taxes on imports may lead to negative business growth and reluctant decision-makers in the country, because these taxes may act as roadblocks for development.

Encouraging start-ups is appreciative, especially when the BJP-led government focuses on the youth and even when a significant fund of ₹93,848 crore is allotted for the education sector. Relaxing the Angel Tax and letting the start-ups go through less scrunity scanners, is a positive move. This would help start-ups grow, expanding their ideas and creating potential while being supported by the government. Print start-ups, like any other start-up, can now function liberally with the lessened burden of the Angel Tax with partial scrutiny.

Inclusion of artificial intelligence and automation was also highlighted in the Union Budget 2019. On the similar lines, the budget also encourages electronic and digital transactions, which is quite an old initiative, however, this time we would expect the acceleration. This has led to setting up of an upper limit for the withdrawal of cash. Cash withdrawal exceeding ₹1 crore from the banks would be charged a 2% TDS (Tax Deducted at Source); this also aims at curbing the corruption and money laundering activities.

The budget focused on a bunch of sectors and special regulations for them, while their impact would undoubtedly be on other important sectors that exist in the loop. Our print and packaging industry has already been in this process especially with the inception of the Goods and Service Tax (GST), where the E-way bill (EWB) has played an important role considering transportation of our goods. The budget mentions a 10% customs duty on the newsprint and 5% on imported books. The 5% on the imported books is 'to encourage the domestic print and publishing activities' as justified by the Finance Minister.

When it comes to manufacturing and buying machines, a large chunk of our machine manufacturing companies reside abroad. However, tax restrictions and hikes on the import of foreign goods on machinery may be worrisome. On the other hand, the reduction in the corporate tax currently upto 25% is a huge relief. With the reduced burden of the corporate tax, print companies can now focus on generating larger revenues.

Every industry including the print and packaging must take careful measures when we are one of the major industries in terms of output and sales, not to forget we are the drivers of communication across the nation.

Scan the following QR codes to download and read the detailed report – Highlights of the Union Budget 2019 – prepared by the empanelled consultant CA Pathik Shah, and to access an elaborated ready reckoner for income tax and GST as distributed by BMPA.

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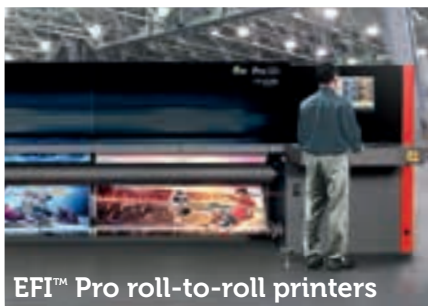
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Labour laws

Guidelines for drafting agreement between contractor and principal employer

a) Before engaging contractor, the employer should ensure that there is no such notification by the government prohibiting contract labour system in that particular industry.

b) The principal employer in the first instance, must ensure that they have got a registration certificate form the competent authority as provided u/s 7 of the Contract Labour (R&A) Act, 1970 before proceeding to engage the contract labour.

c) The principal employer must ensure that they issue certificate in Form V to the contractor for obtaining licence as provided u/s 12 of the Act .

d) It must be ensured that the contractor who is employing more than 49 persons (in the state of Maharashtra) has a valid licence issued in his name by the competent authority as provided under the Act.

e) The payment of wages to the employees employed by the contractor is disbursed to his employees by the contractor himself or his nominee and principal employer has to depute his representative to be present and sign the payment register in token of having disbursed the salary in his presence by the contractor.

f) There should not be any supervision and control by the principal employer in respect of employees employed by the contractor to fulfil the obligation of the contract.

g) The work of which contract labour engaged should not be of perennial nature.

h) Discipline of the employees of the contractor in the discharge of duties must be regulated by the contractor and not by the principal employer.

i) Contract should not specify the number of persons required but must quantify the work itself.

j) Leave to the employees of the contractor must be sanctioned by the contractor and not by the principal employer.

k) No advance should be paid by the principal employer to the contractor's employees directly, only contractor must regulate the same.

l) Maintenance of all type of record in respect of the employees employed by the contractor should be his own responsibility and principal employer should not intervene in such matters.

m) If the establishment is covered by the Employees' Provident Fund & Misc. Provisions Act and the Employees' State Insurance Act, then the preference should be given to those contractors only who have their own code numbers under the respective Acts.

n) To ensure to submit annual return to the prescribed authority in the prescribed form under the Act.

o) All contractors employees to be paid salaries, bonus and all other payments through bank payment only.

p) Contractor has to provide proof of compliances every month along with the invoices.

q) Contractors employees need to provide a copy of their KYC's like PAN card, Aadhar card, and bank account information.

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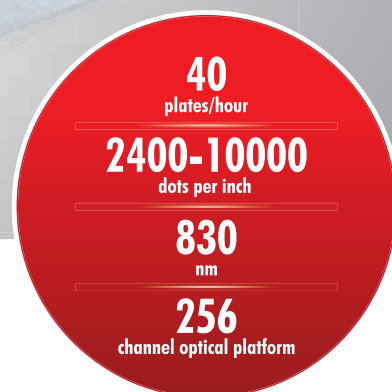Connect

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