

Printing Technology in India : Priorities and Challenges



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ABSTRACT

Currently the printing sector is all set to become booming in India due to available technology, resource at a very economical cost. Also the government is encouraging foreign direct investment into this sector. Lots of MNC's are expected to invest in this sector due to favorable working conditions and rising demands for printing related products and service in our day to day needs. As India is aiming for five trillion economy, there are growing demands on the printing sector and numerous challenges. This article attempts to give an overview of printing technology in India and emerging priorities and challenges.

Keywords – Printing, Priorities, Challenges, India, Technology, Government.

I. INTRODUCTION

The printing press was brought by Brother Juan de Bustamine (1536-1588), Portuguese missionaries in Goa on 6th September 1556 for printing the Christian text in India. The printing press was attached to the St. Paul's College, Goa. The first type (font) of an Indian script in Malabar letters (Tamil) was prepared by Jesuit Jogo Gonsalves who was a blacksmith. After arrival of press, the printing of books was started. In the year 1577, Clumsy shape Devanagari type (font) cast were developed for printing of Christian text in Indian languages. In the 17th century a large-scale book printing was established by Portuguese rulers to print Christian

text for the benefit of newly converted Christians and more books were printed in Goa in Konkani and Marathi. (Manohararays Saradesya-A History of Kokini Literature-1500to 1992-P 17)

The goal of this printing press was to spread Christian literature among new converts to Christianity. Accordingly, several missionaries established many printing presses in Mumbai, Chennai, Bengaluru, Trivandrum, Hyderabad, Kolkata, Delhi and Shivakasi , etc in the country. Thereafter large number of English newspapers such as The Hindu, Patriot, Indian Mirror, The Times of India, The Bombay Times, The Pioneer, The Statesman, The Mail were published in India.

Later on, the language newspapers in Hindi, Marathi, Urdu, Tamil, Telugu, Kannada, Malayalam, Punjabi, Bengali and other Indian languages were also started. Such wide publication of newspapers, especially the Vernacular ones played a great role in shaping nationalist consciousness during the freedom movement.

Education has rightly been considered as an essential component of Human Resource Development. There have been lot of attempts to tap educational talent and channelize them into human resources. Due to the expansion of educational institutions like schools, colleges, Universities the reading population increased more in the country, which included small villages, towns and rural areas too. This led to an incremental demand for printing of textbooks, newspapers, magazines periodicals report, etc. The circulation of newspaper and other printing services have been increased more due to educated population and expansion of infrastructures like road and transportations especially to small villages and towns in India.

During the year 1991, The government of India initiated a process of reforms with an aim of privatisation. Accordingly, the multinational companies especially in pharmaceutical industry, Food industries, cosmetic & personal care products and consumable items supported more growth to the packaging and printing while expanding their business in India. Since 1991 the liberalisation of the Indian economy created a huge demand for printing and packaging. The growth of Real-estate and various garment industries have completely changed commercial printing in India. Rapid developments in film industry especially the poster printing created a new trend in printing market.

Due to the increase of nuclear families in Indian society the demand of consumable items increase manifold, also gave rise to new industrial setup.

II. Emerging Trends in Printing Technology Sector

The Indian printing industry has undergone a revolutionary change during the last 20 years. Accordingly, the Indian printing industry installed the latest technology machineries and equipments. Today, India is a major country in the area to printing and production in the world market. The growth of Industries, Institutions, Organization, and Business firms are directly or indirectly very much associated with the printing industry for day to day needs. Indian news papers, books, Journals and printed packaging materials are being exported to over 120 countries. At present in India there are 25 lakhs of employs directly and an another 13 lakhs indirectly are working in 2,50,000 number of printing press as estimated with a yearly turnover of 1.10 lakhs chores in printing industry, The turnover of packaging printing including label printing is estimated near to 1.5lakhs crore combining both the worth than INR 2.60 lakh crore with growth rate of 12% per annum (2020-approx.). Along with this the fast growing printing and packaging industry demands more printing technologist, skilled human resources and printing equipment. (en.wikipedia.org/wiki/printing_industry_in_india), (All India Federation of Masters printers-AIFMP)

III. Growing Digitization and Use of Advanced Technology

There are numerous jobs expected in this industry due to an overall growing percentage of 12% per annum. World-wide, the annual revenue of the printing industry is over \$600Billion.

IV. Present status of Educational Programmes in Printing Technology

As per information based on registered institutions approximately 3500 printing technologist come out every year. About 30 % are diploma level, 20 % are graduates and 15 % are post graduates remaining are other levels. There are 3 college available specially for girls students. (All India Federation of Masters printers-AIFMP)

ME/ M. Tech in Printing is available in eight universities & BE/ B. Tech in Printing Technology is offered as four years course more than 11 institutions in India. B.Sc. Printing, 2-PGD, 1-BFA and 9- B.voc colleges and P.hd in some universities are available. The pass outs of the courses may get jobs in Govt/ Public and Private Sector in top level Management.

([http://engineering.careers360.com/colleges/list of printing-technology.](http://engineering.careers360.com/colleges/list_of_printing-technology))

There are more than 24 institutes offering three years diploma course for class XII pass outs after entrance test. The successful diploma holders may get jobs like supervisors, foreman, instructors, executives in Govt/Public sectors and private press.([http://engineering.careers360.com/colleges/list of printing-technology.](http://engineering.careers360.com/colleges/list_of_printing-technology))

Apprenticeship courses for one year and ITI courses for 2 years offered by State Board of Technical Education. After completion of these courses, students may get jobs at operational level as machine operators and DTP operators. Some NGOs are providing special training and short term courses of six months, nine months courses and one year courses in printing. These courses are suitable

for school dropouts, physically handicapped, women etc.

V. Emerging Priorities & Challenges

The printing industry has lots of job opportunities but unfortunately there are lack of skilled human resources in the industry. It is mainly due to lack of awareness about the scope of printing jobs/employability and unavailability of skilled training courses. But unfortunately very few institutions are available in India for providing skill development courses and training given in various printing processes like Letter press. Lithography, Intaglio (Rotogravure), Flexography, Screen printing, laser and Inkjet, Digital printing followed with technical operations at various stages in Pre-press, Press and Post-press operations requires skill and trained technicians.

VI. CONCLUSION

The following are the major areas need to be concentrated.

- New-age Curriculum Development
- Expansion of Offering Long-term and short-term Programs
- Capacity Building of Teachers
- Upgrading Infrastructure and Facilities in Printing Institute
- Strengthening Linkages with Industry/Organization
- Implementation of Vocational Education as per NEP-2020.

There is a need for to establish more Printing Technology Institutes. Refresher courses have to be started for the employees working in industry. However, in-term training, skill development

courses and vocational courses in printing at lower stage have to be initiated. A modular in skill and vocational courses in printing technology covering on platemaking, DTP operators, Machine Operators Binding and allied courses, Embossing, punching and Die making courses is required and it has to be uploaded in online. A brief introduction on printing have to be included in school level and it has to be included in career guidance and counselling. Respective governments have to give relaxation for new setups.

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