



company was that the cost of production was less in Chhattisgarh compared to other states.

The company has hedged its bets on producing books as it is a never ending market according to Dani. Although it doesn't do any printing jobs for NCERT, it does a lot of Government jobs which demand huge production in a very short time. Dani feels that this aspect keeps the future bright for its company.

Currently there are three technologies – sheetfed, web offset and exercise notebook manufacturing which streamlines the print work at its factory. The huge line of machines across these three technologies enables it to plan swiftly even when there is a huge demand of work from the market.

The company plans the jobs as per the trends in the market after having done a thorough analysis of the market and after having set sales targets. "We also have a dedicated department for quality control and another for planning a dispatch schedule as per the customer's demand," says Dani.

The press of the company's magnitude operates differently in today's market, than how it did before. In the past it was dependent on labour intensive machines. Now it has become one of the most advanced presses in Chhattisgarh in terms of technology and professionalism.

The company has invested in a brand new Komori machine and had installed a Wellbound 12-clamp perfect binding machine nine years ago which was the only such machine in Madhya Pradesh and Chhattisgarh. The bindery also boasts of WB@2500 six clamp binders and three-knife trimmers supplied by Impel-Wellbound. "We work 24/7 to deliver books on or sometimes, before time. This is our USP," says Dani.

Many publishers prefer to use B-grade paper for their projects. Such papers cannot achieve the same quality as A-grade paper. Here Dani feels it is important to cope with the issues about the quality of the paper that can erode process efficiency if not managed properly.

"When we use B-grade paper we do not manage optimum production. Although, →

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PRINT SECTOR

Sharda Offset Printers

Sharda Offset Printers was established in 1993 and is managed by Rahul Uppal and Shubam Adlakha. The company has a printing unit and a warehouse of around 25,000-sqft in Raipur.

According to Uppal, there are three types of consumption in terms of paper. "One is publishing, the other is notebook paper, and of course, there is the third one that is the copier paper." The copier market of Chhattisgarh would be around 1,000 tonnes a month, notebooks market would be around 3,000 tonnes while the publishing sector would be around 1,000 tonnes.

According to Uppal, Sharda's first printing order was billed for Rs 17,000 and producing and delivering 18-lakh books in five days has been a challenging print project. "Print runs are becoming shorter day-by-day because of the digitalisation but still there are long-run jobs like textbook printing. Even exercise notebooks have long-runs," says Uppal.

QUICK QUESTIONS

What is a popular book format in Chhattisgarh these days?
Paperback.

What kind of time factors do you abide by?

We always tend to increase the output of our post-press.

What are the trends from your point-of-view for paper stocks and covers?

The price trend will be sort of V shape, which will go down in the coming months. It will peak again in the next five-six months and will remain steady for a few months.



RAHUL UPPAL - AT A GLANCE

How do you unwind? Still struggling

One activity you love? Watching movies

Favourite films? *Fast and Furious* and *Rocky* series

Once the pandemic is over, where will you vacation to? Maldives

Favourite snack? *Kachouri*

Your adda in Raipur? My home

One thing about Raipur no one knows? *Faluda kulfi*

One historical trivia about Chhattisgarh that you are proud of? Nanihal of Lord Ram

One print factory you want to visit? Manipal Press

