

# PrintWeek

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## Clueless in Covidland...



**Amit Shah,**  
Managing director, Spectrum Scan

“Communication is key to keep the morale of the employees high”

**A favourite webinar that you attended in the lockdown**

The BMPA and TechNova webinar on precautions and restarting the operation with safety and health of workers.

**One maintenance tip you are following**

Follow SOP of maintaining the equipment/ machines as far as possible.

**Your advice during lockdown to your team**

Accept the new normal, and focus on developing new ideas to fight Covid-19.

**Your healthcare mantra for Covid-19**

Exercise, exercise, and exercise. The least one can do is walk 30 minutes after meals (at home).

**One skill you have acquired during the lockdown**

Cooking different dishes with the same ingredients (shallow fry/ half fry/ air fry /deep fry /roast/ boil.

**One print technology, which could be revolutionary in the post-Covid world**

Digital technology.

**One packaging innovation that could be the new normal**

RFID for monitoring the supply-to-use chain can be linked with an app.

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**One lesson from the pandemic for the industry**

Too much dependency on China is risky. We must have Make in India, as our motto.

**One tip on man-management**

Communication is the key to keep the morale of the employees high.

**Post lockdown, will you purchase Chinese products, for example, raw material and machines?**

Difficult to answer, but certainly we have to look at an alternative.

**An assistance that you seek on behalf of the industry from the government**

MSMEs need huge support; most required is taking care of salary of workers.

**One headline you want to see by the end of 2020**

The human has triumphed.



**Amitava Ray,**  
Executive director, Uflex

“I think most would like to switch to touch-less technologies to mitigate transmission risk, and so post-Covid,

we could see hi-tech work starting on facial or voice recognition technologies for printing jobs”

**A favourite webinar that you attended in the lockdown**

I recently participated in a webinar organised by Propak that focused on Covid-19 crisis and addressed the challenges and solutions for food and beverage industry. This webinar was aimed at highlighting the challenges and solutions of food and beverage industry and I was invited to give my insights on current packaging industry issues. The webinar helped me understand what challenges our customers and those in the supply chain are facing and how they are tackling this situation.

**One maintenance tip you are following**

We need to give our workforce and employees the top priority — keep them safe and secured from any health threats. At Uflex, we have escalated the sanitisation frequency at our facilities with increased house-keeping strength, disinfecting all commonly touched surfaces and installation of a walk-through chamber for full body sanitisation of all employees coming to our facilities. All have been told to wear face masks, wash hands and maintain social distancing.

**Your advice during lockdown to your team**

I advise my team to stay connected virtually, and refrain from moving from their workstation unless it is unavoidable. I have also requested them to stay connected with all customers and suppliers regularly to keep checking on their wellbeing besides engaging with them for our/ their requirements.

**Your healthcare mantra for Covid-19**

We all have grown up hearing that ‘health is wealth’ and in the current crisis, people with low immunity are more prone to get infected by Covid-19. The mantra I can give in such a situation is ‘your immunity is your new currency’, so keep yourself sanitised at all times, do workout at home, and follow a nutritious diet. Strong mental health is equally important so I ask them to stay calm and positive. This, too, shall pass. →

## One skill you have acquired during the lockdown

Being a people's manager requires a lot of patience, but the current pandemic has really got me to empathise more with the people and also think even more patiently in this disrupted situation, which helps a lot in overcoming critical situations.

## One print technology, which could be revolutionary in post-Covid world

I think most would like to switch to touch-less technologies to mitigate transmission risk, and so post-Covid, we could see hi-tech work starting on facial or voice recognition technologies for printing jobs.

## One packaging innovation that could be the new normal

Covid-19 has given a push to the packaging innovators to develop better packaging solutions that take care of hygiene and safety of the content of the pack, and in the current state. I foresee innovation of anti-bacterial packaging solutions the next big yet normal thing, something that doesn't serve as a carrier to bacteria or virus but keeps the contents safe.

## One lesson from the pandemic for the industry

This pandemic has proved how indispensable plastic is to our lives. Although rising plastic consumption shall give way to more plastic waste, sustainability focus can't be ignored just because people become more accepting of plastic now. We don't want one problem to give rise to another! Thus, packaging manufacturers need to work hand-in-hand with the society to ensure that with sustainable practices and technology, plastic remains an integral part of packaging, yet it is reused and recycled or biodegraded so that it doesn't harm the environment.

## One tip on man-management

Most manufacturing companies will continue facing shortage of manpower for some time due to lockdown and reverse migration. Companies should work on increasing productivity per man. They should use their manpower efficiently and optimally by upskilling the existing pool of talent and multi-skilling. Of course, they should be assured that health and safety checklist is always fulfilled.

## Post lockdown, will you purchase Chinese products, for example, raw material and machines?

Boycotting trade with a country on the basis of an instance or nationality is not the indication of a good business. Having said that, it's best to de-risk one's supplier list geographically to ensure minimal challenges. India does not have any trade war with China. But all our policies

must be centred on what is best for us.

## One assistance you seek on behalf of the industry from the government

While the government is trying to ease the supply chain movement as much as possible, the details are not trickling down to personnel on road who are still stalling transport movement thereby affecting ours and every other industry. So, the government should make sure that the clarity on prohibitions and permission should be pushed down to lower level with as much intensity so that everyone is in the know of latest rules.

## One headline you want to see by the end of 2020

The world defeats Corona.



**Amudhan Sowrirajan,**  
Director, Adyar Students Xerox

“Web conferencing will become more dominant”

## A favourite webinar that you attended in the lockdown

I haven't attended any till date.

## One maintenance tip you are following

I think rat poison is something that is important in digital shops apart from periodic cleaning. Talk to the service engineer before restarting the machines.

## Your advice during lockdown to your team

Stay at home and stay safe.

## Your healthcare mantra for Covid-19

Wear mask and don't touch things unnecessarily.

## One skill you have acquired during the lockdown

Nothing of note.

## One print technology, which could be revolutionary in the post-Covid world

Web conferencing will become more dominant.

## One packaging innovation that could be the new normal

Antibacterial coating.

## One lesson from the pandemic for the industry

Depends on the post-covid status of the industry. In any case, the forces of digitisation and lower print volumes will accelerate. What we expected to happen in 2025 may happen sooner.

## One tip on man-management

Pay their salaries and make sure that the employees' lives can maintain a semblance of normalcy.

## Post-lockdown, will you purchase Chinese products, for example, raw material and machines?

Yes.

## One assistance you seek on behalf of the industry from the government

GST rates for the industry need to be lowered.

## One headline you want to see by the end of 2020

Vaccine for Covid-19 has been clinically approved.



**Anand Limaye,**  
Managing director, India Printing Works