

DPA Office Bearers Met Printers of Tronica City under the “DPA Aapke Dwar” Programme



Under the leadership of President Mr. Sunil Jain, Vice-Presidents Mr. Deepak Bhatia and Mr. Prashant Aggarwal as well as Treasurer Mr. Prakash Dass, Delhi Printers' Association organised its first DPA Aapke Dwar outreach programme at Trans Delhi Signature City (Tronica City) on July 10, 2021. A brainchild of Mr. Deepak Bhatia, this innovative programme was held in

association with Mr. Rajiv Gupta of SDR Printers to meet and discuss with local printing units about the problems plaguing the printing industry today. Necessary venue and other arrangements for the event were provided by Mr. Rajiv Gupta. It was attended by a sizable number of printers.

Welcoming the participating printers of Tronica City, DPA Treasurer Mr. Prakash Dass thanked Mr. Rajiv Gupta for his kind assistance by arranging the required infrastructure. He briefly outlined the need of the outreach programme and assured the printers of the benefits they would get when the gist of discussions would be shared by them with other printers known to them.



With the help of a chart Mr. Deepak Bhatia explained the quick frequency and the



percentage at which prices of various raw materials increased over the past few months. He said printers generally do not stress on this important point when they negotiate with a customer for better deal. Mr. Bhatia emphasised the need for proper costing inclusive of all miscellaneous expenses. He reminded them to keep the 'cost to the printer' in mind when they compete among themselves for fresh orders.

Mr. Prashant Aggarwal suggested the participants to learn to say NO if the printers are not ready to accept the minimum possible rates. He also advised them to form small groups, like clusters, among themselves while dealing with big clients and negotiate suitably to get higher rates.

Mr. Deepak Bhatia reiterated that nobody can survive if the final invoice does not cover all expenses. Therefore, he requested the printers to start practising client-wise expense table by jotting down even the smallest amounts spent.



All the printers gathered there fully agreed with the views and suggestions of DPA representatives and assured putting these into practice. They also vowed to support DPA in its continuing efforts for the betterment of the printing fraternity.
