

Report on Media Expo at Pragati Maidan from 12-14 September, 2024

Messe Frankfurt India had organized the latest edition of its Exhibition on Indoor and Outdoor Advertising and Signage Solutions - MEDIA EXPO-New Delhi - at Pragati Maidan from 12-14 September 2024.

Like at its earlier editions in Delhi/NCR, a complimentary stall had been allotted to DPA



where the association displayed glimpses of its 68-year old rich history as well as its periodicals and the Directory of Members. The stall attracted a sizable footfall.

In this exhibition Delhi Printers' Association has successfully conducted two seminars on 13th September, 2024 at Exhibition venue.

1. Future of Printing by Prof. Kamal Chopra:

Prof. Dr. Kamal Mohan Chopra said that the situation is changing. One needs to adapt to the changes happening from time to time for survival. Only constant thing in the world is change. If a person does not change with time that person is doomed to perish. Quoting examples from history he said some major companies have busted because they have changed with times. Customer requirements change all the time depending on various factors. One should be equipped to give what the customer wants. Mr. Chopra also reminded that technology



is advancing at a very high speed compared to the early days. Everything is becoming digital these days. Printer has to decide where he wants to place himself and has to work accordingly whether it is digital or something else, Prof Chopra said. He predicted that printing will not stop but the scenario will keep changing.

2. Sustainability by Mr. Karan Chopra Asst. Professor:

Mr. Karan Chopra said these days the CO2 level is increasing all around the world. It is



the duty of every individual to do something however small it is. He referred to the famous book by the well known author and motivational speaker Mr. Simon inek's 'start with one'. No point in waiting for a saviour to come, instead one should start acting with whatever little they can. For it one should know why he is doing it and how he can do it.



Mr. Karan Chopra praised the power of social media. He said most of us came to know about this exhibition itself through social media only. He said if social media hadn't been this powerful, nobody would have been aware of any 'Me too' movement or Greta Thunberg. Mr. Chopra recommended starting a social media movement involving maximum teenagers on social media #sustainability and making people aware of sustainability. He said change will not come overnight and it is better to 'start with one' instead of expecting to society to change in a flash. He reminded everyone that whatever resources we are using today are left by our earlier generations for us. We should also leave the world in a usable way to the next generation. He also insisted on making people accountable for their actions.

It was a very good event for the exhibitors and visitors.