



ISSN NO. 2320-5407

Journal homepage: <http://www.journalijar.com>

INTERNATIONAL JOURNAL
OF ADVANCED RESEARCH

RESEARCH ARTICLE

An Innovative step – Role in educational sector SPARK Design & Print Service– A case study

Prof. Sadhana Thatte

Coordinator, KCES's Institute of Multimedia And Printing Technology, KCES's IMR, Jalgaon, (MS)

Manuscript Info

Manuscript History:

Received: 12 October 2013
Final Accepted: 24 October 2013
Published Online: November 2013

Key words:

KCES, Issues, Innovative step,
Role, Creative services, Go-getting,
Result Analysis.

Abstract

Technology can empower and liberate. When we need to focus on our core business we always looking for such a unit who provides comprehensive and sustainable services to meet business related document capture and output strategies in high quality. Today the world is dominated by all kinds of attractive printing & advertisements in the field of art, science, entertainment, fashion, sports, technology, environment, medicine, politics, trade & traffic. Media plays a dominant role in expansion and growth of every business. Every business has to pay huge amount on promotional activities to achieve business goals, ambitions & brand image to survive in the competitive market. KCES has taken an innovative step in this field by establishing in house production unit named as "SPARK Design and Print Services". A production unit with equipped infrastructure, people and process, has been actively operating not only media services but also relevant education and training on-line & Off-line modes under one roof, saving a lot of time, money and creating placement opportunity. This article focuses on issues, need and role of in-house service unit in education sector and its benefits.

Copy Right, IJAR, 2013. All rights reserved.

Introduction

Khandesh College Education Society was formed more than six decades ago for unique task of imparting higher education in Khandesh Region. It runs various renowned institutions for Arts, Commerce, Science, Law, Engineering and Information Technology, Home Science, Physical Education, Pre-Primary Primary and Secondary schools. Media plays an important role in achieving target and making brand image in competitive market place. Every concerned institute had to face problems related to designing and printing. They had to pay huge amount for this work to different professional units. Which was time consuming; So KCES has decided to have its own separate unit for all kinds of media related designing and printing task. An innovative step was taken and "SPARK Design & Printing Service" as a creative unit was established by Khandesh College Education Society, Jalgaon.

Issues: Before taking such an innovative step following problems had to face by KCE Society's all branches.

- KCES having 22 academic branches, where all printing jobs are usually related to academic activities. So concerned faculty had to spend much time for setting & finalizing the job with their academic routine work. He had to go outside campus frequently for this work.
- All media activities were outsourced.
- Sometimes due to unavoidable facts printed documents were required urgently. In such situation it was very difficult to get job within time. Then urgent jobs were done by paying excess charges to outside professional units.
- Most of the time the printed jobs were not as per expectations, even after paying more charges.

Considering the above issues the President of KCES has taken an innovative step by establishing in house production unit to provide media services named as “SPARK Design and Print Service“ and made a history in educational sector.

Infrastructure:

It is vital step to build advanced infrastructure before beginning any new task. Initially we started with only two machines. Now SPARK Design and Print Service Unit is equipped with the following wide range machineries for pre press & post press activities to provide design and print services. Now we have :

- Single Colour Rayobi Offset machine
- Two colour Heidle Berg Offset Machine
- Digital Four colour Tatkal Machine
- Digital Four colour Front/Back Tatkal Machine
- Digital Master Plate Making Machine
- Plate Heating Machine
- PS Plate Exposure Machine
- Book pinning & Steaching Machine
- Perfect Binding Machine
- Semi Auto Cutting Machine
- Master Plate Making Machine
- Flex Printing Digital Machine
- Ms.Plate Making Machine
- Ms.Plate Heating Machine

Role : ‘SPARK Design & Printing Service’ was started as a service unit by the Khandesh College Education Society, Jalagon for providing creative services like press, print, outdoor, animation, events, education and training purpose for 22 branches of KCES. ‘SPARK Design & Printing Service’ unit has design section, offset printing section, Digital (Tatkal) printing section, advertisement section and teaching & training department. With equipped & latest technology this service unit is engaged, by bringing most advance versions of eco-friendly technology, in performing a vital role to furnish the advertising, designing, all kinds of printing needs and publish remarkable books. This creative unit always delivers the jobs of the highest quality to all academic Schools, Colleges and Institutes of Khandesh College Education Society, Jalgaon.

Print :

This is a distinctive and clever way to project image. Encompassing an inventive and attractive printing helps you in gaining target audience. This is because of the fact that it is used to keeping in touch with existing and prospective students through attractive brochures, prospectus, magazines, Journals, presentation folders etc. We also supply all kinds of office documents, answer sheets, questions papers, and files to all KCES’s branches.



Press :

Concise, catchy, crisp and targeted at the particular audience. Today the world is dominated by all kinds of advertisements- newspaper, magazine and electronic media. To distinguish advertising from editorial matter, display advertising is designed with comprising the copy, the layout, and the visuals in attractive manner for newspaper, magazines etc. We create a harmony between words and visuals which transcends the physical realm.



Events :

Educational event provides platform to the students for exposure of their talent and skill. For these purpose different events always organized at school and college's campus. By taking a theme accordingly we design and develop the job to make them memorable event. E.g mementoes, posters, logo, invitations, batches, coupons and other display materials. When some cultural programmes are arranged in some social events like Diwali, Ganapati festival, Gathering then we gives greetings, cards, envelopes, backboard banners in attractive manner.



Multimedia :

A special kind of digital video based on Video Capturing, Video editing, Video Playback. Digital Video combines the best of graphics and audio to enable multimedia products to come alive. Animated presentation is a special kind of digital video that is based on computer generated images viewed in a rapid sequence. e.g Historical events, Educational Application, Documentary Films.



Outdoor :

Today's outdoor media of advertising is a refinement of the ancient method of delivering a message to a larger group of people. To attract the attention of the public several forms of advertising is used. Under this we design with the help of electronics and graphics attractive posters, hoardings, sandwich man, bus & train advertising, sky advertising with color, cutouts with color, originality and movement.



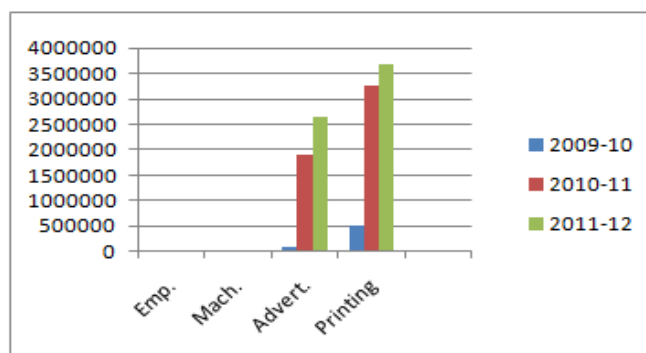
Benefits:

- A lot of time and money is saved
- Helps to create placement opportunities
- Jobs are delivered to all branches of KCES within time with attractive and quality work.
- Helps in image building of KCES and all its Schools, Colleges and Institutions.
- Printing is done economically which helps to create profit margin.
- As SPARK is working as Ad-agency so it gets benefit in the form of commission.
- As having own advertising section in this unit, it helps in promoting brand on right place by making a proper strategy.

Statal Data: Following statistical data shows status of the yearly increasing number of employees, machineries, total advertisements & Printing Jobs done.

| | 2009-10 | 2010-11 | 2011-12 |
|--------------------|----------|-----------|-----------|
| Employess | 3 | 12 | 15 |
| Machchinery | 2 | 10 | 17 |
| Advertisements Rs. | 84,000 | 19,00,000 | 26,47,000 |
| Printing Jobs Rs. | 5,00,000 | 32,60,000 | 36,80,000 |

Result Analysis



Education & Training

Apart from the above activities 'SPARK Design & Printing Service' unit is also playing a role in imparting an education and training at professional level. Such fully equipped and finest environment helps to enhance creative skills, to strengthen the intellectual side of personality and to cultivate certain moral values. At Present we conduct short term courses like Certificate course in Graphic Design, Certificate course in 2d/3d Animation, Certificate course in Printing Technology.

Go-getting Team

Success of any organization depends on solid management skills- the one who is experienced and off course professional. SPARK is a full service multidiscipline, young go-getting group. Since our inception creative thinking has been our legacy to our customers. Peoples are here committed to their work and our departments who are our valuable customers. Our pre-press facility uses industry standard prepress and desktop applications. The team is well trained & is expert in complex designing, error free work and fine tuning with department supplied files. For that technically sound staff is our strength. We arrange in-house training workshops by the industry experts to update knowledge as well as industrial visits to know new printing techniques & machinery.

Conclusion

Educational society having multiple branches should have its own in house production unit which will provide services like Print, Press, Outdoor, Events, and multimedia task. Being a one stop shop such in house creative Production Unit will ensure not only minimal effort but also better job flow at reasonable rate, easy supervision and therefore good quality work which helps in saving lot of time and money, increasing brand image and creating placement opportunities.

Special Note: Above article is based on my own experience because I had played an important role to take such type of an innovative step in Khandesh College Education Society. Email-id: sadhanathatte@rediffmail.com

