

1. SALIENT FEATURES OF THE DIPLOMA PROGRAMME IN PRINTING TECHNOLOGY (SPL. PRESS TECHNOLOGY)

- 1) Name of the Programme : Diploma Programme in PRINTING TECHNOLOGY (SPL. PRESS TECHNOLOGY)
- 2) Duration of the Programme : Three years (Six Semesters)
- 3) Entry Qualification : Matriculation or equivalent as prescribed by State Board of Technical Education, Haryana
- 4) Intake : 40/60 (or as prescribed by the Board)
- 5) Pattern of the Programme : Semester Pattern
- 6) Ratio between theory and Practice : 42 : 58 (Approx.)

7) Industrial Training:

Four weeks of industrial training is included after IV semester during summer vacation. Internal assessment out of 50 marks and external assessment out of another 50 marks will be added in 5th semester. Total marks allotted to industrial training will be 100.

Distribution of Marks:

- Daily diary and reports of training - 50 Marks
- Viva Voce (External) - 50 Marks

8) Ecology and Environment:

As per Govt. of India directives, a subject on Environmental Education has been incorporated in the scheme.

9) Student Centred Activities:

A provision of 5-6 hrs per week has been made for organizing Student Centred Activities for overall personality development of students. Such activities will comprise of co-curricular activities like extension lectures, library studies, games, hobby clubs e.g. photography, painting, singing, seminars, declamation contests, educational field visits, N.C.C., NSS, Cultural Activities, Civil Defence/Disaster Management activities etc.

2. EMPLOYMENT OPPORTUNITIES FOR DIPLOMA HOLDERS IN PRINTING TECHNOLOGY (SPL. PRESS TECHNOLOGY)

Printing is a technique of reproducing and duplicating texts, drawing, illustrations, photographs etc through mechanical and photo mechanical process on printing. Materials like paper, cloth, metal, glass, wood, synthetic, etc. Different types of printing namely letter press, offset, gravure, screen and flexo etc. are in common use.

The Printing Industry, which was craft oriented till a few years ago, has become more & more technology orientated and science based. A lot of sophisticated machines, equipment and processes are being currently used. A greater use of computer and information technology in innovative printing techniques are made in printing industry.

With economic Liberalization, many multinational companies are putting up printing establishments in India because of easy availability of cheap technical manpower, raw material and large demand. Apart from this, the export of print material is also picking up. This results in wide scope of expanding of existing units and also setting up new printing units. All these units will be using state of the art technologies and hence there is ample scope for employment of specialized technologies technicians to run these highly sophisticated machines.

Technology used in printing in India is a heterogeneous mix of different types. The conventional technology used in large establishments, co-exists with modern printing processes. Printing product, production and selling comprises of stages given in Figure 1 in a Printing Unit.

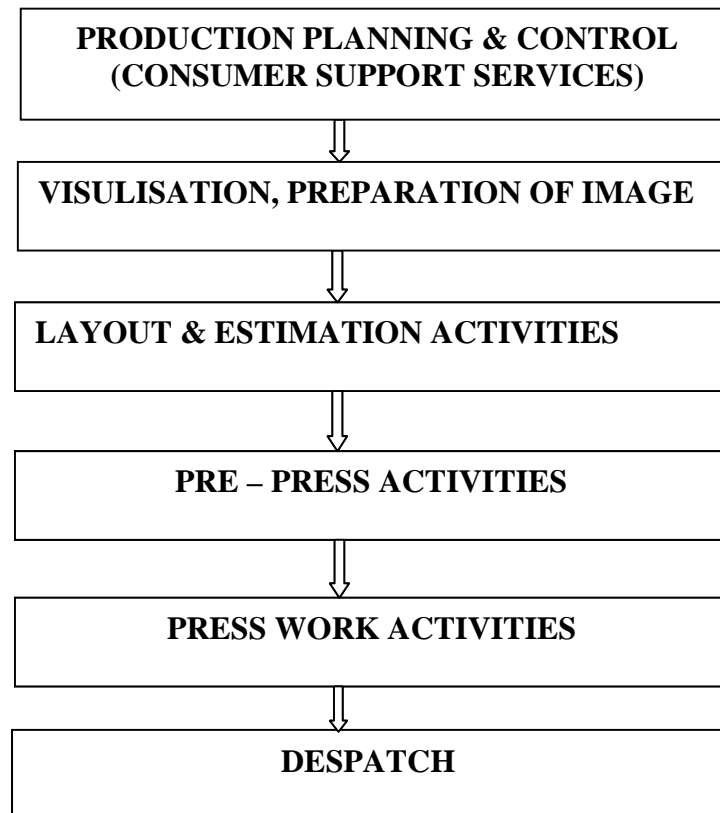


FIG. 1: Printing Product Production & Selling Flow Diagram

Printing Technology (Spl. Press Technology) basically covers a major technological area encompassing various industries i. e. Commercial Printing, Newspaper and Magazine Production, Book Production, Computer Stationary and Forms Production, Packaging Novelty Good's Production, Publicity Material etc. All these industries present a broad base employment scenario for diploma holders in medium and large scale industries including the jobs of technicians or supervisors of sophisticated machinery and computerized systems. In addition there are jobs available in the field of marketing, sales and maintenance of printing materials and printing equipment. Self employment opportunities are also available for diploma holders in the field in the form of setting up units for (i) Designing (ii) Type-setting, (iii) Process Camera Work, (iv) Plate Making, (v) Packaging, (vi) Binding (vii) Printing (viii) Scanning (ix) Machining (x) Freelancing and (xi) Machine Maintenance (xii) Screen Printing (xiii) Pre-press (xiv) Publication.

Jobs as supervisors or technicians in offset, gravure, flexo, and screen printing are also available. Some other avenues of employment include print production executives in public and private sector, technicians in public relations and technicians in newspaper and magazine industries. Most of these technician functions are related to actual production, maintenance and supervisions of scales and marketing.

3. COMPETENCY PROFILE OF DIPLOMA HOLDERS IN PRINTING TECHNOLOGY (SPL. PRESS TECHNOLOGY)

Based on employment opportunities for diploma holders in Printing Technology (Spl. Press Technology) following competency profile is arrived at:

- Understand the principles involved in the various printing processes, printing operations, printing machinery and printing equipment
- Understand the physical and chemical properties of various printing materials and Chemical reactions thereof
- Ability to test printing materials
- Ability to select suitable process, operation and materials such as paper, ink and chemicals for a specific printing job.
- Ability to supervise and handle typesetting systems
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- Ability to handle and supervise the operation of imaging devices for reproduction processes.
- Ability to supervise and handle printing press operation, process photography, planning and plate making for various printing processes.
- Ability to supervise and handle press room operations including rectification of running defects connected with:
 - a) Letter Press Printing
 - b) Offset Printing
 - c) Gravure Printing
 - d) Flexo Printing and
 - e) Screen Printing
- Ability to supervise and handle binding, print finishing and converting operations related to the production of books, newspapers, magazines, publicity materials, stationery items, packaging etc.
- Ability to detect the running faults in printing machines and rectify these including preventive maintenance and minor repairs
- Ability to manage and control production involving:
 - a) Selecting the process and methodology of production:
 - b) Estimating and costing;
 - c) Planning, scheduling and production control;
 - d) Allocation and distribution of work;
 - e) Directing and motivating workers to achieve targets;

- f) Maintenances of production records;
 - g) Indenting materials and inventory control;
 - h) Exercising production and labour and management;
 - i) Acting as a link between labour and management;
 - j) Ensuring safety and welfare of labour and plant;
 - k) Rendering technical advice on choice of materials and processes
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- Learning to learn skills and ability to apply scientific methods to problem solving in situations related to print production processes, machinery and management
 - Awareness regarding the importance of leadership, interpersonal relations, and ability to effectively communicate in writing or otherwise
 - Ability to train shop floor personnel.
 - Ability to visualize and create graphic compositions
 - Understand and apply the basic concepts, principles and practices of Science/engineering/technology in problem-solving requiring analytical skills and creativity
 - Ability to perform basic workshop operations
 - Skills in using computers and information technology for various applications in the field of printing industry.
 - Awareness regarding safety and important provision of industrial legislation including legislation including ecology and environment.
 - Awareness regarding facilities and support system to promote entrepreneurship amongst diploma holders

4. DERIVATION OF CURRICULUM AREAS FROM COMPETENCY PROFILE

Sr. No.	Competency Profile	Curriculum Area
1.	Understand the principles involved in the various Printing processes, printing operations, printing machinery and printing equipment	<ul style="list-style-type: none"> - Printing Processes - Press Work - Publishing Technology - Engineering Drawing - Engineering Mechanics and Mechanical Engineering - Electronical and Electronic Engineering - Applied Physics - Applied Chemistry - Applied Mathematics
2.	Understand the physical and chemical properties of various printing materials and Chemical reactions thereof	<ul style="list-style-type: none"> - Printing Science - Applied Chemistry - Applied Physics
3.	Ability to test printing materials	<ul style="list-style-type: none"> - Printing Science - Applied Chemistry - Applied Physics
4.	Ability to select suitable process, operation and materials such as paper, ink and chemicals for a specific printing job.	<ul style="list-style-type: none"> - Printing Processes - Printing Science - Graphic Design - Print Reproduction Technology
5.	Ability to supervise and handle typesetting systems	<ul style="list-style-type: none"> - Computer Applications - Pre-Press Technology - Graphic Design
6.	Ability to handle and supervise the operation of imaging devices for reproduction processes.	<ul style="list-style-type: none"> - Print Reproduction Technology
7.	Ability to supervise and handle printing press operation, process photography, planning and plate making for various printing processes.	<ul style="list-style-type: none"> - Reproduction Technology - Pre-Press Technology
8.	Ability to supervise and handle press room operations including rectification of running defects connected with :	<ul style="list-style-type: none"> - Printing Processes - Press Work - Project Work
	a) Letter Press Printing	
	b) Offset Printing	

- c) Gravure Printing
 - d) Flexo Printing
 - e) Screen Printing
9. Ability to supervise and handle binding, print finishing and converting operations related to the production of books, newspapers, magazines, publicity materials, stationery items, packaging etc.
- Packaging Technology
 - Graphic Design
10. Ability to detect the running faults in printing machines and rectify these including preventive maintenance and minor repairs
- Printing Equipment and Maintenance
 - General Engineering for Printing Technology
 - Engineering Drawing
 - Press Work
 - Advanced Press Technology
11. - Ability to manage and control production involving:
- a) Selecting the process and methodology of production; - Finishing and Converting
 - b) Estimating and costing; - Advanced Press Technology
 - c) Planning, scheduling and production control; - Image Carrier Preparation
 - d) Allocation and distribution of work; - Publishing Technology
 - e) Directing and motivating workers to achieve targets; - Quality Control and Waste Management
 - f) Maintenances of production records; - Packaging Technology
 - g) Indenting materials and inventory control; - Basics of Management
 - h) Exercising production and quality control; - Estimating and Costing
 - i) Acting as a link between labour and management; - Generic Skills and Entrepreneurship Development
 - j) Ensuring safety of labour and plant; - Communication Techniques
 - k) Rendering technical advice on choice of materials and process - Project Work
12. Learning to learn skills and ability to apply scientific methods to problem solving in situations related to print production processes, machinery and management
- Project Work
13. Awareness regarding the importance of leadership, interpersonal relations, and ability to effectively communicate in writing or otherwise
- Communication Skills
 - Generic Skills and Entrepreneurship Development

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| 14. | Ability to train shop floor personnel | - Basics of Management |
| 15. | Ability to visualize and create graphic compositions | - Graphic Design
- Computer Application |
| 16. | Understand and apply the basic concepts, principles and practices of Science/engineering/technology in problem-solving requiring analytical skills and creativity | - Applied Mathematics
- Applied Physics
- Applied Chemistry
- Engineering Drawing
- General Workshop Practice
- General Engineering for Printing Technology |
| 17. | Ability to perform basic workshop operations | - General Engineering for Printing Technology |
| 18. | Skills in using computers and information technology for various applications in the field of printing industry. | - Engineering Drawing
- Computer Applications
- Print Reproduction Technology |
| 19. | Awareness regarding safety and important provision of industrial legislation including legislation including ecology and environment. | - Basic of Management
- Ecology and Environment |
| 20. | Awareness regarding facilities and support system to promote entrepreneurship amongst diploma holders | - Generic Skills and Entrepreneurship Camp |

5. ABSTRACT OF CURRICULUM AREAS

a) General Subjects

1. Communication Skills
2. Employability Skills
3. Environmental Education
4. Basics of Information Technology
5. Personality Development Camp
6. Entrepreneurial Awareness Camp

b) Applied Subjects

7. Printing Processes
8. Applied Mathematics
9. Applied Physics
10. Applied Chemistry
11. Engineering Drawing
12. General Workshop Practice
13. Pre-Press Technology
14. Printing Science
15. General Engineering for Printing Technology
16. Packaging Technology
17. Press Work
18. Print Reproduction Technology
19. Image Carrier Preparation
20. Press Work (Press Technology)
21. Publishing Technology
22. Quality Control and Waste Management
23. Estimating and Costing
24. Advanced Press Technology
25. Finishing and Converting
26. Major Project Work

