One of my friend’s son was always passionate about making career in hospitality industry since he was in grade 10. This year he got admission in finest IHM college, but my friend told him “NO”. He thinks that this pandemic has ruined the industry and there is no scope, no future to make, in this industry!

Like you – almost everyone who knew him told to him that this is a momentary situation and he should allow his son to do what his passion is. Most of the friends and near ones told him that this is temporary phase and it will change. In fact it will be out of the shadow of COVID and it will bloom, soon. So don’t panic and don’t make decision in haste.

Exactly this is the point even for our PRINT & Packaging Industry. Don’t panic. It will improve. It will touch new heights. And when I say this, it is not just about positivity – it is backed with some solid reasoning.

If you think that - travel, hospitality, wedding, aviation, sports- all industries will definitely be back to normal, then there is no reason why our Print and Packaging industry will not be back on track. Printing and Packaging is an essential requirement for every industry. As it is required at all stages, From promotion to packaging.

It is just a matter of time, we need to adapt & evolve with the changing times. Every individual and every company are almost in same situation. If we survive the time, than be sure – there is a huge opportunity waiting for us on the other side.

History as well as strategists, both say – “During the time of peace, one must prepare for war.” Today, Make in India is getting momentum and response from across India is overwhelming. Hardware industry, clothing industry, toy manufacturers, electronics goods manufacturers...actually many industries are feeling the heat of Make in India and are gearing up. They all will need local support for print and packaging. They will need QUALITY and QUANTITY both.

Basically we have touched the bottom and we can go only high from this point.

Dusk is done. Be ready for the Dawn.