

# **DESK TOP PUBLISHING (DTP) CENTRE**

## **1. INTRODUCTION**

Desk Top Publishing (DTP) primarily pertains to designing of documents using personal computers, page-layout programs (such as PageMaker) and laser printers. The laser printer has the capability of printing the page that has text and graphics. The DTP has many advantages in comparison with the manual process. It is factual; it can be quickly edited with minimum mistakes; text and graphics can be merged into single file; we can achieve higher productivity, efficiency and quality in printing and publishing with economy.

## **2. PRODUCT & ITS APPLICATION**

DTP is used for type setting, layout, printing, graphics and photographs, etc. It has wide applications in designing and producing newsletter, reports, data sheets, invitations, certificates, brochures and catalogues, etc. With the DTP software package 'PageMaker' and MS-Word, it is possible to undertake a variety of work in the printing and publishing field. Bilingual software packages like 'Venus' and 'Prakashak' have further enhanced the capacity of DTP for composing and printing text matter with graphics and combinations of text with different Indian languages.

## **3. DESIRED QUALIFICATION FOR THE PROMOTER**

Being an IT based operation, it is important that the promoter has certain basic qualifications in computers and information processing. Following qualifications are recommended, though even people without these qualifications, but with very good entrepreneurial qualities may also engage in these activities:-

- a) Any graduate in computer science / engineering;
- b) Diploma in electronics / electrical / computer science;
- c) Any graduate with a certification in hardware technology / software applications.

Additionally, the entrepreneur can also obtain training and guidance from the National Institute of Electronics & Information Technology, IIHT, Entrepreneurship Development Institute of India, etc.

#### **4. INDUSTRY OUTLOOK & TRENDS**

The earliest days of desktop publishing revolved primarily around the print process. The DTP revolution led to an evolutionary transition that now involves many forms of publishing other than paper printing like websites, blogs, PDF files, smartphones, tablets and e-books. We now have labour and time-saving machines and software to help us complete desktop publishing functions — however, one unavoidable trade-off is that the “DTP process” has become more complex with each new iteration. Individuals and businesses that do not regularly “keep up-to-date” with the latest desktop publishing trends can quickly fall behind their customers and competitors. Mastery of DTP often requires constant training and relearning of menu systems and procedures that are baffling and not at all intuitive to “non-geeks.”

#### **5. MARKET POTENTIAL & ISSUES IF ANY**

The advantages of DTP over the traditional type setting, designing and printing have modernized the printing industry for quality, efficiency and productivity. DTP has replaced the old concept of letter setting and printing. DTP facility has ample opportunities for undertaking job-work on sub-contract basis for printing and publishing houses, Govt. departments, educational institutions, business houses, industries, advertisement agencies and industrial bodies, students, etc.

There is good scope for using DTP facility for designing and producing newsletter, certificates, data sheets, brochures and catalogues etc. The electronics technology has undergone rapid strides of change and continues to evolve. There is need for regular monitoring of the national and international technology scenario. The unit may therefore keep abreast with the new technologies in order to keep them in pace with the development for global competition. Quality today is not only confined to the product or service alone, it also extends to the process and environment in which the product is generated.

The unit may adopt ISO 9000 standard for global competition. Use of Internet facilities may add to the quality of DTP services and standards.

## **6. RAW MATERIAL REQUIREMENTS**

- Map lithopaper
- Butter paper
- Toner
- Ink & Printer Ribbon

## **7. MANUFACTURING PROCESS**

This is a business delivering services and so no manufacturing is involved. To carry out the activity, Adobe InDesign, PageMaker, Corel draw, MS-Office, MS-Publisher, Venus and Prakashak, etc., are the software packages required for designing and producing printed matters using PC and peripherals. Laser printer is used for printing the text and graphics. The DTP software has two sections – one for type setting program and the other for page maker program. As per the design the text is typed, composed and arranged in the form of blocks or columns. Headlines, captions, graphics, photographs, drawing etc. are inserted in the text as per the design. The whole text is displayed on VGA/LED/LCD monitors for correction and addition. The edited and complete page is then printed on plain paper, butter paper or page master using the laser printer.

For small volume the output from the laser printer can be Xeroxed for making the required number of copies. But when the volume is in hundreds or thousands, the output from laser printer is taken to offset printing machine for making the required, number of copies. Aluminium foil master is capable of printing 1000 to 9000 copies per master and is preferred for making large number of copies on offset printing machine.

## **8. MANPOWER REQUIREMENTS**

<b>Sr. No</b>	<b>Particulars</b>	<b>Monthly salary</b>	<b>Nos.</b>	<b>Annual Salary</b>
1	Manager	15,000	1	1.80
2	DTP Operator	10,000	1	1.20

3	Assistant	5,000	1	0.60
	Total	30,000	3	3.60

## 9. IMPLEMENTATION SCHEDULE

The major activities in the implementation of the project have been listed and the average time for implementation of the project is estimated at 12 months:

Sr. No	Particulars	Period in Months
1.	Preparation of project report	1
2.	Registration and other formalities	1
3.	Sanction of loan by financial institutions	3
4.	Plant and Machinery:	
	(a) Placement of orders	1
	(b) Procurement	2
	(c) Power connection/ Electrification	2
	(d) Installation/Erection of machinery/Equipment	
9.	Procurement of raw materials	3
10.	Recruitment of Manpower, etc.	3
11.	Commercial production	From 6th month(*)

### (\*)Notes

1. Many of the above activities shall be initiated concurrently.
2. Procurement of raw materials commences from the 6th month onwards.
3. When imported plant and machinery are required, the implementation period of project may vary from 7 months to 9 months.

## 9. COST OF PROJECT

Sr. No.	Particulars	₹ in Lacs
1	Land	-
2	Building	2.80
3	Plant & Machinery	4.85
4	Furniture, Electrical Installations	1.00
5	Other Assets including Preliminary / Pre-operative expenses	0.30
6	Margin for Working Capital	0.57
	<b>Total</b>	<b>9.52</b>

## 10 MEANS OF FINANCE

Sr. No.	Particulars	₹ in Lacs
1	Promoter's contribution	4.15
2	Bank Finance	5.37

## 11 WORKING CAPITAL CALCULATION

Sr. No.	Particulars	Gross Amt	Margin %	Margin Amt	Bank Finance
1	Inventories	0.12	25%	0.03	0.09
2	Receivables	0.13	25%	0.03	0.09
3	Overheads	2.27	25%	0.57	1.70
4	Creditors	-0.23	25%	-0.06	-0.18
	<b>Total</b>	2.27		0.57	1.71

## 12 LIST OF MACHINERY REQUIRED AND THEIR MANUFACTURERS

Sr. No.	Particulars
1.	Computer system with software
2.	Printers & Scanner
3.	UPS etc.
4.	Design software

All the machines and equipment are available from local manufacturers. The entrepreneur needs to ensure proper selection of machines and accessories to have modern and flexible designs. Some of the machinery/equipment and accessories /tools suppliers are listed below:

- HP India Ltd., IBM Global systems, DELL Systems, WIPRO Limited, etc., who have offices across the country
- Other sources for supplies are CROMA, Retail Malls, Stationery suppliers, etc. at the appropriate local outlets.
- For UPS, local electrical retail outlets may be contacted.

**NOTE:-**

- Only some sample suppliers are indicated for reference. This is neither an exhaustive list nor are the suppliers recommended by the proposer.
- Entrepreneurs may do a due diligence of the suppliers and the appropriate applicable product quality checks before investing in them.
- The writer of the proposal undertakes no liability for any loss, damage, performance problems or claims.

## 14 PROFITABILITY CALCULATIONS

Sr. No.	Particulars	Year 1	Year 2	Year 3	Year 4	Year 5
1	Sales	14	16	18	18	18
2	Raw Materials & Other direct inputs	2.97	3.39	3.87	3.87	3.87
3	Gross Margin	11.04	12.62	14.19	14.19	14.19
4	Overheads except interest	8.46	9.66	10.87	10.87	10.87
5	Depreciation	0.69	0.79	0.88	0.88	0.88
6	Interest	0.56	0.47	0.35	0.24	0.12
7	<b>Net Profit before tax</b>	1.33	1.69	2.08	2.19	2.32

### NOTES:

- The basis for calculation of production capacity has been taken on single shift basis on 75% efficiency.
- The maximum capacity utilization on single shift basis for 300 days a year. During first year and second year of operations the capacity utilization is 60% and 80% respectively. The unit is expected to achieve full capacity utilization from the third year onwards.
- The salaries and wages, cost of raw materials, utilities, rents, etc. are based on the assumed rates for calculation purposes. These cost factors are likely to vary with time and location.
- Interest on term loan and working capital loan has been taken at the rate of 16% on an average. This rate may vary depending upon the policy of the financial institutions/agencies from time to time.
- The cost of machinery and equipments refer to a particular make / model and prices are approximate.
- The break-even point percentage indicated is of full capacity utilization.
- The project preparation cost etc. whenever required could be considered under pre-operative expenses.

- viii. The essential production machinery and test equipment required for the project have been indicated. The unit may also utilize common test facilities available at Electronics Test and Development Centres (ETDCs) and Electronic Regional Test Laboratories (ERTLs) set up by the State Governments and STQC Directorate of the Department of Information Technology, Ministry of Communication and Information Technology, to manufacture products conforming to Bureau of Indian Standards.

## **15 BREAKEVEN ANALYSIS**

<b>Sr. No.</b>	<b>Particulars</b>	<b>UOM</b>	<b>Value</b>
1	Sales Realization (SR)	₹. In Lacs	15.00
2	Variable costs (VC)	₹. In Lacs	3.18
3	Fixed costs incl. interest (FC)	₹. In Lacs	9.87
4	BEP = $FC/SR-VC \times 100$	% of sales	83.49%

## **16. STATUTORY/ GOVERNMENT APPROVALS**

There is no specific statutory requirement for this business. However MSME & GST registration, IEC Code for Export of end products and local authority clearance may be required for Shops and Establishment, for Fire and Safety requirement, and registration for ESI, PF and Labour laws may be required as applicable. Entrepreneur may contact State Pollution Control Board where ever it is applicable.

## **17. BACKWARD & FORWARD LINKAGES**

This is a stand-alone business. However, the entrepreneur may think of providing web publishing and content management, xeroxing and book binding services, starting training classes in computer aided design, etc.

## **18. TRAINING CENTERS / COURSES:**

For computer hardware maintenance and network training, short term courses may be availed from National Institute of Electronics and Information Technology centers in the country. More over training and guidance are also provided by various centres of IIHT (Indian Institute for Hardware Training).

Udyamimitra Portal' (link : [www.udyamimitra.in](http://www.udyamimitra.in)) can also be accessed for handholding services viz. application filling / project report preparation, EDP, financial Training, Skill Development, mentoring etc.

Entrepreneurship development programs help to run businesses successfully and are available from Institutes like Entrepreneurship Development Institute of India (EDII) and its affiliates all over India.

**Disclaimer:**

Only few machine manufacturers are mentioned in the profile, although many machine manufacturers are available in the market. The addresses given for machinery manufacturers have been taken from reliable sources, to the best of knowledge and contacts. However, no responsibility is admitted, in case any inadvertent error or incorrectness is noticed therein. Further the same have been given by way of information only and do not carry any recommendation.

Source:- Udyami Mitra/Sidbi