



## ALL INDIA PRINTING INK MANUFACTURERS' ASSOCIATION LTD.

Regd. Office : 307/C Twin Arcade, Military Road, Marol-Maroshi,  
Andheri (East), Mumbai - 400 059. India. • T : +91 22 2925 7454 • F : +91 22 2925 3907  
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### AIPIMA LAUNCHES A NEW INITIATIVE FOR MSME INK MANUFACTURERS

Aipima has launched a new initiative, at the recently concluded Chennai Seminar - Think Tank ( TT ), using the unmatched experience of its senior Managing Committee members. Medium and Small Inkmakers can now ask for any advice on Management and Restructuring of their ink manufacturing units, to make them fit to face today's competition. This advice will be provided free of cost-travel and incidental costs, if any, will be charged on actuals.

The areas of Consultancy will include:

- Technology
- Finance and Resource planning
- Marketing and Brand building
- Sales planning
- H.R. Management
- Business processes
- Plant selection and plant layout
- Good manufacturing processes

Panel Advisors of the Think Tank are:

- Bodi Kampani
- Ajit Lalvani
- Vimal Mehra
- RY Kamat
- M N Subramanyan

The combined experience of the above Advisors is in excess of 200 years in the industry. The unique feature of the Consultancy is that all Directors have had hands on experience in managing successful large and small units.

They have expertise in different aspects of business without any parallel in the same industry.

This valuable resource is now being offered to fellow ink manufacturers to facilitate them to grow with organized sector offering healthy competition using a strong USP of their own .



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The Process of Implementation will ensure strict confidentiality, if required . The process will include:

- Understanding the needs
- Focus on the main requirements of the unit
- Plant visit and process study
- Evaluating financial resources
- Human Resource study
- Recommendations
- Implementation of the plan
- Review of progress

The above is a broader area of operation and it will be the choice of MSME industry to decide what kind of help they require.

Members interested in using the TT(Think Tank) services should send their request to the President, AIPIMA in confidence; to [thinktank@aipima.org](mailto:thinktank@aipima.org) cc [president@aipima.org](mailto:president@aipima.org)

The President will designate one or more advisors to take the project in hand.  
The advisors will study the requirements and give suggestions and see the project through.

Aipima members would avail this offer at the first opportunity for this novel project of the apex body of Ink manufacturers in India to help MSME Industries.

Warm Regards  
Think Tank Team