



MANIPAL INSTITUTE OF TECHNOLOGY
MANIPAL
(A constituent unit of MAHE, Manipal)

Department of Media Technology

Presents

AICTE
sponsored

8th

Manipal

Media

Congress 2020

Technological Challenges and Sustainable Solutions in Print and Electronic Media



Manipal Technologies Limited



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Journal of
Print and Media Technology
Research

Schedule

Monday, 3rd February 2020

08:00 am

Breakfast and Registration

Venue: Sir M. V. Seminar Hall, AB2

09:00 am

Inauguration

Venue: Sir M. V. Seminar Hall, AB2

9:00 am Invocation

9:01 am Welcome Address

Dr. Amrutharaj H Krishnan
Prof and Head, Dept. of Media Technology, MIT

9:03 am Conference Prelude

Dr. Nagaraj Kamath
MMC 2020, Convener

9:04 am Lighting of the Wisdom Lamp

9:09 am Introduction to Chief Guest

9:10 am Address by Chief Guest

Mr. S. Mohankumar
Senior VP, Flexible Packaging Domestic Business, Huhtamaki,
Mumbai

9:15 am Introduction to Guest of Honor

9:16 am Address by Guest of Honor

Mr. Pramod N. Fernandes,
Group Chief Human Resource Officer, The Manipal Group, Manipal

9:21 am Introduction to President

9:22 am Presidential Remarks

Dr. D. Srikanth Rao
Director, MIT, Manipal

9:27 am Vote of Thanks

Mr. Ramnath Shenoy

National Anthem

Master of Ceremony Ms. Khadija Nasir Shaikh and Mr. Joseph James

Monday, 3rd February 2020

Technical Session 1

Moderator: Dr. Anjan Baral

Master of Ceremony: Ms. Khadija Nasir Shaikh

09:45 am	Keynote Address # 1	[30 min]
	<i>Topic:</i> Digital Marketing	
	<i>Speaker:</i> Mr. Sharan Kulkarni, Chief Digital Marketing Strategist, Digitechniks, Bengaluru	

10:15 am Hi Tea

10:30 am	Presentation # 1	[20 min]
	<i>Title:</i> Trends in Flexible Packaging	
	<i>Invited Speaker:</i> Mr. Mohan Kumar, Senior VP, Flexible Packaging Domestic Business, Huhtamaki, Mumbai	
10:55 am	Presentation # 2	[20 min]
	<i>Title:</i> Cloud Technology – the way forward	
	<i>Invited Speaker:</i> Mr. Swaroop Shekar, Team Lead – R&D, ESKO, Bangalore	
11:20 am	Presentation # 3	[20 min]
	<i>Title:</i> Challenges in Offset Printing	
	<i>Invited Speaker:</i> Mr. Shanthanu Roy, AVP-Plant Head, CPD, MTL	
11:45 am	Presentation # 4	[10 min]
	<i>Title:</i> Case Study on Set-Off Problems in Web Offset Printing	
	<i>Author:</i> Deepu Punnasseri, Asst.Professor & Head in Department of Printing Technology, Calicut University Institute of Engineering and Technology	
11:55 am	Presentation # 5	[10 min]
	<i>Title:</i> Influence of Water base Coatings on the Performance of Recycled Paper boards for Packaging	
	<i>Authors:</i> Mr. Rahul Nair, Ms. Shriya Shyam (2 nd Year students, DMT, MIT)	
12:05 pm	Presentation # 6	[10 min]
	<i>Title:</i> Influence of Packaging board properties on colorimetric Print Quality	
	<i>Authors:</i> Ms. Shriya Shyam, Mr. Rahul Nair (2 nd Year students, DMT, MIT)	
12:15 pm	Presentation # 7	[10 min]
	<i>Title:</i> Water Resisting Apron	
	<i>Authors:</i> Mr. Nikeel Kumar, Mr. Nithin Kumar, Ms. Sonalika (2 nd Year students, DMT, MIT)	
12:25 pm	Presentation # 8	[10 min]
	<i>Title:</i> Eco friendly seeded Handmade Paper	
	<i>Authors:</i> Mr. A. Mohamooth Sheriff, Mr. Sandeep R (2 nd Year students, DMT, MIT)	

12.45 pm Working Lunch

Monday, 3rd February 2020

Technical Session 2

Moderator: Dr. Prakasha Shetty

Master of Ceremony: Mr. Abhishek Gupta

02:00 pm	Keynote Address # 2	[30 min]
	<i>Topic:</i> Virtual Reality & Augmented Reality for Immersive Media <i>Invited Speaker:</i> Dr. Hareesha K.S., Professor, Dept of Computer Applications, Director, Kumudha Health Tech. Pvt. Ltd., supported by BIRAC, DBT, New Delhi.	
02:35 pm	Presentation # 9	[20 min]
	<i>Title:</i> Media Image processing and Education Technology <i>Invited Speaker:</i> Dr. Srikanth Prabhu, Associate Professor, Dept of Computer Science & Engineering, MIT	
03:00 pm	Presentation # 10	[20 min]
	<i>Title:</i> Investigative Study on Paper board coating binders - its effect on print products <i>Invited Speaker:</i> Mr. Kiran Prayagi, Managing Partner, Graphic Arts Technology & Education, Mumbai	
03:20 pm	Hi Tea	
03:30 pm	Presentation # 11	[10 min]
	<i>Title:</i> Online Opportunities & Challenges : A study among Catholic Religion Communicators of Kerala <i>Authors:</i> Mr. Robin Xavier, Research Scholar, Manipal Institute of Communication	
03:40 pm	Presentation # 12	[10 min]
	<i>Title:</i> A Brief Review of Product Placements in Mainstream Media <i>Authors:</i> Mr. Aditya Gunturu, Mr. Amol Singh, Mr. Dhruv Khinnavar (2 nd Year students, DMT, MIT)	
03:50 pm	Presentation # 13	[10 min]
	<i>Title:</i> Colorimetric Performance of Paper Boards in Packaging <i>Authors:</i> Ms. Kaashvi Saxena, Ms. Saira Imran (2 nd Year students, DMT, MIT)	
04:00 pm	Presentation # 14	[10 min]
	<i>Title:</i> Design customization of Food Products using 3D Printing technologies <i>Authors:</i> Mr. Abhishek R Nair, Mr. Jany Balashivan (2 nd Year students, DMT, MIT)	
04:10 pm	Presentation # 15	[10 min]
	<i>Title:</i> Joint Movement for Physical Examination & Rehabilitation using Augmented Reality Visualization <i>Authors:</i> Mr. Anmol Pandey, Mr. Ayushman Jain (2 nd Year students, DMT, MIT)	
04:20 pm	Presentation # 16	[10 min]
	<i>Title:</i> Making of Paper Flexible Hose for Medical Applications <i>Authors:</i> Mr. Uthith Narayanan, Ms. Vaishnavi Hariharan Iyer (2 nd Year students, DMT, MIT)	
04:30 pm	Presentation # 17	[10 min]
	<i>Title:</i> Image Quality Comparison between Conventional and Digital Flexo Platemaking Process <i>Authors:</i> Mr. Joseph James (3 rd Year student, DMT, MIT)	
04:45 pm	MIT Campus visit & MTL Press visit (CPD, Unit 5)	

Tuesday, 4th February 2020

08:00 am

Breakfast

Venue: Sir M. V. Seminar Hall, AB2

Technical Session 3

Moderator: Mr. Kiran Prayagi

Master of Ceremony: Mr. Yash Chaturvedi

09:00 am

Keynote Address # 3

[30 min]

Topic: 3D Printing Applications

Invited Speaker: Dr. Guruprasad K Rao, Director, Iamginarium (I) Pvt. Ltd., Mumbai

09:35 am

Presentation # 18

[20 min]

Title: AD Innovations in Label Technology

Invited Speaker: Mr. Nishanth Jha, Mr. Bharath Shetty, Avery Dennison

10:00 am

Presentation # 19

[10 min]

Title: Analysis and Evaluation of Print Sharpness by using Sheet Fed Offset Printing Presses and Digital Printing Presses

Author: Prof. Dr. Anjan Baral, Dept. of Printing Technology, GJUS&T, Hisar, Haryana

10:15 am

Presentation # 20

[10 min]

Title: Printing Industry in India, Present and the Road Ahead

Author: Prof. Mohit Kumar, Dept. of Printing Technology, GJUS&T, Hisar, Haryana

10:25 am

Presentation # 21

[10 min]

Title: Printing: A Domain meant to touch the Highest Heights of Elevation with the Inclusion of Reliability Engineering Model

Author: Mr. Arohit Goyat, Associate Prof & Chairman, Dept of Printing Technology, GJUS&T, Hisar, Haryana

10:35 am

Presentation # 22

[10 min]

Title: Does usage of Online Technology among hospitals improve communication with the stakeholders?

Author: Ms. Sananda Mukherjee Chowdhury, Research scholar, Manipal Institute of Communication

10:45 pm

Hi Tea

Tuesday, 4th February 2020

Technical Session 4

Moderator: Dr. Shivananda Wagle

Master of Ceremony: Ms. Veena Gayathri

11:00 am	Keynote Address # 4	[30 min]
	<i>Title:</i> Tends in Packaging Materials	
	<i>Invited Speaker:</i> Dr. Gaurav Madhu, Joint Director and Regional Head, IIP, Hyderabad	
11:35 am	Presentation # 23	[10 min]
	<i>Title:</i> Printing industry in India, present and the road ahead	
	<i>Author:</i> Prof. Mohit Kumar, Dept. of Printing Technology, GJUS&T, Hisar, Haryana	
11:45 am	Presentation # 24	[10 min]
	<i>Title:</i> Modeling of Cellulosic Substrate Related Runability & Printability Issues in Dry Toner Based Digital Printing Techniques	
	<i>Authors:</i> Mr. SH Bijender, Prof. Anjan Kumar Baral, Dept. of Printing Technology, GJUS&T, Hisar, Haryana	
11:55 pm	Presentation # 25	[10 min]
	<i>Title:</i> Starch based Bioplastic for Sustainable Environment	
	<i>Authors:</i> Ms. Swasthi, Ms. Pranavi, Dr. Nagaraj Kamath, DMT, MIT	
12:05 pm	Presentation # 26	[10 min]
	<i>Title:</i> Comparative Study of Density & Trapping on Gray Back Duplex Board used for Packaging Industry	
	<i>Authors:</i> Mr. Uthith Narayanan V., Ms. Vaishnavi Hariharan Iyer (2 nd Year students, DMT, MIT)	
12:15 pm	Presentation # 27	[10 min]
	<i>Title:</i> Performance Analysis of Dot Area for Two Type of Paper Boards used in Packaging	
	<i>Authors:</i> Ms. Vaishnavi Hariharan Iyer, Mr. Uthith Narayanan V., (2 nd Year students, DMT, MIT)	
12:25 pm	Presentation # 28	[10 min]
	<i>Title:</i> Review on the Various Processes used in Additive Manufacturing Industry	
	<i>Authors:</i> Mr. Ananya Ankit (2 nd Year student, DMT, MIT)	
12:45 pm	Valedictory	
	Venue: Sir M. V. Seminar Hall, AB2	

Tuesday, 4th February 2020

12:45 pm

Valedictory

Venue: Sir M. V. Seminar Hall, AB2

12:45 pm Invocation

12:46 pm Welcome Address

Dr. Amrutharaj H Krishnan,
Prof and Head, Dept. of Media Technology, MIT

12:47 pm Conference Concluding Remarks

Dr. Nagaraj Kamath, MMC 2020, Convener

12:49 pm Introduction to Chief Guest

12:50 pm Address by Chief Guest

Dr. Ashok Rao,
Associate Director, R&C, MIT

12:55 pm Prize Distribution

Best Research Paper Award

01:00 pm Introduction to President

01:01 pm Presidential Remarks

Prof. K. J. Kamath,
Chairman, Ombudsman Grievances Committee, MIT

01:06 pm Vote of Thanks

Mr. Devicharan R.

Master of Ceremony Ms. Raksha A. P. K.

01:10 pm Working Lunch

02:30 pm manipal.edu and Destination Manipal

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Thank you

Auf wiedersehen