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Dec 15, 2020 to Jan 15, 2021

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"Supporter of needy"
The one who is the route cause for where I am now.
The Statements
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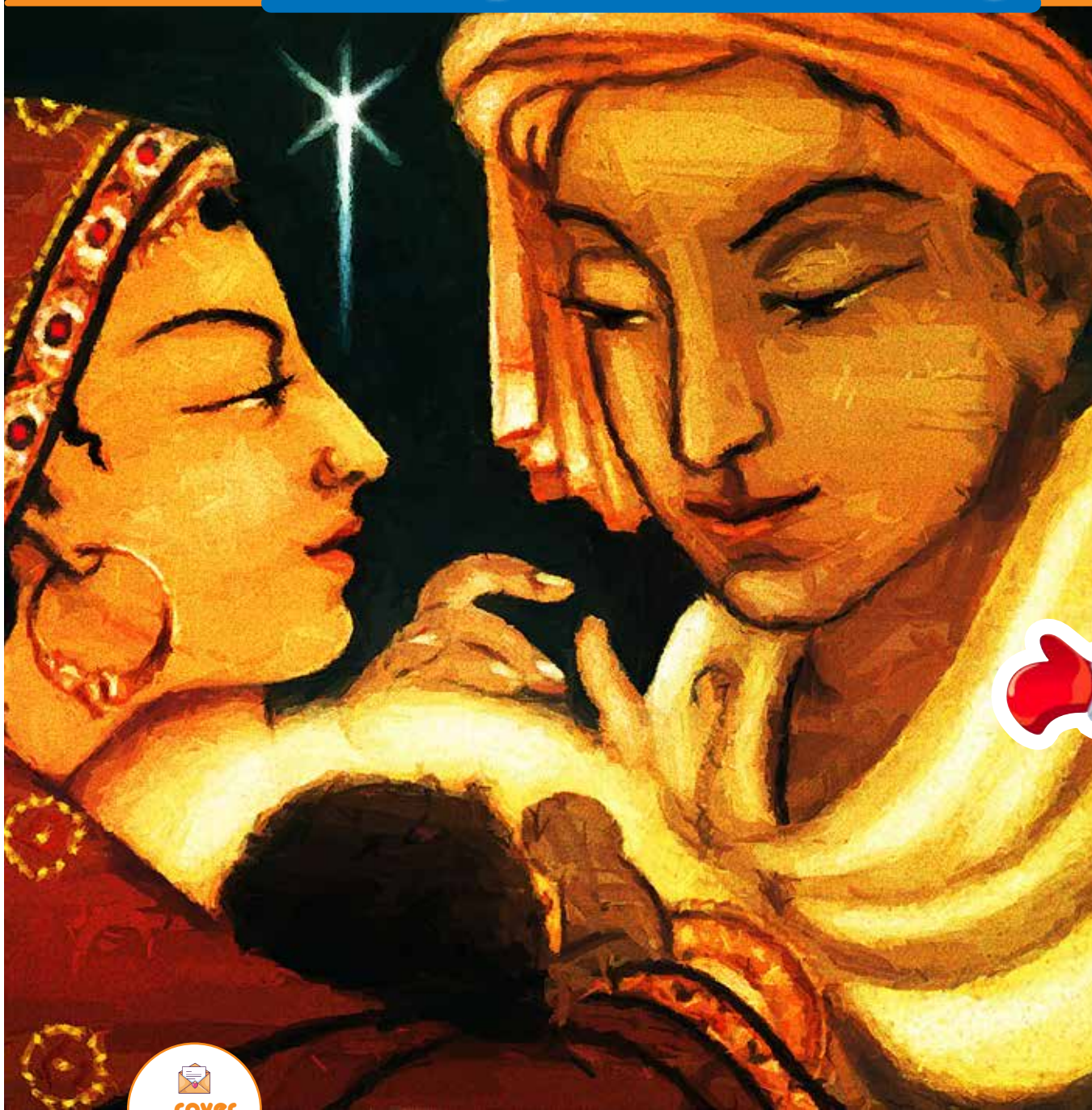
To SIGA, I owe my success
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The People of SIGA Testify



The Post wishes you and your family the most merriest of Christmas! We pray for love, peace and happiness to ever thrive in your life and that this Christmas would bring with it new blessings. May 2021 be filled with hope, new beginnings and success. A very Happy New Year wishes to you!



'YOU HAVE 4 UNREAD MAILS IN YOUR INBOX'



One of the policies of the RBI is to provide low interest loans (4%) for farmers. So a total of 18% of funds has been set aside for agriculture. Companies like Reliance Fresh have bought these agricultural loans in millions.

Like Ambani, Adani has also been expanding his horizons in the food and agriculture industries, following in the footsteps of the mining, minerals, aviation and energy sectors. Adani owns several warehouses used by the central government to process and store food and grain. The 'Fortune Oil' brand used by most people belongs to Adani.

Government Mandi is no longer just a name. When agricultural products are in the hands of farmers, they become less valuable. When they are hoarded by such

corporates the price will go up many times over.



Ivin Victoria
(GDC 1990-1993)
Dubai, UAE



இரண்டாம் சுதந்திரப் போர் !

விவசாயிகள் போராட்டத்தை வழக்கம்போல இழுத்தடித்து பிசிபிசுக் வைக்கும் வேலைகளை மத்திய அரசு ஒரு புறம் செய்கிறது. மறுபுறம் விவசாயிகள் எழுச்சியோடு போராடி வருகின்றனர். டெல்லியின் கடுங்குளிர், வயது மூப்பு காரணமாக இதுவரை 6 விவசாயிகள் மரணமடைந்து உள்ளார்கள். தன்னுடைய மகன் திருமணத்தில் கூட கலந்து கொள்ளாமல் போராட்டக் களத்தில் நிற்கிறார் பஞ்சாப் விவசாயி சுபாஷ் சீமா.

குர்சிமீரத் கவுருக்கு 11 வயதாகிறது. ஆறாம் வகுப்பு படிக்கிறார். தன் பெற்றோரோடு போராட்டக் களத்துக்கு வந்திருக்கிறார். விவசாயிகள் எப்படி உணவுப் பொருட்களை வண்டியில் ஏற்றி வந்திருக்கிறார்களோ? அப்படி இச்சிறுமி மட்டுமில்லை, பல சிறுவர்கள் புத்தகங்களோடு களத்தில் நிற்கிறார்கள். ஏன் இத்தகு வீரியமான போராட்டம்? ஏனென்றால் இது விவசாயிகளின் வாழ்வா? சாவா? போராட்டம்.

விவசாய மனோதாக்களை ராகுல் காந்தி அம்பானி, அதானி சார்பு சட்டங்கள் என்கிறார். மகாத்மா காந்தி அந்நியப் பொருட்களை பகிஷ்கரிக்கச் சொன்னார். விவசாயிகளோ அம்பானி, அதானி பொருட்களைப் புறக்கணிக்கச் சொல்லியிருக்கிறார்கள்.

இது இன்னொரு சுதந்திரப் போராட்டம் !

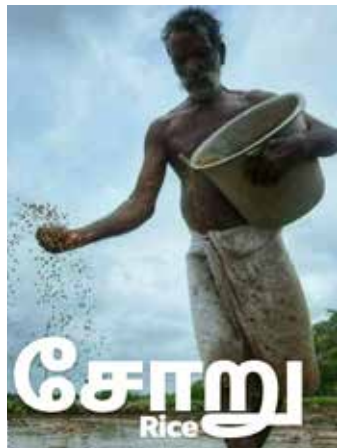
வெள்ளைக்கார முதலாளிகள் பிறநாடுகளின் வளங்களைக் கவர் அலற்றை காலனி நாடுகளாக்கினார்கள். அம்பானி, அதானி & கோ, தங்கள் கொள்ளைக்கு வசதியாக இந்திய மாநிலங்களையே காலனிகளாக்கி இருக்கின்றனர்.

இந்திய மாநிலங்கள் ஒவ்வொன்றிலும் வேளாண் விளை பொருட்களை விற்க ஒவ்வொரு விதமான சட்டங்கள் இருக்கின்றன. ஒரே நாடு முன்று மனோதாக்கள் ஏகபோகமாக இவர்கள் இந்திய விவசாயிகளைக் கொள்ளையடிக்க, மோடி அரசால் நிறைவேற்றப்பட்டிருக்கிறது.

கார்ப்போரேட்டுகளுக்கும் விவசாயத்துக்கும் என்ன சம்பந்தம்? ஏன் விவசாயிகள் அம்பானி, அதானி பொருட்களை புறக்கணிக்க வேண்டுகிறார்கள்? என்கிற சந்தேகம் தோன்றலாம்.

சில ஆண்டுகட்கு முன்பே, தகவல் தொடர்பில் ஜியோ தனது சாதனைகளை எட்டிவிட்டது. இந்நிலையில் நிலையன்ஸ் நிறுவனம் தனது பிளேனஸ் சாம்ராஜ்யத்தை வேளாண்மை, கல்வி, ஹெல்த் கேர் திசையில் விநியோகமான முயற்சிகளில் களம் இறங்கியுள்ளது.

வேளாண்மைக்கு குறைந்த வட்டிக்கு (4%) கடன் வழங்க வேண்டும் என்பது ஆர்பிஐ யின் கொள்கைகளுள் ஒன்று. ஆகவே விவசாயத்திற்கு அது 18% நிதியை ஒதுக்கியுள்ளது. இந்த விவசாயக் கடனை நிலையன்ஸ் ஃப்ரேஷ் போன்ற நிறுவனங்கள்



கோடிக்கணக்கில் வாங்கியுள்ளன. இந்தவகையில் 2015 ஆம் ஆண்டு 604 பேருக்கு 86 கோடி ரூபாய் வீதம் 52143 கோடி ரூபாய் விவசாயக் கடனாக வழங்கப்பட்டுள்ளது. இதிலிருந்து இந்திய அரசின் வேளாண்மை நடைமுறைகளை யாருக்கு சாதகமானது என்பதை புரிந்து கொள்ளலாம்.

அம்பானி போலவே அதானியும் சுரங்கம், தாதுப்பொருட்கள், விமானம், எரிசக்தி துறைகளை அடுத்து, உணவு மற்றும் வேளாண்மைத் தொழிலில் தங்களது எல்லைகளை விரிவு படுத்துகின்றனர். மத்திய அரசு, உணவுப் பொருட்கள், தானியங்களை பதப்படுத்தவும் சேமித்துவைக்கவும் உபயோகிக்கும் பல கிடங்குகள் அதானியிடையே. பெரும்பாலானே அம்பானியிடையே. ஃபார்சுக்குள் ஆயில் அதானியிடையேயுள்ளது.

இவ்வாறு இவர்களின் தொழில் சாம்ராஜ்யத்தை அடுத்த கட்டமாக உணவுப் பொருட்களிலும், வேளாண் வர்த்தகத்திலும் விஸ்தரிக்க தோதாகவே, மோடி அரசு விவசாய மனோதாக்களைக் கொண்டுவந்துள்ளது.

இனி அரசாங்க மன்றம் என்பது பெயரளவிலேயே இருக்கும். வேளாண் உற்பத்திப் பொருட்கள் விவசாயிகளின் கையில் இருக்கும்போது அதற்கு மதிப்பு குறைவு. அவை இத்தகைய காட்டுபிரட்டங்களால் பதுக்கப்படும்போது விலை பல மடங்கு உயரும்.

இம்மனோதாவால் ஒரே சமயத்தில் விவசாயிகள் நலமும் காரணமாக விவசாயத்திலிருந்து அட்டை படுத்தப் படுவார்கள். விலைவாசி உயர்ந்து நாட்டில் பஞ்சமும் பட்டினியும் தலைவிரிந்து ஆடும். இப்போது நடைபெறும் போராட்டம் விவசாயிகளுடையது மட்டுமல்ல. இது ஒட்டுமொத்த இந்தியர்களின் வாழ்க்கைக்கான போராட்டம்.

வெள்ளையனை எதிர்த்து நடந்தது முதல் இந்திய சுதந்திரப்போர். உள்நாட்டு கொள்ளையர்களை எதிர்த்து நடக்கிறதே, இது இரண்டாவது இந்திய சுதந்திரப்போர். விவசாயிகளோடு இணைந்து தேசம் மீட்போம் !

Dear Friends of SIGA, Greetings from SIGA Campus

Of late, we are able to see more interests among SIGAPPU members to get connect with friends and like-minded people never like before. May be the Covid-19 pandemic has created an ambience to appreciate the connectivity and relationships among member of family and friends. The new Delegate Fr. Nallayan SDB and the new energetic team are also the reason behind many initiatives. The SIGAPPU core team on the feast of Immaculate Conception released the SIGAPPU newsletter. The newsletter was very informative and well-designed calling for support towards the dream project SIGA Info Hub.

Today, this newsletter THE POST brings you the initiatives of Art and Design members who would like to testify to the world how good God is in their lives. I hope the 'The People of SIGA Testify' slogan will also attract many SIGA past pupils to testify the good people who shaped their lives and to appreciate opportunities that shaped their careers. A few tips for happy life and successful career from veterans from various walks of life would motivate the younger generation in our family to follow the pursuit. Mentoring, coaching and skilling would encourage the budding artists in Graphic Arts to face new challenges the industry is posing in the new normal.

Look for openings elsewhere. Apart from working for printing and designing companies, you as a talent lot could explore food courts, shops, corporate offices, social leaders, schools, colleges, and universities for a designer post as full time or part time staff. For that, you should be a multi-task person who manages the entire design and print related jobs of them. In short, be an entrepreneur in style. If you are also good at audio and video editing you could create social media content to promote products and services, apart from branding yourself.

Think about this: Business magnets always hunt for good SIGA talents. Will you have talents and skills to testify why you should be hired and retained? Will you have values to testify why your Alma mater SIGA should be proud of?

Wishing you Merry Christmas and Recovering Happy New Year 2021.

Fr. PT Joseph SDB
A friend of SIGA

editor's desk

"Peace be with you"

Do not be afraid. I bring you good news that will cause great joy for all the people" -Luke 2:10. This Gospel was the post that the angel gave to the shepherds.

It has now become very rare for us to hear the words "Sir, Post!", and we are more than thrilled to be having this opportunity of exchanging many messages with you through the word 'Post', again.

After many days of intense waiting, we send in this post to you hoping that it would become an informative and knowledge sharing E-Magazine and also, a "Chat Box" for both the students and past pupil of SIGA. **The story behind the creation of 'The Post' has been designed by us - in the form of comics - that you can find on Page 7.**

The main purpose of 'The Post' is to become a news exchange station for both the students currently studying in SIGA and past pupils. We hope to see 'The Post' bridge the gap between employment, student education funding and strong engagement of the students with the printing industry.

We assure you that 'The Post' will carry information about training and employment opportunities, events related to the current and past pupils of SIGA, news exchanges, greetings and advertisements. 'The Post' would also strive to provide knowledge on the subjects of art, literature, painting, music, cinema, sports, seminars and exhibitions of the SIGA alumni.

If there are corrections to be made, we are more than happy to hear them from you. Do work with us, we would cherish it. We believe with full confidence that we would have your blessings, love and support to continue our work and that you will stand by us.

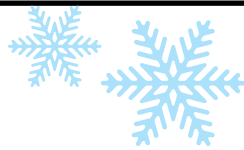
Thank you one and all.
S. Joseph Mohanraj
(1990 - 1993 Batch)



THE POST brings you the initiatives of Art and Design members who would like to testify to the world how good God is in their lives.

the POST

The People of SIGA Testify



cover story



Don't be afraid, Mary. You have found favor with God. You will become pregnant, give birth to a son, and name him Jesus. He will be a great man and will be called the Son of the Most High. The Lord God will give him the throne of his ancestor David. Your son will be king of Jacob's people forever, and his kingdom will never end.

Mary asked the angel, **"How can this be? I'm a virgin."**

POST

'ONE NEW NOTIFICATION FOR YOU!' '2 MISSED CALLS' 'YOU HAVE 4 UNREAD MAILS IN YOUR INBOX'

sir



carried news and letters from afar, and would visit homes to share the news. Although this was the custom of sending out information to others back in the day, we can all be rest assured that Mary most definitely might have had the same reaction to angel Gabriel as we would now have, if a postman came to our door. Surprised, intrigued and curious about this type of receiving a message.

Luke 1 : 29 talks about how "Mary was greatly troubled at Gabriel's words and wondered what kind of greeting this might be".

The poor woman was confused and was most definitely wondering what on earth she has done to be having an angel at her door to give her news from the Lord. But it turned out to be the most amazing news that Mary would have ever received in her life, because as the verses progress, we partake in her joy of being a mother to the Son of God, who saves the world from sin's lap. There was the apprehension, of course in verse 34, of how she was going to carry forward this responsibility when she was a virgin. But as every post, news and letter brings with it, there was hope even in the smallest of corners and Gabriel revealed to her the most amazing blessing, and Mary, trusted God and accepted the message.

Now let's come back to 2020 again, and think about how anyone on this planet would have reacted to a news like this. With all of us still existing in a world of stereotypes against women, the worshiping of virginity in women and lack of trust among human beings, how would this news be reacted to now? I'll leave that to the reader's imagination! But Mary took up this responsibility like the strong woman she was. To be able to have that amount of trust in the Lord and bear child before marriage at a time when it was considered the gravest sin. The courage it took to do that and the comfort she felt at receiving this wonderful blessing from the Lord, is something to be thought through well. Mary, put her heart to it and received the post with righteous dedication and trust as it says in verse 38. This one message changed her life, her

It is involved in delivering mail (the post)

Gabriel revealed to her the most amazing blessing, and Mary, trusted God and accepted the message

We have grown so used to these messages popping up on our phone, haven't we? So much that we don't realize how close technology has brought human beings together. All it takes now, to call a relative in a foreign country is just pressing a few buttons on an electronic gadget and there you go! Maybe this is exactly why, if a postman ever came knocking at your door and yelled "Post!", you would be taken aback. Because - c'mon - let's be real, we don't often receive any posts in its most typical sense, in this time and age. Writing letters has been resorted to the 10 mark letter writing section of the English subject in schools, and almost all verifications once done by the postman is online now. We, the humans of modern times and the children of fast paced technology have grown so accustomed to having the world in our hands, that when someone physically comes and gives a post of love, good or bad news and bills as well, we tend to get extremely surprised.

But hold on, let's rewind and go back in time. We're not talking about years or decades here, dear reader. We're going centuries down the line to a little home in Nazareth. What was it like to receive news back then, about something? I wonder if Elizabeth was texting Mary about the first time her baby kicked in the stomach, or if Joseph was calling Mary on the phone to ask if her wedding outfit was ready. Ok, well... I don't want to bore you with all these imaginaries. But yes, we all know that this wasn't the case. And that messengers walked or travelled on donkeys,



identity and to this day she prevails in Christendom as the Mother of Jesus - Savior of the world.

In par with this, we send out and receive so many messages each day. Business, education, casual, friendly, romantic and many more. Out of all these, there might always be that one message that puts a smile on your face and makes your entire day beautiful - irrespective of whoever is sending you this message. It might be from a loved one, a best friend who can't stop teasing you, the food delivery guy texting to say your food has arrived or from the bank that money has been credited to your account. So many types of messages and some make us happy while others, the opposite. But let's think about it from our side of the spectrum, shall we? How many times have we been the reason behind someone's smile? And trust me on this, it can turn out to be the most beautiful feeling you might have ever felt. To share your love, make someone happy and be the reason behind them finding their identity. This Christmas as we send out messages, let's be sure that it would create a beautiful impact. And while we receive news too, let's be sure to accept them in full openness. Just as Mary accepted the most life

- changing post of her time, and created an impact that we still look up to, let's make sure to also send and receive posts with love and acceptance. 'What we speak, shall we manifest' and so here's a thought for you to share love and joy, that would create a ripple effect, change lives and come back to you in many folds.



The courage it took to do that and the comfort she felt at receiving this wonderful blessing from the Lord, is something to be thought through well. Mary, put her heart to it and received the post with righteous dedication and trust as it says in verse 38. This one message changed her life



Annette Haveela Joseph

UNICEF Youth Advocate
MSW, 1st Year, Christ University,
Bengaluru.

D/o. **Joseph Mohanraj**
(SDC 1990-1993)



Bro. Julian Santi |

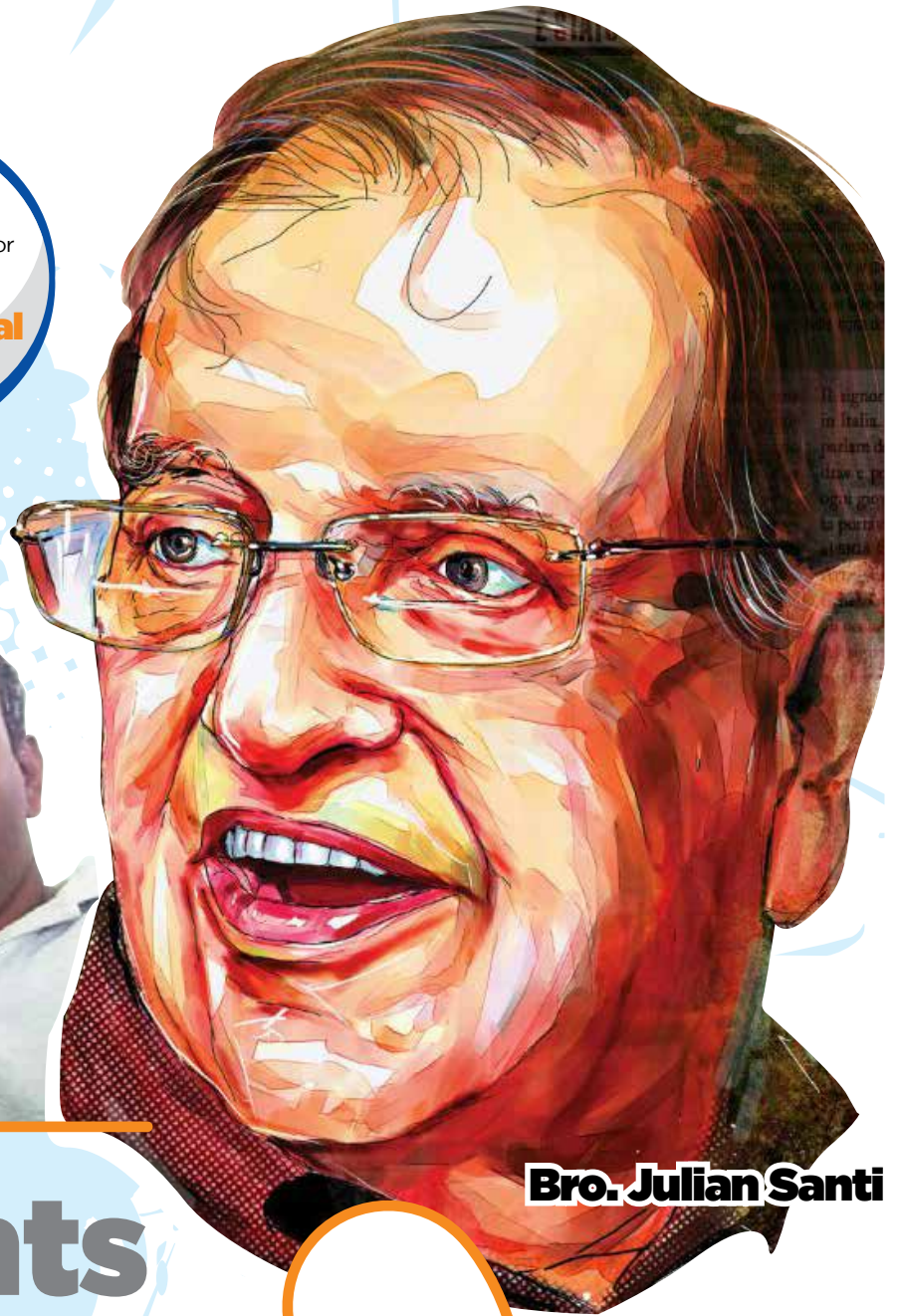
“Supporter of needy”

The one who is the route cause for where I am now.

SIGA |

It's our Vedanthagal

Moses (1990-1993)



Bro. Julian Santi

Bro. Santi and SIGA :
“Good Shepherd and Green Pastures”

Vincent (1990-1993)



the statements



Bro. Julian Santi |
“Universe of the Press World”

SIGA |

“Smiling Institute of Graphs of Arts”

K. Madalai Arokiasamy
(GDC 1990-1993)



“Always believe that something wonderful about to happen”



S.A. Prasad
(GDC 1989-1992)



Siga give me life.
Bro Santi is my God
Father, I am praying for
him everyday
James (1990 - 1993)



A Leader is the one who knows the way,
goes the way and shows the way. Thank you for being
that guiding force in our lives.

There are no words to describe you, because you are a man
of simplicity and always taught us to live a life like that, so
many memories I have cherished, including he punishments
where you just made us stand in front of your room for 1 hour.

Thank you for helping us,
believe in our tough times, your words are always
remembered Bro. Santi and your actions have constantly
motivated us to where we are today.

Thank you for influencing us young boys with your words
of wisdom, because your students have reached great
heights across the world Bro.

We remember you in our prayers Bro. Santi.

Lots of Love
Babu
(1989 to 1992 Batch)
Sharjah, UAE



"SIGA" has been the foundation of my career, which I should
always cherish, because of the lovable people around me who taught
me things that took me to an height I least expected. And Beloved
Bro.Santi I need to refer to the dictionary to describe about him. I
can't explain about him in a sentence or two, I can write essays on
him, his love for people, the way he embraces the ones who are in
need, he is ready stretch his hand out and lift the ones who have fallen
down...Such a humble person I ever saw...

Perumal
(1998-2001 Batch)



ASIA
international

Import & Export

*Best
wishes from*

N Santhakumar
Proprietor



This JOE & FRANK Comic strip will continue every month with a new storyline! Watch this space for more...

December born

↓

the **POST**

wishes

you all a very "happy birthday"

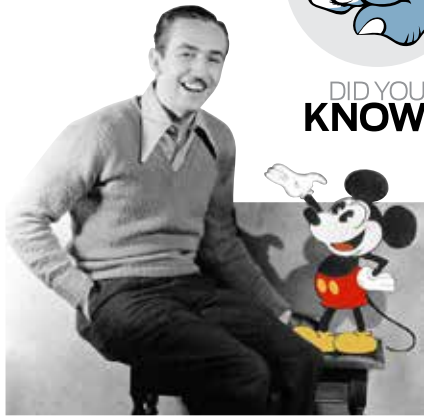


jesus christ
Dec 25

Christmas is an annual festival commemorating the birth of **Jesus Christ**, observed primarily on **December 25** as a religious and cultural celebration among billions of people around the world.



DID YOU KNOW?



Walt Disney | Dec 5, 1901

Walter Elias Disney was a sketch artist from an early age, and his cartoons from the 1920s were so successful that he eventually opened his own studio, where Mickey Mouse was born. Always looking for bigger and better things, Disney produced the first full-length animated feature in 1937 (Snow White and the Seven Dwarfs).



Sammy Davis Jr. | Dec 8, 1925

Sammy Davis, Jr. was destined for show business. Born to two vaudevillians, he began performing on stage at age four, and you can watch his film debut at the age of seven in the short Rufus Jones For President (1933). Davis's career included vaudeville, standup comedy, singing, dancing, Broadway musicals, movies, and TV. He was a member of the infamous Rat Pack, along with Frank Sinatra, whose birthday is also this month. He was also particularly known for his celebrity impressions, which you can see here, including an impressive Michael Jackson mimic.



Emily Dickinson | Dec 10, 1830

Renowned poet Emily Dickinson spent most of her life at home in Amherst, Massachusetts, surrounded by family. While she's often remembered as a recluse, Dickinson did have a noteworthy social life—even to the point of scandal. We can only speculate how her many rumored paramours may have contributed to the passion in her romantic poems.

famous celebrities in December



Jane Austen | Dec 16, 1775

Jane Austen wrote her heart out from an early age, but did not publish her first novel until 1811, when she was 36 years old. Sense and Sensibility sold well, so Austen published Pride and Prejudice in 1813, a novel she completed when she was only 21. Two more novels followed, all published anonymously. It was only after Austen's death at age 41 that her true identity was revealed to the literary world. Two more of her novels were published posthumously.

Ludwig Van Beethoven | Dec 16, 1770

German composer Ludwig van Beethoven was in the right place at the right time to fill the void left by the death of Mozart. Beethoven became a rock star in the royal courts and concert halls of Europe, and had an ego to match his fame. When his hearing began to fail at around age 30, he stopped performing and dedicated his life to composing. Beethoven made his comeback in 1824 when he debuted his Symphony No. 9, which became his most famous work ever.



Clara Barton | Dec 25, 1821

Clarissa Harlowe Barton (who preferred to be called Clara) was working as a clerk in Washington D.C. when the Civil War began. She saw a need and went to work supporting Union troops with food, supplies, and medical care. Barton sought permission to bring food and medical supplies to front line clinics, where she was considered an "Angel of the Battlefield." Barton also searched for missing soldiers and worked to identify those in graveyards. She learned about the International Red Cross during a visit to Europe in 1869, and volunteered with the organization during the Franco-Prussian War. Her service impressed Red Cross officials in Europe, and Barton spent the next several years lobbying for the United States to open a chapter—the American Red Cross—which was established in 1881.

Henri Matisse | Dec 31, 1869

Henri Matisse was the leading artist of the Fauvist movement, though his art evolved during his more than half a century of work. Best known for his paintings, Matisse was also a sculptor and printmaker, but before all of that, he pursued a more practical career path: law. Matisse earned a legal degree and was working as a clerk in a law office when he came down with appendicitis in 1899. His mother brought him paints to use while he was recuperating, and the rest was history.



Saints in December

03 December
St Francis Xavier, Priest, Missionary

04 December
St John Damascene, Priest, Doctor of the Church

06 December
St Nicholas, Bishop

07 December
St Ambrose, Bishop, Doctor of the Church



08 December
Immaculate Conception

11 December
St Damasus I, Pope

12 December
St Finnian, Bishop

12 December
Our Lady of Guadalupe

14 December
St John of the Cross, Priest, Doctor of the Church

18 December
St Flannan, Bishop

20 December
St Fachanan, Bishop

21 December
St Peter Canisius, Priest, Doctor of the Church

23 December
St John of Kanty, Priest

26 December
St Stephen, martyr

27 December
St John, Apostle, Evangelist

28 December
The Holy Innocents

29 December
St Thomas Becket, Bishop, Martyr

31 December
St Sylvester I, Pope



The Father of Printing
Johannes Gutenberg, 1904 reconstruction

History of printing

Woodblock printing	200
Movable type	1040
Printing press	c.1440
Etching	c.1515
Mezzotint	1642
Aquatint	1772
Lithography	1796
Chromolithography	1837
Rotary press	1843
Hectograph	1860
Offset printing	1875
Hot metal typesetting	1884
Mimeograph	1885
Photostat and rectigraph	1907
Screen printing	1911
Spirit duplicator	1923
Dot matrix printing	1925
Xerography	1938
Spark printing	1940
Phototypesetting	1949
Inkjet printing	1950
Dye-sublimation	1957
Laser printing	1969
Thermal printing	c.1972
3D printing	1986
Solid ink printing	1987
Digital printing	1991

The first printing press in India

The art of printing first entered India through Goa. In a letter to St. Ignatius of Loyola, dated 30 April 1556, Father Gaspar Caleza speaks of a ship carrying a printing press setting sail for Abyssinia from Portugal, with the purpose of helping missionary work in Abyssinia. Circumstances prevented this printing press from leaving India, and consequently, printing was initiated in the country.

On this day, we need to recognize and accept that it is because of the sacrifices of so many Salesians (Bro Santi.....), Teachers (.....), Workers, Students and Benefactors that SIGA stands today with elegance and pride. On this day, we need to remember and respect that it is because of the immeasurable sacrifices of your parents and family that you have grown and succeeded to this day. On this day, it is my bounden duty to recall with gratitude to my predecessors without whose hard-work and sacrifices, SIGAPPU would not have been revived to this level. In particular I would like to mention Fr Harris Pakkam and Fr John Christy. Dear Past Pupils, we are going through a unique experience of Covid-19. None of us would have ever imagined of the way in which it turned out to be. None of us were tuned to change fast to address this.



The arrival of the first press

There is evidence that the use of the concept of mass duplication in India dates back to the time of the Indus Valley Civilization. Grants of land were originally recorded by engraving the information on copper plates and etchings on different surfaces like wood, bone, ivory and shells. However, printing arrived about a hundred years after the Gutenberg Bible was first printed.

Many factors contributed to the necessity of the initiation of printing in the subcontinent, the primary being evangelization and the Jesuits were solely responsible for this. Francis Xavier is known to have been teaching the Bible in Tharangambadi (Tranquebar), Tamil Nadu around 1542. Also, when the Viceroy of Goa, on behalf of King Joao III of Portugal, opened schools for Indians, Francis Xavier pressured Portugal to make printing presses available to India, Ethiopia and Japan. Meanwhile, the Emperor of Abyssinia (now Ethiopia) also requested Portugal to send a press along with missionaries. Consequently, the first batch of Jesuit missionaries, along with the printing press, left for Ethiopia on March 29, 1556, on a Spanish ship. The Patriarch designate of Abyssinia, Joao Nunes Barreto, as well as a team of



technicians accompanied the press.

The prevalent route from Portugal to Abyssinia then required ships to round the Cape of Good Hope, touch Goa and reach Abyssinia. The press thus reached Goa, but soon after, news reached Goa that the Abyssinian Emperor was not keen on receiving the missionaries. Around the same time, the clergy in Goa felt the need for a printing press and on their request to the then Governor-General the press was made available to them. Thus, the press stayed in Goa. This was after Mexico had seen its first printing press, but preceded the press in Lima. The Patriarch designate Barreto was detained in Goa and it appears he never left India, but died in Goa on December 22, 1562. Saint Paul's College and the first works printed

Printing operations began in Goa in 1556 (with the first printing press being established at the Jesuit Saint Paul's College in Old Goa), resulting in the publication of *Conclusiones Philosophicas*. 1557 saw the posthumous printing of St. Francis Xavier's *Catecismo da Doutrina Christa* five years after the death of its author. No extant copy of this work is however, available.





Printing press from 1811

Saint Paul's College and the first works printed

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Printing in the vernacular

Another Spaniard to play a major role in the history of printing in India was Joao Gonsalves, who is credited with preparing the first printing types of an Indian script- Tamil. However, since they were not satisfactory, new casts were made in Quilon(Kollam) by Father Joao da Faria. On 20 October 1578, these types were used to print the first book in an Indian language in India (the first Tamil book was printed in Lisbon in 1554 in Romanized Tamil script.)- Henrique Henriques's Doutrina Christam en Lingua Malauar Tamul - Tampiran Vanakam, a Tamil translation of St Francis Xavier's Doutrina Christa. This 16 page

book of prayers and catechetical instructions was printed in Quilon. Though no extant copies of the first edition are available, MSS copies dating 1548-1614 are preserved in Lisbon and Rome. It should be mentioned here that Henriques was inducted into the Society of Jesus with the express intention of sending him to India to assist Francis Xavier. After the first press, a second press was set up. Not much is known about it save that it belonged to John Quinquencio and John Endem. The third press was set up in the St. Ignatius College, Rachol. Though Devanagari types were cast in 1577, the Christa Purana - an epic poem on the life of Jesus Christ written in the literary form of the Hindu puranas - was published not in Devanagari, but in the Roman script in the College of Rachol (1616 and 1649) and the College of St Paul (1654). This was primarily because of the clumsy shapes of the Devanagari types. In 1626, Diogo Reberio compiled the Vocabulario da lingoa Canarim (A Vocabulary of Konkani language) a Konkani-Portuguese and Portuguese-Konkani dictionary. The 17th century saw the beginning of a large-scale book-printing in Goa, egged on massively by the need to print Christian texts for the benefit of the newly converted Christians. This time also saw a shift from the use of coercion to that of religious education for conversions. Thus, a number of books were printed in Konkani and Marathi due to the initiative of, among others, Father Thomas Stephens (who, in 1640, produced the first Konkani Grammar- the Arte de Lingua Canarin and in 1622, published Doutrina Christam em lingoa Bramana Canarim, ordenada a maneira de dialogo, pera ensinar os mininos, por Thomas Esteuao, Collegio de Rachol or Christian Doctrines in the Canarese



Stanhope press from 1842



Reliance Printing Press from the 1890s



Imprenta Press V John Sherwin from 1860

Brahmin Language, arranged in dialogue to teach children, which was the first book in Konkani and any Indian language), Father Antonio Saldanha, Father Etienne do la Croix, Father Miguel do Almeida and Father Diogo Ribeiro (whose Declaraçam da Doutrina Christam, or Exposition of Christian Doctrine in Konkani was printed in 1632). Despite the efforts of Father Stephens and the general familiarity of the Devanagari script, it was found easier to cast not Devanagari, but Roman types for Konkani. This was one of the major factors that alienated Konkani from other Indian languages, since the Roman script failed to fix a number of Konkani sounds that the Europeans faced difficulty in pronouncing. It was, however, this adoption of the Roman script for printing in the vernacular helped printing to flourish in Goa till 1684, when the official decree suppressed the vernacular languages and printing suffered a setback. Printing in Tamil stopped after 1612, and the last books printed in Latin and Portuguese before printing fairly died were published in 1674.

Ziegenbalg and the revival of printing

It was not till 1706 when Bartholomaeus Ziegenbalg, a Danish missionary, arrived at Tharangambadi that printing in India could flourish again. A printing press arrived around 1712-13 and the Tranquebar Press produced its first publications. On Ziegenbalg's insistence, the first Tamil publication from the press reached the mass in 1713, followed by the New Testament in 1714.[1] It was as late as 1821 that printing was revived in Goa with the starting of a weekly called Gazeta de Goa, later known as the Chronista Constitucional de Goa (1835) and still later, the Boletim de Governo do Estado da India (1837).

■ To be continued

- BIBLE VERSES
- BIBLE PAINTINGS
- ART OF JESUS
- MARY & SAINTS
- WEDDING CARDS
- GIFTS & T-SHIRT
- DESIGN, WEB & PRINT

CHRISTIAN ART GALLERY

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ക്രിസ്ത്യാൻ
ആർട്ട് ഗ്യാലറി
ക്രിസ്ത്യൻ
ആർട്ട് ഗ്യാലറി

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42-line Bible, Gutenberg's major work



DID YOU KNOW?

World's largest Bible printer hails from atheist China

The printing facility in Jiangsu province (specifically, in Jiangning district, Nanjing city) is filled with impressive equipment. From prepress to printing to binding, the production line runs rapidly to churn out an average of 70 Bibles per minute, to fulfil the unending stream of orders from all over the world.

For decades, the world has known "Made in China". But many would be surprised that the largest single Bible production base in the world is located in officially atheist China. This November, Amity Printing Co. (APC) celebrated the milestone of printing 200 million Bibles for believers worldwide.

Religion is not encouraged by the Chinese authorities, but over the years Amity Printing has produced many Bibles for believers in China, and has even become the main global supplier of Bibles, an indication that there is more room for religion in China than one might think.

Following its reform and opening up, religion in China saw a period of new growth, with a severe shortage of Bibles at one point. In 1986, civic groups Amity Foundation and United Bible Societies (UBS) set up Amity Printing in Nanjing, to meet the demand for Bibles among Christians in China.

At the celebratory event, Amity Foundation secretary-general and APC chairman Qiu Zhonghui said that of the 200 million Bibles



printed so far, over 85 million have been supplied to churches in China, with the rest exported to 147 countries and regions.

APC currently prints Bibles in over 130 languages. Apart from the more commonly seen Western language editions such as English, Spanish, and German, there are also editions in African languages including Swahili, Amharic, and Oromo. Furthermore, APC does not just produce standard Chinese language editions of the Bible, but also has editions in 11 minority languages including Hmong, Yi, Lisu, Wa, and

Jingpho (Kachin), for believers from China's minority ethnic groups.

There is also a special workshop at the printing facility, just for the production of Bibles in braille. Each braille Bible consists of 32 volumes, and retails for 32 RMB (\$\$6.20) per set. APC produces about 160 sets a year.

This reporter understands that the retail price is way below the cost of production. The cost of paper, processing, and shipping for each braille Bible is as high as 2,525 RMB, but UBS, Amity Printing, and China Post share the cost,

to make Bibles affordable for visually impaired believers in China.

A registered pastor who attended the event said people got nervous last year when the authorities disallowed online sales of the Bible, but this was unfounded as "there is no problem with supply".

He explained that the Chinese public is free to buy officially authorised legal Bibles from church venues — meaning APC-produced Bibles, which retail at about 20 RMB for a regular edition.



Supported by authorities

While the celebratory event was not covered by official mainstream media, this reporter understands that it was supported by the authorities. The 200 attendees included Chinese church leaders, religious academics, representatives from overseas churches, UBS representatives, and also government officials in charge of religion, publicity, and united front work.

On the same day, Amity Foundation held a workshop on the Chinese Bible and adapting Christianity to the context in China, while exhibiting nearly 300 Bibles in conjunction with the 100th anniversary of the Chinese Union Version of the Bible.

APC even opened up its production workshop to its visitors who had come from all over the world, to show how a modern Chinese facility fulfils orders for 15 million books per year, while ensuring strict quality control on each copy of the Bible.

Professor Xu Yihua of the Department of International Politics at Fudan University said at the forum that it would be quite "shallow" to see the printing of Bibles as technical work, noting that exporting Bibles is, in fact, the church in China providing public goods to the international church and even the international community.

He felt that APC has built a global Christian church, particularly in providing a platform for the church in third world countries to connect, communicate, and interact, which has allowed the church in China to spread its influence outside China.

APC also inaugurated its Ethiopia company at the event. Its press release said the move is in line with the Belt and Road Initiative (BRI), marking a new start in APC's overseas operations. APC had earlier set up its Africa service centre in Ethiopia, as well as its office in Kenya.

APC's success reflects the growth of Christianity in China and its connection with the

world. But it also shows that this success is in itself a result of China's tight control over religion.

Monopoly on Bibles in China

The only way to distribute Bibles in China is under authorisation by the CCC/TSPM consisting of the China Christian Council (CCC) and the National Committee of the Three-Self Patriotic Movement of the Protestant Churches in China (TSPM). The CCC/TSPM is overseen by the National Religious Affairs Administration and the Ministry of Civil Affairs. In recent years, about 3.5 million books are distributed annually.



Bibles are only allowed to be sold in authorised church venues, and APC is the only Chinese enterprise that can legally print Bibles.

China's e-commerce platforms used to carry Bibles published and distributed through unofficial channels. Some underground churches and Chinese with an interest in Christianity would also buy Bibles through online channels. Last year's prohibition of online sales of Bibles further strengthens the monopoly on Bibles in China.

Some analyses also say that the enormous success of the APC-made Bible reflects China's wariness about the free movement of the Bible outside of the system.

Besides, the authorities' longtime trust of APC also probably has something to do with the company aligning itself with official policies on religion, especially in always working towards adapting Christianity to the context in China.

The Amity Foundation is recognised by the Chinese government. Speaking at the event, Li Guohua, vice-minister of the United Front Work Department in Jiangsu, described the Amity brand as a live example of how Christianity is being adapted to the context in China.

China has always emphasised adapting religion to the context in China, by using the core values of socialism to lead and teach religious and lay believers, and integrating religious teachings with Chinese culture. However, such a move has come under question, especially in terms of whether too much political flavour is introduced to religion in the process.

When it comes to adapting Christianity to the context in China, Qiu Zhonghui feels that the spread of any culture has much to do with the country's conditions. Only if that culture adapts to the needs of the society it is in and aligns itself with sociocultural trends will it be accepted and welcomed by the country and society it is in.

He says, "Whether it is discussing the adaptation of Christianity to the context in China, or moving out of China with the BRI to build a community with a shared future for mankind, all this is a significant learning process."



Worlds largest bible with First Laminated



DID YOU KNOW?



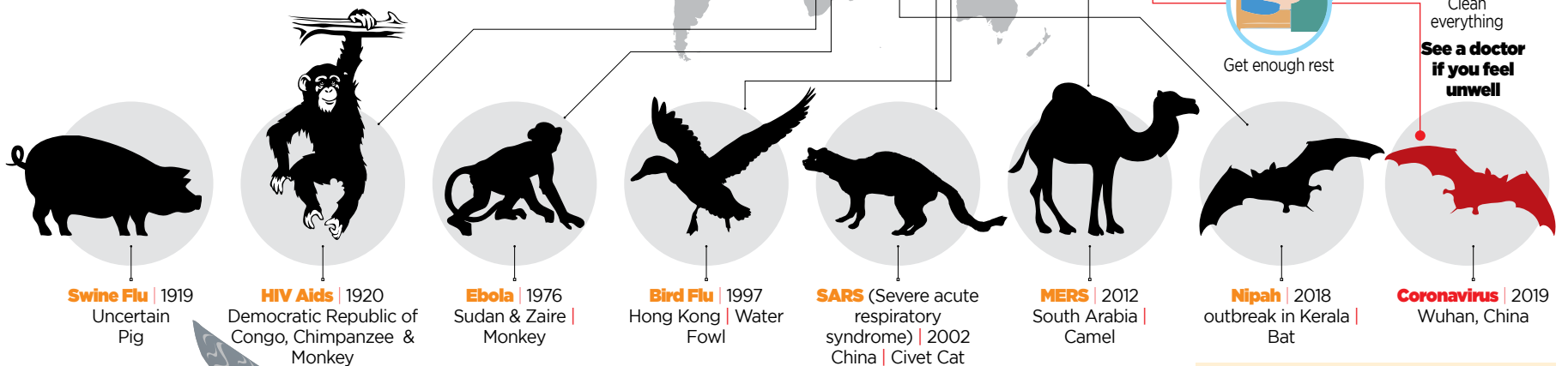


VIRUS covid-19

Corona viruses are a large family of viruses which may cause illness in animals or humans. In humans, several coronaviruses are known to cause respiratory infections ranging from the common cold to more severe diseases such as Middle East Respiratory Syndrome (MERS) and Severe Acute Respiratory Syndrome (SARS). The most recently discovered coronavirus causes coronavirus disease COVID-19

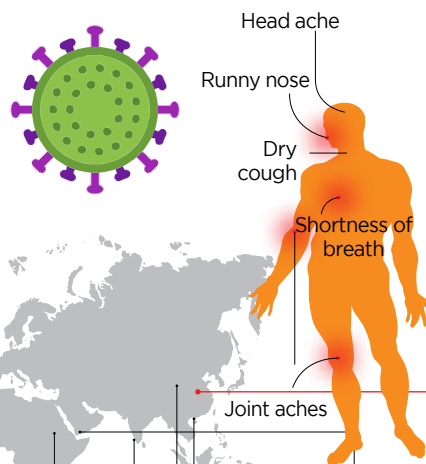
When viruses jump Species

Cross-species transmissions (CST) have triggered some major outbreaks

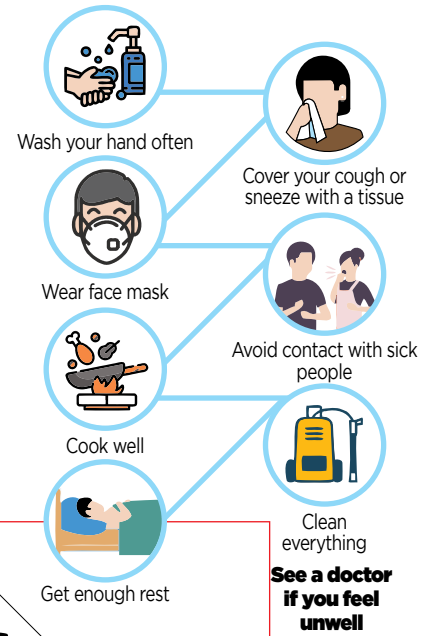


What to look out for?

If you are experiencing any of these symptoms, please consult a doctor immediately



How to protect yourself from Covid-19



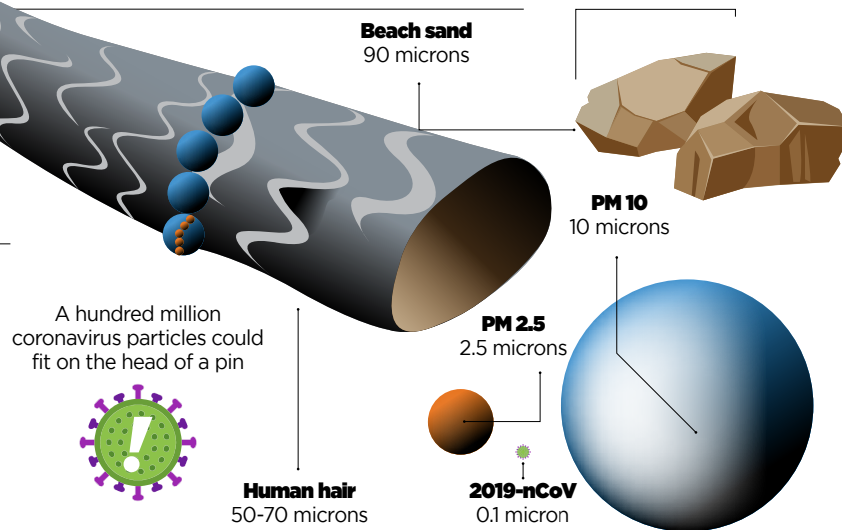
pandemic coronavirus



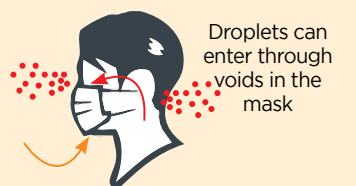
Severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2) is a novel virus, first isolated from three people with pneumonia connected to the cluster of acute respiratory illness cases in Wuhan. All features of the novel SARS-CoV-2 virus occur in related coronaviruses in nature. SARS-CoV-2 is closely related to SARS-CoV, and is thought to have a zoonotic origin. SARS-CoV-2 genetically clusters with the genus Betacoronavirus, and is 96% identical at the whole genome level to other bat coronavirus samples and 92% identical to pangolin coronavirus

How small is Covid-19

As influenza virus, Ebola virus and several others have been known to spread from human to human quickly, coronavirus seems to be spreading

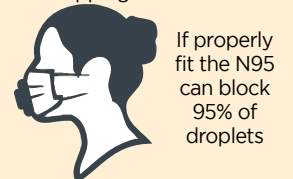


Mask protect against floating droplets



Surgical Mask | Not recommended for preventing infection

N95 Respirator | Effective at stopping the virus



Elastomeric Respirator | Effective at stopping the virus

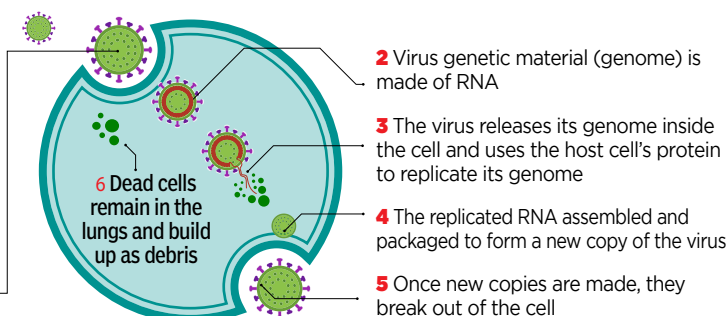


Blocks the same particles as N95 respirator with better fit. But mask is reusable, has replaceable filters but must be cleaned properly to prevent contamination

How virus attack a host

The coronavirus is named after the crownlike spikes that protrude from its surface. The virus is enveloped in a bubble of oily lipid molecules, which falls apart on contact with soap

1 Spike proteins of SARS-CoV-2 bind to the surface of human cells



Franklin S
1999 - 2002
SDC



To SIGA, I owe my success

It was then my parish priest, Rev. Fr. Koshy Varghese, the present Bishop of Mavelikara His Excellency Dr. Joshua Mar Ignathios who introduced SIGA to me. Since he was my principal and my teacher, I had informed him about my interest in technical studies and he, being a very close friend of Br. Santi, got me admitted in SIGA. Following Br. Santi's advice, I had joined SDC even though I had scored first class in my higher secondary and I am always proud of this decision.

Being a Christian institution, SIGA stands firm in imparting knowledge, obedience and discipline to its students. I must very specially mention that the service rendered by the Salesians in helping the downtrodden children in academics, physical and mental abilities is much appreciated. In addition to this, training these children in sports and arts must also be mentioned. The machineries, experienced faculties and dedicated staff all put together makes SIGA the best place for anyone to grow. All this was well managed and taken care of, under the able and efficient leadership of our dear Br. Santi who is indeed down to earth and a very good friend of youth.

I was the class monitor for all three years and I stood first in my studies at SIGA. I was good at both drawing and designing and these skills helped me to do a few illustrations. This in turn, gave me the opportunity to work with Fr. Francis Xavier for the Salesian bulletins in both Tamil and English. Since I was doing well in layout, I was also taught camera and typesetting. Learning these enabled me to gain better understanding through hands on training in page assembly and plate making. All these new learnings brought forth many skills that I never knew I owned, which in turn has helped me become a better person.

I was fortunate to have such great exposure towards the latest technology in SIGA and the open mindedness of the faculties who made me shine well in Pre-press, which was then in great demand. I also had the opportunity to train my-

self and showcase my talent at track events and have won many awards during the annual sports day. Awards that I still look at and would always cherish. Rev. Fr. MM Antony, then rector, always had an eye on me due to my naughty and tacky questions. He used to call me (MGR)! But I should say I proved otherwise by winning the best student of the year, since I was a regular and disciplined student. I'd like to remember Rev. Fr. Balasamy who was in SIGA during my final year and helped me throughout the year. During my final six months of study, I was doing my internship at Ms. Prasad Process as a camera assistant. I strived to give my best during my stay in SIGA, as a result I got selected for EPP - Dubai as a camera assistant at the end of my final year.

The pressure in EPP, was high as I had to operate the camera on the very next day of my joining date. As days progressed, I started learning and climbing the steps to achieve knowledge in EPP's state-of-the-art printing technology. From there, I was then elevated as scanner assistant and was fortunate to have worked in Sigma2000 by Dainippon, then computerised page mixing station. Finally, I got promoted as Mac-operator, after which I left EPP. I would like to take this opportunity to thank Mr. Samuel Natrajan for having faith in me. I was a manual pre-press guy when I joined EPP, but when I left, I was able to see the change in me as a digitalised pre-press person. I am grateful to this evolution that was in par with technology as it got me my dream job - one that I dreamt of as a student in SIGA - in ITC Chennai, where I learnt about

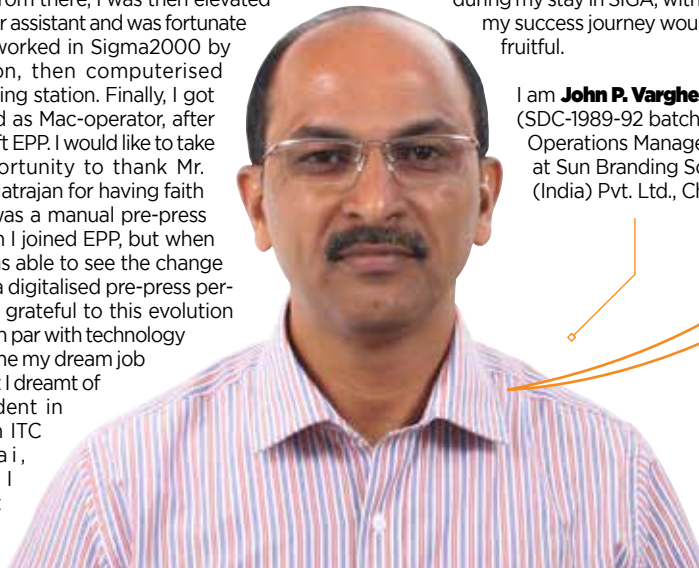
corporate management, vendor handling and manufacturing techniques under the able guidance of my SIGA senior, Mr. Shankar Kumar. ITC is where I got to know many industrial giants which built a name for me in the industry. This paved my way to Universal Print Systems Pvt. Ltd.. Mr. K G Prasad then GM called me and placed me at a senior level for their dream project of pre-press outsourcing, which was later, acquired by Ms. Sun Branding Solutions (UK), a sister concern of Ms. Sun Chemicals - USA and group of Ms. Dainippon Ink Corporation (DIC) - Japan. We are currently, specialized in delivering Print - ready artworks for US and Europe's packaging and pharma industry and I am placed in its Chennai branch as Operations Manager.

A long way, but what I am today is indeed because of the guidance of few good people, starting from my parish priest who guided me to late. Br. Santi at SIGA and the blessings of God almighty.

"Do what you are supposed to do and do it 100%. Do not give chance for anyone to find a fault in your work", this is exactly what drives me till today.

I fondly remember His Excellency Dr. Joshua Mar Ignathios, Late Br. Santi, Mr. Micheal Raj (Camera), Fr. Francis Xavier (Layout and design) who were amazing and guiding lights to me during my stay in SIGA, without whom, my success journey would not have fruitful.

I am **John P. Varghese** (SDC-1989-92 batch) Operations Manager, at Sun Branding Solutions (India) Pvt. Ltd., Chennai.



Being a Christian institution, SIGA stands firm in imparting knowledge, obedience and discipline to its students. I must very specially mention that the service rendered by the Salesians in helping the downtrodden children in academics, physical and mental abilities is much appreciated.



BEST WISHES FROM

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South India Printers' Meet
SIPM Make The Right Impression 2021
3rd July 2021 | Chennai Trade Centre | Chennai | India

South India PRINT AWARDS
Recognising & Honouring Excellence in Print | 2021
3rd July 2021 | Chennai | India

HELLO

The Post Art Station

If you are an artist, graphic designer, creator or an illustrator, we're happy to share that The Post Art Station has been created solely for you. Join in, to interact with like - minded people, learn and share knowledge about your field of expertise.

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1. Print is Tangible

Publications, brochures, posters and other types of printed materials are physical items. These items can stay in offices or homes for months or even years after they are received. While many non-physical marketing materials are useful for a single purpose, the benefits of print media extend farther than most people think.

2. Print is Credible

Like the feeling you get when you see The New York Times or your favorite magazine on the rack, there is something to be said about the feeling of legitimacy that comes from print. You are able to put the printed piece down and come back at any time to resume your reading. And print media requires "real estate". As marketers, we like this! A printed piece placed on the corner of a desk will be there day after day until it is picked back up to be viewed.

3. Print Establishes Your Brand

Marketers know the significance of having a well recognized brand, and printed publications and other branded materials are an excellent way to establish your brand. It allows you to bring the aesthetic qualities of font, colors, images and texture that helps to establish brand recognition.

4. Print Helps You Reach Your Target Market

The design and placement of your company ads in publications, newspapers and magazines can help you reach your target audience, whether it be a niche market or the general public. By leveraging the data of demographics, you are able to strategically place your brand in the right place at the right time, in front of the right audience.

5. Print is More Engaging

Websites are often skimmed in as little as 15 seconds per visit. When a customer or prospect reads a printed material, they are more engaged for a longer period of time. On average, a consumer spend 43 minutes reading a magazine.

6. Less Print, Is More For You

With more companies taking their marketing efforts online, the old has become new again as print media becomes the new trend. But this isn't your parents' world of print media communications! Marketers have more information and data to make calculated decisions about content, consumption, consumers, and collateral types. Customers' and prospects' email inboxes are overflowing with unsolicited ads and non-worthy news, most of which is largely ignored. With this in mind, designing and sharing a great printed marketing piece should be high on your list of strategic marketing initiatives.

6 Reasons Why Print Media is Important

James Emaline
Australia



Anand Jagannathan
(UAE)



The Rise of 3D Printing

Printing is no longer confined to flat sheets of paper, and the same mechanical processes can now be applied to rendering three-dimensional objects from raw material. This innovation has caught significant attention within the print and design industries, and many print business owners have taken note of the creative as well as the manufacturing possibilities. Rendering replacement appliance and machine parts is now a service found in some print companies whose owners would not have conceived of the idea in the past. Larger scale commercial 3D printing also has the potential for innovations in the trade show exhibit specialty field. As the demand for visually unique display booths increases, design companies that utilize 3D printing for booth pieces are in a great position to draw this type of exhibitor clientele.

READ SOMETHING INFORMATIVE? SHARE IT WITH US...!

Impact of COVID-19 on Indian Print Media

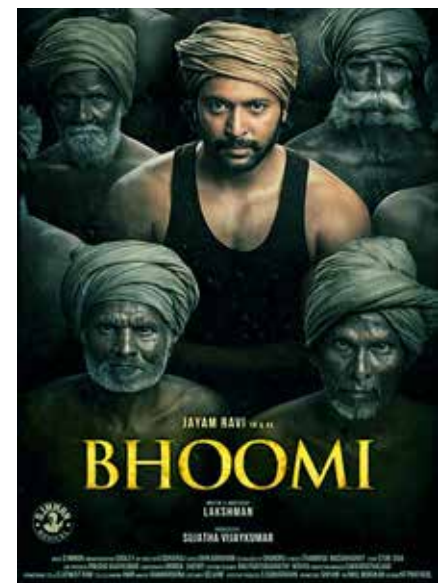
COVID-19 has raised the question of the existence of the print media in India. The newspaper business has found itself in the throes of a massive recession. Advertising revenue has almost stagnated. The lockdown has also disrupted newspaper distribution. This has also hampered the revenue earned from the sale of newspapers. Newspapers are stuck on all sides. The journalists and other employees working in the newspapers have been hit the hardest. Many journalists have lost their jobs. Some publishing houses have temporarily suspended the publication of newspapers and magazines.

Employees are also being laid off in electronic and web media. This is an unprecedented situation for the media industry in India. COVID-19 has raised the question of the existence of the print media in India. The newspaper business has found itself in the throes of a massive recession. Advertising revenue

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