



**Ravi Kumar Srivastava**

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**CAREER OBJECTIVE:** To add my input to the technology revolution going on all over the space, and apply IT for minimizing production cost and ensuring optimal output.

**IN SHORT:** Tech-savvy and adaptable professional with over 34 years of experience in the publishing industry, having worked with The Times of India, The Mail Today, and the Indira Gandhi National Centre for the Arts. Adept at navigating fast-changing technologies and transitioning through various phases in the industry. Proven ability to enhance quality control, minimize wastage, and ensure efficient production processes. Excellent interpersonal skills, facilitating seamless collaboration across departments.

**Qualification:**

Post Graduate from Allahabad (UP)  
B.Tech (Printing & Packaging Technology) from Om Sterling University Hisar (Haryana)  
MBA (Production) from the CSM Institute of Graduate Studies, Pune  
Diploma in Printing Technology from N.R. Institute of Printing Technology, Allahabad (UP)

**Professional Experience**

- (1) **Indira Gandhi National Centre for the Arts (Ministry of Culture, Govt. of India)**  
Publication Officer  
*April 2022 - Present*

**Job Responsibilities:**

- Managing entire pre press, print production..
- Oversee the publication of literary and academic books, magazines, journals, and periodicals
- Edit and supervise the distribution and sales of these publications to ensure they reach the intended audience effectively.
- Handle the tendering process for books and Correspond independently with authors, publishers, vendors, and other stakeholders to facilitate smooth operations.
- Sound working knowledge of all publication software i.e. Quark Xpress, Adobe In-design, Coral, Adobe Illustrator, Adobe Photoshop etc.
- Ensure the highest standards of quality in all published materials through meticulous editing and design.
- Conduct final reviews and approvals of content before publication. Plan and manage publication schedules to meet deadlines.
- Coordinate with different departments and printers to ensure timely completion of projects.
- Develop and implement strategies for promoting and selling publications.
- Manage the budget for publication projects, ensuring cost-effective use of resources.

- (2) **March 2019 to March 2022**

**Own business** – Books, Magazines, leaflets, innovation works designing & printing.

(PTO)

**(3) The Mail Today Newspaper (India Today Group), New Delhi**  
**Assistant General Manager -Production & Pre Press**  
*October 2007 to Feb 2019*

**Responsibilities:**

- # Managing all aspects of pre-press & press production of **The Mail Today** Newspaper and different in-house magazine, and Coordination with different department for daily publications workflow
- # Quality check of print production of newspaper, Newsprints record, newsprints consumption on daily basis
- # Outsourcing in-house jobs, i.e. magazines, brochures, newspaper inserts, coffee table books and more
- # Costing & estimation of different jobs

**Achievements:**

- (1) Successfully launched morning newspaper from Delhi & Chandigarh centers with good quality production.
- (2) Established entire pre-press & press workflow
- (3) Installed Hi Line, City Line M/c & CtP machine
- (4) Quality system implementation for achieving a consistent print product
- (5) Production planning & control for achieving 100% on-time delivery for newspaper & supplements production
- (6) Material planning & usage control to minimize newsprint & consumables wastage for achieving lower production cost per page
- (7) Apart from daily production, also looking after brand's promotional activities.

**(4) The Times of India, Patna**  
**Assistant Manager (Pre Press & Production).**  
*July 1988 to September 2007*

Successfully managed all aspects of pre-press & press production of The Times of India, Economic Times, Education Times, Times Ascent, ET Big Bucks, Investors Guide and their brand promotional activities, like supplements, brochures, posters, booklets and event management. Coordinated with Delhi, Kolkata and Mumbai branches in connection with the daily publications' workflow.

Worked as **Assistant Manager (Production)**. I was assigned the pre-press & press responsibilities which include the following:

- \* Managing entire pre-press & press production in night shift
- \* Scanning of photographs & color correction of photographs & advertisements in Adobe Photoshop
- \* Providing technical assistance to Editorial section for making pages
- \* Looking after plate making & printing machine operation
- \* Ensuring quality control of newspaper & other in-house production work
- \* Ensuring minimum wastage of newsprints on daily basis

**Skills:**

- **Technical Proficiency:** QuarkXPress, Adobe InDesign, Corel DRAW, Adobe Illustrator, Adobe Photoshop.
- **Publication Management:** Book publishing, newspaper and magazine production, editing, distribution, and sales supervision.
- **Quality Control:** Ensuring high standards, minimizing wastage, and enhancing production efficiency.
- **Interpersonal Skills:** Excellent communication and collaboration abilities.

**PROFESSIONAL EDGE**

**Technology awareness** – Maintain up-to-date knowledge of technology by attending Print Pack Trade promotional seminars every year.

**Communications** – Possess excellent interpersonal and communication skills. Speak and write clearly and effectively.

**Teamwork** - Ability to establish and maintain effective working relations with seniors and people with sensitivity and respect for diversity. Work in close association with colleagues from all functional areas to achieve organizational goals.

**Managerial performance** – Delegate appropriate responsibilities, accountability and decision-making authority. Make sure that roles, responsibilities and reporting lines are clear. Accurately judge the amount of time and resources needed to accomplish a task and monitor performance against milestones and deadlines. Evaluate performance solely on the basis of merit.

**Judgment/Decision-making** - Gather relevant information before making a decision. Consider positive and negative impacts of decisions and their impact on others and on the organization. Propose a course of action based on all available information.

**(RAVI KUMAR SRIVASTAVA)**