



Infront of M.P. State Shooting Academy, Bishankhedi, Bhopal,
Madhya Pradesh-462044

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माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता एवं संचार विश्वविद्यालय
Makhanlal Chaturvedi National University of Journalism & Communication

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BACHELOR OF TECHNOLOGY (PRINTING & PACKAGING) [BTECH(PP)] AND BACHELOR OF TECHNOLOGY (PRINTING & PACKAGING) LATERAL ENTRY [BTECH(PP)-LE]

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Bachelor of Technology in Printing and Packaging – B.Tech(PP)

Level – Undergraduate



Duration – 4 years (8 Semesters)



Seats – 40



Eligibility Criteria– Passed 10+2 examination with Physics/ Mathematics /Chemistry/ Computer Science /Electronics/Information Technology/ Biology/Informatics Practices/ Biotechnology/ Technical Vocational subject/ Agriculture/ Engineering Graphics/ Business Studies/Entrepreneurship.(Any of the three)

Obtained at least 45% marks (40% marks in case of candidates belonging to reserved category) in the above subjects taken together.

OR

Passed min. 3 years Diploma examination with at least 45% marks (40% marks in case of candidates belonging to reserved category) subject to vacancies in the First Year, in case the vacancies at lateral entry are exhausted.

(The University will offer suitable bridge courses such as Mathematics, Physics, Engineering drawing, etc., for the students coming from diverse backgrounds to achieve desired learning outcomes of the programme).

Bachelor of Technology in Printing and Packaging – B.Tech(PP) Lateral Entry

Level – Undergraduate

Duration – 3 years (6 Semesters)

Seats – 30

Eligibility Criteria– Passed Minimum THREE years / TWO years (Lateral Entry) Diploma examination with at least 45% marks (40% marks in case of candidates belonging to reserved category) in ANY branch of Engineering and Technology.

OR

Passed B.Sc. Degree from a recognized University as defined by UGC, with at least 45% marks (40% marks in case of candidates belonging to reserved category) and passed 10+2 examination with Mathematics as a subject.

OR

Passed D.Voc. Stream in the same or allied sector.



About the Programme



B.Tech.(Printing and Packaging) is a four year (Eight Semesters) Undergraduate programme that prepares a Student to work in Print Packaging Industry. An increased focus in digital packaging, has led to digitally printed packaging opportunities and commercial digital printers looking to establish packaging operations. But lack of trained manpower is one of the biggest issues to be addressed. Keeping this in view, the University offers B. Tech. (Printing and Packaging) in response to a growing demand for trained Printing and Packaging professionals. This Program provides a comprehensive practical exposure in all aspects of printing and packaging processes.

The Program content includes Printing and Packaging Technologies & Processes including Screen printing, Sheet fed offset printing, Flexography, Gravure, Web offset aided with Multimedia Technology, Graphics design for Printing and Packaging, Surface Design, Material Science to help in production and quality control as well as to form creative packaging and Print Output, Digital Printing technique includes a basic know how to print on electronics product, Introduction to Augmented and Virtual Reality, Food and Agriculture based packaging, Techniques to print on fabrics, 3D Design for 3D Printing etc.

The Printing and Packaging Lab, has unique setup for student R&D activities, where students design and fabricate working models of printing and packaging machines on their own. Facilities are created in the department to provide complete practical exposure to the students along with working opportunity in University Press.

Program Objectives:

B.Tech. (Printing & Packaging) program is designed with educational objectives

- To develop basic Engineering skills in Students.
- To Understand the basic concepts and techniques used in printing technology, and to develop skills to deal with high-quality printing machines.
- Equip Students with knowledge of Flexible Packaging, Packaging Design, Element of Packaging.
- To enable Students in designing products, practice packaging tools used in various sectors like newspaper, magazines, packaging industries.
- To make industry ready Technical workforce for Print Packaging Sector.
- To inculcate the quality of an entrepreneur in Print Packaging industry.

Career path you can choose after the programme:

- Production Officer
- Technical Sales Manager and Officer
- Product Development Manager
- Manager Printing
- Publication officer in the printing and packaging industry
- Career in Designing and Digital Printing
- Security Printing
- Publication Officer in Printing Industry
- Electronic Publishing
- Color Management
- Print Finishing and Converting
- Entrepreneur.



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