



ABHIJIT BANIK

REDISCOVERING CREATIVITY

PROF. SANTANU RAY

Abhjit Banik – Rediscovering Creativity



As a normal middleclass Bengali youth with average academic results in school and college, Abhjit Banik passed B.Com from City College of Commerce in 1990 and started searching for jobs. The story everywhere was the same which was very disappointing for young Abhjit Banik. Then after struggling for a couple of year he found a decent job in Ganapti Greefields, Raichak as an assistant in the corporate communication department. While working there Abhijit assisted the communications team in creating brochures and other communication material.

Soon he made a mark as a person with creative skills. In this process Abhijit also realized that he liked designing and creating promotional material. While working in the company he developed and urges to venture on his own. Against advice of his father and other relatives, Abhijit left his job and started his own business in 2000. He was a single man army who used to approach various educational units for producing their Admission and Placement brochures. His first break came from ICFAI Business School followed by orders from NSHM Knowledge Campus both Kolkata and Durgapur, B. P. Poddar Institute of Management & Technology, Sapoorji, Palanji etc.

There was no looking back and Abhijit invested in a Apple Mac design computer, Scanners etc. He took Multimedia training and started creating innovative designs from a small room near his residence. But another problem remained.... The problem of printing. Though Abhijit could create innovative designs, he didn't have any access to printing facilities. Those days colour offset printing was costly proposition. Abhijit was faced with a problem, he had entered a highly competitive market with printing. Giants like Sarwasati Press, Lalchand Roy & Company and many Others were established players in order to get order from his customers Abhijit had to quote rock bottom rates, and the meager margins were being eaten up by high printing charges.

Then a major technology change happened in the printing industry. Digital printing arrived and the use of offset printing became limited. Abhijit's friend started digital printing unit which enabled Abhijit to get into a working arrangement with his friend. Thus the problem of cost was mitigated.

Today Abhijit's firm Off-Swing Communication caters to a turnover of 40 lacs per year. He has no employee since he himself is the designer, salesman, and operations controller all-rolled into one."I am really lucky to be supported by academicians who have looked upon me like a student often admonishing me but mostly supporting me and referring me to others. My business grows through personal contact, customer servicing and cost control. I recorded a turnover 40 lacs in 2017-2018 and was able to earn 20 % profit."

Abhijit Story is of an average middleclass young man who is in the area of design and creativity without going to any art school. He realized his creative persona at much later stage. With the business environment looking up in West Bengal Abhijit plans a 20% Compounded and Annual growth rate.

Case Study Created by Maghurima Talukdar, MBA, 2nd Semester, under the guidance of Prof. Santanu Ray.

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Prof. SANTANU RAY

Prof. Ray is currently the Mentor & Adviser to Chancellor, Sister Nivedita University. He has always focused on research and publications and while at IBS, he created the IBS Research Centre Kolkata where dedicated researchers and authors worked passionately towards developing management case studies and books, so far, more than 300 case studies developed by the centre has been uploaded in European Case Clearing House. The centre has also come out with more than 100 books.

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