

## **Good packaging and its relevance in today's competitive market**

The ever-increasing need for exploring and introducing environmental-friendly, technologically superior and cost-effective ways of sustainable packaging in exports from India, particularly in the context of a changing world scenario arising out of the COVID-19 pandemic cannot be over emphasized. With a view to highlight the relevance of world- class and sophisticated packaging, World Trade Center Jaipur organized a webinar on 'Innovations in Packaging Technology to Boost Export'. This webinar drew participants, corporates from across the country and also the globe, representing various sectors like textile, agriculture and food processing, gems and jewelry, handicrafts and furniture. A panel of distinguished guest speakers and thought-leaders spoke about various ways in which it could be ensured that by creating parity with world standards in packaging, the possibilities of rejection and returns in exports arising out of packaging issues could be minimized and in the long run be completely eliminated.

In his welcome speech, Mr. Navneet Agarwal, Assistant Director-Trade Promotion, World Trade Center Jaipur, urged all speakers to create a think-tank that could serve as an enduring platform in future where entrepreneurs could discuss and find solutions to all their packaging requirements and problems.

Chief Guest, Mr. Madhab Chakraborti, Joint Director and Head, Indian Institute of Packaging Delhi, Ministry of Commerce and Industry, Government of India, illustrated through a presentation, various technique of packaging that are now developed in India and are available at a very competitive price. Mr. Chakraborti highlighted that packaging should be considered as an important differentiator in marketing, as it separates one product from another, and one brand from all others. Good packaging can even influence buying decisions of a careful buyer in today's competitive market, he said.

Mr. B.B. Pattanaik, EX. Chairman and Managing Director, National Seeds Corporation and Managing Director, Central Warehousing Corporation, stressed on the importance of environmental and efficient warehouse packaging and also highlighted its significance during exports. Skin packaging, air shrink, stretch wrapping, clamshell packaging, to name a few, are options that are currently in vogue and should be carefully evaluated before zeroing down on one, said Mr. Pattanaik.

Mr. Atul Poddar, CEO, Poddar Associates and General Secretary, FORHEX sharing his industry experience motivated the artisan community and advised them to focus on staying in constant touch with foreign buyers and use computer technology to market their products digitally.

Mr. Jaswant Meel, Chairman, Hastkala Exports, urged all manufacturers in Rajasthan to invest in research and development and innovation to find competitive options for smart packaging.

Dr. Dashrath Sagar, Scientist, Agricultural Research Station, Sri Ganganagar, spoke about packaging related issues as well as elaborated on Modified Atmosphere Packaging and Cold Blister Packaging in the context of packaging for agricultural and food products.

Representing one of India's largest textile manufacturers and exporters, Rajasthan Spinning and Weaving Mills, Bhilwara, Mr. Vinod Mehta, Vice President - Corporate Commercial, and Mr. R. C. Dugar, General Manager, Corporate Commercial, discussed some of the most important aspects of export packaging in the current times, and also raised the need for finding sustainable packaging solutions for

yarn and textile fabrics. Both Mr. Mehta and Mr. Dugar also advocated the increased use of recyclable or biodegradable material for packaging in support of the environment.

Representing the MSME - DI Jaipur, Mr. M.K. Meena, Deputy Director, Mr. Dinesh Soni, Assistant Director and Ms. Anila Chordia, Assistant Director, spoke of various schemes initiated by the Ministry of MSME to support entrepreneurs engaged in manufacturing of exportable goods from Rajasthan.

Mr. Rais Ahmed, Director, JIESM Jodhpur, suggested to all the exporters to introduce training programs for their packaging teams, to update them about the recent cost saving technological developments in packaging.

Mr. Deepak Sankit, Director, CCWA, emphasized on the rising need to educate new entrepreneurs about packaging technology at the early stages, so that they factor in its importance beforehand.

Mr. Manish Mehta, Managing Director, Fortune Exports, urged the participants to introduce flexible packaging, proper coding and marking, increase the use of sustainable and environmentally-friendly packaging material and lastly adapt to space saving packaging methods.

Mr. Anshuman Jain, Packaging Technologist, CEO, Mindbox Packaging Solutions highlighted on various packaging technologies.

Mr. Navneet Agarwal concluded the session by proposing the vote of thanks.

The webinar was held on July 29, 2020