

INDIAPACK 2015

India Making Packaging Competitive



Q. How would you describe the current trends in food packaging?

The Indian packaging sector has seen large scale changes in the way we create and the way clients consume products. The collaboration between the industry and its clients is now evolving from a cost consideration model to a value-addition system where the end-user has become the prime focus in terms of safer, more sustainable and affordable packaging.

Q. According to you, how has the Indian Institute of Packaging been transformed during the last five years?

To be able to create methodology, training regimens and then finally, a skilled packaging workforce is no mean feat. The strides taken by the Indian Institute of Packaging (IIP) in this regard are nothing short of admirable. Creating key drivers to push innovation and

‘To be able to create methodology, training regimens and then finally, a skilled packaging workforce is no mean feat. The strides taken by the IIP in this regard are nothing short of admirable’, says Vikram Bhadauria, Director, Alok Masterbatches Pvt. Ltd. in dialogue with Packaging India.



Vikram Bhadauria
Director
Alok Masterbatches
Pvt. Ltd.
New Delhi

value creation for the industry remains the laudable focus, and impact of the IIP.

Q. In your opinion, what is the contribution of IIP to improve packaging in India?

The contribution has been immense. More skilled technicians, floor managers and speciality

6 What India is doing very impressively of late is coming up with innovative solutions and a drive to start improving our human and capital infrastructure. 9

packaging staff means the industry is slowly, but surely moving towards co-creating solutions to make plastics and packaging more sustainable, safer and affordable across a large application of uses. We have numerous such projects being undertaken at our Technology Incubation Centre in New Delhi.

Q. How do you compare the status of the Indian packaging industry with the rest of the world?

India as a manufacturing hub still lags far behind Nations like China. What India is doing very impressively of late is coming up with innovative solutions and a drive to start improving our human and capital infrastructure.

This synergy will help the industry as a whole to start focusing on Make for India and improving industry capacity, productivity and efficiency in the medium to long run.

Q. What is the major role played by the Government of India for the upliftment of the packaging sector?

The Government of India has, in the last few decades, begun to play a much more proactive role in the enabling of manufacture and economic growth opportunities. This allows greater competition, but in the long run, we believe success will be dependent on the industry turning its focus slightly inwards and striving towards an intensive push on Make for India.

Q. What is your expectation from the INDIAPACK 2015 and the World Packaging Congress?

To be part of a platform of industry specialists where we can discuss the current issues and achievements of the day, explore how the industry, together can achieve better efficiency, economies of scale, innovation capabilities and make packaging in India more competitive.



Offers a wide range of services to the industry:

TRAINING AND EDUCATION

To meet the growing demand from industrial units in both the organised and unorganised sectors for qualified technical manpower, the Institute introduced the 2 year programme leading to a **Post-graduate Diploma in Packaging**, in 1985. The course is designed to equip candidates with all the facets of packaging activity. Over the years, a large number of students have been graduated and have found excellent placements in industrial units.

Other courses being offered by the Institute include the **Distance Education Programme** – Correspondence Course since 1996, recognised by the World Packaging Organisation and accredited by the Asian Packaging Federation. The 18-month course designed primarily for working professionals, is open to industry personnel and to students in India, the Asia-Pacific region and other countries.

A **3-month Certificate Course in Packaging** introduced in 1968 is conducted at the Head Office and also at the Regional Centres. Admissions are on a first-come-first-served basis. The course is also open to overseas participants deputed by their governments under various schemes.

Short training programmes, seminars and conferences organised by the Head Office as well as the Regional Centres are conducted throughout the year in various parts of the country.

Contact for details:

Indian Institute of Packaging (Mumbai • Chennai • New Delhi • Kolkata • Hyderabad)

E-2, MIDC Area, Andheri (E), Mumbai 400 093 • E-mail: iip@iip-in.com • Website: <http://www.iip-in.com>