



Confederation of Indian Industry

## CII Packaging Summit “Packaging Prospects: Driving Changes to Multiply Growth”

December 18, 2019 at Hotel Holiday Inn, Mayur Vihar, New Delhi

**FORE School of Management**, New Delhi in association with the Confederation of Indian Industry (CII) organized the CII Packaging Summit on “Packaging Prospects: Driving Changes to Multiply Growth” on December 18, 2019 at Hotel Holiday Inn, Mayur Vihar, New Delhi. More than 150 delegates from industry and academia participated in this summit. FORE was the academic partner for this event.



**Dr. Jitendra Das, Director, FORE School of Management, New Delhi** moderated the session 1 on smart packaging. While speaking at the Summit Dr. Das said “Right packaging helps not just in marketing but also in sales – both in terms of volumes and price points. It can help a product to sell more and also enable it to sell at a higher price” Talking about smart packaging and technological innovation, Dr. Jitendra Das, mentioned use geo spatial mapping and block chain in packaging can enable the authenticity of any product by providing locational information thus making it trustworthy for the consumer.



**Dr. Jitendra K. Das** was accompanied by the following prominent panelists:

- Mr Mohammed Nadeem, Chief Executive Officer, Paharpur 3P(A Division of Paharpur Cooling Towers Limited)
- Mr Ankit Gupta, Group Director Holostik Group
- Mr Umesh Kagade, Segment Manager – Label & Packaging Hewlett Packard India
- Mr Shobit Goel, Vice President, Moglix

- Mr Harish Kumar Sandesh, Manager – Applications & E Learning Administrator  
Omron Automation Pvt. Ltd.