

3rd CII Packaging Summit

Technology, Innovation and Sustainability
Wednesday, December 15, 2021

CII (Confederation of Indian Industry) organised 3rd CII Packaging Summit on *Technology, Innovation and Sustainability* on December 15, 2021 in virtual mode had the leaders from packaging industry deliberated on the theme. More than 180 delegates from industry participated in this summit.

Dr Jitendra K. Das, Director, FORE School of Management, New Delhi was a Session Moderator in the Session I “Smart Packaging” scheduled from 1100 – 1200 hrs in this event. This session was focused on how the new era of smart packaging and consequently, products, will connect, improve and transform industries and shape new consumer expectations.

Dr Das, while moderating a session on smart packaging, said, “Right packaging helps in marketing and sales – 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. It is also very important when it comes to identifying a counterfeit product with a genuine product as the consumer may not be able to understand a hologram which itself is counterfeit. According to data there has been a 20% growth in the counterfeit market per year which is alarming and product companies must move in to next level of technology enabled verification process like blockchain, IoT, RFID etc.”



Dr Jitendra K. Das, speaking in the Summit

Dr. Das, mentioned how the use of geo spatial mapping and block chain in packaging can enable the authenticity of any product by providing locational information thus making it trustworthy and dependable for the consumers. “Using these technologies consumers can also be made aware of the product’s history”, he said.

Dr Jitendra K. Das was accompanied by the following prominent panelists during the session:
Mr. Mohammed Nadeem, Chief Executive Officer, Paharpur 3P;
Mr. Yogesh Kapur, Executive Vice President & Business Head, Holography Business, UFlex Ltd.;
Mr. Utsav Dixit, Head of Sustainability & Strategic Engagement, ALPLA India.

After the Questions and Answers from audience, Dr Das has summarised and concluded the session.