



EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

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SEMINAR ON THE CHANGING TREND OF PACKAGING AND BAR CODING IN HANDICRAFTS AT KOLKATA WAS HELD ON (SATURDAY) 23.11.2013 AT THE CONFERENCE HALL AT 53/1, SAMBHUNATH PANDIT STREET, KOLKATA - 700 025

A seminar on the changing trend of packaging and bar coding in handicrafts at Kolkata was organized on 23rd November'2013 at Kolkata. The following key officials were present during above seminar alongwith more than 40 participants including Members, Artisans and NGOs took part in the seminar.

1. Smt. Indrani Sen – Packaging Designer.
2. Shri Bidhan Das – Deputy Director - & Branch Head (IIP)
3. Shri M. N. Maity – Deputy Director – EDI
4. Shri A. K. Hota – Asst. Director (DCH)
5. Shri O. P. Prahladka – Convenor (EPCH-ER)
6. Shri Amit Sultania – Prominent Member

The objective of the Workshop was to apprise the participants on the upcoming trends related with Export Packaging and Bar Coding for Handicrafts industry.

Shri O P Prahladka, Convener – EPCH Eastern Region welcomed the members and explained the current scenario and necessity of packaging and bar coding in handicrafts sector. He informed about the importance for adopting changing trend of packaging and bar coding for exports of handicrafts.

Shri M. N. Maity (Deputy Director – EDI) highlighted the inter relation of exporting handicraft and packaging, in context of safety of the product. He informed the participants that the primary role of packaging is to contain, protect and preserve a product as well as aid in its handling and final presentation. Packaging also refers to the process of design, evaluation, and production of packages. The packaging can be done within the export company or the job can be assigned to an outside packaging company. Packaging provides following benefits to the goods to be exported:

- i) Physical protection of goods to be exported
- ii) Containment or agglomeration
- iii) Marketing
- iv) Convenience
- v) security

Mr. Maity further informed the participants that Barcoding is one of the IT tools used for automatic data capture. Barcodes are represented through a series of black bars & white spaces and printed as part of product packaging or as labels (sticker) or as tags attached to the product. Barcodes can be used to represent information related to product identification and other supplementary information such as batch number, manufacturing/expiry dates, consigner/consignee etc. GS1 barcodes are accepted as de-

facto standards in Retail worldwide with over 5 billion GS1 barcodes being scanned each day.

Shri. A.K Hota (Asst., Director DC (H) encouraged the member and participants to adopt new trends of packaging. Packaging will spell success or failure for the product. The packaging industry must then look for ways to meet international standards like monitoring the latest trends, seeking out new technologies, and trying out new package designs.

In his lecture Shri Bidhan Das, Deputy Director – Indian Institute of Packaging informed participants about the latest trends & technology of quality control, branding & packaging and will cover all aspects of packaging, right from concepts, design, packaging material, branding, bar coding.

Smt Indrani Sen, Packaging Designer advised the participants to do the visual merchandising and packaging that makes the product easily accessible, interesting and special so that it attracts the customers and makes an indelible imprint on the clientele's mind.

The Major Questions which were asked including the following:

Q. What are the benefits of Bar Code?

A. Bar Codes are used for speed and accuracy. It can convey the primary identification PLUS virtually any management, administrative or financial information about an article or package. Offers the potential to automate and integrate many business systems.

Q. What is the advantage of Bar Code?

A. ADVANTAGES OF BAR CODE:

1. AUTOMATIC PRODUCT IDENTIFICATION.
2. ERROR FREE TRANSACTION.
3. FAST CUSTOMER SERVICE.
4. BETTER INVENTORY CONTROL.
5. EASY COMMUNICATION WITH SUPPLIERS & CUSTOMERS.

Q. Where can we use Bar Code?

A. In the context of Handicrafts sector, Bar Code is used in the following areas:

1. RETAIL OUTLETS.
2. INDUSTRY.
3. DOCUMENT PROCESSING.
4. SECURITY (ACCESS CONTROL) (Factory Administration)
5. PRODUCT TRACKING.

Q. What are the functions of Packaging?

A. PACKAGING IS BEST DESCRIBED AS A CO-ORDINATED SYSTEM OF PREPARING GOODS FOR TRANSPORT, DISTRIBUTION, STORAGE, RETAILING, AND USE OF THE GOODS. Packaging is used to the product for the following reasons:

1. PROTECT
2. PRESERVE
3. DISPENSE
4. INSTRUCT / INFORM / WARN

5. CLOSE / RECLOSE
6. EASY HANDLING
7. DISPOSE
8. RECYCLE
9. PILFER – PROOF

