

# Maximizing Marketability through Effective Packaging, Labelling, and Barcoding Strategies for Handicrafts Products

Awareness Seminar at New Delhi; 15th April 2023



EPCH organised this seminar at New Delhi in the presence of Mr. Raj Kumar Malhotra, Chairman, EPCH; Mr. Ravi Passi, Former

Chairman, EPCH; Mr. Sagar Mehta, Member COA, EPCH; Mr. Rajesh Rawat, Addl. Executive Director, EPCH along with member exporters. Guest faculty were, Mr. Subrato Dey, DGM - Industry Engagement, GS 1 India; and Mr. Sumit Rathi, General Manager, M/s. Bio Friendly Packs Pvt. Ltd.

While sharing his vast experience as a manufacturer exporter, Mr. Raj Kumar Malhotra, informed participants about efforts of the Council for creating awareness of different important topics for export promotion of handicrafts.

Mr. Sumit Rathi, expert on packaging solutions spoke on five main principles on packaging: 1. Design - face of packaging; 2. Should be consumer friendly and sustainable; 3. Design be multipurpose and sustainable that users can use later; 4. Look of the packaging; and 5. Attention to material. Mr. Rathi called packaging, the new 'P' of marketing and that it must reflect

*Above: Mr. Raj Kumar Malhotra, Chairman, EPCH, sharing his experience on the topic*

*Right: guest faculty, Mr. Subrato Dey and Mr. Sumit Rathi making presentations*

information about the product inside like, child safe, jute made, 100% biodegradable, etc. He also explained about the need/ importance of packaging testing as it determines the quality & strength of the packaging, makes sure it is odour and fungal resistant. Good quality raw material is important to prevent humidification. Mr. Rathi enumerated various test procedures: compression, vibration, moisture, drop, transportation and salt water spray test (KFC USES salt water test for packaging).

Mr. Subrato Dey of GS1 informed how Barcoding strategies can be beneficial for handicraft products, as they provide improved inventory management, enhanced traceability, streamlined logistics, and efficient sales and distribution processes.

Mr. Ravi K Passi, Former Chairman, EPCH and Mr. Sagar Mehta, Member COA, EPCH, also addressed the august gathering and shared their vast experience on the subject. ■