

# Innovative Packaging for Handicraft Stone Products

## Workshop at Agra, Uttar Pradesh; 9<sup>th</sup> September 2023



*Dr. Madhab Chakraborty, Packaging Expert and Packaging Advisor-EPCH, addressing the gathering at the seminar in Agra*

EPCH organised a workshop on 'Innovative Packaging for Handicraft Stone Products' at Agra on 09th September, 2023, with an objective to impart knowledge to participants on contemporary packaging strategies to improve the sustainability, portability and consumer appeal of their products. Dr. Madhab Chakraborty, Packaging Expert and Packaging Advisor-EPCH; Mr Rajesh Rawat, Addl. Executive Director, EPCH; and over 50 exporters from Agra were present.

This workshop aimed to address the growing need for sustainable and visually appealing packaging solutions for stone handicraft products. As consumers worldwide become more conscious of environmental sustainability, packaging plays a crucial role in influencing their purchasing decisions. EPCH recognizes the importance of packaging as an integral part of the handicraft industry's marketing strategy.

Dr. Madhab Chakraborty informed the participants about the most effective packaging trends for handicraft stone products

and what businesses must implement to make their packaging eco-friendlier. He further shared few suggestive packaging prototypes developed, based on the exploratory visits undertaken a month ago and feedback received from this cluster based exporters at Agra. These prototypes were designed to address the unique needs and requirements of stone handicraft products. The prototypes included Environmentally Friendly Packaging Materials, Artistic Packaging Designs, and Innovative Product Presentation.

The workshop proved beneficial to stakeholders in many ways, including providing hands-on experience in packaging techniques, discovering novel ideas to cut costs and promote sustainability, and promoting the export of eco-friendly stone products. Various questions on Packaging techniques, Packaging Development and Marketing were asked by the participants. The speakers addressed all the questions and provided solutions. ■

# Innovative Packaging for Glass Handicrafts Products

## Workshop at Firozabad, Uttar Pradesh; 12<sup>th</sup> September 2023

EPCH organised a workshop on 'Innovative Packaging for Glass Handicrafts Products' at Firozabad, Uttar Pradesh on 12th September, 2023 with the presence of Mr. Mukesh Bansal, President, Glass Manufacturer and Export Association, UP; Dr. Madhab Chakraborty, Packaging Expert and Packaging Advisor-EPCH; Mr. Rajesh Singh, Deputy Director, EPCH; and over 70 exporters from Firozabad.

In its endeavour to achieve three times exports till 2030, the Council has initiated various hand-holding programs on Design, Packaging and Productivity. This workshop at Firozabad was aimed to address the challenges and opportunities related to packaging for glass handicrafts, a niche segment within the handicrafts industry. This workshop explored innovative approaches to packaging that enhances the visual appeal of handicraft products while ensuring their protection and sustainability. Glass handicrafts are known for their exquisite beauty and craftsmanship, but their fragility demands special attention when it comes to packaging and transportation. This workshop sought to bridge the gap between craftsmanship and effective packaging.

Mr. Mukesh Bansal, President, Glass Manufacturer and Export Association, UP, shared that this workshop was designed to address the challenges faced by glass handicraft exporters. This workshop empowered exporters in the handicraft glass sector to make informed choices about packaging solutions, leading to increased competitiveness and a reduced impact on the environment.



*Mr. Mukesh Bansal, President, Glass Manufacturer and Export Association, UP, addressing the gathering during the workshop*



*Dr. Madhab Chakraborty, Packaging Expert and Packaging Advisor-EPCH, addressing the gathering at the seminar in Firozabad*



Dr. Madhab Chakraborty, Packaging Expert and Packaging Advisor-EPCH, spoke about the most effective packaging trends for handicraft glass products and what businesses must implement to make their packaging eco-friendlier. He shared few suggestive packaging prototypes developed based on the exploratory visits undertaken a month ago and feedback received from Firozabad cluster based exporters. These prototypes were designed to address the unique needs and requirements of glass handicraft products. The workshop proved beneficial to stakeholders in many ways, including providing hands-on experience in packaging techniques, discovering novel ideas to cut costs and promote sustainability, and promoting the export of eco-friendly glass products. The session ended with a Q&A. ■