

Workshops on Innovative Packaging

Wooden Handicraft Products; Jodhpur; 6th March 2024



Left: Mr. Hansraj Baheti, Member, COA, EPCH & Regional Convenor - North West Region-EPCH, addressing the august gathering along with Mr. Radheshyam Ranga, Prominent EPCH Member; Mr. Nirmal Bhandari, Patron, Jodhpur Handicrafts Exporters Federation; Mr. Naresh Bothra, President Jodhpur Handicrafts Exporters Federation; Mr. Rajesh Gupta, Member EPCH NWR Mentorship Group; Dr. Madhab Chakraborty, Packaging Advisor-EPCH & Packaging Expert during Workshop on Innovative Packaging for Wooden Products. Right: Mr. Nirmal Bhandari, Patron, Jodhpur Handicrafts Exporters Federation; addressing the gathering

EPCH organised a workshop on 'Innovative Packaging for Wooden Handicrafts Products' at Jodhpur, Rajasthan, with the presence of Mr. Hansraj Baheti, Member, COA, EPCH & Regional Convenor - North West Region-EPCH; Mr. Radheshyam Ranga, prominent EPCH member; Mr. Nirmal Bhandari, Patron, Jodhpur Handicrafts Exporters Federation; Mr. Naresh Bothra, President Jodhpur Handicrafts Exporters Federation; Mr. Rajesh Gupta, Member, EPCH NWR Mentorship Group; Dr. Madhab Chakraborty, Packaging Advisor-EPCH & Packaging Expert and over 80 exporters from Jodhpur.

In its endeavour to achieve three times exports till 2030, the Council has initiated various hand-holding programs on Design, Packaging and Productivity. The workshop's objective was to impart knowledge to participants on contemporary packaging strategies to improve the sustainability, portability, and consumer appeal of their products. Wooden handicrafts are a diverse and beautiful category of handcrafted items that add warmth, character, and a touch of nature to any home décor. These items are made from a variety of woods, and are often intricately carved, painted, or inlaid with other materials such as metal, shell, or stone. This workshop sought to bridge the gap between craftsmanship and effective packaging.

Mr. Hansraj Baheti, Member, COA, EPCH & Regional Convenor - North West Region-EPCH, in his opening remarks said that this workshop will explore innovative approaches to packaging that



Dr. Madhab Chakraborty, Packaging Expert and Packaging Advisor-EPCH, sharing insights on the topic

enhances the visual appeal of handicraft products while ensuring their protection and sustainability. Mr. Naresh Bothra, President, Jodhpur Handicrafts Exporters Federation (JHEA), said innovative packaging is an important tool for exporters of wooden products. It can help to protect the product, enhance its value, differentiate it in the market, reduce shipping costs, and increase sustainability.

Dr. Madhab Chakraborty, Packaging Expert and Packaging Advisor-EPCH, spoke about the most effective packaging trends for wooden handicraft products and what businesses must implement to make their packaging eco-friendlier. He shared a few suggestive packaging prototypes developed based on the exploratory visits undertaken a month ago and feedback received

from Jodhpur based exporters. These prototypes were designed to address the unique needs and requirements of wooden 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 glass products. The session ended with a Q&A. ■

Decorative Handicrafts Products; Jaipur; 12th March 2024

This workshop was organised with the presence of Mr. Girish Kumar Agarwal, Member, COA, EPCH; Mr. Lekhraj Maheshwari, Former Chairman, EPCH; Dr. Madhab Chakraborty, Packaging Advisor-EPCH & Packaging Expert and over 60 exporters from Jaipur. The workshop specifically aimed to address challenges and opportunities related to packaging for decorative handicrafts, a niche segment within the handicrafts industry. The focus was on exploring innovative approaches to packaging that enhance the visual appeal of handicraft products while ensuring protection and sustainability.

Innovative packaging is essential for preserving the beauty and integrity of decorative handicrafts with meeting the demands of modern consumers. Decorative handicrafts are a diverse and beautiful category that add warmth, character, and a touch of nature to any home décor. The diverse range of handicraft products originating from Jaipur, includes intricately carved wooden furniture, vibrant textiles adorned with traditional block prints and embroidery, exquisite jewelry featuring semi-precious stones, and intricately crafted pottery and ceramics. This workshop sought to bridge the gap between craftsmanship and effective packaging.

In his address, Mr. Girish Kumar Agarwal, Member, COA, EPCH, emphasised the need for careful consideration in packaging decorative handicraft products due to their unique characteristics. Mr. Lekhraj Maheshwari, Former Chairman, EPCH, stressed that

packaging goes beyond product protection; it creates a lasting impression on buyers. It can help to protect the product, enhance its value, differentiate it in the market, reduce shipping costs, and increase sustainability.

Dr. Madhab Chakraborty, Packaging Advisor-EPCH & Packaging Expert, informed participants about effective packaging trends for decorative handicraft products, presenting suggestive packaging prototypes developed based on exploratory visits and feedback from exporters. The prototypes included environmentally friendly materials, artistic designs, and innovative product presentation. The workshop proved beneficial by providing hands-on experience in packaging techniques, offering cost-cutting ideas, promoting sustainability, and fostering positive interactions among participants. The Q&A session addressed various questions on packaging techniques, development, and marketing, providing valuable solutions. ■



Mr. Girish Kumar Agarwal, Member, COA, EPCH, interacting with the audience at the seminar; Seen next to him are Mr. Lekhraj Maheshwari, Former Chairman, EPCH; Dr. Madhab Chakraborty, Packaging Advisor-EPCH & Packaging Expert

Innovative Packaging for Handicraft Products and Marketing Strategies Awareness Seminar at Pondicherry; 23rd March 2024



Mr. K L Ramesh, Southern Regional Convenor, EPCH; Mr. Arul, General Manager, DIC Villupuram; Mr. Jerald Moris, Project Director, Auroville Village Action Group; Mr. G Madhurai, Retd. Deputy Registrar, Govt. of Pondicherry; and Smt. Anbu Coordinator, Auroville Village Action Group



The EPCH Southern Regional Office, in association with Auroville Trust, Pondicherry, organized an awareness program on 'Innovative Packaging for Handicraft Products and Marketing Strategies for Exporters' at the venue of Auroville Trust on March 23rd, 2024.

Mr. K L Ramesh, Southern Regional Convenor of EPCH; Mr. Arul, General Manager of DIC Villupuram; Mr. Jerald Moris, Project Director of Auroville Village Action Group; Mr. G Madhurai, Retired Deputy Registrar from the Government of Pondicherry; and Smt. Anbu, Coordinator of Auroville Village Action Group, were present.

Mr. K L Ramesh provided insights into the activities and objectives of EPCH. Mr. Arul, General Manager of DIC Villupuram, made a presentation on various government schemes for exporters. The packaging expert gave a presentation about innovative packaging trends for handicraft products.

The Southern Regional Officer delivered a session about the marketing platforms that the Council provides for entrepreneurs and exporters, and also briefed about various marketing strategies. In this program, 152 participants attended, and the program ended with an interactive session.