



THE PRINTING ENGINEERING DEPARTMENT, JADAVPUR UNIVERSITY

AND

ESS DEE ALUMINIUM LTD

CORDIALLY INVITE YOU TO THE

**NATIONAL SEMINAR ON INNOVATIVE APPLICATION OF PRINTING IN PACKAGING AND PRINTED
ELECTRONICS – NEW TRENDS**

ON 20th March, 2015 AT 9:45AM.

AT THE INDIAN INSTITUTE OF CHEMICAL ENGINEERS AUDITORIUM, JU.

ORGANISED BY: PRINTING ENGINEERING DEPARTMENT, JADAVPUR UNIVERSITY OF KOLKATA

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SEMINAR PROGRAM CHAIR: MR. ASHIS BHATTACHARYA, MD, ESS DEE ALUMINIUM LTD

**PRESIDED OVER BY: PROF. S. BANDYOPADHYAY, DEAN FACULTY OF ENGINEERING AND
TECHNOLOGY, JADAVPUR UNIVERSITY**

**GUEST OF HONOUR: PROF. DR. ARVEDC. HUBLER, DIRECTOR, PM TUC AT CHEMNITZ UNIVERSITY,
GERMANY**

MEDIA PARTNER: SAGITTARIUS

CONCEPT NOTE

INNOVATION –THE KEY WORD IN PRINTING AND PACKAGING

The current worldwide business environment is leading the manufacturing Industries and the marketing practitioners to reconsider a number of historical and current views of the marketplace and how to innovate the processes for better functioning as well as productivity and profitability.

The Indian packaging Industry which contributes to a large chunk of the manufacturing industry, is expected to grow @ 14% CAGR in the next 5 years and worldwide trend will be 5.6% CAGR growth, with an expected market of \$78 billion. However, an exponential growth will be witnessed in the Chindonesian region, with India leading the growth trajectory. In view of this paradigm shift, EDAL and Jadavpur University thought of organizing this Platform to a level of a National Seminar.

The main objective of the National Seminar will be:-

- a. Fruitful Deliberation and Round Tables on new technology, new trends, new innovations in packaging as well as addressing the major concerns of skill and qualified Human Resource to take this forward.
- b. The Seminar would also look into the best global practices for benchmarking, cost effectiveness and affordability, environment friendly and green technologies.

Further, the Sessions will help in determining new innovative theories and practical methods whose effectiveness can be truly measured and must be added to the list of current challenges for today and tomorrow.

The first National Seminar on Innovative Technology of Printing in Packaging & Printed Electronics will serve as a platform for Stakeholders from around the globe to present theories, research findings and special topic sessions to focus on today's marketplace challenges and how to innovate to meet the same.

Essence of the Seminar would be Industry-Academia Collaborations and Cooperation

The Seminar will have Round Tables on Industry related topics, as well as special sessions moderated by Industry Speakers. The deliberations can range from theory development to concepts for measurement and modelling to testing propositions in empirical or experimental manners. Topics based on cross-cultural practices and having international implications and Industry friendly modes would be particularly welcomed.

As a National Event, this platform will offer an excellent opportunity to the Future Generation to understand the way the Industry works and also the need to innovate for survival.

Also woven into the fabric of the seminar will be International experiences tied to the particularities of the area.

We look forward to seeing you and to offer the opportunity to engage in lively intellectual discussions, make new professional connections and experience warm fellowship. These are the trademarks of the first National Seminar of this nature.

PROGRAMME :

9.30 TO 9.45 AM REGISTRATION WITH TEA

ALL TO BE SEATED

- **9.45 AM TO 10.30 AM** : INAUGURATION – PROF S. BANDOPADHAYA, DEAN, FACULTY OF ENGINEERING AND TECHNOLOGY, JADAVPUR UNIVERSITY & MR. A. BHATTACHARYA, MANAGING DIRECTOR, ESS DEE ALUMINIUM LTD)
- **10.30 AM TO 11.15AM** : SESSION ON PRINTED ELECTRONICS BY KEYNOTE SPEAKER – PROF. DR. ARVED C. HUBLER.
- **11.15 AM TO 12.00 PM** : SESSION ON PHARMACEUTICAL & FMCG PACKAGING & ANTI COUNTERFEITING MEASURES- IMPORTANCE, CURRENT TRENDS & THE FUTURE: MS. VINAYA DESAI / INDRAJIT CHAUDHARI / T.A. FAISAL, ESS DEE ALUMINIUM LTD
- **12.PM TO 12.45PM** : PREPRESS APPLICATION IN PACKAGING-MR. JASON CHIA, KODAK-SG/ MR. ABRAHAM, KODAK-INDIA

- **12.45 PM TO 1.30 PM** : ROLE OF GOVT. IN SHAPING THE FUTURE OF THE PACKAGING INDUSTRY- SANJAY CHATTOPADHAYA – IIP
- **1.30 PM TO 2.15 PM** : LUNCH
- **2.15 PM TO 3.15 PM**: PANEL DISCUSSION – SESSION MODERATOR – MR. ASHIS BHATTACHARYA. SESSION ON TECHNOLOGY, PRODUCT AND BUSINESS TRENDS IN PACKAGING – LEARNING FROM THE INTERNATIONAL BEST PRACTICES : PANELIST – DR. HUEBLER, SANJAY C, DR. RAJENDRA KUMAR, MR. KIRAN PRAYAGI, MRS. VINAYA D, PHARMA INDUSTRY PANELIST, FMCG INDUSTRY PANELIST.
- **03.15 PM TO 03.45PM** – COLOR APPEARANCE PROBLEMS IN FLEXIBLE PACKAGING – MAHASWETA MANDAL,DR. SWATI BANDYOPADHYAY, PRINTING ENGINEERING DEPARTMENT, JADAVPUR UNIVERSITY
- **3.45 PM TO 4.15 PM**– PRESS TECHNOLOGIES IN FOIL PACKAGING –GRAVURE VS. FLEXO VS. DIGITAL-A LOOK UP - MR. KIRAN PRAYAGI
- **TEA BREAK** - 4.15PM TO 4.30 PM
- **4.30 PM TO 5.00 PM**- CLOSING SESSION – VEDIC APPLICATION IN INDIAN MANAGEMENT-KEYNOTE SPEAKER DR.RAJENDRA KUMAR – CEO - BIRLA TEXTILE INSTITUTE
- **5.00 PM TO 5.20 PM** VALEDICTORY ADDRESS BY SESSION CHAIR : - MR. ASHIS BHATTACHARYA, MD, ESS DEE ALUMINIUM LTD.
- **5.20PM TO 5.25 PM** VOTE OF THANKS BY DR. SWATI BANDOPADHAYA HEAD OF THE DEPT, PRINTING ENGINEERING ., JU

- **NETWORKING& DINNER** – 7.00 PM TILL 11.00 PM
- **VENUE:** ANDERSON CLUB
- **HALL** : KHEYA

FOR AND ON BEHALF OF ORGANISING COMMITTEE

- **DR. SWATI BANDOPADHAYA**
HEAD OF THE DEPT, PRINTING ENGINEERING ., JU