

Subject 1: Way Forward

Speaker: Mr. Haresh Mehta. Jayana Packaing, Mumbai.

About speaker:

Subject 2: How to fight low price competition?

Speaker	Mr. Madhav Karbelkar
About Speaker	<p>He is an Engineering graduate with post graduate diploma in Marketing Management from Jamnalal Bajaj Institute of Management studies.</p> <p>Has more than 4 decades of working experience.</p> <p>He started his career in Production but later on shifted to Marketing & sales.</p> <p>Worked with corporates, PSU's and held various positions including that of an all India Marketing head.</p> <p>Since 2001 onwards he is providing consultancy to SME sector companies in manufacturing and marketing.</p> <p>His primary focus is on Growth & Productivity with emphasis on Marketing.</p>
About Subject	<p>We all make good boxes. Some of us are pioneers in our field. We also have good customers and have long standing relationship with them. But we find that some one is always there offering similar product at say 5 to 10% lower price. Today e-bidding is the route that many local or regional manufacturers are under cutting prices. Result – loss of sales and market share. However, at some point of time we must respond to this situation. We normally respond with two extremes – either with price discounts or just ignore them. We feel this is the only way to face low price competition. But is it really the only way to fight with low priced competition.</p> <p>Question is how else is it possible to fight?</p> <p>Should we continue with business as usual?</p> <p>What happens to our market share and profitability?</p> <p>What other factors that we should consider before we decide our response?</p> <p>Are there any other ways which we can consider before deciding our response?</p>

	<p>To decide a particular course of action, factors like:</p> <ul style="list-style-type: none"> • Objective, • Volume of business at stake • Type of customer • Profitability • Value <p>should be considered. However, in practice many times it is not done in a most appropriate manner by SME's. Most of us act in Ad hoc manner. We generally do not act with any policy or a strategy – only to find after some time we are not getting desired results.</p> <p>We will learn:</p> <ul style="list-style-type: none"> • Defining low price competition • Anatomy of low pricing. • Different strategies to fight low cost competition. • Examples and lessons to be learned. <p>Finally see the “Way forward” in low price competition.</p>
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Subject 3: Weight Ratio for achieving correct balance between liners and medium for optimizing compression strength and cost.

Speaker	Mr. Ram Kumar Sunkara – Director – PR Packing services, Silvassa
About Speaker	
About Subject	<p>Many of us are under misguided myth that increasing Fluting GSM will give us better performing box. In this presentation you will learn</p> <ul style="list-style-type: none"> • What is the ideal relation between Liner and medium GSM. • What is the impact of weight ratio of liner GSM to Medium GSM on cost and performance of box with context to compression strength of box. • What is the ideal weight ratio for 3 ply and 5 ply boxes.

Subject 4: Panel discussion - Square meter costing of corrugated boxes.

Moderator	
About Panelist	
About Subject	<p>There have been discussions for long time on correct costing method for corrugated boxes.</p> <p>Is it kilogram basis or Square meter basis.</p> <p>Today with down gauzing of basis weight of paper, it has become impetrative that costing should more on square meter basis rather than kg basis.</p> <p>Participate in the discussion and create a standard format for doing square meter basis costing.</p>

Subject 5: Advances in Digital flexo plates

Speaker	Mr. K Shyam Sunder, Partner, Digiflex, Hyderabad
About Speaker	
About Subject	<p>High quality graphics on corrugated boxes is gaining momentum due to increase usage in fresh fruits and vegetables packaging as well as in process food packaging.</p> <p>This requires understanding of paper substrate, Machine, Inks and flexo plates.</p> <p>All of them have equal contribution in ensuring that quality graphics are reproduced on boxes in post print operation.</p> <p>There are latest developments in digital flexo plate making.</p> <p>We learn about it and understand why plates are important in reproducing quality graphics on boxes.</p>

Subject 6: What is the manufacturing cost per square meter or per Kg of corrugated board.

Moderator	Mr. Amit Agarwal – B & B Triple wall containers Pvt Ltd.
Speakers	<ol style="list-style-type: none"> 1. Mr Abhay Agarwal – NPI paper and Board Pvt Ltd, Kolkata 2. Mr. Amit Jain – Girnar Packaging Pvt Ltd, Indore 3. Mr. Milan Dey – Madan Packaging, Kolkata 4. Anil Loya – Akansha Packaging Pvt Ltd, Aurangabad.
About Subject	

Subject 7: Cluster development as a way forward for corrugated box industry.

Speaker	Mr. Dinesh Gangadharan – Senior Vice President – Cluster Development - IL&FS, Chennai, India
About Speaker	
About Subject	<p>Corrugated box manufacturing industry is consisting of many small owners driven SME's.</p> <p>For more than four decades this industry was reserved as small-scale sector limiting its capability of investing in technology due to upper limit in capital investment.</p> <p>In the last decade this industry has seen many changes due to removing the small-scale reservation tag.</p> <p>One of it being large investment's in this industry in to technology that has helped in producing better quality products, faster production, decrease in manufacturing costs, etc.</p> <p>However, there are many small manufacturers who face many issues, like:</p> <ul style="list-style-type: none"> • Unaffordability to invest in latest technology. • Lack of innovations and R & D at individual level. • Inability to take risk as an individual. • All this means only one “way forward”.

	<ul style="list-style-type: none"> • “Cluster development”
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Subject 8: Central Govt and state Govt subsidies that a corrugator can avail.

Speaker	
About Speaker	
About Subject	

Subject 9: Way Forward for next generation.

Speakers	
About Speakers	
About Subject	

Subject 10:

Speaker	
About Speaker	
About Subject	

Subject 11:

Speaker	
About Speaker	
About Subject	

Subject 12:

Speaker	
About Speaker	
About Subject	