

Packaging Conclave

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Pragati Maidan



THOUGHT
FOR THE DAY:

Most smiles
Are
started
BY
ANOTHER
SMILE.



ORGANIC
INDIA®



Packaging has only two functions
- Innovation and Innovation

And

Time to focus on **Innovation**

Critical for Business

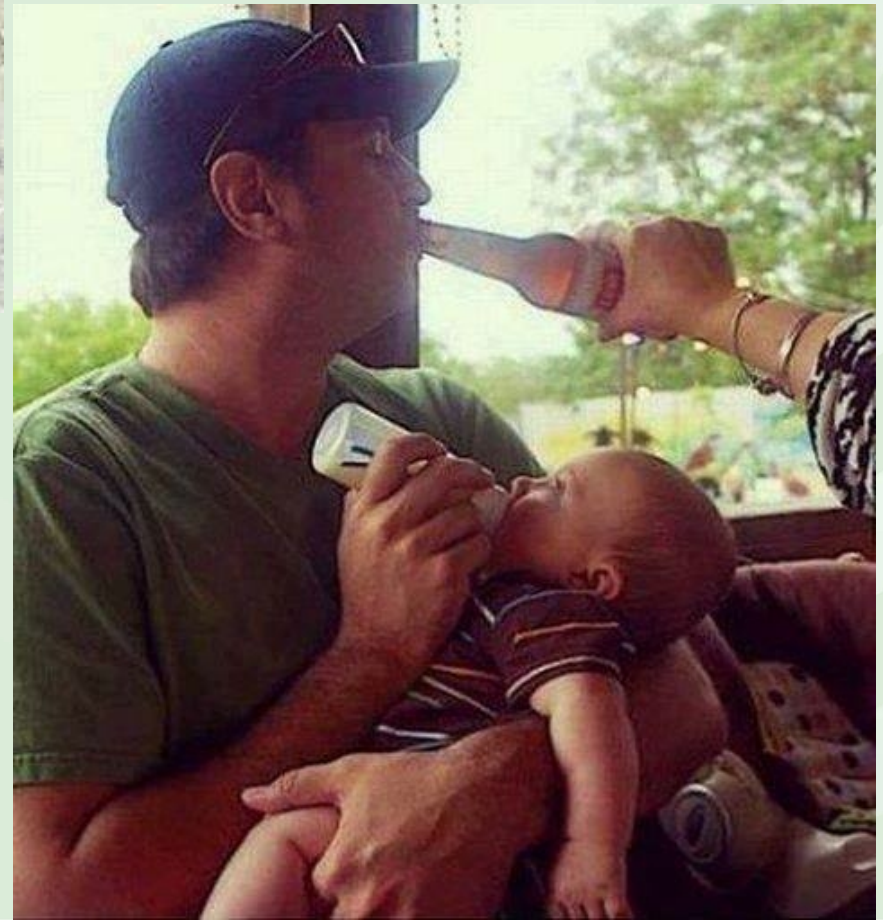


- People
- Packaging
- Partnerships

Creating Spark

- Empower in real sense – not lip service
 - Senior / junior relation ship
 - Rewards and recognition
 - An hour a day away from laptops and routine
 - Clear process to recognize real innovators
 - Real innovators are at grass root level as they know the issues as well as solutions. Acknowledge this fact
 - Rotate key managers before they become comfortable
- These simple things will create not spark but innovative
FIRE

Spark makes the difference



Best Wishes

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