



# कालीन निर्यात संवर्धन परिषद CARPET EXPORT PROMOTION COUNCIL

(Set up by Ministry of Textiles, Govt of India)

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## **PRESS RELEASE**

### **Webinar on New Techniques of Packaging for Carpet Industry.**

Carpet Export Promotion Council is now all set for 40th INDIA CARPET EXPO from 21<sup>st</sup> to 25<sup>th</sup> August, 2020 - This Virtual Edition is the 1st initiative to bridge the gap between Indian products and demand of Handmade Carpets and floor coverings across the globe in post pandemic era. The event will be held LIVE from 21<sup>st</sup> to 25<sup>th</sup> August, 2020 for buyers for the Handmade Carpets and other floor coverings. It is a great and unique opportunity for the Members Exporters to get themselves associated with the event as an exhibitor to reach out to global buyers.

Today the 14<sup>th</sup> August, 2020 CEPC arranged a **Webinar on New Techniques of Packaging for Carpet Industry in association with Indian Institute of Packaging, Mumbai.** Shri Umesh Kumar Gupta, Sr. COA Member Chaired the Session. Shri Praveen Kumar, Director, Department of Commerce, Govt. of India was chief guest of occasion. Shri Rajender Prashad Mishra, Shri Onkar Nath Mishra, Shri Husain Jafar Husaini, Shri Satish Wattal, Members COA, CEPC were also present in the Webinar.

In the changing scenario of world business packaging of product is an important segment for the quality business. Buyers are very particular about packaging, therefore it is very important that the exporting community should be aware about the new techniques of packaging of their products proposed for export. Since we are producing and exporting the world class product and if it will be supplemented by nice packaging then the impression will be entirely different.

Keeping in the view of above, CEPC has planned to demonstrate for world class packaging techniques through an organisation of Govt. of India which is of world repute. Indian Institute of Packaging, Mumbai is providing a wonderful opportunity to demonstrate the various kind of packaging technique.

**Dr. Tanweer Alam, Director (I/c), Indian Institute of Packaging, Mumbai made a presentation on "New Techniques of Packaging for Carpet Industry". Now a days packaging is a combination of Science and Art & Technology and can increase the brand value of the product and is considered as silent salesman of any product.**

Most of the Members are using conventional packing of rapping in plastic and rolling carpets etc. but some countries already banned the use of plastic and there is a need to find out the solution which is not only cost effective but also put value addition to our products.

Shri Praveen Kumar informed that shortly Indian Institute of Packaging is going to open its branch in Varanasi.

Shri Umesh Kumar Gupta and other Committee Members present in the meeting are hopeful that it will definitely be helpful for the Carpet Industry in the hour of crises and convey the thanks Shri Sanjay Kumar and CEPC officials for organizing such an informative webinar. The entire committee greeted all the participants and dignitaries on the occasion of 74<sup>th</sup> Independence Day

Shri Sanjay Kumar is happy and informed that Council will organize more Webinar/ Workshop on packaging to cater to the requirement of the industry.