



INTERVIEW



Mrs. Malini Rajendran

CEO-Founder Director

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PackagingConnections: What is your educational background? How did you get involved in the Packaging industry?

Mrs. Malini: I am a pure science graduate (1974), trained as an Environmental Auditor and Food Safety Consultant. A regular trainer and visiting faculty on Environment & Food safety at various institutes. Have been associated with IIP- Delhi for past many years as visiting faculty for environment and Food Safety. I also design packaging for some sectors.

PackagingConnections: Your key activities at work? What is the most rewarding part of your work?

Mrs. Malini: As Environmental Consultants one of our primary areas of work is in waste management. Finding sustainable methods of handling various recyclable materials in the waste stream, of which packaging constitutes 60% is our most challenging and rewarding part of work.

PackagingConnections: Your key achievements? Have you, or your organization, been recognized in any way for your great work?

Mrs. Malini: We have been recognized by United Nations Habitat Program, The Fulbright Foundation, Delhi Govt. Dept of Environment.



PackagingConnections: What unexpected costs and headaches have you had to deal with?

Mrs. Malini: Every business has its fair share of unexpected costs, sudden increase and fluctuations in raw material cost is one major area of concern. Customers always going for low price at the cost of quality. Finding Quality Manpower and working with Govt agencies.

PackagingConnections: What is one thing about the industry that you would change?

Mrs. Malini: The business as usual approach, minimum input maximum return approach and willingness to compromise on quality in the name of profits. Looking for Govt support and subsidy.

PackagingConnections: Where do you see the packaging industry in next 5 years?

Mrs. Malini: In the next five years I see Packaging industry seriously threatened if it does not change its attitude to environmental commitment and LCA(Life Cycle analysis) of its products. Industry needs to invest in Materials research and materials recycling research. There is tremendous opportunity in the area of Food Safety compliant packaging under the new laws. Industry needs to show pioneering efforts in CSR(Corporate Social Responsibility).

PackagingConnections: Could you share with us your key plans for the future?

Mrs. Malini: To work with progressive and forward thinking industry players in developing truly environmentally friendly packaging and in establishing industry driven recycling initiatives.

Packaging Connections: What are three important tenets (Principles) that you work by when beginning a new packaging project?

Mrs. Malini:

1. How environmentally sustainable and economically sustainable is its production and design.
2. How effective is the packaging in meeting the unique social and handling practices of a segment, how it meets the climatic, geographic and logistic challenges of the intended supply chain from "farm to fork" from "Manufacturer to customer".
3. How easy and effective is it to establish a waste and post consumer use recycling chain.

Packaging Connections: Your packaging dream?

Mrs. Malini: To find genuinely environmentally friendly and sustainable Packaging, that would not find its way into the waste stream and that can be easily and conveniently recycled as a safe income generation opportunity for millions of poor people in this country.

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