



INTERVIEW



Mr. Santosh Das
Head, Packaging Development, Aurobindo Pharma Limited

"My Packaging Dream is a break through innovation in Packaging – something which can make all plastics biodegradable"

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

Mr. Das: I am a Post Graduate in Packaging Technology from Indian Institute of packaging, Mumbai. I am associated with Packaging Industry for last 12 years.

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

Mr. Das: Packaging Support for Research Centre as well commercial launch. Key activity is to support the new projects for selection of optimum packaging materials and support for new launches along with system development, automation, cost reduction and vendor development. Most rewarding part is to see a product launched successfully and implementation of a project where we worked from a concept stage.

PackagingConnections: The most prestigious awards you have received? And the awards which meant the most to you.

Mr. Das: Asiastar and Indiastar award for packaging excellencies. Bumper prize for best cost reduction project during my tenure at Ranbaxy.

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

Mr. Das: New Drug Application for co-packaged ARV formulations approved by USFDA. Innovative functional packaging to stabilize sensitive formulation. Patent for kitpack. In house digital foil printing.

Invited as a delegate to attend three consecutive Global Secure Summit and packaging Forum at Vienna, Miami and London.



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

Mr. Das: The biggest headache is the timeline and to convince related departments and to make realize the benefits Vs cost considering tangible and intangible factors.

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

Mr. Das: Product without proper packaging is Zero. So industry should give equal importance to Packaging and invest on innovations.

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

Mr. Das: I look forward to see availability of all kind of Packaging material of global standard in India and at least one packaging company with a billion dollar turnover.

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

Mr. Das: Look forward to take up broader responsibility enriched with the Packaging Domain.

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PackagingConnections: What has been your biggest challenge? How did you overcome?

Mr. Das: Biggest challenge is to implement a change in existing system or introducing a new concept for improvement. The best way to overcome is to interact with all concern with minute details and have patience till it gets done.

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

Mr. Das: I ask myself Why, What and How.

PackagingConnections: Your packaging dream?

Mr. Das: A break through innovation in Packaging – something which can make all plastics biodegradable.

PackagingConnections: Any tips you want to share with the packaging professionals across globe?

Mr. Das: Please explore the new and innovative packaging and think about sustainability.

