



INTERVIEW



Mr. Kouhik Saha
Head Packaging Development



"Industry should change its understanding on packaging from "usual technology" to the level of being a sophisticated technology which requires "immense understanding of science and packaging materials" "

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

Mr. Saha: I am a graduate in science with honors in Chemistry subsequently completed P.G. Diploma in Packaging from Indian Institute of Packaging, Mumbai. I am associated with the Packaging Industry for last 12 years.

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

Mr. Saha: My key activities in the current organization are to develop and deliver the most suitable packaging system for the Vaccine, Pharmaceutical and Bio-Pharmaceutical formulations. I am also responsible for development of commercial pack for International business for all existing formulations.

The most rewarding part of my work is to deliver the result for both Vaccine and Pharmaceutical business where the regulatory challenges and technical requirement in terms of packaging is quite different. Also to match with & exceed the fast growing technologies in Vaccine and Bio-pharmaceuticals.

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

Mr. Saha: I have successfully created a proper packaging development team in the present organization with a pool of packaging technologists from reputed Institute – IIP. Because of excellent understanding of pharmaceutical packaging technology, we could develop and launch vaccines in India for the first time in pre-filled syringe.

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

Mr. Saha: Since I am handling the development project for both Vaccine and Pharmaceutical business and manufacturing locations are located across country, hence face different challenges because of varying nature & quality of machinery, manpower and from external vendor. Bridging the gap between commitment from vendor in terms of quality and time against the requirement of organization is one of the biggest challenge and so far I am exceeding the expectation on this aspect.

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

Mr. Saha: The understanding on packaging from "usual technology" to the level of being a sophisticated technology which requires "immense understanding of science and packaging materials".

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

Mr. Saha: In next 5 years I can foresee a massive growth for the segment – device manufacturer for pharmaceutical industry and also for the packaging material producers catering to food industry.

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

Mr. Saha: Didn't answer (Due to Company Policy)

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

Mr. Saha: Biggest challenge was to develop pre-filled syringe system for Vaccine in India being pioneer on this area & also to handle the dev. projects for regulated market for the first time. Effective technical collaboration and understanding of the technical know-how helped to overcome the challenge without any hick cups.

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

Mr. Saha: A) Understand the products nature. B) Market segment for which the product needs to be developed. C) Bringing product differentiation through packaging innovation.

Packaging Connections: Your packaging dream?

Mr. Saha: To develop packaging system addressing the critical needs of customer at reasonable cost and at the same time patentable worldwide.

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

Mr. Saha: We should share the responsibility of ecological balance while being on the development function and also bring innovation in every step to promote product differentiation through packaging design.



Contact Details:

Name: Kousik Saha

Company Name: Panacea Biotech Ltd

Department: Packaging

Designation: Head

Email Address: kousiksaha@panaceabiotec.com

Phone: 9872215770



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