



INTERVIEW



Mr. Rajesh R. Galgalikar
TECHNICAL MARKETING - CEO



"Always Give highest importance to outer packaging similar to the inner product"

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

Mr. Rajesh: I did my post graduation in Analytical Chemistry from Institute of Science Nagpur. After working with E.Merck (chemical division) for 11 years, I set off on my own during the year 1994 to start a company by name M/s SORBEAD INDIA with a passion to serve the "Packaging Industry" pertaining to Food & Pharma Industries where products are used for conceptual selling adhering to all kind of regulatory requirements.

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

Mr. Rajesh: As Director Technical, my objective & priority is to see that everyone should understand the product and its applications to their best of their respective inner abilities & explore their own creative buds to make the product speak for them. I keep on offering product training apart from organizing seminars and making various presentations to representatives of various industries. As CEO I

always look out for new businesses & do have the hunger and passion to offer a customized value delivery system for most difficult products. I keep stretching my creativity to challenge the current practices in terms of quality and quantity and try to offer the value for money for each of my clients.

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

Mr. Rajesh: I don't work for any awards or rewards & I don't hope for the same for one simple reason. when you use your inner knowledge with correct concept then the results which you obtain is beyond any award or rewards. I always set high standards for myself and achieving them are the best and most acceptable rewards for me. Awards and Rewards are the consequence of consistently good and qualitative performance and I am sure that they are not far away.

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



Mr. Rajesh: For us, Customer is the king and the reason for our existence. Any query/grievance from the customer's end is promptly attended by us. Ensuring Customer Satisfaction is our prime motto. When our clients approach us for seeking our help or support for the correct and most beneficial usage considering all different combinations we help them without thinking from the commercial angle even if we may not do business with them in the future.

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

Mr. Rajesh: If your aim is to get your creativity to be transferred in to results we understand that the stakes would be very high. Individually, I am committed to my products and as a person I am always on the look-out for something new and I don't mind for costs & headaches. It would be pertinent to add here that I do enjoy such difficult situations. As founder member I have to keep motivating people for exploration of new ideas and risks involved at their end. Sometimes results are negative but you learn from them most of the times which allows your creative buds to emerge which would enable you to become a better & organized person. I believe that experience is the best teacher.

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

Mr. Rajesh: Understand our own product first then continuously innovate to achieve new highs.

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

Mr. Rajesh: In the next five years we would be experiencing a radical change in types of packaging to offer. "Eco- friendly" has already become the mantra in most of the developed countries and other countries would follow suit. All those manufacturers who shall apply this concept be the first movers shall take the cake and the pride associated with it apart from monetary benefits that could be accrued.

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

Mr. Rajesh: Our plan & goal is set to offer "proper product training" & understanding for its applications on technical correct concept & not on assumptions. We shall create more awareness for spreading the knowledge of packaging products. We intend to be a major stepping stone in taking the packaging industry forward and create wealth in the process for all stake holders.

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

Mr. Rajesh: We do face new challenges every day when we deal with people & applications, where we play a important role in making them understand the conceptual application to convince the industry that product offered is not only in the aesthetics looks but also on user and eco friendly innovative applications. This is typical challenge we would be facing in terms of convincing the decision makers in the manufacturing sector. We would work on providing customized solutions to our clients through innovative practices.

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



Mr. Rajesh:

- a. Understand the need of the customer
- b. Provide customized, value-added delivery which should be mutually beneficial to us and the customer
- c. Provide the best and most cost-effective package

Packaging Connections: Your packaging dream?

Mr. Rajesh: My packaging dream is to provide a strong, imaginative packaging which should encompass all of your brand values. We intend to provide this keeping technology as the focus where packaging values will be considered & respected .

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

Mr. Rajesh: Always Give highest importance to outer packaging similar to the inner product.

Contact Details:

Name: Rajesh R.Galgalikar

Company Name: SORBEAD INDIA

Department: TECHNICAL MARKETING

Designation: CEO

Email Address: rajesh@sorbeadindia.com

ForDisclaimer:

<http://www.packagingconnections.com/disclaimer.htm>