

## Schedule and Fees

9.30 a.m to 5.30 pm. Lunch and refreshments will be provided.

Participation fees will be **Rs. 2,000/- per participant for IIMM Members and & Rs. 2,500/- for others.** GST @ 18% will be applicable.

Payment can also be made through NEFT transfer.

Beneficiary Name: INDIAN INSTITUTE OF MATERIALS MANAGEMENT

Bank Name: STATE BANK OF INDIA

Branch Address: Nelson Manickam Road, No. 2/38, Railway Colony 3rd Street, Aminjikarai, Chennai-600029. (Branch code: 011606)

Account type: Current account

Account No.: 10144205193

IFSC Code: SBIN 0011606

Permanent Account Number (PAN): AAAAI0056P

**GST IN: 33AAAAI0056P3ZO**

## About IIMM

Indian Institute of Materials Management (IIMM) through its wide network of 45 branches and 20 chapters spread all over the country and with more than 10000 members, represents a wide spectrum of professionals engaged in the various facets of Materials Management, responsible for planning, sourcing, control and distribution of materials. IIMM through its various training and educational courses is striving to equip the Materials professionals with the latest tools and techniques needed to develop innovative approaches to Supply Chain Management.

*Come and Join as a member of IIMM*

### Benefits to Member

- ↻ Every month complimentary lecture programs
- ↻ Complimentary copy of Materials Management Review magazine every month
- ↻ 12 Complimentary Video discussions in a year
- ↻ Discounted fee on all IIMM training programs
- ↻ Professional network with fellow members and SCM fraternity

**For more details contact IIMM Chennai**



Indian Institute of Materials Management

Chennai Branch

announces One day Executive Development program on

## COST REDUCTION IN PACKAGING

on 13th December 2019 - Friday



Venue

**IIMM V Hariharan Hall, Chennai**

Organized by

**INDIAN INSTITUTE OF MATERIALS MANAGEMENT**

4th Floor, "Chateau D Ampa", 110, New No: 37, Nelson Manickam Road,  
Aminjikarai, Chennai - 600 029. Ph: 044-2374 2195, 2374 2750

Email: [admin@iimmchennai.org](mailto:admin@iimmchennai.org) | [www.iimmchennai.org](http://www.iimmchennai.org)



Charter member - IFPSM, UK  
The International Federation of Purchasing and Supply Management

## About the program

With increasing competition across practically every market sector, plus price pressures affecting everything from raw materials to logistics, companies must look at ways to reduce costs to remain competitive. Packaging is no exception to this. As such, many companies view packaging as a necessary evil. A cost that has to be met. But, your packaging can say a lot about your business. It can carry your branding, offer protection for your products in transit, and it is often the first thing your clients will see when receiving your products.

There is no better way to lose a customer than having your goods arriving damaged. Because of this, many successful companies see their packaging as a way of promoting their business, boosting sales and improving efficiency. Companies that recognise the importance of good packaging frequently boast both great brand awareness and satisfied customers.

Many would also argue however that these benefits come at a high cost. IIMM with its depth expertise in supply chain management domain, offers this niche programme on packaging. Your company can directly benefit by improving on the packaging to derive both brand mileage and cost reduction. This will also reduce the waste due to product damages on account of low quality / insufficient packaging.

## Program modules

The following session structure is envisaged

- Introduction to packaging
- Concepts of Packaging & Cost Reduction Techniques
- Cost Reduction in Selection of Packaging Materials (Including Ancillary Pkg. Materials) for Unit, Intermediate and Bulk Packaging Systems
- Cost Reduction in Thermoforming Systems – Skin & Blister Packaging
- Unitizing Systems – Shrink & Stretch Wrapping, Palletization & Containerization
- Testing & Evaluation of Packaging Materials & Filled Packages
- Marketing
- Group Discussion – on Packaging Case study

## Learning Objectives in the program

- ✓ Understand the value-adding role of packaging in supply chain
- ✓ Learn concept & practices and cost reduction techniques
- ✓ Know cost reduction in various systems – Thermoforming, shrink wrapping, utilisation and containerisation

## Industry segments addressed

Manufacturing, Marketing, Quality, process, service and retails industries requiring cost management support are mainly focused. However, even pure service industries such as hospitals, hotels, educational institutions and general service providers can also benefit from this program.

## Methodology

The programme would be conducted in line with IIMM standards, covering in-depth concepts, brainstorming, quiz, case study, exercises and interactive sessions.

## Faculty

The program will be designed and facilitated by Mr. G B Reddy, Packaging Consultant from IIMM Chennai, having depth experience and expertise. He was trained in the field of Packaging in the reputed institutions and organizations in countries like England & Holland (in 1980-81).

Mr. G B Reddy has experience of 44 years in the field of packaging and out of which 35 years with the Indian Institute of Packaging and retired as Joint Director & Regional Head, and Packaging Consultant. He was in-charge of the Chennai Branch of the Institute from 2004 till retirement in 2012. The Chennai Branch of the Institute covers territories of Tamil Nadu, Karnataka, Kerala and Pondicherry.

He was a visiting Faculty to Anna University, IIT – Madras, IIMM Chennai, M.S.M.E (Micro Small Medium Enterprises) etc., and IIMM recognised as the Best Faculty by IIMM awarded in the year 2010.

## Registration

Please mail your nomination (s) along with participation fees through Cheque/DD in favour of **Indian Institute of Materials Management, payable at Chennai**. Nomination (s) along with payment should reach IIMM office on or before 12th December 2019.

## Who Can Benefit

For senior and middle managers in source development, marketing, quality, purchasing, Engineering, Costing, Finance, Entrepreneurs from MSME