

Event Report

Workshop Training Workshop at IIP Lucknow

Grameen Foundation for Social impact, as a part of the second phase of Market Access eNabeld by Digital Innovation in India (MANDI II) successfully organized a workshop on **“Training on Enhancing Market Competitiveness of FPOs through Effective Packaging and Branding of Value-Added Products of FPOs”** through **Indian Institute of Packaging (IIP), Lucknow**, from **March 24-26 and March 27-29, 2025**. The workshop brought together **47 Farmer Producer Organizations (FPOs) (75 FPO representatives)** from **Uttar Pradesh and West Bengal**, equipping them with essential knowledge and practical skills in advanced packaging and branding technologies and techniques.

Training Objectives:

- To provide comprehensive knowledge on packaging technologies, materials, technique , design functionality suitable for agricultural products.
- To enable FPOs to develop attractive and effective branding and marketing strategies that differentiate their products in the market.
- To impart knowledge on labelling, traceability, and regulatory requirements to ensure compliance with market standards.
- To train participants in conducting market research and consumer behaviour analysis for better positioning of their produce and products.
- To facilitate hands-on learning through case studies and practical exercises to reinforce the application of knowledge in real-world scenarios.

Training Sessions:

1. **Fundamentals of Packaging:** (Topic covered)
 - **Importance of Packaging:** Role in product safety, shelf life, and consumer appeal.
 - **Types of Packaging Materials:** Overview of plastic, paper, glass, and eco-friendly options.
 - **Basic Packaging Techniques:** Best practices for agricultural and processed food products.
 - **Advance Technologies and equipments :** Introduction to eco-friendly and low cost technologies and equipment for packing of agri produce and products
 - **Regulatory Standards:** Compliance with FSSAI, BIS, and export regulations.
2. **Branding and Labeling Strategies:** (Topic covered)
 - **Concept of Branding:** How branding influences consumer choice and market positioning.
 - **Designing Effective Labels:** Essential elements such as logos, colours, fonts, and mandatory labelling requirements.
 - **Geographical Indications & Organic Certifications:** Their role in brand credibility.
 - **Case Studies:** Successful branding stories of agricultural products .

3. **Advanced Packaging and Marketing Techniques:** (Topic covered)

- Innovative Packaging Solutions: Use of biodegradable, vacuum, and modified atmosphere packaging.
- Packaging for Export Markets: Standards for international trade and logistics.
- Marketing Strategies: Digital marketing, e-commerce, and distribution channels for farmers.
- Hands-on Demonstration: Practical sessions on packaging techniques and branding tools.

Key Highlights:

- **Hands-on Training:** Participants received practical demonstrations of **automated and semi-automated packaging machines**, helping them understand efficiency, cost-effectiveness, and usability.
- **Expert Insights:** Industry professionals shared knowledge on **packaging trends, material selection, labelling, and regulatory compliance**.
- **Stakeholder Engagement:** Discussions were held on **enhancing supply chain efficiency** and leveraging packaging as a competitive advantage.
- **Business Development:** FPOs explored strategies to improve **value addition**, branding, and direct market access.

Impact and Takeaways:

- Improved awareness of **cost-effective and scalable packaging solutions**.
- Strengthened knowledge on **reducing post-harvest losses and increasing product appeal**.
- Enhanced capacity for **independent operation of packaging machinery** to streamline production.

This initiative marks a significant step in **empowering FPOs and smallholder farmers** with **innovative packaging solutions** that can lead to better income opportunities and wider market reach.

Various Modern Packaging Machines Introduced:

- Farm Fill Seal
- Foot Pedal Sealer
- Vacuum Sealer
- Band Sealer
- Vacuum Packaging Machine
- Induction Sealer
- Circular Lid Sealer



We extend our gratitude to all stakeholders, trainers, and participants for their active involvement in making this workshop a grand success!

Pictures

