



**EMEA COLLEGE OF ARTS AND SCIENCE, KONDOTTY**

**Aided by Govt. of Kerala, Affiliated to University of Calicut**

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**REPORT ON EXTENTION PROGRAMME**

**Logistics Management in B.Voc Department**

**Date: 26/03/2024**



DEPARTMENT OF LOGISTICS MANAGEMENT  
EMEA COLLEGE OF ARTS AND SCIENCE, KONDOTTY



*"Revolutionizing Packaging &  
Labeling: Explore the Future  
Today"*



**26 March 2024**

**EXTENSION  
PROGRAM**

PACKAGING AND LABELING EXPO

**PackTech  
2k24**

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# REVOLUTIONIZING PACKAGING & LABELLING: EXPLORE THE FUTURE TODAY

Date: 26<sup>th</sup> MARCH 2024, Time: 9.30 am

## PROGRAMME SCHEDULE

Welcome speech	: Amira Noora. A (Co-ordinator of PACKTECH 2K24)
Presidential address	: Moideen shafeeq K (Co-ordinator of B.Voc Department)
Chief Guest	: Dr. Hamza Anjumukkil (Founder of Britco & Bridco)
Felicitation	: Mrs.Houlath (IQAC Co-ordinator, EMEA college)
Vote of thanks	: Dr. Afsheena.P (HOD of Logistics management)

## **PROGRAMME REPORT**

The students of B.Voc Logistics Management Department of EMEA College of Arts and Science have conducted an extension programme at Mahogany Park at EMEA College of Arts and Science, Kondotty on 26/03/2024 on the Title, “Revolutionizing Packaging and Labelling: Explore the Future Today” for the nearby Micro, Small scale and Medium scale Enterprises (MSME). The programme conducted by B.Voc Logistics Management students. The extension programme aimed to understand nearby MSME unit about the packaging and labelling on the product through interactive and practical demonstration.

**Activities:** An exhibition of various machineries that are used for labelling and packaging is conducted. Companies that opened stalls in the expo are Finix Labels, Bake Tech, Winner Associates, KPM Machineries. A sale of products manufactured by Micro Small and Medium Enterprises (MSME), Kudumbasree units and Palliative units are also conducted in the expo.

## **OBJECTIVES OF THE PROGRAMME**

- **Compliance with Regulations:** Compliance helps avoid penalties, fines, and legal issues, which can negatively impact the business.
- **Product Protection and Safety:** Proper packaging protects products from damage during transit and storage, ensuring that they reach customers in optimal condition. Additionally, accurate labelling provides essential information about usage, handling instructions, and potential hazards, enhancing product safety for consumers.
- **Brand Identity and Differentiation:** MSMEs need to understand how packaging design and labelling contribute to brand recognition and differentiation in competitive markets.
- **Supply Chain Efficiency:** Understanding packaging materials, sizes, and labelling requirements can streamline supply chain operations for MSMEs. Properly packaged and labelled products facilitate inventory management, warehousing, transportation, and logistics, reducing costs and enhancing efficiency
- **Risk Management:** Properly packaged and labelled products reduce the risk of liability and product recalls due to inadequate information or safety concerns. MSMEs can mitigate risks associated with product quality, safety, and compliance by investing in effective packaging and labelling practices.

## OUTCOME OF THE PROGRAMME

- **Improved Compliance:** MSMEs become more knowledgeable about packaging and labelling regulations, leading to better compliance with local, national, and international standards. This reduces the risk of legal issues, fines, and penalties, promoting a more secure business environment.
- **Enhanced Product Quality and Safety:** With a better understanding of packaging and labelling requirements, MSMEs can improve the quality and safety of their products. Proper packaging protects products during transit and storage, while accurate labelling provides essential information to consumers, minimizing safety hazards and risks.
- **Increased Brand Recognition and Differentiation:** MSMEs learn how packaging and labelling contribute to brand identity and differentiation. By implementing effective packaging design and labelling strategies, they can enhance brand recognition, attract consumers' attention, and differentiate themselves from competitors in the market.
- **Boosted Sales and Market Presence:** A program focusing on packaging and labelling equips MSMEs with the knowledge to create packaging that resonates with consumers and effectively communicates product benefits. This can lead to increased sales, improved market presence, and enhanced competitiveness in the marketplace.
- **Streamlined Supply Chain Operations:** Understanding packaging materials, sizes, and labelling requirements helps MSMEs optimize their supply chain operations. Properly packaged and labelled products facilitate inventory management, transportation, and logistics, leading to improved efficiency and cost savings.





Karipur, Kerala, India  
4WMV+G8W, Padinharathara, Karipur, Kerala 673647, India  
Lat 11.133737°  
Long 75.943448°  
26/03/24 11:51 AM GMT +05:30

GPS Map Camera



Karipur, Kerala, India  
4WMV+G8W, Padinharathara, Karipur, Kerala 673647, India  
Lat 11.13363°  
Long 75.943457°  
26/03/24 11:50 AM GMT +05:30

GPS Map Camera

## PackTech 2k24

Sl.no	Name of the Company	Address	Mob.No	Signature
1.	Finix Labels	Finix Labels Shivadha Masjid Road, Reheman Bazar, Kozhikode	9747467868	
2.	Bake Tech	Bake Tech Eranhali Palam Kannur	9946728225	
3.	Winner Associates	Winner Associates Near St. Alphonsa Convent, Perinthalam anna	8138008881	
4.	KPM Marketing	KPM Marketing Petta, Feroke Kozhikode	7909101453	