



# IFCA

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# NEWS

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## Talent in the Packaging Industry

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# Shaping the Future of Packaging Through Skilled Manpower

**Gaurav Talwar**

*Managing Director, Brilliant Polymers Pvt. Ltd.*



At Brilliant Polymers, our people are at the heart of our business and are one of our biggest assets. We believe successful teams are built on the principles of ownership, communication and teamwork. In order to attract and retain talented manpower, it is essential to create a safe, healthy and inclusive work environment and a strong company culture. In addition a strong working culture, there are several other tools that are required to attract talent to companies including in the packaging industry:

## Employee Engagement:

People like to work in companies where they feel engaged and part of the community. In order to foster this we have set up an Employee Engagement Committee consisting of a panel of employees. Participation is voluntary and rotational so that interested employees can participate

In today's interconnected world, the packaging industry plays a pivotal role in the supply chain, safeguarding products as they traverse from manufacturers to consumers. From innovative designs to sustainable materials, the sector has seen an evolution driven by technological advancements and changing consumer preferences. However, amidst this progress, one crucial aspect that remains foundational to the industry's success is the availability of skilled manpower.

The packaging industry is a multifaceted domain requiring a diverse skill set, encompassing design,

engineering, material science, and technological expertise. The demand for skilled professionals in this sector has been on the rise, propelled by various factors such as the expansion of e-commerce, increasing environmental concerns, and the continuous quest for more efficient and innovative packaging solutions.



and can work together to create events and activities to foster a sense of community. These can be related to sports like cricket, festivals like Diwali, birthday celebrations, company milestone celebrations, world cup cricket matches or anything the employee engagement committee recommends.

### Communication:

Employees like working in organisations where they are aware of the vision, goals and the direction ahead. At Brilliant Polymers we have a clearly stated corporate vision which is shared with our team. Further to this our leadership team conducts an annual 3 Year Strategy workshop which details our strategy for the next 3 years. This strategy is then shared with all employees so that we are all united and aware of the direction ahead.

Further to this, an internal company newsletter is put together monthly and shares updates from various departments thereby keeping everyone updated. Lastly, we have active social media feeds which keep employees, customers, and partners aware of all our activities. Through this sort of robust communication, we can keep employees engaged.

### Corporate Social Responsibility:

Successful and sustainable organisations are those that make the planet a better place in terms of the environment and society at large. We believe that organisations that exhibit strong care for their people,

the environment and society can attract HR talent. We have a strong focus on CSR and have a committee that coordinates our activities. Additionally, at regular intervals we visit the projects that we fund and open such visits to employees. This makes employees brand ambassadors of the work we are doing and gives them a chance to be involved and support our actions. This fosters a sense of community and pride.

**Career Development and Growth Opportunities:** Skilled individuals seek roles that offer not just a job but a chance to grow. At Brilliant we provide avenues for learning, skill development, mentorship, and clear paths for career progression which can all be highly attractive.

### HR Processes, Systems & Policies:

A vital factor in achieving excellence is creating HR policies such as a strong remuneration structure, variable pay schemes across levels and benefits tailored to meet the need of employees. At Brilliant Polymers we believe in excellence on all these aspects and gauge our success by considering metrics including employee retention, benchmarking of benefits and compensation with industry and also by conducting employee surveys to get feedback on further points for development.

### Gender Diversity:

We believe in a balanced gender diversity ratio and have been tracking this metric over time. We have been working to balance our



gender diversity ratio and in addition to a strong female team in several departments in recent times have broken the barrier of having female teams on the production floor as well. This has started with teams for packing in the general shift.

### Education & Training

Addressing the skills dilemma requires a multi-pronged approach. Education and training programs tailored to the specific needs of the packaging industry are essential. Academic programs focusing on packaging, industry-specific training initiatives, and certification programs play a vital role in shaping the professionals of tomorrow. Moreover, collaboration between industry stakeholders and educational institutions is paramount, fostering internship programs, industry advisory boards, and scholarship opportunities. Keeping this thing in mind and for shaping tomorrow's skilled workforce Brilliant Polymers have partnered with multiple educational institutes throughout India in which the we provide guest lectures, safety trainings, industry visits to those who wish to carve their career in this dynamic industry.

### Conclusion:

*In the packaging industry, the availability of skilled manpower is not merely a necessity—it is the key to unlocking the potential of an industry that stands at the nexus of innovation, sustainability, and consumer experience. As the demand for skilled professionals continues to rise, the packaging industry must proactively invest in education, training, and collaboration to ensure a workforce ready to meet the challenges of tomorrow. In doing so, the packaging industry can not only safeguard the products it houses but also secure its place as an essential pillar of global commerce.* ■

