



MoS Shri Jitin Prasada emphasises Innovation, Sustainability and Technology at IIP Diamond Jubilee Event

Special commemorative postal stamp released to mark 60 years of Indian Institute of Packaging

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The Indian Institute of Packaging (IIP) marked the beginning of its Diamond Jubilee Year celebrations today in Mumbai, commemorating 60 years of pioneering contributions towards packaging innovation, sustainability, education, research and industrial development in India. Established under the Ministry of Commerce & Industry, Government of India, IIP has played a significant role in strengthening India's packaging ecosystem through scientific packaging practices, sustainable solutions, export competitiveness, skill development and technological advancement across industries.



The landmark celebration reflected on IIP's rich six-decade journey while reinforcing its commitment towards building future-ready and environmentally responsible packaging solutions aligned with the vision of Viksit Bharat. The Union Minister of State for Commerce and Industry and Ministry of Electronics & Information Technology, Government of India, Jitin Prasada, graced the occasion as Chief Guest and addressed the gathering on India's growth story driven by technology, innovation and global trade.

Speaking at the event, Shri Jitin Prasada said that under the visionary leadership of Prime Minister Narendra Modi, India today is emerging as a trusted global partner and one of the world's largest aspirational markets. He highlighted the growing importance of Artificial Intelligence, machine learning, sustainable technologies and innovation-driven manufacturing in strengthening India's packaging ecosystem and enhancing global competitiveness. "The future belongs to nations that embrace innovation, quality and sustainability. The packaging sector will play a defining role

in shaping India's global competitiveness. We must make in India, package in India and design in India — not only for ourselves, but for the entire world," Shri Jitin Prasada said.



Reflecting upon his constituency, Pilibhit, Shri Jitin Prasada shared that nearly 95 percent of the flutes used across the world are produced there, though very few people are aware of it globally. "But with strong packaging, branding and visibility, even a traditional product like the Pilibhit flute can reach every corner of the world. That is the power of quality packaging and presentation," he added.

Addressing students, innovators and MSMEs, the Minister highlighted the importance of future-ready technologies, research, sustainable packaging, biodegradable materials and testing infrastructure to help Indian industries compete globally.

The celebrations were held under the leadership of Shri R K Mishra, IRS, Director, IIP and Shri Prabhakar Bantwal, Chairman, IIP. The event was attended by Guest of Honour Shri Raju Desai, along with senior government officials, policymakers, industry leaders, academicians, exporters, manufacturers, alumni and stakeholders from across the country.

Adding significance to the occasion, Amitabh Singh released a special commemorative postal stamp honouring the 60-year legacy of the Indian Institute of Packaging. Shekhar Amberkar also played a key role in the celebrations and the institute's international outreach initiatives.

Speaking on the milestone, Shri Shekhar Amberkar said that the Indian Institute of Packaging has served as a catalyst for innovation, education and sustainability within India's packaging sector for six decades and reaffirmed its commitment towards building globally competitive and future-focused packaging solutions contributing to the vision of Viksit Bharat.



Shri Amitabh Singh stated that the commemorative postal stamp is a tribute to an institution that has contributed immensely towards industrial development, innovation and nation-building. He added that packaging today is not merely about protection and logistics, but also about sustainability, communication and economic growth.

The event also witnessed the unveiling of the official Diamond Jubilee logo, release of the Diamond Jubilee souvenir and signing of an MoU with Footwear Design and Development Institute (FDDI), marking a new phase of collaborative growth and institutional development.

A special presentation on Bharat Packaging Expo 2027 was also showcased during the event, highlighting India's growing global positioning in the packaging and manufacturing ecosystem and reinforcing the country's vision towards innovation-led industrial growth.



The Diamond Jubilee Year celebrations will continue through a series of conferences, industry engagements, academic initiatives, innovation-driven collaborations and sustainability-focused discussions throughout the year, highlighting the evolving role of packaging in India's growth story.

The celebrations also served as a platform for discussions on smart packaging, circular economy practices, sustainable materials, innovation-driven manufacturing and the future of packaging in an increasingly competitive global marketplace.

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