

IIHMR UNIVERSITY, JAIPUR
EVENT OUTCOME REPORT
Master Class Episode 41

“Master Class Episode 41”
Topic: - Innovations and Current Trends in Pharmaceutical Packaging
Date: 12 th November 2021 from 04.00 PM to 05:00 PM
Venue: - IIHMR University, Jaipur
Speaker: - Mr. Soumyanath Mishra, Head-Packaging Development, Mankind Research Centre, Gurugram
Number of participants: - 87
Introduction: - This session featured: Mr. Soumyanath Mishra, Head-Packaging Development, Mankind Research Centre, Gurugram, India. The event was moderated by Dr. Saurabh Kumar Banerjee, Dean - SPM, IIHMR University, Jaipur and the Student coordinator is Ms. Sheetal Bastia, MBA PM Batch 12.
Objective: The objective of this topic is to explore and analyze the latest advancements, technologies, and strategic approaches in pharmaceutical packaging that enhance drug safety, efficacy, compliance, and sustainability.
Salient Novel Points Covered: Smart Packaging Technologies <ul style="list-style-type: none">• Integration of QR codes, NFC tags, and RFID for real-time tracking, authentication, and patient engagement.• Use of sensors to monitor temperature, humidity, and package opening to ensure product integrity. Sustainable and Eco-friendly Materials <ul style="list-style-type: none">• Shift towards biodegradable, recyclable, and plant-based packaging materials to reduce environmental impact.• Lightweight packaging innovations to minimize carbon footprint during transport. Child-Resistant and Senior-Friendly Designs <ul style="list-style-type: none">• Packaging that balances safety for children with ease of use for elderly or differently abled patients.• Improved ergonomic designs for blister packs, caps, and dispensers. Anti-Counterfeit and Tamper-Evident Features <ul style="list-style-type: none">• Holograms, color-shifting inks, and tamper-evident seals to combat counterfeit drugs and ensure authenticity.• Blockchain-enabled traceability solutions for supply chain security. Personalized Packaging for Precision Medicine <ul style="list-style-type: none">• Customized packaging solutions aligned with individual treatment regimens.• Use of modular, small-batch packaging to support personalized therapies.

Role:

Role of Innovations and Current Trends in Pharmaceutical Packaging

Enhancing Drug Safety and Stability

- Innovative materials and protective designs help maintain product integrity by shielding against moisture, light, and contaminants.
- Ensures shelf-life preservation and reduces the risk of product degradation.

Improving Patient Compliance and Experience

- Smart and user-friendly packaging (e.g., reminder-enabled blister packs, easy-open caps) supports correct and consistent medication use.
- Personalization and clear instructions reduce errors and improve adherence.

Promoting Sustainability and Environmental Responsibility

- Use of biodegradable and recyclable materials aligns with global environmental goals and reduces pharmaceutical waste.
- Lightweight and compact designs lower transportation emissions and storage space.

Supporting Regulatory Compliance and Global Standards

- Innovations facilitate adherence to stringent packaging regulations (e.g., serialization, child-resistance) across global markets.
- Helps companies avoid legal issues, recalls, and fines by meeting safety norms.

Challenges and Opportunities:**Challenges:**

1. High Development and Implementation Costs
 - Advanced technologies like smart packaging and eco-friendly materials involve high R&D and manufacturing costs, especially for small and medium enterprises.
2. Regulatory and Compliance Complexities
 - Meeting global regulatory standards (FDA, EMA, CDSCO, etc.) for packaging innovations can be time-consuming and resource intensive.
 - Serialization and anti-counterfeiting laws vary across regions, complicating global deployment.
3. Technological Integration and Interoperability Issues
 - Incorporating digital features (e.g., RFID, sensors, mobile integration) into packaging requires cross-disciplinary expertise and infrastructure compatibility.
4. Sustainability vs. Protection Trade-offs
 - Some biodegradable materials may not offer the same barrier protection as traditional plastics, posing a challenge for maintaining drug stability.

Opportunities:**Boosting Patient Engagement and Adherence**

Smart packaging with reminders, digital instructions, or gamified compliance tools can revolutionize chronic disease management.

Combatting Counterfeiting at Scale

Anti-counterfeit innovations like blockchain and tamper-evident packaging enhance trust and safety in global pharmaceutical trade.

Expanding into Eco-Conscious Markets

Environmentally sustainable packaging opens new markets and strengthens brand reputation among eco-aware consumers.

Supporting Personalized and Precision Medicine

Small-batch, customized packaging can support targeted therapies and specialized treatments, aligning with the rise of precision medicine.

Q &A and Interactive Discussion:

An interactive session on Innovations and Current Trends in Pharmaceutical Packaging was engaging, informative, and participatory to keep the audience involved while delivering valuable insights.

Future Scope:

Expansion of Smart and Connected Packaging
Widespread Use of AI and Automation in Packaging Design
Greater Integration with Personalized Medicine
Regulatory Harmonization and Global Packaging Standards

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Master Class
Episode 41



Innovations and Current trends in Pharmaceutical Packaging

📅 Friday, Nov 12, 2021

🕒 04:00 PM - 05:00 PM (INDIA) 🇮🇳



SPEAKER

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Head-Packaging Development
Mankind Research Centre, Gurugram



MODERATOR

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**STUDENT
COORDINATOR**

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