

Study and analysis of compensation offered to professionals of Post Graduate Diploma in Packaging Technology in India

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Abstract.

Demand for packaging professionals has been projected to increase amidst the pandemic and direct to home delivery models adopted by businesses, In India, around fifty thousand employees are working in the packaging industry, annual demand for packaging professionals in the Indian job market is around three thousand professionals, this coupled with the increased order volumes in the era of "New Normal", the Industry is expected to boom. Packaging technology is considered a niche course as an academic preference in India, only a few details are available about it to the recruiters. Through this study, we would like to analyze the compensation offered to the professionals of the packaging technology in the job market as the recruiters can make use of the data when making their hiring and compensation negotiations.

Introduction

Packaging technology is the link between intralogistics and external logistics. Packaging has a significant impact on a customer's value of a product and their whole shopping experience. Containment, protection, communication, and usefulness are the four primary purposes of packaging that are meant to increase profitability while avoiding losses and wastes, but they're all crucial for improving the customer experience. The pandemic has changed the dynamics of how sales occur across industries, with almost all the retailers directly delivering their products to customer's places, this will increase the demand for effective packaging solutions. In India, the packaging industry has witnessed constant changes over the years while it emerged as one of the largest sectors in India's economy. The fast-moving consumer goods (FMCG), food processing sector, and pharmaceuticals are also some of the biggest contributors driving the growth of the packaging industry in the country for a long time. According to CII statistics in 2019, India's Packaging Market was valued at USD 50.5 billion. The industry is expected to grow and reach a size of USD 204.81 billion by 2025 and will register a CAGR of 26.7% from 2020 to 2025. At this momentum, the prospects for the Indian Packaging industry look very promising.

Methodology:

The data collection for the analysis is done through secondary data, the sources will be shared at the end of the document, the analysis is done consisting of five parameters which would be helpful in the decision making for the recruiter.

The five parameters are

1. College Ranking
2. College Fee
3. Course Structure
4. Campus recruiters
5. Market compensation

Framework:

S. No	Parameters	Reasons
1	College ranking	To give recruiter Idea about the benchmarking about the candidate's college
2	Course structure	To help the recruiter decide whether based on the curriculum and experience would he be able to deliver his roles and responsibilities
3	Campus recruiters	To give the recruiter an overview of the roles and compensation offered
4	Market Compensation	To help recruiter with the market trends in the compensation offered to the professionals of similar role and experience
5	College Fee	For reference to the recruiter

1.College Ranking:

The following is the rank list of colleges offering Post Graduate Diploma in Packaging, the recruiters can use this list and built a strategic relationship with any of the colleges to create a talent sourcing strategy. This will help them build a talent pool of packaging professionals.

- i. Indian Institute of Packaging - IIP Ahmedabad
- ii. Indian Institute of Packaging - IIP Chennai
- iii. Indian Institute of Packaging - IIP Hyderabad
- iv. Indian Institute of Packaging - IIP Kolkata
- v. Indian Institute of Packaging - IIP Delhi
- vi. Indian Institute of Packaging - IIP Mumbai
- vii. SIES School of Packaging - Packaging Technology Centre- Mumbai

2. Course Structure & College Fee :

Since packaging is an interdisciplinary subject, the first semester includes exposure to subjects like Mathematics, Physics, Chemistry, Mechanical, and Electrical Engineering and an Elaborate coverage on various packaging media, which includes paper and paperboard, glass, metals, plastics, and composites. Similarly, laboratory practical training and visit to packaging converters and user industries expose students to the practical aspects of the subject. Management subjects such as Production Planning and Control, Total Quality Management, Industrial Engineering, Materials Management, Marketing, and Financial Management are also covered. Eco-Regulation, Computer-Aided Design & Mould Design, and Communication Skills.

Sl.no	College Name	Degree offered	Course duration	Course Mode	Are Other courses available?	Fee Structure	Median Salary offered to a fresher	Curriculum
1	Indian Institute of Packaging (across locations)	PGDP	Two years	Full Time	Yes, other correspondence and part time courses are available but only the PGDP is the full time regular course.	Rs. 4.5 Lakhs for entire 2 years	Rs. 4 LPA (For the 2020 batch according to naukri salary insights)	https://www.iip-in.com/about_iip/information.aspx
2	SIES School of Packaging Nerula, Mumbai	PGDPST	Two years	Full Time	Yes, other correspondence and part time courses are available but only the PGDPST is the full time regular course.	Rs. 3.5 Lakh for entire 2 years	Rs. 3.2 LPA (From various internet sources)	http://www.siesop.edu.in/courses/pgdpst.html

Table 1: Course Structure offered in top colleges (source: Naukri)

3. Campus recruiters:

The following companies visit the Indian Institute of packaging

Industries Potential Scope

Pharmaceuticals, Personal Care, Toiletries, Fresh Foods, Processed Foods, Textiles, Engineering, Electronics, Automobile Parts, Lubricants, Handicrafts, Chemicals, Contract Packaging, Machinery manufacturers, Packaging Material Suppliers, Converters, and R&D Establishments/Institutions and a score of others to name a few!!!

COMPANIES VISITING FOR CAMPUS RECRUITMENTS

ARCO LABS	CAVIN CARE	CIPLA LTD.
ESSEL PROPACK	ELDER PHARMA	GENERAL MILLS
HIMALAYA HEALTHCARE	HINDUSTAN UNILEVER	ITC
ITW SIGNODE	J.K. HELEN CURTIS	JOHNSON & JOHNSON
KRIS FLEXIPACK	LUPIN PHARMA	PARKSONS
3 M COMPANY	MAYER ORGANICS	MICROLABS
ORIENT PRESS	SHREENATH ROTOPACK	TORRENT PHARMA
VIP	WADCO	WEBTECH PRINTERS
ZENITHTINS		

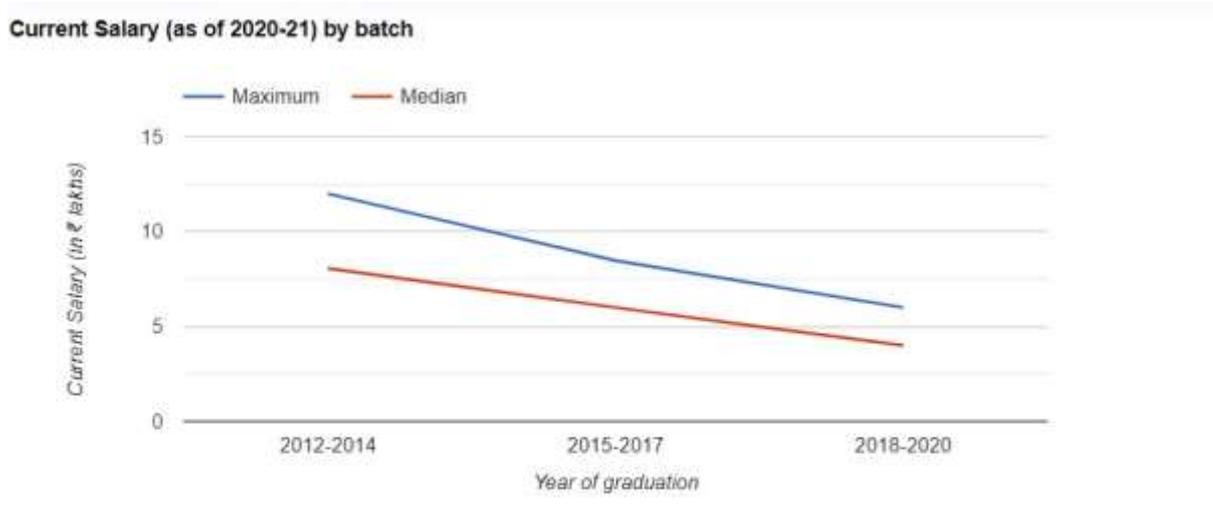
Picture 1: Companies recruiting students from IIP.

These are other recruiters who hire packaging diploma holders, Hindustan Unilever, ITC Limited, Asian Paints, Bharat Tin Works, Colgate Palmolive, Flipkart, ITC's, Packaging & Printing, L&E India Pvt Ltd, TechMahindra, Wipro Technologies, Zydus Cadila

4. Market Compensation:

A. For a Fresher from Top 5 colleges:

From the below data we can infer that the compensation offered for a fresher with a packaging diploma profile is decreasing over the years, so the recruiter should carefully consider this fact before making a hiring decision.



- Current salary of recent graduates is generally lower than the current salary of students who graduated in previous batches.
- Maximum salary refers to 80th Percentile; Median salary refers to 50th Percentile
- Source: [Naukri Salary Insights](#)

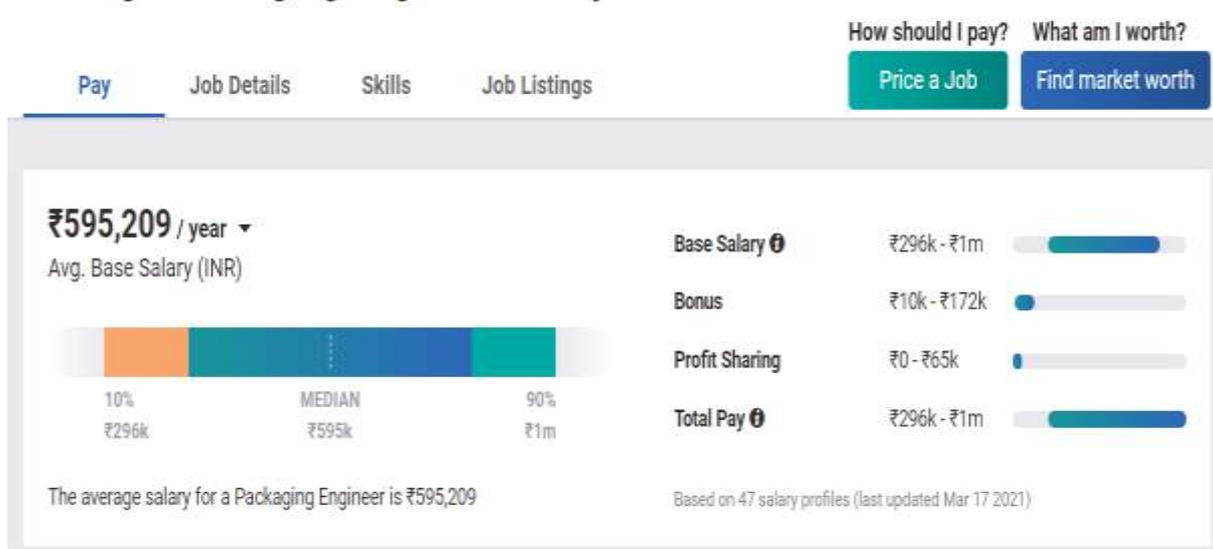
Picture 2: Compensation trends of a fresher in packaging diploma (Source: Naukri)

B. Role: Packaging Engineer:

Packaging engineer is the common title offered to the professionals of PGDP across India, the pay offered to them is analyzed on the below metrics.

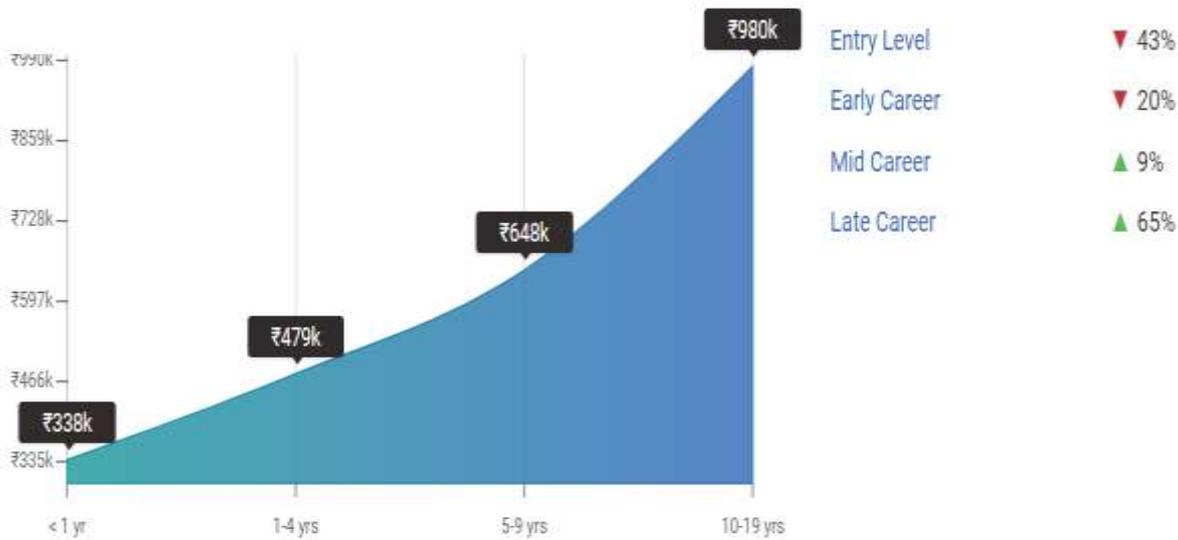
1. Average Salary & Pay structure :

Average Packaging Engineer Salary in India



Picture 3: Average salary offered to Packaging Engineers (Source: Glassdoor)

What is the Pay by Experience Level for Packaging Engineers?



Graph 1: Compensation offered to Packaging Engineer according to years of experience (Source: Glassdoor)

5.Compensation details offered across various organizations:

This list provides the list of actual roles and compensation offered to the professionals of packaging at various organizations.

Allied Blenders and Distilleries Mumbai	Lead Direct Procurement (Packaging Material), Supply Chain	15yrs	CTC: ₹24.0lakhs	PG Diploma Indian Institute of Packaging (Mumbai) 2003 B.Sc Mumbai University 2001
Blzongo Mumbai	Sr. Manager	16yrs	CTC: ₹23.0lakhs	PG Diploma Indian Institute of Packaging 2004 B.Sc Mumbai University 1998
Krsna Packaging Pune	Senior Management of operation and Packaging Development	17yrs	CTC: ₹13.0lakhs	PG Diploma Indian Institute Of Packaging (IIP) 2019 Diploma Dr. Vivesvaraya Institute of Engineering and Technology 2010
Tata Chemicals Mumbai	Manager Packaging	11yrs	CTC: ₹11.0lakhs	PG Diploma Indian Institute of Packaging (I.I.P) Mumbai 2006 B.Sc Mumbai University 2006
ITC Kolkata	Assistant Manager Strategic Sourcing	4.1yrs	CTC: ₹10.0lakhs	PG Diploma Indian Institute of Packaging 2015
Hetero Labs Chandigarh	Deputy Manager Packaging Development	13yrs	CTC: ₹10.0lakhs	Diploma Indian Institute Of Packaging (IIP) 2014

Picture 4: Compensation across the organization to PGDP professional (Source:6figr.com)

Conclusion:

This study can be used by recruiters across industries who are hiring professionals of packaging, this gives them a comprehensive overview of the curriculum, college rankings, market compensation, and other related details which would help them in decision making concerning hiring and compensation negotiations.