



Programme Schedule (Tentative):

Day -1 **16-01-2025**

Day 1: Ideation and Team Formation

9:00 AM - 10:00 AM: Registration and Breakfast

- Participants check-in, receive name tags, and network over breakfast.

10:00 AM - 10:30 AM: Welcome and Introduction

- Opening remarks by the event organizers.
- Introduction to the theme: Natural Packaging with a focus on Jute.

10:30 AM - 11:00 AM: Keynote Speech

- Industry expert talks about the importance of sustainable packaging and the potential of jute-based solutions.

11:00 AM - 11:30 AM: Challenge Briefing

- Detailed explanation of the hackathon challenges, judging criteria, and rules.

11:30 AM - 12:00 PM: Team Formation and Ice-Breaker Activities

- Participants form teams based on their interests and skills.
- Ice-breaker activities to help team members get to know each other.

12:00 PM - 1:00 PM: Lunch Break

1:00 PM - 2:00 PM: Workshop: Introduction to Jute and Sustainable Packaging

- Experts provide a hands-on workshop on the properties of jute, its uses, and sustainable packaging practices.

2:00 PM - 5:00 PM: Ideation and Brainstorming Sessions

- Teams brainstorm ideas and start working on their projects.
- Mentors are available to provide guidance and feedback.

6:00 PM - 6:30 PM: Prototyping Begins

- Teams begin building prototypes of their jute-based packaging solutions.



Day -2

17-01-2025

Day 2: Development and Presentation

9:00 AM - 10:00 AM: Breakfast and Morning Networking

10:00 AM - 12:00 PM: Development Session

- Teams continue working on their prototypes.
- Technical and design mentors available for assistance.

12:00 PM - 1:00 PM: Lunch Break

1:00 PM - 3:00 PM: Final Touches and Presentation Preparation

- Teams finalize their prototypes and prepare their presentations.
- Practice pitching sessions with feedback from mentors.

3:00 PM - 5:00 PM: Project Presentations

- Each team presents their jute-based packaging solution to the judges.
- 10-minute presentations followed by 5-minute Q&A sessions.

5:00 PM - 5:30 PM: Judges Deliberation

- Judges review the projects and select the winners.

5:30 PM - 6:00 PM: Awards Ceremony

- Announcement of winners and distribution of prizes.
- Closing remarks and thank you notes.

6:00 PM - 6:30 PM: Follow-up

- Feedback survey to gather insights.

Bidhan Das

(Dr. Bidhan Das)

Deputy Director & Branch Head.

BIDHAN DAS
Deputy Director & Branch Head
INDIAN INSTITUTE OF PACKAGING
Kolkata Centre