

SECOND LIFE OF PACKAGING INTERNSHIPS

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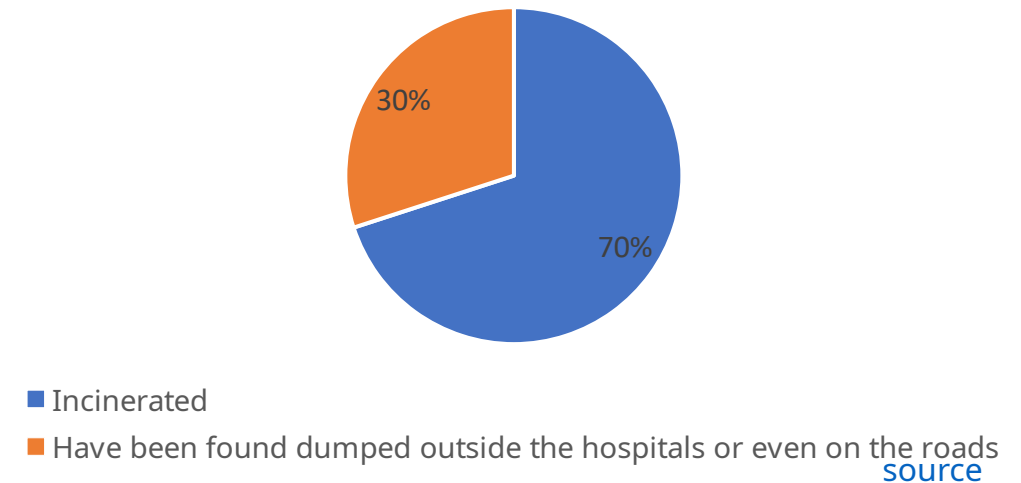


Problem

- 101 MT bio-medical PPE waste covid-19 related EVERYDAY
[source](#)
- CPCB report that indicates only 70 per cent of this waste is going to the incinerators [source](#)
- Protective Gloves Market Size to Touch USD 35.20 Billion World Wide, at a CAGR of 11.7% between 2020 and 2027.

[source](#)

Rising environment problem due to slowly piling COVID-19 waste

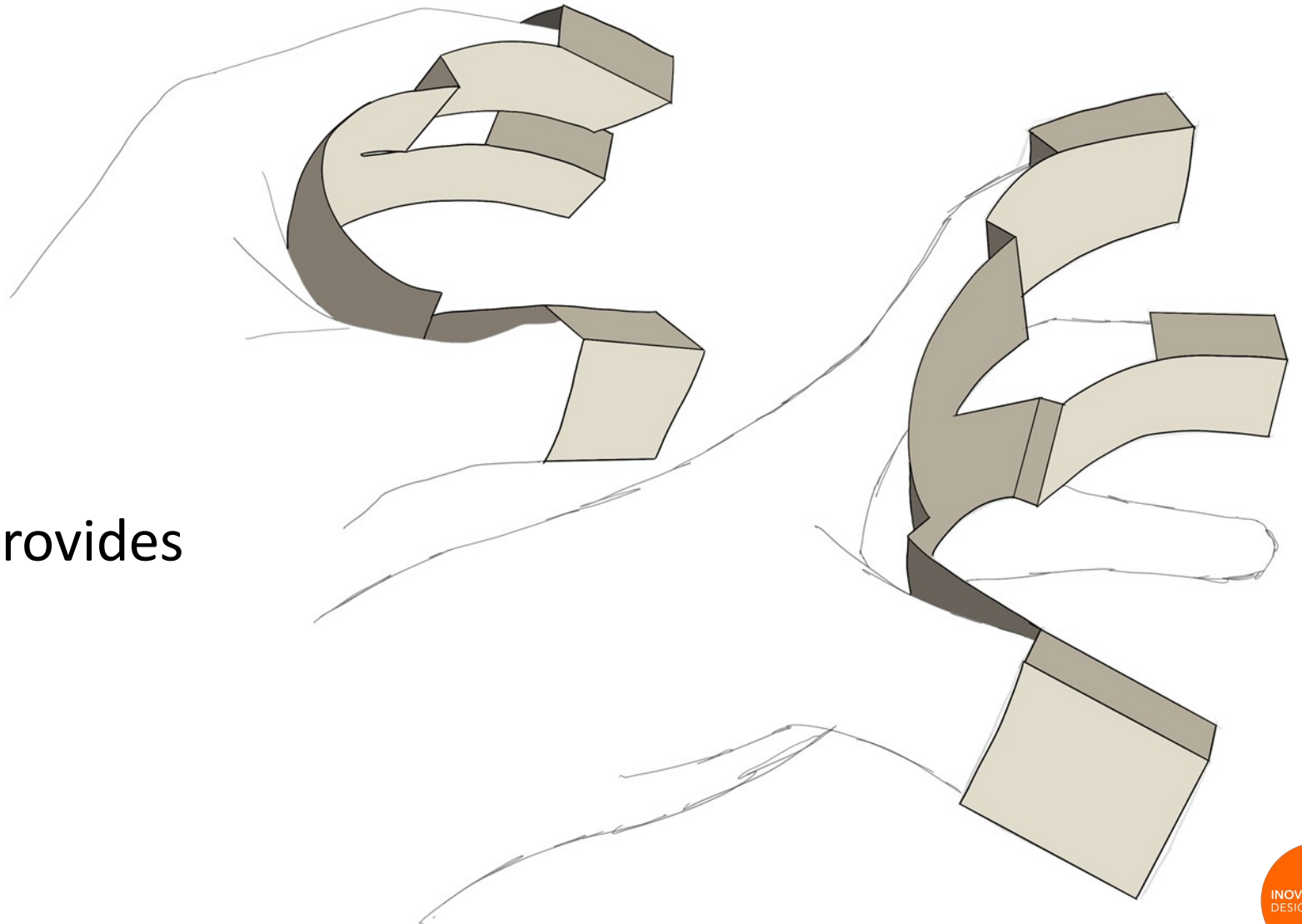


Design Brief

To create a replacement of disposable gloves with another product that solves the purpose of reducing/avoiding contact with unknown surfaces.

Solution

- Fully UP-CYCLED
- 3 FINGER Design provides better grip

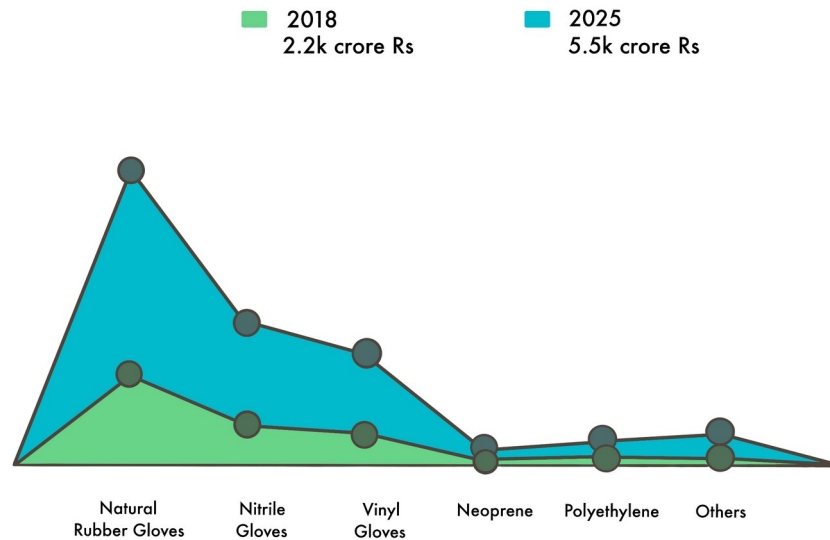


THE MARKET SIZE

(OPPORTUNITIES AND FORECASTS)

Indian government has announced, by the end of March the country will procure 10 million pieces of surgical gloves and 20 million pieces of nitrile gloves that will help the healthcare professionals and patients from protecting against contamination with viruses and bacteria.

INDIA DISPOSABLE GLOVES MARKET BY PRODUCT



India disposable Gloves market

- India Disposable Gloves Market is expected to reach 5.5 thousand crore Rs by 2025 from 2.2 thousand crore in 2018.
- Growing at a Compound Annual Growth Rate of 12.4% (2018-2025).

COVID-19 Impact on Retail

Impact on purchasing essential goods in India in May 2020 (During lockdown)



- There is a shift in consumer behavior from offline shopping to online as people who were previously averse to online buying are now being compelled to explore online.
- Another shift in buying behavior, especially for millennials is that they may choose to purchase only what they really require and hence buy less than they would earlier.

[Source](#)

Has Covid-19 pandemic affected your frequency of your visit to the store? (if yes please specify)
42 responses

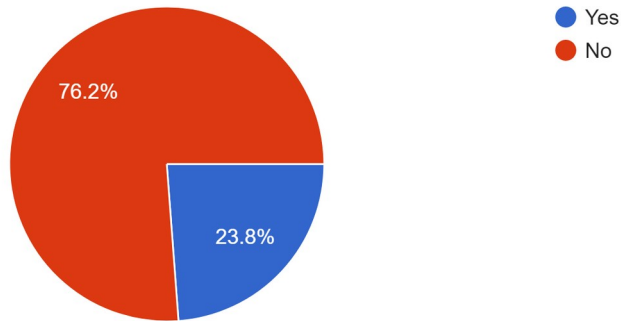


Benefit of company

User and Environmental benefits

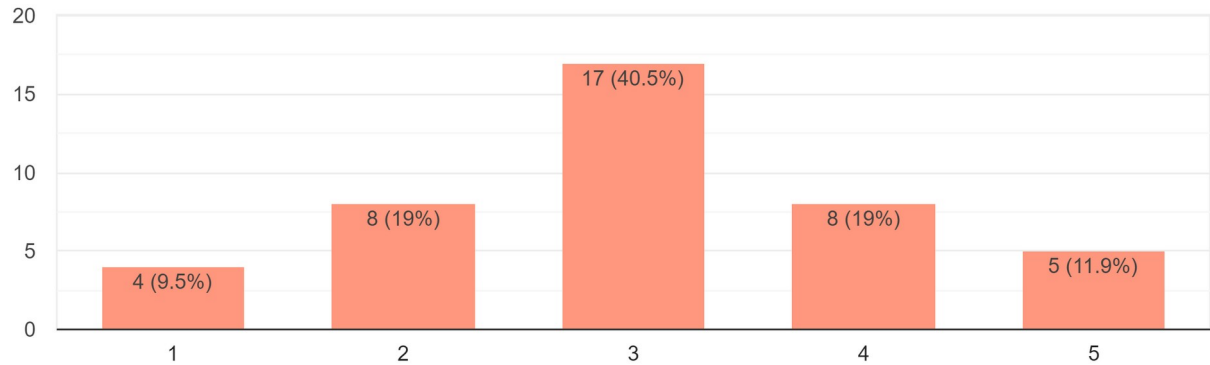
Do you use gloves when you go out?

42 responses



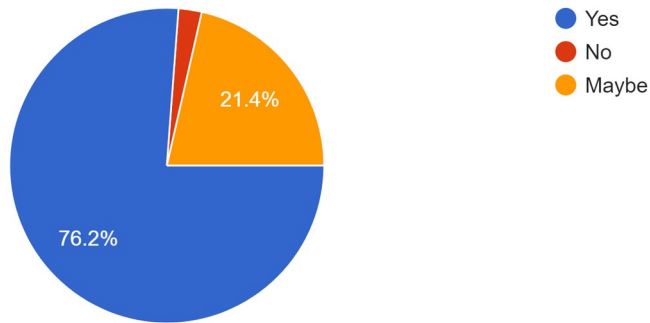
How comfortable are you going out without wearing/carrying gloves?

42 responses



Will you be interested in a replacement for disposable gloves made out of the packaging material?

42 responses



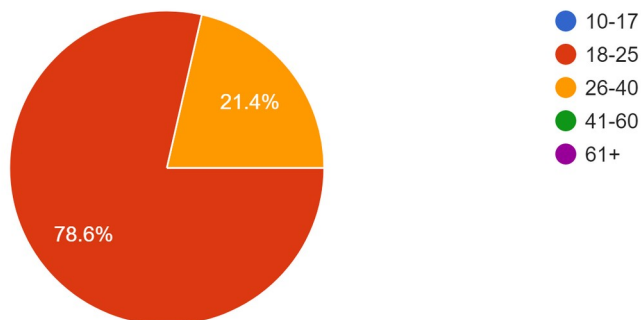
Survey Responses

Range of professions

- Students
- Tech consultant, network engineer, software engineer, programmer
- Astronomer
- Housewife
- Tax consultant
- Private sector

Which of the following age group do you belong?

42 responses



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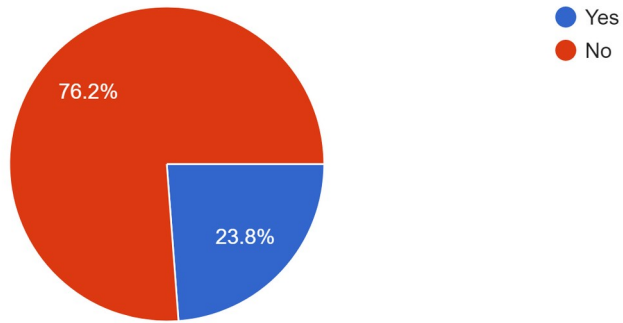


Effect of COVID-19 on store visit

- Orders online
- Scare of present situation (decrease in frequency)
- Buy as much as you can in one go (decrease in frequency)
- By avoiding crowded shops (decrease in frequency)

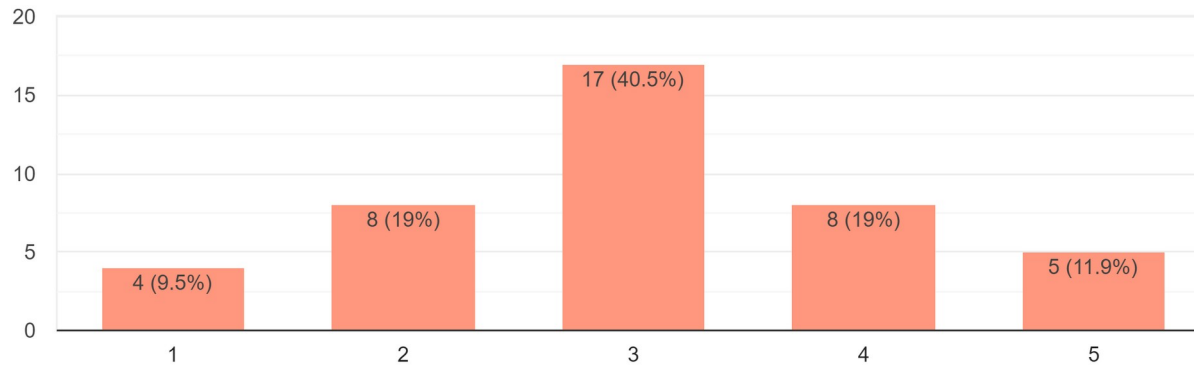
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Essential products people usually buy

- Milk/dairy
- Vegetables
- Snacks
- Cleaning supplies
- Medicine
- Sanitizer
- Stationery
- Cosmetics
- Groceries
- Flour
- Mask
- Toothpaste/shampoo/soap
- Clothes
- Toiletries

Common packaging people interact with (in order)

- Plastic packets
- Paper bags
- Cardboard
- Tin can
- Glass container/ woven sacks
- Composite cans

When do you throw away packaging (in order)

- Couple of days
- One week
- Couple of weeks
- Depends on product
- Same day

Uses of packaging as material

- Cartons to make shelves
- Storage purpose
- Models for college work
- Showpiece/ memoir
- DIY purpose

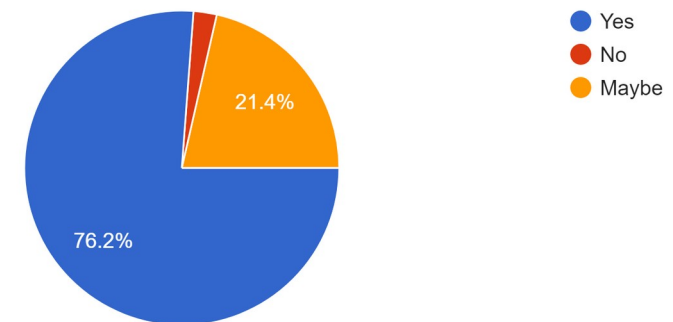
Have you ever used or consider using packaging itself as a product? (if yes please specify)

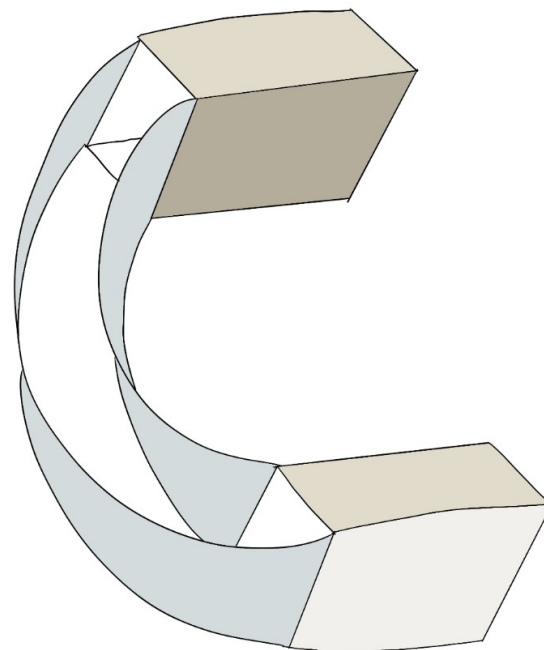
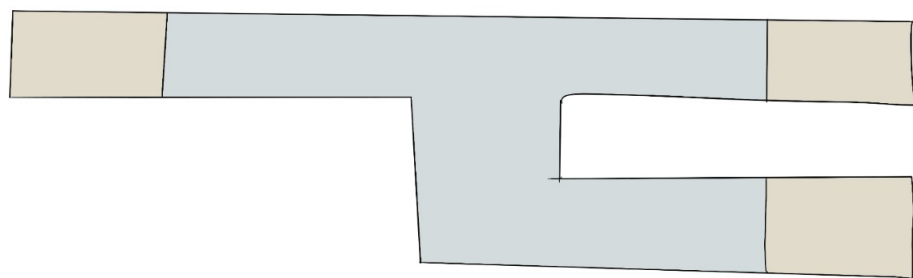
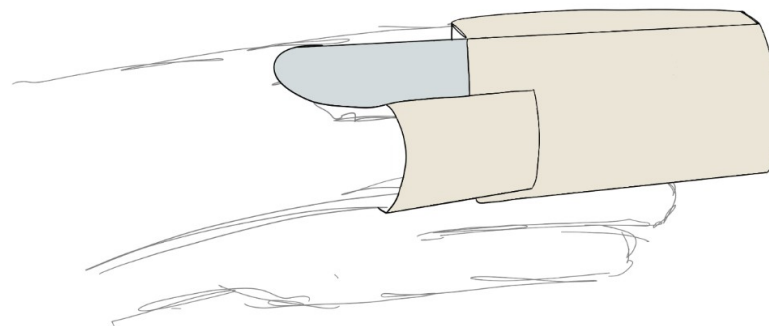
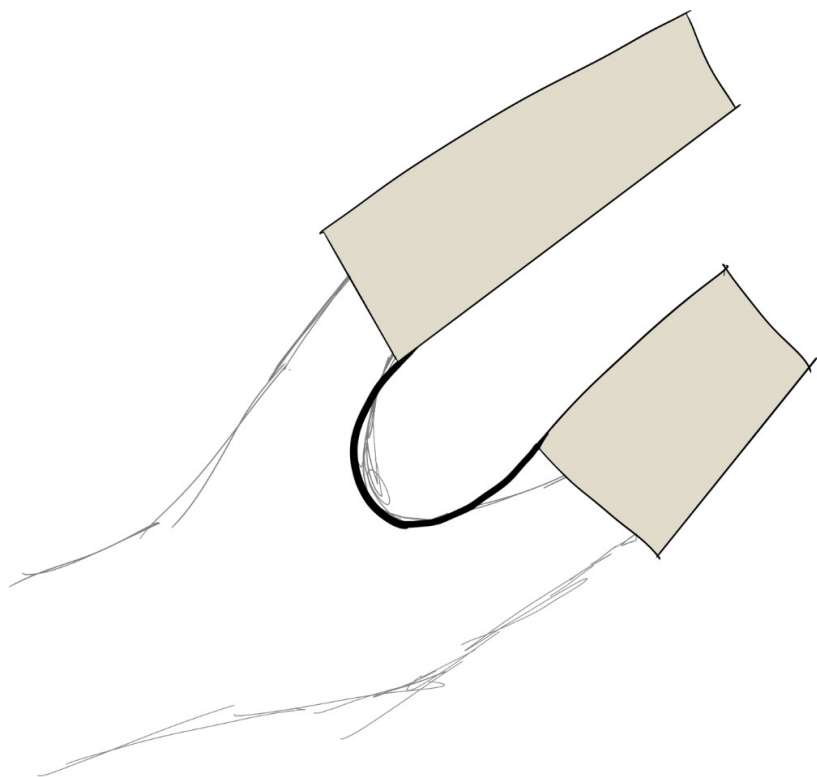
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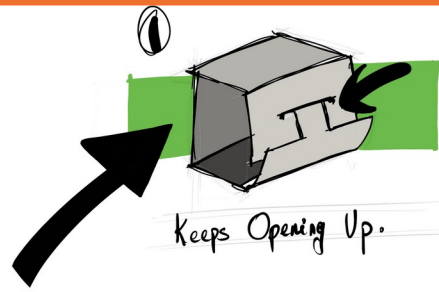
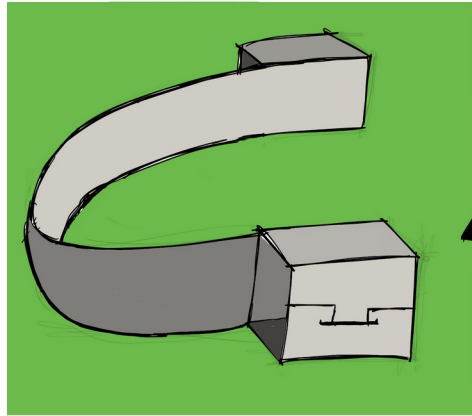




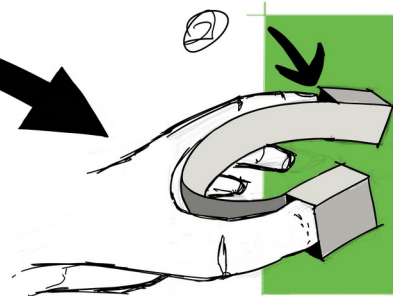
A Day in Life



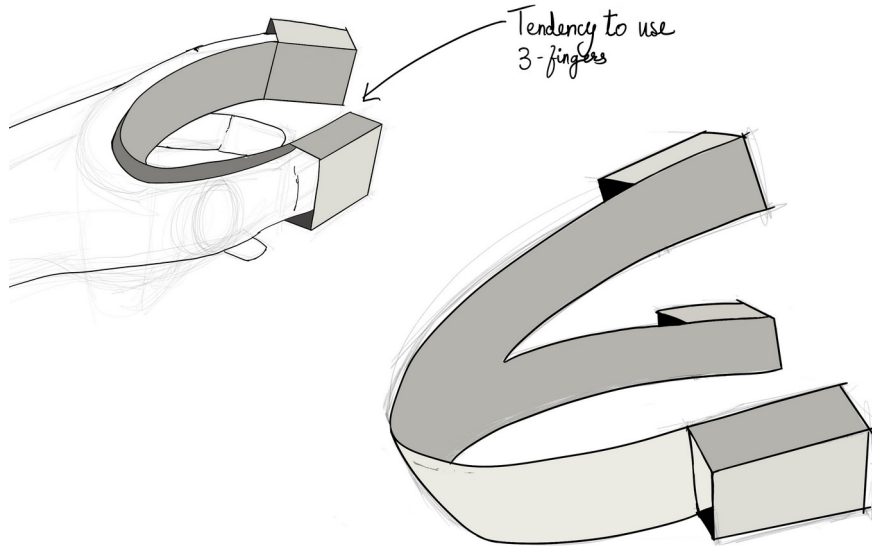




Keeps Opening Up.



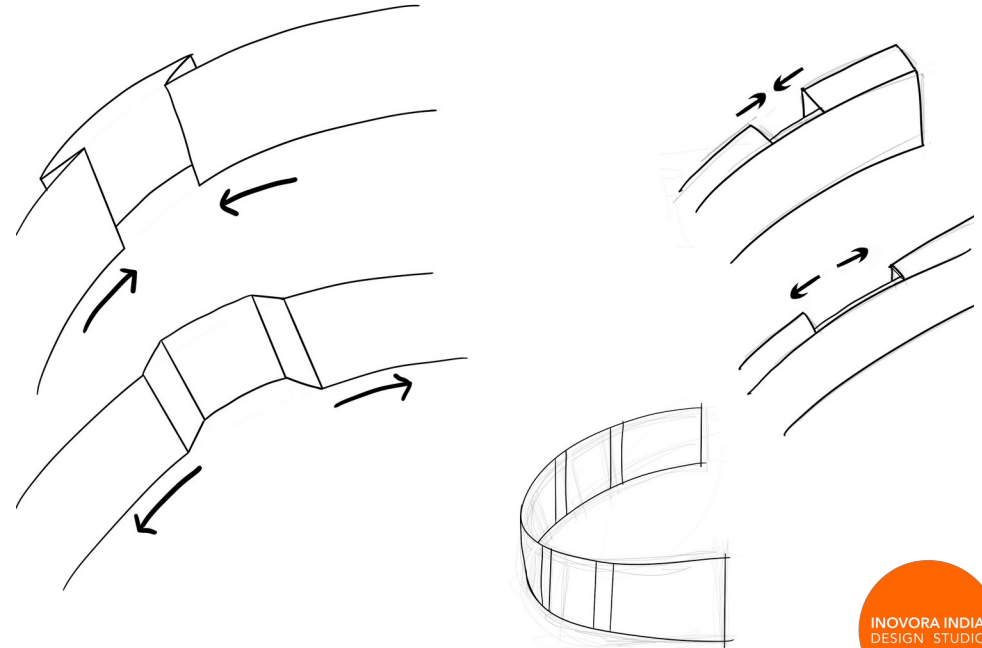
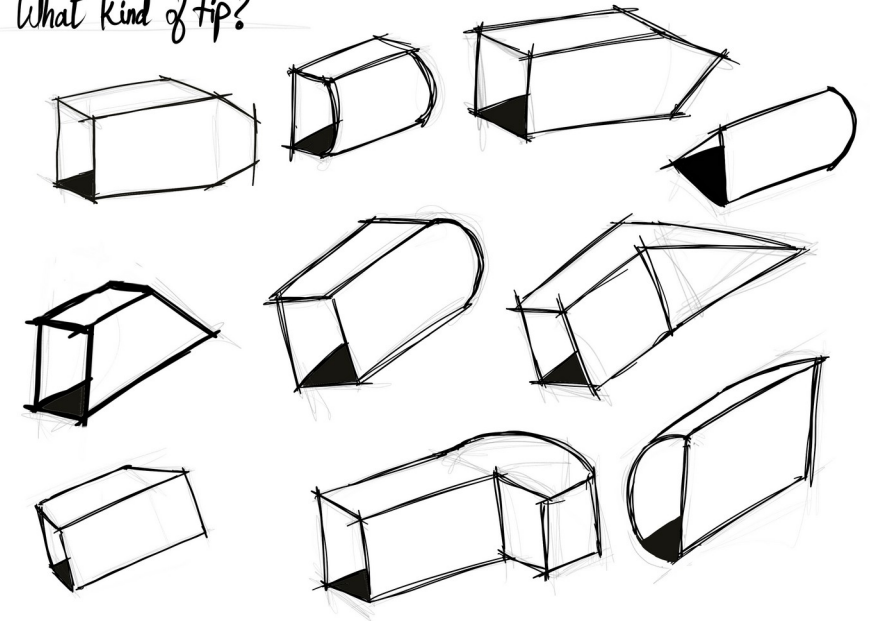
Does not fit all hands.
(Keeps sliding out).



Tendency to use
3-fingers

1

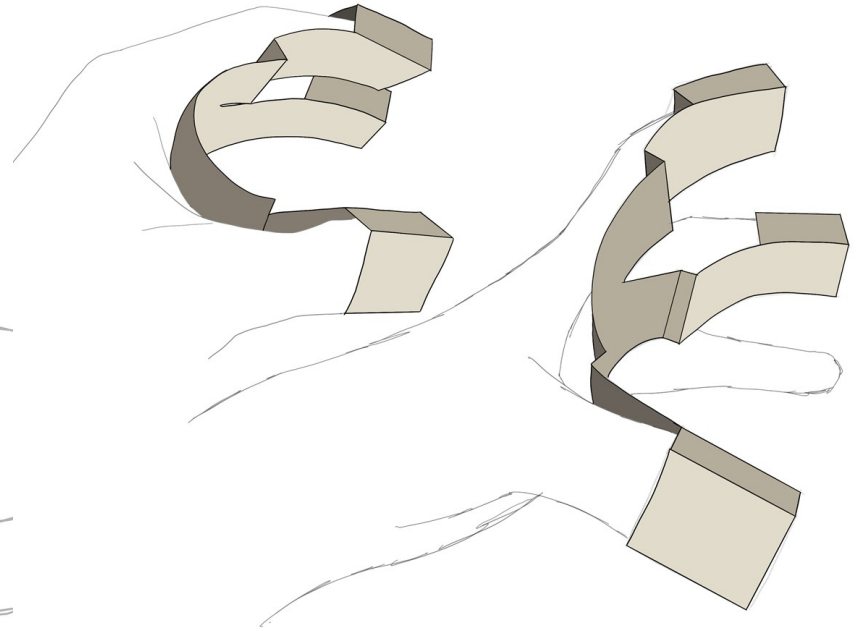
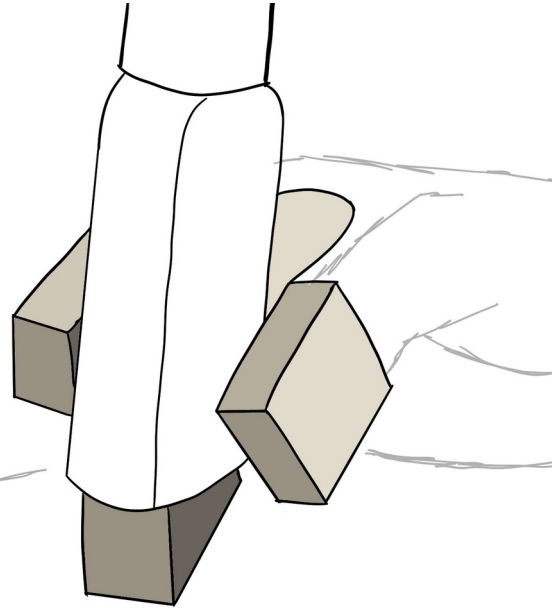
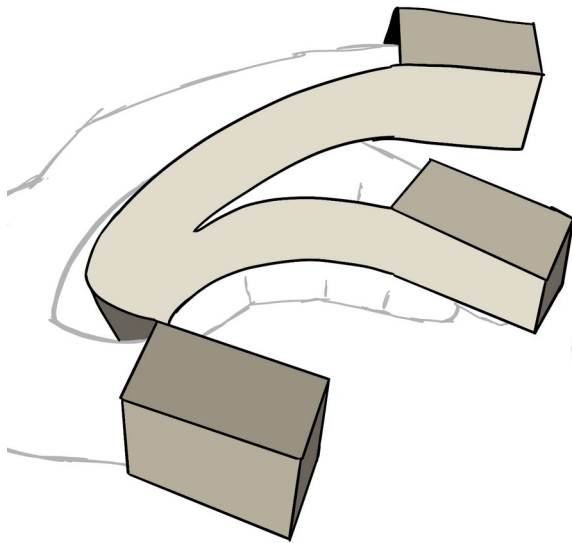
What kind of tip?





Use Cases

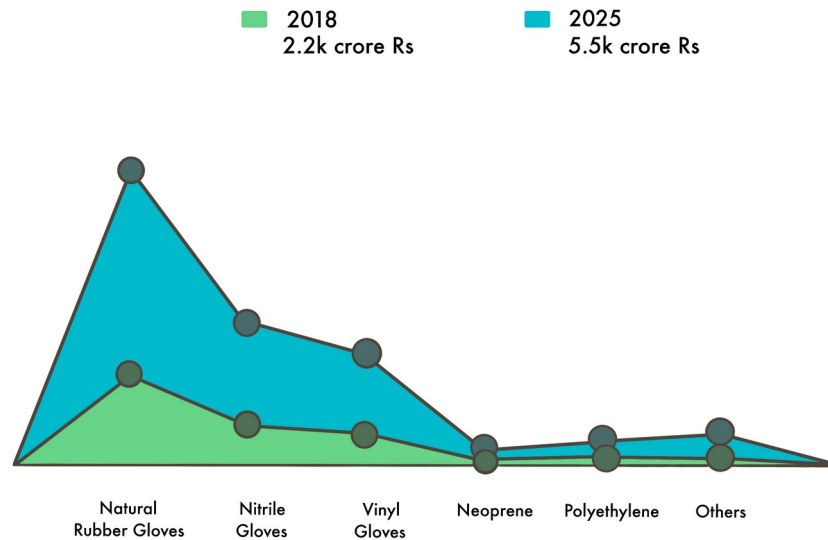
3+ joints of contact for better grip



Composition of market

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INDIA DISPOSABLE GLOVES MARKET
BY PRODUCT



Potential Outcome

- Best Case Scenario

- Becomes a nation wide thing.
- Significant reduction in biowaste is observed.
- Every Pinchy ends up in a circular economy.

- Realistic Scenario

- Worst Case Scenario

- Remains a

Marketing Ideas

