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Dhaval Nanavati (President, Pidilite Industries)

# On The World Of Stationery

Stationery accelerates the creative pace, President speaks on the various facets

**S**tationery is close to every child's heart. Thus we interviewed a person, who belongs to the similar world, abounding in art and craft. Pidilite's President, Dhaval Nanavati is his name, and providing the students with the best in stationery products is his aim. We shared his views on the different facets and aspects of the stationery world.

**What are the changes Indian art and craft market has witnessed in the past 10 years?**

Ethnic Indian art and craft has globally been acknowledged, as the rich heritage of India. That's the reason today the Indian handicraft is in huge demand worldwide. Due to its unique appeal and craftsmanship, the Indian art and craft is on a tremendous growth curve, reflecting the economic trends of an increasingly globalised Indian market.

**What is the impact of computer software like Coral, Adobe Photoshop and Power Point on the Indian stationery market?**

schools, across the country, have enrolled themselves. Registered schools are also entitled to various Art and Craft activities, throughout the year. These activities are organised, by specially appointed, Creative Craft Coordinators, who themselves are from the Art and Craft background and have teaching experience as well. The "International Art and Craft contest" is its accentuating facet. Globally 18 lakh students participated, this year.

**What do you have to say about the recent acquisitions, Sargent Art?**

Sargent Art is one of the leading brand of Art material range of products in USA. This has given Pidilite the presence and expertise in the field of Art materials on a global map. We are also exploring launching of

**Mantra For Acquiring Stationery At Affordable Prices**

growth of stationery products. As for instance, with the introduction of softwares, quantity of printed paper has increased manifold. Such softwares have improved the range of stationery products, and has opened new avenues for the stationery industry.

**Currently, which product owns the status of being, "The Cynosure of Every Eye?"**

Fevicol has always remained the bosom friend and an abiding companion, for all, in all forms of art and craft. Students are increasingly exploring, glue in new formats, such as Fevistik. There are many innovative product ranges, where students can express their creativity.

**What new initiatives are being taken by the company for the students?**



Apart from launching various new products, Pidilite has taken a step ahead with a major initiative called "Creative Craft". It is our attempt to further awareness, knowledge and skill of this field. It also aims to serve, as a platform to encourage, nurture, showcase and honour art and craft talent developed with the help of art and craft faculty in schools and colleges. Creative craft offers a structured "Art and Craft Curriculum" of International Standards for standard I to standard VIII applicable to all the schools of various boards like CBSE, ICSE, state boards etc. Till date, over 1000

value-for-money to the Indian consumers. Our product range starts from price point as low as Rs 5/- and soon we shall have products for Rs 1/- and Rs 2/- also. There is no compromise on Quality whatsoever. We believe in a scientific approach of cost re-engineering, so that we have even better products at affordable prices. Our focus has always been affordability with higher quality.

these premium products in India in the near future.

**Tell us something about your product development system.**

We are continuously on the path of developing new products. As market leaders, we believe that it is our duty, to develop the category and we have been successful, which is evident with the range of top brands like Fevicol, Fevistik, Fevicryl, Fevikwik. We have a strong new product development system that drives us to continuously innovate and bring out new products and concepts.

**Throw light on the entire range of products**

Recently we have opened "Hobby Idea Stores" - India's first Craft and Hobby Stores in India, to give access to kids and grown-ups to 2500 International products, sourced from over 40 countries, across the globe. 'Prime easy tear tapes' is another such unique and safe product for children, as they do not have to use scissors to cut the tapes. We have introduced Tempera colours, which offers qualities of both poster as well as watercolors at an affordable price. Hence improvement in packaging, products and technology has played a huge role in developing the industry.