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Georgia Southern working with National Institute of Design to create sustainable e-commerce packaging

March 2, 2020



Dominique Halaby, director of Georgia Southern's FabLab and Business Innovation Group, left, works with students from the National Institute of Design in India to create sustainable packaging prototypes.

Georgia Southern University is partnering with the National Institute of Design in India (NID) and some of the largest e-commerce companies in India to help combat the negative environmental effects of online retail shopping.

The objective of the partnership is to generate ideas and prototypes for innovative and sustainable packaging solutions for the e-commerce industry and to design sustainable packaging, keeping in mind the challenges faced in transporting goods from store to home.

Dominique Halaby, director of Georgia Southern's FabLab and Business Innovation Group (BIG) located at City Center in downtown Statesboro, and Santanu Majumdar, associate professor of graphic design, recently traveled to India to conduct a two-week workshop with NID students on creating sustainable e-commerce packaging.

During the workshop, students from NID worked in various areas to understand the entire logistics process, including supply chain management to human interaction with e-commerce packaging, in addition to challenges faced at every touchpoint. They created and tested several prototypes before presenting their final outcome to a team of industry executives in person.

“The opportunity to work with NID and others to address global issues as they relate to sustainability and logistics has the benefit of extending the profile of our institution and creating connections that will, hopefully, manifest themselves in new learning and employment opportunities for our students,” said Halaby.