



Apple StarPack
Balochistan

Introducing Pakistan's 1st STUDENT PACKAGING CONTEST

About Apple StarPack

Student Packaging Solutions Competition Organizers

The project for Agri-Food and Agro industry development Assistance in Pakistan (PAFAID), UNIDO is supporting the development of Apple Value Chain in Balochistan by Promoting Compliance with Food safety, Best Practices, Value Addition and Market linkages. Apple star pack calls upon the youth of Balochistan to unleash their creative, technical, marketing and entrepreneurial skills for designing modern and efficient Apple packaging Solutions.

Categories of the Competition

The Brief

Choose a Packaging Solution for Fresh or Processed Apples.



**VISUAL
PACKAGING
CATEGORY**

Suggesting new or improved visual design/artwork of an existing package. In this category, student has to improve the branding identity of the product.



**STRUCTURAL
PACKAGING
CATEGORY**

Suggesting new structural packaging design (new mold) The student can even suggest changing the existing packaging material proposing a new sustainable material.



**SAVE
THE FOOD
CATEGORY**

Suggesting new structural packaging design (new mold) The student can even suggest changing the existing packaging material proposing a new sustainable material.

How to Apply

- Be enrolled in college or university in Balochistan.
- Register Yourself.
- Download the application form from the website www.pafaid.org/upcoming-events/.
- Complete all the submission sections.
- 1) Fill your contact details.
- 2) Write a brief concept note description of your project, regarding the proposed packaging design for apple.
- 3) Add a high resolution picture showing your design clearly in various perspective.

*remember that you will be judged based on the picture of your packaging design and your concept note.

Timetable

- Opening of the Applications: 13th July 2022
- Deadline for submission of the applications: 15th October 2022
- Evaluation of the applications and Judging Process: 16 October to 26 October 2022
- The exhibition, announcement of the winners and Award Ceremony: The second week of November 2022
- Study tour for winners of the competition: Last Week November or first week of December 2022

Exhibition Guideline



1- Book your spot at exhibition



2- Confirm reservation in the application form



3- Display your packaging design with a brief presentation

Partner Institutions



BALUCHISTAN
AGRICULTURE
COLLEGE



UNIVERSITY OF
BALUCHISTAN



BUITEMS



Sardar Bahadure Khan
Women UNIVERSITY
(SBK)

Judging Criteria

The Students' projects will be judged based on the following judging criteria by an international judging panel



FUNCTIONALITY

Protection and preservation of contents



ERGONOMICS

Ease of use by consumer, ease of handling in supply chain, filling, closing, opening



SUSTAINABILITY

Reduce, Reuse, Recycle



PACKAGING DESIGN

OnPack branding, visual and structural design, appeal to consumers



LABELLING INFORMATION

Adequate and sufficient labelling information on the package



EXECUTION

Quality of production



INNOVATION AND CREATIVITY

Innovative packaging process, creative packaging design

Awards for winning team members in all three categories



The winning teams (First Prize holders) along with their University Focal Persons will be awarded a STUDY TOUR to the packaging and processing industry in SINDH (OR) PUNJAB Province.



2nd Prize holders will be awarded shields and certificates.



3rd Prize holders will be awarded shields and certificates.

For further details please contact your respective university focal person.

- Ms. Mahjabeen Hameed (Botany Department, SBK)
- Mr. Sameen Khan (BUITEMS)
- Dr. Fida Bazai (Kamyab Jawan Markaz, UOB)