



# Apple StarPack

## Balochistan

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# Introducing Pakistan's 1st

## STUDENT PACKAGING CONTEST



[www.pafaid.org](http://www.pafaid.org)

# 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.



## Partner Institutions



BALOCHISTAN  
AGRICULTURE  
COLLEGE



UNIVERSITY OF  
BALOCHISTAN



BUITEMS



Sardar Bahadure Khan  
Women UNIVERSITY  
(SBK)

## Location



BUITEMS Expo Center (Main campus)

# 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.

## 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.

# 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/](http://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 - 20th August 2022
- Evaluation of the applications and Judging Process - 20th August to 1st September 2022
- The exhibition, announcement of the winners, and Award Ceremony - The second week of September 2022
- Study tour for winners of the competition - Last Week September or first week of October 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

**For further details please contact your respective university focal person.**

- Ms. Mahjabeen Hameed (Botany Department, SBK)
- Mr. Muhammad Shah (NIC, BUITEMS)
- Dr. Fida Bazai (Kamyab Jawan Markaz, UOB)
- Mr. Muhammad Saleem (Assistant Professor, Balochistan Agriculture College)



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