

INDIASTAR & PACMACHINE 2008 AWARD FUNCTION

**- Shekhar Amberkar
Asst. Dir.-E&D**

Packaging, as distinct from mere “packing”, plays its most visible - and catalytic - role in a modern economy with the widespread adoption of branding of products and development of consumer preferences. To the extent that any consumer product is packaged in a manner that meets the criteria of safety, convenience and attractiveness, it gains market share. In the aggregate, packaging as a sectoral activity boosts consumption and economic growth. Heightened competition in all product sectors within the country as also the increasing need to look for export markets have contributed to the rising demand for appropriate and at the same time cost-effective packaging design and technologies.

It has been a proud feeling to note that INDIASTAR & PACMACHINE Awards have continued to promote the art & science of packaging through the challenges of globalization. Even the most encouraging is to share that the maximum nominations and surpassing all past records and improvement in the quality of the nominations. In fact the fairly initiative to introduce the Student Category Awards has established to capture & recognize the talent of the young people and stimulate these young people to become the future packaging technologist. Total 26 Student Entries have been appreciated by INDIASTAR 2008 and many of them have nominated and won at Worldstar & Asiastar 2008 as well.

THE BEST OF THE BEST – INDIASTAR & PACMACHINE

The Institute while maintaining its unique position as an internationally reputed organization responds to the needs of the country, at the same time acts as a window for India’s capabilities in Packaging science and technology. With the standing of last 42 years IIP has instituted “INDIASTAR” Awards, The national award for excellence in packaging in the year 1972 to promote and encourage excellence in packaging design, innovation and sustainability once every two years and over a period of time this Award Programme is firmly entrenched and most popular as the premier event for India’s Packaging fraternity. This year the programme attracted 357 entries a record of nominations in a year, out of which the juries picked 151 entries for the Award. Nominations were received in different categories such as Consumer Package, Eco-Friendly Package, Food Package, Pharmaceutical Package, Packaging Material and Adjunct, Transport Package and Packages designed by Students. IIP have nominated the winners to APFs’ ASIASTAR 2008 & WPO’s WORLDSTAR 2008 Award Programme for international recognition.

For recognizing the achievements of packaging machinery sector and to promote their efforts, IIP introduced the “PACMACHINE” Awards in 1992. The main objective was to recognize the excellence with innovative concepts in design and development in packaging machinery particularly for import substitution & promoting exports. Total 9 Entries were selected for the PACMACHINE Award this year from four categories includes Packaging Conversion Machinery, Packaging Machinery, Other Packaging Machinery and Supporting Packaging Machinery.

THE GRAND CELEBRATION OF THE PACKAGING EXCELLENCE

The official Award Distribution ceremony was held on 19th September 2008 at Hotel The Leela Kempinski, Mumbai. Around 400 members from the Industry, Award Winners, Government Bodies & overseas delegates were present for the Award Function. The Awards were presented by the Chief Guest Mr. G.K. Pillai, Commerce Secretary, Ministry of Commerce & Industry, Govt. of India and the Guest of Honours Mr. Keith Pearosn, President World Packaging Organization (WPO) & Mr. Dharmatilake Ratnayake, Past President-Asian Packaging Federation (APF).

Special appreciation certificates were given to the companies such as *Hindustan Unilever Limited & ITC Limited* for winning the maximum awards for the year. The Indian Packaging Industry has played the most important role to make this event a huge success with their overwhelming support. It was simply a glittering ceremony to celebrate the 'Packaging Excellence' adding new dimensions to the packaging industry and creating avenues for recognition not just at national but also global levels as well. The official Winners' Catalogue was published and released during the Award Function. The evening was supported & sponsored by the industry leaders such as *Toyo Ink India Pvt. Ltd., ITC Limited, Balmer Lawrie & Co. Ltd., Balmer Lawrie-Van Leer Ltd. and Bisleri International Pvt. Ltd.* The event was also well received by the media and was covered & telecasted by CNBC.

This Grand celebration of the success of the Indian Packaging Industry was possible only because the overwhelming response received from the Packaging Industry across the country. Infact a record participation with total 374 nominations, for Indiestar & Pacmachine put together has surpassed all the records since the inception of this award. The contest is growing in its importance due to the tremendous response and setting a new record of maximum nominations in a year.

And that's what the INDIASTAR & PACMACHINE Awards are all about, promoting and encouraging excellence in packaging design, innovation and technology...