

‘STUDENT WORLD STAR 2008’ - A Report

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The ‘STUDENT WORLD STAR’ award programme established in 2005 and within a very short span, it has achieved a remarkable success. With its main objective to encourage the future Packaging Experts, this event is being organized by the World Packaging Organization. The contest has been receiving a good response year after year due to Students' participation with innovative design & development in packaging technology from all over the world. The Judging & assessment of the fourth edition of competition conducted by Tunisian Packaging Technical Centre PACKTEC, assigned by WPO – World Packaging Organization.

Competition History:

The first Student World Star Contest was hosted in Dubai & was conducted by the Sri Lanka Institute of Packaging (SLIP) on the assignment of the World Packaging Organisation in 2005. The contest resulted in 27 successful winners from 6 countries, such as Ghana, United Arab Emirates, Singapore, South Africa, Sri Lanka and Turkey.

For the year 2007, total 66 projects were submitted to the competition from many countries. The contest was conducted by ASD – Packaging Manufacturers Association in Turkey, assigned by WPO. Total 49 projects won the prestigious contest includes the first 4 winners awarded with the Title of Student World Star, next 11 projects were given honourable mention prize and the other 34 projects which had a higher score were given Certificates of recognition. Total 4 IIP students from India had won special recognition award in 2007.

Student World Star 2008:

This year the contest attracted total 200 projects from 15 countries around the world. The Jury Panel was composed of representatives from the World Packaging Organization (WPO), Packaging Institutes' members of WPO and Tunisian packaging schools and universities.

The eminent jury panel of 7 members judged the entries on September 27th, 2008. The entries were received under three categories such as Consumer Package, Transport Package & Industrial Package.

Jury Members were:

1. Ms. Feng Xiaohong / CEPI, China
2. Mr. Dogan Erberk / ASD, Turkey
3. Ms Azza Maaoui / Tunisia
4. Ms Hayla Meddeb / High School of Science and Technology of Design, Tunisia
5. Mr Sami Chatti / Vendas Agency, Tunisia
6. Ms. Lémia Thabet / Tunisian Packaging Technical Centre, Tunisia
7. Mr. Jalel Horriche / Tunisian Packaging Technical Centre, Tunisia

Six criteria were taken into account to judge packaging projects such as; the degree of innovation, sales appeal and graphics, environmental compliance, ease of processing and manufacturing, compliance with the packed product and overall impression.

Many entries reached the standards set by the Jury Panel to receive the Student World Star. Projects awarded the top 3 places were entitled to receive the title of Student World Star; the next 10 projects were given Honourable Mention prize and 141 projects which had scored maximum points were given a Certificate of Recognition.

The award ceremony will be held on 4th December 2008 during the Packaging Days that will take place in Tunisia from 4-6 December 2008. The next edition of 'Student World Star' Competition shall be organised by Packtec in Tunisia in 2009 in line with the instructions of WPO.

This year from India there were total 19 entries submitted by IIP for the above mentioned contest. These entries have won 'INDIASTAR 2008' the National Award for Excellence in Packaging under Student Category and we are proud to announce that out of these 19 entries total 11 entries have been selected for the 'Special Certificate of Recognition'.

The Indian students who have been awarded with an International recognition and excellence in Package Design are as follows:

Sr. No.	Name of the Entry	Name of the Student	Name of the Institute
1	REEBOK Shores Display Pack	Mr. Sunny Mutreja	IIP, Mumbai
2	Gift Pack for Chocolates	Ms. Prerana Khandagale	IIP, Mumbai
3	PARACHUTE Display cum Combi Pack	Ms. Prerana Khandagale	IIP, Mumbai
4	Display Cum Carry Home Pack for Mobile Phone	Mr. Sujit Jadhav	IIP, Mumbai
5	GENTLE X SHAVE	Mr. Kshyamakar Dass & Mr. Deepak Singh	IIP, Delhi
6	CARTEX Pack	Ms. Swati Vasal & Ms. Dinkle Sachdeva	IIP, Delhi
7	Cadbury Celebration Gift Pack	Mr. Amit Jha	IIP, Mumbai
8	Madera Wine Display Cum Carry Home Pack	Ms. Preeti Gunjal	IIP, Mumbai
9	Package Design for Home Delivery Food for Hotels	Mr. Rakshit Shah	IIT, Mumbai
10	Innovative Packaging of Sugarfree Liquid	Mr. Jigar Shah & Group	SIES School of Packaging, New Mumbai
11	Ocean Rip Consumer Value Addition Pack	Mr. Amit Saurkar	IIP, Mumbai