



## Mansinhbhai Institute of Dairy and Food Technology, Mehsana

(Provisionally Affiliated to Kamdhenu University, Gandhinagar)

Under Student Startup and Innovation Policy (SSIP), organizes

### **FOOD PRODUCT INNOVATION CONTEST**

**2<sup>ND</sup> NOVEMBER 2018**

#### **About the contest**

Mansinhbhai Institute of Dairy & Food Technology (MIDFT) under the Students Startup and Innovation Policy mandate shall organize “Food Product Innovation Contest (FPIC)” on 2<sup>nd</sup> November 2018, 2 PM onwards at MIDFT premises. FPIC shall provide an opportunity for college students to share their creative and innovative ideas for development of new food and beverage products.

#### **Student Application Process**

Students can form a team of 6 students (max) plus 1 faculty mentor and submit their duly filled registration forms to Dr. Ami Patel, Dr. Sheweta Mudgil and Ms. Karuna Meghwal latest by 29<sup>th</sup> October 2018. Each team should be accompanied by a faculty mentor. All the entries shall be screened for their innovativeness by Screening Committee (FPIC) and the decision shall be informed to the successful teams on 30<sup>th</sup> October 2018. Only 22 teams shall be selected for the final event.

#### **Award Amounts**

Representatives from the dairy industries and different educational institutes will serve as judges. The awards will be presented to the most innovative food products at the conclusion of the event.

1<sup>st</sup> Place = Rs. 2000

2<sup>nd</sup> Place =Rs. 1500

3<sup>rd</sup> Place =Rs. 1000

#### **Reimbursement of Expenses**

Participating teams will be reimbursed up to max. amount of Rs. 900 (@ Rs. 150/- per student subjected to max. 6 team members) for ingredients and supplies (e.g. napkins, serving cups, etc.). Original bills/receipts must accompany the reimbursement request. Team members who fail to show at the event will not be reimbursed.

#### **Requirements**

On the day of the event, each team will be provided a table to display the product samples (min. 1kg) for tasting. The team should provide information regarding ingredients used, nutritional information, process description, market potential and profit potential.

#### **Evaluation Criteria**

Each entry will be scored on a basis of 100 points total, according to the following criteria:

##### **Product Evaluation**

- Product Appearance/Texture/Taste      40 points
- Creativity/Uniqueness                      30 points
- Commercial Process Description        30 points

#### **For further information contact:**

Dr. Ami Patel- [ami@midft.com](mailto:ami@midft.com)

Dr. Sheweta Mudgil- [sheweta@midft.com](mailto:sheweta@midft.com)

Ms. Karuna Meghwal- [karuna@midft.com](mailto:karuna@midft.com)



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Registration Form

1. Name of the Institute/University:
2. Name of the Faculty Mentor:  
Email:  
Phone No.:
3. Name of the team members:
  
4. Role & responsibility of each team member:
  
5. Name of the Innovative Product:
  
6. Description of the product/process innovation:

**Date:**

**Name & Signature of Team Mentor :**

**Name & Signature of Team Members :**