



**Mansinhbhai Institute of Dairy & Food Technology, Mehsana**  
(Provisionally Affiliated to Kamdhenu University, Gandhinagar)

Under Student Startup and Innovation Policy (SSIP 2.0), Govt. of Gujarat  
Organizes

**FOOD PRODUCT INNOVATION CONTEST**  
**14<sup>TH</sup> MARCH 2023**



Mansinhbhai Institute of Dairy & Food Technology (MIDFT) under the Students Startup and Innovation Policy mandate is organizing “Food Product Innovation Contest (FPIC)” on **14<sup>th</sup> March 2023, Tuesday** at MIDFT, Mehsana. FPIC shall provide an opportunity for college students to share their creative and innovative ideas for development of new food and beverage products.

**Themes for the contest**

- 1. Modern Twist to Heritage and Ethnic Foods-** It is the time to revive our ethnic foods with a modern twist so that it could be made more appealing and increase its acceptability especially among the young generation.
- 2. Process innovations in food product development-** Innovative food products made by use of the modern processing techniques/technology or modification in the existing product manufacturing process.
- 3. Waste to Worth-** The theme shall include value added food products from the wastes (such as stems, seeds, peels etc) of fruits, vegetables, cereals, oilseeds processing and by-products of milk (eg. whey, ghee residue etc.).
- 4. Functional Foods and New Product Development-** Shall include the food products providing health benefits upon addition of certain ingredients e.g. Processed foods fortified with health promoting ingredients or a completely new food product not prepared before or available commercially.



Students can form a team of five team members (max) including one team leader and submit their duly filled registration forms along with the product photograph to Dr. Sheweta Mudgil and Dr. Ami Patel, SSIP Co-ordinator, MIDFT through email latest by **8<sup>th</sup> March, 2023**. Each team must have a faculty mentor. All the entries shall be screened for their innovativeness by Screening Committee (FPIC) according to the preliminary screening criteria and the decision shall be informed to the successful teams by **10<sup>th</sup> March, 2023**.

**There is no registration fee for participation.**



### Preliminary Screening Criteria



All the received entries will be screened preliminary on a basis of 50 points total, according to the following criteria:

➔	<b>Product Concept &amp; Novelty</b>	<b>25 points</b>
➔	<b>Nutritional Information/ Functional Attributes</b>	<b>15 points</b>
➔	<b>Product Costing &amp; Potential for Commercialization</b>	<b>10 points</b>

### WINNERS

Representatives from the food industries and educational institutes will judge the products. The awards will be presented to the most innovative food products under each theme at the conclusion of the event.



On the day of the event, each selected team will present their food products to the judges. Each team will be provided a table to display the product samples (min. 1 kg) for tasting. All the teams shall arrange on their part (plates, glasses) for the display of their food product. Spoons, napkins and water shall be provided by MIDFT.

❖ **The use of single use plastics for the display of the food products is strongly discouraged by the organizer.**

#### Programme Co-ordinators

Dr. Sheweta Mudgil, SSIP Co-ordinator, MIDFT

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Dr. Ami Patel, SSIP Co-ordinator, MIDFT

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#### Principal

Dr. D.A. Shukla, Principal & Dean

MIDFT

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**Food Product Innovation Contest (FPIC)**

**14<sup>th</sup> March 2023**

**Registration Form**

1. **Name of the Institute/University:**

2. **Name of the Faculty Mentor:**

**Email:**

**Phone No.:**

3. **Name of the Team Leader:**

**Email:**

**Phone No.:**

4. **Details of team members:**

S.No.	Team Member Name	Role and Responsibility

5. **Name of the Innovative Product:**

6. **Theme under which the team is applying:**



7. **Product Concept & Novelty of the product (in 100 words max, Attach separate sheet if required):**

8. **Nutritional Information/ Functional attributes of the product (Attach separate sheet if required):**

9. **Product Costing and Commercialization Potential:**

**Name & Signature of Faculty Mentor**

**Name & Signature of Team Leader**