



**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**  
**12<sup>TH</sup> MARCH 2024**

Mansinhbhai Institute of Dairy & Food Technology (MIDFT) under the Students Startup and Innovation Policy mandate is organizing “Food Product Innovation Contest (FPIC)” on **12<sup>th</sup> March 2024, Tuesday 10:00 AM** onwards 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. Prizes will be awarded most innovative food products prepared by student teams participating under different themes.

**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.



**Product Judging Criteria**

**All the food products will be judged on 50 points total, according to the following criteria:**

<b>Product Concept &amp; Novelty</b>	<b>20 points</b>
<b>Sensory/ Overall Acceptability</b>	<b>20 points</b>
<b>Product Costing &amp; Potential for Commercialization</b>	<b>10 points</b>