



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 21ST MARCH 2025



Mansinhbhai Institute of Dairy & Food Technology (MIDFT) under the Students Startup and Innovation Policy mandate is organizing "Food Product Innovation Contest (FPIC)" on 21st March 2025, Friday 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 Indigenous delicacies and Ethnic Foods-** It's time to reinvent our ethnic foods with a modern twist to make them more appealing and increase their acceptance, particularly among the younger 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 will focus on value-added food products derived from the waste materials of fruits, vegetables, cereals, oilseeds (such as stems, seeds, peels, etc.), and by-products of milk (e.g., whey, ghee residue, etc.), as well as the development of sustainable novel food products.
- 4. Functional Foods, Super foods and New Product Development-** will include food products that provide health benefits through specific ingredients, such as processed foods with health-boosting components, the use of unconventional ingredients, or entirely new products not yet commercially available. It will also focus on novel foods based on the One Health concept, promoting human, animal, and environmental health while ensuring ecological sustainability and animal welfare.



REGISTRATION

Students can form a team of five team members (max) including one team leader and register latest by 15th March, 2025. Each team must have a faculty mentor. The team registration link is: <https://forms.gle/M1rcDADyHvfXgTrq5>

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 17th March, 2025. *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:

	Product Concept & Novelty	25 points
	Nutritional Information/ Functional Attributes	15 points
	Product Costing & Potential for Commercialization	10 points

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. The expenses incurred for the development of the food product will be reimbursed to the team leader (up to Rs. 800 per team), provided they submit authentic (pukka) bills on the day of the event. 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.
- ❖ Kindly click on the link <https://forms.gle/f4GhBxrNDZ1ue7ST7> to view the list of food products prepared in the previous FPIC and ensure not to prepare similar products.

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