



# Mansinhbhai Institute of Dairy & Food Technology, Mehsana

(Affiliated to Kamdhenu University, Gandhinagar)

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

Organizes

## Food Product Innovation Contest (FPIC)

13<sup>th</sup> March 2026



Mansinhbhai Institute of Dairy & Food Technology (MIDFT) under the Students Startup and Innovation Policy (SSIP 2.0) of GoG mandate is organizing “Food Product Innovation Contest (FPIC)” on 13<sup>th</sup> March 2026, Friday at MIDFT, Mehsana. FPIC shall provide an opportunity for Academia (college students-UG/PG) to share their creative and innovative ideas for development of new food and beverage products.

### Themes for the Contest

**I.**

#### Organic / Natural Food products

Also known as biological food refers to foods and beverages produced using methods that comply with the standards of natural farming. Natural food product manufacturing is essential for promoting environmental sustainability, enhancing food safety, and fostering public health.

**II.**

#### Waste to Worth

Value-added food products derived from the waste materials of fruits, vegetables, cereals, oilseeds (stems, seeds, peels, etc.) and by-products of milk processing for the development of sustainable novel food products.

**III.**

#### Modern Twist to Indigenous delicacies and Ethnic Foods

Ethnic foods with a modern twist to make them more appealing and increase their acceptance, particularly among the younger generation.

**IV.**

#### Functional Foods developed under One health concept

Development of food products that provide health benefits through incorporation of specific ingredients, such as processed foods with health-boosting components not yet commercially available or novel foods based on the One Health concept, promoting human, animal, and environmental health while ensuring social welfare.

**V.**

#### 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.



Participants can form a team of four team members (max.) including one Team leader and register latest by 7<sup>th</sup> March, 2026. Each team must have a faculty mentor. Further, max. 2 teams per theme per institute should be register. The registration link is: <https://forms.gle/LRFXP2XqrUvrcts6> or you can directly scan the QR code.

All the entries will be screened for innovation/novelty by FPIC Screening committee. According to the preliminary screening criteria, the decision shall be informed to the successful teams by 9<sup>th</sup> March, 2026.



## 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**
- 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.

## Requirements

- 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. 600 per team), provided they submit authentic (pukka) bills on the day of the event. However, T.A./D.A. bill will not be reimbursed, participants have to manage it by their own source. If required, institute may help to arrange food and accommodation on request.
- All the teams shall arrange on their part (plates, glasses, spoons, etc.) for the display of their food product. Tables, Napkins and water will be provided by MIDFT.

- ❖ Registration fees: Only selected teams have to pay 100 Rs. per team on the day of the event
- ❖ 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/WdjsG6fgTRyKU7D7A> to view the list of food products prepared in the previous FPIC and ensure not to prepare similar products.

### Programme Co-ordinator

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### Principal & Dean

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