

# Report On

## Food Product Innovation Contest (FPIC 2023)

Organized by Innovation Cell, MIDFT on 14<sup>th</sup> March, 2023

*Under SSIP 2.0 Mandate*

On 14<sup>th</sup> March 2023 (Tuesday), Mansinhbhai Institute of Dairy & Food Technology (MIDFT) under the Students Startup and Innovation Policy mandate had organized one day “Food Product Innovation Contest (FPIC)” at MIDFT, Mehsana from Morning 10:00 am - 1:00 pm. In this food contest, 99 students & faculty mentors from different universities of Gujarat participated and presented innovative food products through their creative thinking and innovation. During the programme, Hon’ble Chairman of Dudhsagar Dairy Sh. Ashokbhai Chaudhary and MD, Dudhsagar Dairy Sh. Dhirajkumar Chaudhary encouraged the students and felicitated the winners with a trophy and certificates.

Among the four themes, in the first theme i.e. New Product Development (NPD) Velberry Delight from MIDFT secured First position while Hibiscus Based Nettle Green Tea (Ganpat University, Kherva) secured second position. Additionally, under NPD, an Appreciation prize was awarded to a team from Parul University for Plant Based Energy Bar. In the second theme, Waste to Worth, Pro-wy (whey based probiotic ice candy) from MIDFT secured First position while Whey Chhash (from MIDFT) secured second position. In the third theme Modern Twist to Heritage Foods, Millet Fantasy (millet based chocolate) from MIDFT secured First position while Shrikhand Tarts (from MIDFT) secured second position. In the Fourth theme Process Innovation, Crispy Mawa Delight (made from milk powder) secured First position whereas Millet Laddoo (Sorghum based, microwave assisted) secured second position and both the teams were from MIDFT.

