

Report On

Food Product Innovation Contest (FPIC 2024)

Organized by Innovation Cell, MIDFT on 12th March, 2024

Under SSIP 2.0 Mandate

On 12th March 2024 (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 09:45 am - 1:30 pm. In this food contest, 115 students & faculty mentors from different universities of Gujarat participated and presented innovative food products through their creative thinking and innovation. During the programme, the Chief Guest, Sh. Dhirajkumar Chaudhary MD, Dudhsagar Dairy, and other dignitaries- Sh. P.B. Bhambi, ED Dudhsagar Dairy; Sh. Aswinbhai Chaudhari, Sr. Manager Dudhsagar Dairy; Dr. D.A. Shukla, Principal & Dean, MIDFT; Sh. Pinal Shah, General Manager (Accounts), Dudhsagar Dairy gave speech to encourage 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) Multi Millet Chyawanprash Cookies and Beety bites from Parul University, Vadodara secured First position. Giant Millet Fries (Parul University, Vadodara) and Shatvera Lassi (G. N. Patel College of Dairy Science, Kamdhenu University, Sardarkrushinagar) secured second position. Additionally, under NPD, an Appreciation prize was awarded to a team from MIDFT for Health Vita. In the second theme, Waste to Worth, Gooseberry Whey Jelly from MIDFT secured First position while Nutriseed Bites (from Parul University, Vadodara) secured second position. Additionally, under Waste to Worth, an Appreciation prize was awarded to a team from MIDFT for Ragipe’s tart. In the third theme Modern Twist to Heritage Foods, Prebiotic Shrikhand Cones from MIDFT secured First position while Millet Nachos (from Parul University, Vadodara) secured second position. Additionally, under Modern Twist to Heritage Foods, an Appreciation prize was awarded to a team from MIDFT for Khoa honey waffle. In the Fourth theme Process Innovation, Healthy Haldi Butter from MIDFT secured First position while Mava bliss bites (from MIDFT) secured second position. Additionally, under theme Process Innovation, an Appreciation prize was awarded to a team from MIDFT for Kalakand Delicacy.

FOOD PRODUCT INNOVATION CONTEST-2024

12TH MARCH, 2024

