

Report On

State Level Food Product Innovation Contest (FPIC 2025)

Organized by Innovation Cell, MIDFT on 21st March, 2025

Under SSIP 2.0 Mandate

On March 21, 2025, the Mansinhbhai Institute of Dairy & Food Technology (MIDFT), Mehsana, organized the State Level Food Product Innovation Contest (FPIC) 2025 under the Students Startup and Innovation Policy (SSIP) mandate. The event saw the enthusiastic participation of 30 teams from various universities across Gujarat, who presented innovative food products demonstrating their creativity and scientific approach to food innovation.

The contest was divided into four exciting themes:

1. **Modern Twist to Indigenous Delicacies and Ethnic Foods**
2. **Process Innovations in Food Product Development**
3. **Waste to Worth**
4. **Functional Foods, Superfoods, and New Product Development**

During the event, the Chief Guest, **Sh. Dhirajkumar Chaudhary**, Managing Director of Dudhsagar Dairy, along with other dignitaries, including **Sh. P.B. Bhambi**, Executive Director of MIDFT, and **Dr. D.A. Shukla**, Principal & Dean of MIDFT, addressed the participants, encouraging them to continue pursuing innovation in the food and dairy sector. The winners were honored with trophies and certificates.

Results of the contest by Theme:

- **Functional Foods and New Product Development (NPD):**
 - **First Position:** Multigrain Greek Yoghurt Parfait Dessert (SMC College of Dairy Science, Anand)
 - **Second Position:** Chocolate with Modern Twist (Parul University, Vadodara)
 - **Third Position:** Millet Fantasy Bites (MIDFT, Mehsana)
- **Waste to Worth:**
 - **First Position:** Proffee Whey (MIDFT, Mehsana)
 - **Second Position (Joint):** Amlafit Whey (MIDFT, Mehsana), Wheylicious Bliss (MIDFT, Mehsana)
 - **Third Position:** Whey-based Kanji (SMC College of Dairy Science, Anand)
- **Modern Twist to Heritage Foods:**
 - **First Position:** Herbal Harmony Delight (G.N. Patel College of Dairy Science, Kamdhenu University, Sardarkrushinagar)
 - **Second Position:** Peanut Gulkand Truffles (SMC College of Dairy Science, Anand)
 - **Third Position:** Golden Crespon (MIDFT, Mehsana)
- **Process Innovations in Food Product Development:**
 - **First Position:** Yogoberry Chocobar (MIDFT, Mehsana)
 - **Second Position:** Chaaspopz (MIDFT, Mehsana)
 - **Third Position:** Spreda Paneer (MIDFT, Mehsana)

The event concluded with a heartfelt vote of thanks from the **SSIP Coordinator, Dr. Ami Patel**, who expressed gratitude to the distinguished guests, participants, judges, and attendees for making the event a success.

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