

**Report on**  
**“Food Product Innovation Contest (FPIC 2026)” organized by Innovation Cell,**  
**MIDFT on 13<sup>th</sup> March, 2026 Under SSIP 2.0 Mandate**

On Friday, 13<sup>th</sup> March 2026, Innovation cell of Mansinhbhai Institute of Dairy & Food Technology (MIDFT), Mehsana, organized a one-day “Food Product Innovation Contest (FPIC)” under the Students Startup and Innovation Policy (SSIP 2.0). The event was held from 9:30 AM to 2:30 PM and witnessed enthusiastic gathering of more than 200 students, faculty mentors and DudhSagar dairy officials.

There was a presence of more than 115 students who participated in the event from various institutes across Gujarat. Participants showcased their innovative food products, reflecting creativity, technical knowledge, and entrepreneurial thinking. The programme was graced by an expert panel of judges who evaluated the products through tasting and scoring based on several criteria, including product concept and novelty, nutritional value and functional attributes, as well as product costing and commercialization potential. All participants were also provided lunch by the host institute.

Table: 1 List of winning products & respective institutes under various themes

Sr. No.	Theme type	Name of the product	Name of institute
1	Organic/Natural Food products	<b>First</b> : Nutrishakti multi vitamins veg energy bites	A. D. Patel Institute of Technology, V V Nagar.
		<b>Second:</b> Berrylicious Cone	S.M.C College of Dairy Science, Anand
2	Modern Twist to Indigenous delicacies and Ethnic Foods	<b>First</b> : Shakti raabdi	Mansinhbhai Institute of Dairy & Food Technology, Mehsana
		<b>Second:</b> Beetaluxe Mawa Shrikhand	S.M.C College of Dairy Science, Anand
3	Waste to Worth	<b>First</b> : Whey-Fusion Delight	S.M.C College of Dairy Science, Anand
		<b>Second:</b> Spiced Whey Tepache	S.M.C College of Dairy Science, Anand
4	Process Innovations in Food Product Development	<b>First</b> : Milk orange jelly cube	Mansinhbhai Institute of Dairy & Food Technology, Mehsana
		<b>Second:</b> Paneer softy/mousse	Mansinhbhai Institute of Dairy & Food Technology, Mehsana
5	Functional Foods and food products developed under One health concept	<b>First</b> : Synspark	A. D. Patel Institute of Technology, V V Nagar.
		<b>Second:</b> Herbal paneer spread	College Of Dairy Science, Amreli

The award ceremony commenced with a prayer presented by the girl students of MIDFT. This was followed by a welcome address by Dr. Ami Patel, SSIP Coordinator at MIDFT, Mehsana, who briefed the participants on the various student centric activities as well as programs conducted by the institute's Innovation Cell on regular basis. Dr. D.A. Shukla, Principal and Dean of MIDFT, then addressed the gathering, motivating students to strive for innovation and excellence in the food sector. The winners were felicitated with trophies and certificates in recognition of their outstanding achievements.



*Glimpse of the FPIC 2026 organized by Innovation cell of SSIP at MDFT Mehsana*