

WORLD FOOD DAY- 2020

COLLEGE OF DAIRY AND FOOD TECHNOLOGY MPUAT, UDAIPUR (RAJ.) 313001

RULES FOR ONLINE CELEBRATION OF WORLD FOOD DAY- 2020 on 16 Oct, 2020

General Rules

1. Participants can take part in multiple activities.
2. Activities with their time and Google meet links are as follows:

S.No.	Event	Time	Google Meet link
1	New Product Development	11:00 am	https://meet.google.com/eba-pqmz-rew
2	Ad Making	12:00 noon	https://meet.google.com/gfr-vzcs-jon
3	Poster Presentation	2:00 pm	https://meet.google.com/tsu-buws-xuj

3. Participants have to submit their entries to worldfooddaycdf@gmail.com on 15 Oct 2020, by 6:00 pm. After that no entries shall be considered.
4. Participants have to present their activities in front of expert panel in online celebration of the event.
5. Handmade poster/ digital poster should be submitted to worldfooddaycdf@gmail.com in form of pdf not more than 8MB.
6. **Participants shall receive code for particular event and they shall be called by same.** Absent participants shall be considered disqualified.
7. For all activities decision of the jury shall be considered as final.
8. Winning and participation certificates will be sent of the provided mail ids.
9. For further queries contact,
worldfooddaycdf@gmail.com manvikjoshi2001@gmail.com

EVENT-WISE RULES

NEW PRODUCT DEVELOPMENT

Everybody loves food. For some people food is always the thought and the fact that for some people food is like life compels them to look for new exotic flavours. For that some people also do some crazy experiments with their ethnic food. So we are obliged to provide you a platform where you can showcase your innovative ideas and bring it under

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the spotlight and make it available in the shelves. Your ideas are welcomed in any food category. Please note your product should be related to given theme;

THEME- “Smart Solutions for Healthy Diets”

- ✓ You are supposed to prepare a project report regarding new product mentioning the innovation, manufacturing procedure, shelf life, nutrient content, health claims and commercial and marketing aspects with pictures & / or videos.
- ✓ Participants have to present their idea within 5 minutes
- ✓ For any queries regarding this event contact

Sh. Kamallesh Meena (kamleshrij14@gmail.com, 9680184316

Mansi Pujari (pujarimansi8@gmail.com), 8690607371

Manvik Joshi (manvikjoshi2001@gmail.com), 6377688049

AD MAKING

Advertising is the best of the means of communication with the consumers of a product or service, using any audio or visual media. A flashy and attractive ad makes customer take a glance of the product, get influenced and buy it. So, if you have such an active talent and want to explore it, WFD-2020 is giving you an opportunity to show your talent of ad-making. Impress upon the audience with your cool advertisement.

- ❖ Time limit for showcasing ad is maximum of 45 seconds. It is a solo event with 1 person acting and 1 helper may be used for holding props in the video shoot.
- ❖ Participants have to present in not more than 3 minutes. Exceeding the time limit shall have negative impact on their performance.
- ❖ THEME: ‘Role of immunity boosters in combating COVID - 19 diseases’
- ❖ For any queries regarding this event contact

Anusha Upadhyay (anushaupadhyay74@gmail.com)

Manvik Joshi (manvikjoshi2001@gmail.com), 6377688049

POSTER PRESENTATION

A picture is worth a thousand words and a poster is worth a million! Posters are representative of the work, designed to be eye catching for the viewers and informative about the work. This event is for you as an opportunity to give your ideas and present it vividly.

Participants have to make poster on any of the following theme:

- Scope of development of value-added dairy and food products to boost immunity
- Ready-to-eat (RTE) food products.
- Nutraceuticals in food during pandemic: a focus on self protection.
- Need/ role of thermal processing for food preservation or extending shelf life.
- Wonders of food fortification.
- Role of FSSAI for ensuring food safety in India.

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- Participants have to present poster in not more than 3 minutes. Exceeding the time limit shall have negative impact on their performance.
- Poster should be creative and catchy. Slogans can be added in Hindi or English to elaborate the theme.

For any queries regarding this event contact

Adhishree Sanadhya (adhishreesanadhya@gmail.com), 9511534417

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