



1. BRIEF DESCRIPTION OF THE EVENT:

“DEVELOPMENT OF IMMUNITY BOOSTER FOOD PRODUCT”

Theme: Novel Food product development with immunity booster properties.

Objectives:

- Selection of raw materials with natural components which are responsible for enhancing immunity.
- To maintain the nutritional value of food product after processing.
- The product should highlight an ingredient that has positive impacts on health while enhancing the sensory properties of food product.

Guidelines:

- Students can participate individually or in a group of two.
- Students must register on AYF website and fulfill all the registration requirements before the last date.
- Participants can develop products at home with available ingredients and record a video.
- Participants will be invited online to present the product video and answer the Judges questionnaires.
- Also, student should mention his/her name and institute name in the document file.
- It is necessary to specify the role of every ingredient used during the development of food product.
- Deviation from the theme in any form would lead to disqualification.

2. **ELIGIBILITY** – Individual/Group Participation will be open for; University/College Students pursuing UG/PG or research scholars. Institute Identity Card is mandatory.

3. **REGISTRATION FEE** – NIL

4. **DATE AND TIME OF EVENT:**

| | DAY 1 | DAY 2 | DAY 3 |
|----------------------------------|--|--|---|
| DESCRIPTION OF ACTIVITIES | <ul style="list-style-type: none">• Deadline for registration.• Submission of videos with details of developed product. | <ul style="list-style-type: none">• Meeting will be conducted, and the top selected students will give presentation.• Judging | <ul style="list-style-type: none">• Announcement• Feedback |

5. **EVENT JOINING DETAILS (LINK):** MS team code - **evbwmwb**

6. **HELP DESK NO/ WHATSAPP NO/SIGNAL NO.:** Mr. Ivan Mathew (+91-9871583520); Mr. Bhoomish Purswani (+91-6307317088); Ms. Akanksha Agrawal (+91-7239959569)

7. RULE AND REGULATIONS FOR EVENT:

- Participants supposed to submit a recorded video with a brief note about the developed food product based on the theme. (Mail id- youthhaift@gmail.com)
- The link will be provided for uploading the video.
- With video, it is must to upload details such as number of ingredients, any special additive, and pictures of product in form of word/pdf document.

JUDGEMENT CRITERIA:

Jury and Evaluation

1. Participants' performance will be evaluated on 2 criteria's:

- Evaluation of the processing technique – participants will be presenting online his product before the judges. Judge/judges will evaluate the importance of ingredient and the techniques used during processing with special reference to loss of nutrients during processing.
- Evaluation of the final product –the evaluation of the final product will be judged by candidate's presentation and its expected nutritional value with special reference to its immunity properties and its presentation.
- **Evaluation is based on the following criteria:**
 - Concept -40%
 - Process Innovation and Presentation – 60%-

8. PRIZES:

Attractive prizes will be given to the winners and participants.

9. EVENT COORDINATORS:

FACULTY COORDINATOR:

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