



# 8<sup>th</sup> International Food Convention (IFCON)

## HASHTAG

(Holistic Approaches for Start-ups, Human Resource Training for Agriculture and Food Industry Gemmation)

December 12-15, 2018; CSIR-CFTRI Campus, Mysore, India



## AFST(I) FOOD START-UP INNOVATION AWARDS

Powered by Chitale Group

Knowledge Partner YES Bank

### Guidelines

**Giving Job is always better than seeking one!**

Indian Food Industry is going through a big change. While conventional businesses are growing, younger minds are bringing major impact through new startups and innovative businesses.

Startup India is a flagship initiative of the Government of India, intended to build a strong eco-system for nurturing food innovation and Startups in the country. Its been over a decade that startups\* caught the attention when young vibrant minds started shunning the conventional jobs by pursuing out of the box ideas as their career choices.

AFST (I) announces the Startup Awards to recognize Start-Ups that have significantly contributed towards the growth & development of food processing sector through path-breaking technology and innovations across the processed food value chain and ecosystem. Through the Startup Awards, we strive to engage with startups and investors, identify the deserving startups and provide the necessary mentoring through our scientific expertise and the financial acumen of our Knowledge Partners, Yes Bank.

Startup Conclave is planned as the flagship program during the 8th International Food Convention (IFCON) with the theme “#IFCON2018 (HASH TAG), Holistic Approaches for Start-ups, Food Innovations, Human Resource Training for Agriculture and Food Industry Gemmation, at CFTRI Mysore from 12TH December to 15th December 2018, supported by CSIR-CFTRI, Mysore and DRDO-DFRL& Ministry of food processing & FSSAI

**Objective:** To fuel and nurture the innovative minds of FOOD STARTUPS and provide them a platform to showcase their business to the industry experts and thus helping new 'Food Start-Ups' to grow, explore, learn and excel for 'Make in India program'.

### Who can participate?

Any Food start-up company/Private Firm/Partnership firm (Indian/foreign)

- 1) Registered firm/Business
- 2) Less than 7 years of establishment.
- 3) Less than 25 Cr Turn over 2017-18 (and in past 7 years)

What you need to do ?

Start-up needs to apply for start-up award

One start-up can apply for one entry only

No registration fees.



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### Methodology

1. Startup companies will apply for startup award in prescribed format.
2. Startup can apply in any one category
  - 1) Food Products Manufacturing Business
  - 2) Food Service Business (like app, delivery etc.)
  - 3) Food Retail Business, including QSRs
  - 4) Others
3. Once the entries are received, it will be evaluated by the jury

Selection would be based on

Factor of Innovation  
Problem addresses /Consumer need solved  
Progress so far  
Future prospects /Scalability  
Social impact if any

4. A total of 15 shortlisted start-up companies, chosen across all categories will be invited for presentation during IFCON 18 at CFTRI Mysore
5. Selected Start-up companies (Maximum 15) will present their idea to Apex Jury during IFCON 2018.
6. Invited companies will make 3-5 min AV presentation to apex jury during IFCON 2018. This will be followed by 5 mins of interaction with jury and audience
7. Top 3 Start-up will be selected as winners.
8. Top winners will get cash prize Rs 25,000/20,000/15,000/- each, appreciation certificate and mentoring by Experts.
9. Other invited startups companies will get chance to interact with Top CEOs/Investors/Technocrats/Entrepreneurs
10. The stories of the shortlisted 15 companies will be published in the Indian Food Industry Journal.



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### Some basic rules

- ✚ No Registration fees for applying for startup award
- ✚ One startup company can make only one entry and only one person per company
- ✚ 15 selected startup entries will be invited by AFST(I) for IFCON 18 at Mysore
- ✚ Registration/Economy Air fare (shortest distance )/Lodging(Double Occupancy) will be given for one person per shortlisted company
- ✚ Apex Jury results would be final

### Important Dates

Last date of receipt of applications:	10 <sup>th</sup> November 2018
Scrutinizing the applications and selection of three startups:	15 <sup>th</sup> November 2018
Travel to IFCON 2018:	12 <sup>th</sup> December 2018
Presentation to Apex Jury:	14 <sup>th</sup> December 2018
Presentation of AWARD: (during closing ceremony)	15 <sup>TH</sup> December 2018

Kindly send your Entries to:

Dr. Aashitosh A Inamdar  
Organising Secretary  
#IFCoN2018  
Association of Food Scientists & Technologists (India)  
CSIR-CFTRI Campus  
Mysore-570020, Karnataka, INDIA  
Email : [ifconstartupawards@gmail.com](mailto:ifconstartupawards@gmail.com)

For any query please do contact to:

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