



ALUMNI ASSOCIATION  
&  
SMC COLLEGE OF DAIRY SCIENCE  
ANAND AGRICULTURAL UNIVERSITY  
ANAND (GUJARAT)



*Organizes*

**NATIONAL DAIRY PRODUCTS JUDGING CONTEST  
&  
NATIONAL DAIRY & FOOD QUIZ CONTEST**

**6-7 October 2014, Anand**

**11<sup>th</sup> National Dairy Product Judging Contest -2014**

Increasing quality consciousness of consumers make it necessary for the dairy plant personnel to monitor sensory qualities of dairy products with great vigilance. With a view to provide necessary exposure of judging and skill development for better sensory evaluation of dairy products in the technocrats; Alumni Association of SMC College of Dairy Science in collaboration with Faculty of Dairy Science, Anand Agricultural University, Anand is organizing 11<sup>th</sup> "National Dairy Products Judging Contest" on 6<sup>th</sup> October, 2014 (Monday).

**Who can participate?**

There will be two categories of participants (1) UG or PG students from academic institutions and (2) Dairy plant personnel. In each category, a team of 2 members (sensory evaluators) can participate. Each institution/dairy plant can send only one team for the contest. A teacher/team leader may accompany each team.

**Types of products and system of evaluation**

The products selected for this year's judging contest are **Milk, Dahi and Ghee**. Standard score-cards will be given to each evaluator. The panelist may be asked to identify as well as rank the intensity of defects. The scores given by individual panelists and team average will be compared with the score given by an expert panel for deciding the winners. In each category, two trophies will be given for the winning teams. Two prizes will also be given to individual evaluators. All the participants will be given a certificate of participation.



## The program

Registration and verification of documents	08.30 -09.00
Introduction about the event	09.00- 10.00
Contest in various groups	10.00 - 13.00
Lunch break	13.00- 14.00
Producer-Consumer interaction event	14.00- 16.00
Prize distribution ceremony	16.00 - 17.30

### Direct Producer-Consumer Interaction

The industry has always been looking for a platform of interaction with its consumers directly. It is said that the “Consumer is the King” and his/her feedback is considered to be the most valuable. Having identified this need of the industry, we had organized “Direct Producer-Consumer interaction” event last year. Looking to the success of the event, we would like to repeat it this year too. This event is planned between 14.00- 16.00. The participating industries may bring their newly developed products and exhibit during the event. We plan to invite selected persons, representing different segments of the society and of different age groups, viz., engineers, doctors, professionals, house-wives, working women, academicians, youths and few school children, etc. who are the direct consumers of the dairy products. The industry may get direct feedback on their products from this selected group. Those industries who wish to bring their products for this event are required to inform us about the products in advance and shall come with their own feedback forms.

## 7<sup>th</sup> National Dairy & Food Quiz Contest

The purpose of Dairy & Food Quiz contest is to generate interest among the technocrats about the technical developments in the dairy & food field as well as to refresh their knowledge on various aspects of food including dairy field. Keeping the above objectives in view, Alumni Association of SMC College of Dairy Science in collaboration with Faculty of Dairy Science, Anand Agricultural University, Anand is organizing 7<sup>th</sup> “National Dairy & Food Quiz Contest” on 7<sup>th</sup> October, 2014 (Tuesday).

### The participants

The participants will be UG or PG students from academic institutions as well as technical staff from dairy/food plants. Each organization can sponsor only one team of two members. The organization may also bring one team manager.

### The contest

The quiz questions will be related to various aspects of Dairy & Food (Technology, Engineering, Chemistry and Microbiology, Business Management, ISO-HACCP, Legal and other Standards, etc). It will be in various rounds like written screening, True or False, multiple choice questions, identification, buzzer, rapid fire, etc. Amongst both categories (i.e. Academic & Dairy Plant) total three trophies will be given for the winning teams. All the participants will be given a certificate of participation.

## The program



Registration&verification of documents	08.30 - 09.00
Introduction about the event	09.00- 10.00
Preliminary screening by written test	10.00 - 11.00
Contest in various groups	11.00 - 13.00
Lunch break	13.00- 14.00
Final round of quiz	14.00 - 16.00
Prize distribution ceremony	16.00 - 17.30

## Registration

Registration fee of Rs. 2000/- is to be paid, separately for each event (Rs 4000/- for both the events) by each team by money transfer or sending a DD/multi-city cheque drawn in favour of "Alumni Association, SMC College of Dairy Science, Anand". Accommodation can be provided on campus on request on payment basis, which costs about Rs. 100-300 per person per day based on availability. Prior booking is required to avail this facility. The Brochure and Registration form can also be downloaded from [www.aau.in](http://www.aau.in), [www.smcalumni.net](http://www.smcalumni.net)

## The last date

The last date for registration for each event is **8<sup>th</sup> September 2014**. All interested institutions and dairy/food plants are requested to fill up the registration form and send it with registration fees to;

### Prof. Istiyak Chauhan,

Joint Secretary, Alumni Association,  
Dairy Engineering Department, SMC College of Dairy Science,  
Anand Agricultural University, Anand – 388 001 (Gujarat)  
(09924023097, [istiyakhusen@gmail.com](mailto:istiyakhusen@gmail.com))

### Important contacts:

**Dr B.P. Shah**, Principal & Dean, SMC college of Dairy Science, (02692 261030, [principaldsc@yahoo.com](mailto:principaldsc@yahoo.com))

**Dr J.B. Prajapati**, President, Alumni Association, (09879105948, [jbprajapati@gmail.com](mailto:jbprajapati@gmail.com))

**Dr H.G. Patel**, Secretary, Alumni Association, (09429031329, [hgpatel311@gmail.com](mailto:hgpatel311@gmail.com))

**Dr Atanu Jana**, Organizing Secretary, National Dairy & Food Quiz Contest, (09375012630, [atanujn@gmail.com](mailto:atanujn@gmail.com))

**Dr P.S. Prajapati**, Organizing Secretary, National Dairy Products Judging Contest, (09898737833, [psp1008@yahoo.com](mailto:psp1008@yahoo.com))

**Prof. Satish Parmar**, Convener, Registration committee, (09978415906, [parmarsatya@yahoo.com](mailto:parmarsatya@yahoo.com))

**Prof. C. S. Baladhiya**, Convener, Accommodation and Transport committee, (09898067154, [csbaladhiya@gmail.com](mailto:csbaladhiya@gmail.com))