



PAAVAI ENGINEERING COLLEGE

(Autonomus)

Techfinix'26

DEPARTMENT OF FOOD TECHNOLOGY

FLUXGUARD (Paper presentation) :

Faculty Name : Mrs.A.Subashini ASP/FT	Student Name : R.Nishanthi IV Year /FT
Faculty Number : 9487019787	Student Number: 9443827268

Description :

Fluxguard is a technical paper presentation event that provides a platform for participants to showcase their research ideas, innovative concepts, and technological advancements in the field of Food Technology. Participants are invited to present original research, review papers, novel product developments, sustainable solutions, and emerging technologies that address real-world challenges in the food industry.

Rules & Instructions :

Team Size: 1–3 participants per team.

- Participants must present an original research paper, review paper, innovative concept, product development, or emerging technology related to Food Technology.
- The presentation must be relevant to the selected theme/topic.
- Participants must submit their presentation/materials within the specified submission deadline.
- Each team will be given a fixed presentation time, followed by a Q&A session.
- Participants must clearly explain the objective, methodology/concept, results or expected outcomes, and applications of their work.
- Plagiarism or copied content will result in disqualification.
- Participants must be prepared to answer questions from the judges.
- Evaluation will be based on technical content, originality, innovation, research methodology, presentation skills, clarity, and Q&A performance.
- Judges' decision will be final and binding

FOOD FORENSIC:

Faculty Name : Mr.K.Naveenkanth ASP/FT	Student Name : S.Sona IV Year /FT
Faculty Number :8668153027	Student Number :7708995739

Description:

Food Edition is a unique event that challenges participants to think like a food company's branding and marketing team. Each team will receive a random combination of a food product, a theme, a target customer, and an advertisement style. Using these challenge cards, participants must design and perform a compelling advertisement that creatively promotes their product while effectively delivering the assigned message. The performance should showcase innovation, communication, teamwork, and marketing strategy, while demonstrating an understanding of consumer needs and food product promotion. Teams will be evaluated based on creativity, originality, relevance to the theme, audience engagement, product promotion strategy, team coordination, and presentation skills. The team that delivers the most impactful and convincing performance will be crowned the BrandStorm Champion.

Rules & Instructions:

Team Size: 2–3 participants.

- Each team randomly selects an envelope containing Food Product, Theme, Target Customer, and Advertisement Style.
- All four cards must be used in the advertisement.
- Preparation: 5 minutes.
- Performance: 60–90 seconds.
- The advertisement must be creative, relevant, and suitable for the target audience.
- Simple props, acting, and dialogue are allowed.
- Offensive or misleading content is not permitted.
- Evaluation is based on creativity, originality, promotion, audience engagement, teamwork, and presentation.
- Judges' decision will be final.

DEDUCTRA :

Faculty Name : Mr.A.C.Mukesh Kumar ASP/FT Faculty Number :9750619052	Student Name : P.Gopika IV Year /FT Student Number : 8220402127
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Description:**Ultimate Food Investigation Challenge**

Step into the role of a Food Quality Investigator and solve a real-world food industry case through scientific investigation and critical thinking. Each team will receive a unique case file based on a food product and must uncover the root cause of the problem by examining evidence collected from different stages of the food production process. Participants will perform

practical tasks such as quality testing, packaging inspection, and evidence analysis while interpreting laboratory findings and industry records to make informed decisions.

Rules & Instructions :

Team Size: 3 participants.

- Roles: QC Investigator, Packaging Investigator, Investigation Officer.
- Duration: 30 minutes.
- Case File: 3 minutes.
- QC Test: 5 minutes.
- Packaging Inspection: 5 minutes.
- Investigation Desk: 7 minutes.
- Final Decision & Presentation: 10 minutes.
- Each team receives a unique case file and must identify the root cause using the evidence provided.
- Mobile phones, internet, and outside assistance are not allowed.
- Proper laboratory safety must be followed.
- Evaluation: Technical Accuracy, Evidence Analysis, Problem-Solving, Teamwork, and Time Management.
- Judges' decision is final.