



National Conference **MILLETS**

The Future Super Food for India

23rd June, 2022; Hotel Le-Meridien, New Delhi

Invited Chief Guest

Shri Pashupati Kumar Paras

Hon'ble Minister for Food Processing Industries,
GoI

Invited Guest of Honour

Smt. Anita Praveen

Secretary, Ministry of Food Processing Industries,
GoI



THE ASSOCIATED CHAMBERS OF COMMERCE AND INDUSTRY OF INDIA

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BACKGROUND

“NEED TO PROMOTE SUSTAINABLE FOOD SYSTEMS THAT FOSTER DIVERSIFIED, BALANCED AND HEALTHY DIETS THAT INCLUDE A VARIETY OF FOODS.”

Our nation beholds the very thriving agro climatic zones which surpasses the biological biodiversity on the aspect of crops, plants, animals etc. In terms of crop diversity India has variety of crops who are naturally nutritionally potent and capable to suffice nutritional needs of an individual. Also, these crops have a potential to deliver the value-addition ascribing product development. The product development from these crops can help in stabilising or enhancing their nutritional profile, taste and palatability, with elongation of their shelf life. Value Addition of a crop has multiple benefits it can be beneficial for the farmers to get optimum revenue for their farming enterprises. What's more, it can help food processing industries to garner new products who have health benefits and are economically significant.

Presently, industries are focusing on capturing the market of health and nutrition through food. Food being an integral part of one's sustenance which should have nutritional and energetic support. One of the crop is Millet which is the ancient crop and been used from years, it is still utilised in the edible manner in many parts of the world and especially in India. But it still need to surmount the people's mindset from abstaining from consuming it. Millets are cultivated in low-fertile land, tribal and rain-fed and mountainous areas. These areas include Haryana, Uttar Pradesh, Gujarat, Rajasthan, Madhya Pradesh, Karnataka, Tamil Nadu etc.

Most of the population prefer rice, wheat, maize over millets and only occasionally consume this crop. And thereby Millet is becoming limited to a region and communities in terms of its regular or daily consumption. Moreover, only few of the cultivars are consumed whereas; there are many varieties of Millets having an applausive nutritional profile. On a crop physiological side, millets are sturdy and have less moisture intake, the plants can withstand with various externalities comparing to its counterparts. Millets can also very well fit into multiple cropping systems under irrigated as well as dryland farming due to their short growing season.

Government has recognized the role of millets in the food chain. Under the National Food Security Mission (NFSM) of the preliminary targets for enhancing food grain production by an additional 25 Million Tonnes, the share allocated for millets is 2 Million Tonnes i.e. 8% of the enhanced food grain production. For maximising its consumption it is necessary to target on millet's

marketability with palatability, due to taste preferences among people. Many new products can be developed who can intrigue people for consuming them. Such as; biscuits/cookies, noodles/pastas, savoury snacks or chips/crisps, health drink mixes, plant-based milk/patties etc. Apart from this millets can also be utilised as feed, fodder, and in brewery.

In a study conducted by the Ministry of Agriculture & Farmers Welfare, in consecutive year 2016-2017, the cultivated area of millet declined with 60% less coverage area (to 14.72 million hectares) due to change in dietary preferences and consumption pattern. In which conversion of irrigated land for wheat and rice production risen the unavailability of millets, low yield, and less demand. This resulted in declining in the level of nutrients like vitamin-A, protein, iron and iodine in women and children leading to malnutrition since the population is relied single type of crop cultivar or staples to suffice the nutritional needs such as; consumption of wheat as chapatti or roti, and rice with some vegetable preparation.

The Indian policymakers have refocused their attention towards millet farming systems and enacted policies to create an enabling environment for the farmers. With respect to millets production, some of the existing schemes by the Government of India include: Integrated Cereals Development Programmes in Coarse Cereals (ICDP-CC) based Cropping Systems Areas under Macro Management of Agriculture (MMA). Initiative for Nutritional Security through Intensive Millet Promotion (INSIMP) a part of Rashtriya Krishi Vikas Yojana (RKVY) which is the only comprehensive initiative to support millet production. Rainfed Area Development Programme (RADP) a component of the RKVY.

Nutritious food is human's fundamental need. Hence, to address this subject matter of international importance, ASSOCHAM is organising a National Conference on Millets: The Future Super Food for India at 9:30 am on 23rd June, 2022 at Hotel Le-Meridien, New Delhi. This conference will provide the platform for food industry leaders; practitioners; scientists; farmers; organized agriculture; civil society; government policy makers, the private sector; and NGOs to discuss and share experiences on successes, and to deliberate the challenges to nutrition through food with special focus on innovation, marketability & palatability.

OBJECTIVES

The conference will focus on the following objectives:

- To attain Nutritional Security through the cultivation of Millets and to develop novel food product range from Millets.
- To improve ways to reach the most vulnerable population with nutritious foods, and strengthening food distribution system in order to eliminate the problem of food and nutrition insecurity.
- To strengthen institutional and policy environments, processes and incentives that foster appropriate forms of collaboration across nutrition-relevant, and millet based sectors (such as food processing, health, education, etc.).
- To strengthen and seek ways to make the regulatory framework as per our country's needs.
- To align agricultural research investments to support nutritional improvement, such as more research on millet's shelf-life enhancement after post and pre harvest.
- To focus on improving infrastructure for processing, storage, and preservation to retain nutritional value and food safety, to reduce seasonality and postharvest losses, and to make healthy foods convenient to prepare.
- To develop a viable millet production value chain, and to promote marketability and awareness for the Millets.

PARTICIPANTS

- Food Processing Companies
- Government Bodies/ State Enterprises
- Multilateral Agencies
- Health Institutions
- Health Oriented Brands
- Global Leaders
- Foreign Missions in Nutrition and Food Processing Sector
- Farmers and Agri Entrepreneurs
- Policy makers, Scientists & Academicians
- Agro & Food Industry
- Start-Ups
- Food product/ Semi-finished Products Manufacturer
- Beverage Industries
- Brewing Industries
- Food Service Equipment Dealer/ Distributor



PARTNERSHIP OPPORTUNITIES

| Category | Amount (INR) | Logo in the main Backdrop | Acknowledgement in the Thank you Panel | Corporate Literature in Delegate Kit | Speaker Opportunity in Technical Session | Speaker Opportunity in Inaugural Session | Corporate movie in Tea Break (3 min.) | Standee at the Conference Venue | Delegate Passes |
|------------|--------------|---------------------------|--|--------------------------------------|--|--|---------------------------------------|---------------------------------|-----------------|
| Partner | 8 Lacs | √ | √ | √ | √ | √ | √ | 2 | 10 |
| Co-Sponsor | 5 Lacs | √ | √ | √ | √ | | | 1 | 5 |
| Supporter | 2 Lacs | √ | √ | | | | | | 3 |



DELEGATE FEE:

INR 2,500/- (Including GST) Per Delegate
For International Delegate: US\$ 50 Per Delegate
(10% discount for more than 2 Registration from same company)

For more information, please contact:

Mr. Raghav Sharma
 6377022294
 raghav.sharma@assochem.com

Mr. Nitesh Sinha
 9968388144
 nitesh.sinha@assochem.com



THE ASSOCIATED CHAMBERS OF COMMERCE AND INDUSTRY OF INDIA

Corporate Office: 4th Floor, YMCA Cultural and Library Building, 1 Jai Singh Road, New Delhi-110001
 Tel: 011-4655 0555 (Hunting Line) | Fax: 011-2301 7008/09 | Web: www.assochem.org

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