

AGRA Millets Mela

March 3-4, 2023

R.B.S. College Auditorium, Raja Balwant Singh Road,
Khandari, Agra • 10:00 AM – 06:00 PM

THE ASSOCIATED CHAMBERS OF COMMERCE AND INDUSTRY OF INDIA

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BACKGROUND

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 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. The value addition of a crop has multiple benefits it can be beneficial for the farmers to get optimum revenue for their farming enterprises. Furthermore, it can help food processing industries to garner new products who have health benefits and are economically significant.

Millet is an ancient grain that people have consumed (and consuming in many parts). Millets are also utilised as feed for livestock. It is becoming increasingly popular as it is fast-growing, drought-resistant, and requires low input. Millet is a good source of protein, fiber, key vitamins, and minerals. The potential health benefits of millet include protecting cardiovascular health, preventing the onset of diabetes, helping people achieve and maintain a healthy weight, and managing inflammation in the gut. Millet is an adaptable grain, there are many ways to prepare it at homes, and process it on industrial level.

ASSOCHAM always takes the opportunity to capture and reflect the importance and potential food processing sector, and to engage the various stakeholders in developing and implementing the policies and schemes concreting newer avenues.

To take this initiative forward, the Ministry of Food Processing Industries in association with ASSOCHAM is organising **Agra Millets Mela at R.B.S. College Auditorium, Khandari, Agra, Uttar Pradesh on March 3-4, 2023. The objective of this event is to create awareness and promote production, processing, value addition, entrepreneurship, international outreach and consumption of millets. The event will bring all the stakeholders of the food processing sector with a special focus on millets, on a common platform.**

THE OBJECTIVE OF THE MEET CUM EXHIBITION WILL BE:

- To showcase industry's effort in making millet-based products mainstream and converting it to healthy snack.
- To develop a viable millet production value chain, and to promote marketability and awareness for the Millets.
- To attain Nutritional Security through developing novel food product range from Millets and promoting them as *Nutricereals*.
- 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 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 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.

PARTICIPANTS PROFILE

The participation of the following plays an important role:

- ❖ Food Processing Companies
- ❖ Millet product-based Startups
- ❖ Agri Input Companies
- ❖ Government Sector / State Enterprises
- ❖ Health Oriented Brands
- ❖ Nutrition and Food Processing Sector
- ❖ Chefs and culinary artists
- ❖ Policy makers, Scientists & Academicians
- ❖ NGOs, SHGs, Anganwadi etc.
- ❖ Agro Industry
- ❖ Food product/ Semi-finished Products Manufacturer
- ❖ Beverage Industries
- ❖ Brewing Industries
- ❖ Food Service Equipment Dealer/ Distributor



PARTNERSHIP OPPORTUNITIES

The Conference provides an excellent opportunity for organizations/companies to promote their products & services to the focused audience besides networking intervals. The sponsorship details are as under:

Conference Partner Rs. 10 Lakhs	Principal Sponsor Rs. 7 Lakhs	Partners Rs. 5 Lakhs	Co-Sponsor Rs. 3 Lakhs	Supporter Rs. 1 Lakhs
<ul style="list-style-type: none">• Status of 'Conference Partner' and the Partner's name and logo will be prominently displayed at the Conference venue.• Branding of company logo at the main backdrop at the Conference Venue.• Branding of company Logo in newspaper advertisement.• Logo branding in event brochure.• Speaker Slot to a company representative in Inaugural session & Technical session.• Logo branding on the event Mailers.• Logo on the ASSOCHAM event Webpage.• Branding in ASSOCHAM's Social Media Platform.• Acknowledging sponsor name during the event• Complimentary exhibition space at the venue.• Insertion of Company's brochure into the documentation pack.• 15 Complimentary Passes to attend the Conference.	<ul style="list-style-type: none">• Branding of company logo at the main backdrop at the Conference Venue.• Branding of company Logo in newspaper advertisement.• Logo branding in event brochure.• Speaking opportunity as Panellist in 2 Technical Session.• Logo branding on the event Mailers.• Logo on the ASSOCHAM event Webpage.• Branding in Social Media Platform.• Complimentary exhibition space of at the Conference venue.• Insertion of Company's brochure into the documentation pack.• 10 Complimentary Passes to attend the Conference.	<ul style="list-style-type: none">• Branding of company logo at the main backdrop at the Conference Venue.• Branding of company Logo in newspaper advertisement.• Logo branding in event brochure.• Speaking opportunity as Panelist in 1 Technical Session.• Logo branding on the event Mailers.• Logo on the ASSOCHAM event Webpage.• Branding in Social Media Platform.• Complimentary exhibition space of at the Conference venue.• 7 Complimentary Passes to attend the Conference.	<ul style="list-style-type: none">• Branding of company logo at the main backdrop at the Conference Venue.• Branding of company Logo in newspaper advertisement.• Logo branding on the event Mailers.• Logo on the ASSOCHAM event Webpage.• Branding in Social Media Platform.• Insertion of Company's brochure into the documentation pack.• Complimentary exhibition space of at the Conference venue.• 5 Complimentary Passes to attend the Conference.	<ul style="list-style-type: none">• Logo visibility on event Backdrop.• Logo in newspaper advertisement.• Logo Branding on the event Mailers.• Logo on the ASSOCHAM event Webpage.• Branding in Social Media Platform.• 3 Complimentary Passes to attend the Conference.

Exhibition Stall: INR 50,000 +GST

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