

MILLETS CONFERENCE 2023

The Future Super Food for the World

— 24 March 2023 | Novotel, HICC, Hyderabad —



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Background

In recent years, there has been a growing interest in alternative, more sustainable food sources. One such food source is Millets, a group of small-seeded cereal grains that are grown in dry and semi-arid regions of the world. They have been staple foods for thousands of years in many parts of Asia, Africa and Europe, but have declined in popularity in recent times due to the increased consumption of wheat and rice. They are known for their high nutritional value, drought tolerance, and resilience to extreme weather conditions.

In India, millets have been traditionally grown and consumed by the rural population but have recently gained popularity as a “super food” due to their health benefits and suitability to the changing climate conditions. Consequent to the initiative of the Government of India, the United Nations has declared the year 2023 as the International Year of Millets (IYOM). This will create both domestic and global demand and enhance exports from India.

Millet is a storehouse of micronutrients, vitamins and minerals. International Year of Millets will raise awareness about the contribution of millets for Food Security and Nutrition, motivate stakeholders for continuous production and quality improvement of millets and attract attention to increase investment in research and development services.



Finance Minister Ms. Nirmala Sitharaman described millets as ‘Shree Anna’ – the mother of all grains – during her budget speech for the year 2023-24. India is the largest producer and second largest exporter of ‘Shree Anna’ in the world, and that several types of millets such as jowar, ragi, bajra, kuttu, ramdana, kangni, kutki, kodo, cheena, and sama are grown in the country. These have a number of health benefits and have been an integral part of India’s food for centuries.

Against this backdrop, ASSOCHAM is organising a National Conference on Millets: The Future Super Food for the World. The conference will aim to engage stakeholders from domestic and international level and continue to promote and support the growth of millets, in order to create a more sustainable and equitable food system for all.



Objectives of the Conference

- To recognise the use of millets historically as an integral part of Indian diet and revive and reconnect millets with art and culture of India.
- 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.



Event Highlights

- **Conference:** Meet the globally recognized experts in the area of millets.
- **Panel Discussion:** Get insights from experts how millets will impact economy, agriculture, nutrition and research.
- **Networking:** Network for research, business promotion, and policy making.
- **Start-up Exhibits:** Get exposure of newly established start-ups in the area of millets.
- **Scientific Leads:** Know the current trends in the area of millet research, food security policies and food economy growth.
- **Nutrition and Well-being:** Know the benefits of nutricereals in your daily diet.
- **Business Opportunities:** Get inspired and explore amazing ideas for new business ventures.

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, Agri Entrepreneurs and FPO's
- Policymakers, Scientists & Academicians
- Agro & Food Industry
- Start-Ups
- Food products/ Semi-finished Products Manufacturers
- Beverage Industries
- Brewing Industries
- Food Service Equipment Dealer/Distributor/Manufacturers
- Banks and Financial Institutions

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
Conference Partner	3 Lakhs	✓	✓	✓	✓	✓	✓	2	10
Principal Sponsor	2 Lakhs	✓	✓	✓	✓			1	5
Co-Sponsor	1 Lakh	✓	✓						3

Participation Fee

INR 2,000/- Per Delegate (Including GST)

(10% discount for more than 2 Registration from same company)

Exhibition Stall

(Stall Size: 3 x 2 sqm.)

INR 15,000/- (Including GST)



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