

# Millet Ulsavam | മില്ല് ഉത്സവം

**Conference Theme: Strengthening Value chain of Millets**

12<sup>th</sup> – 13<sup>th</sup> May 2023, Gokulam Park Hotel, Kochi, Kerala

Conference | Exhibition | Food Demo | B2B & B2C

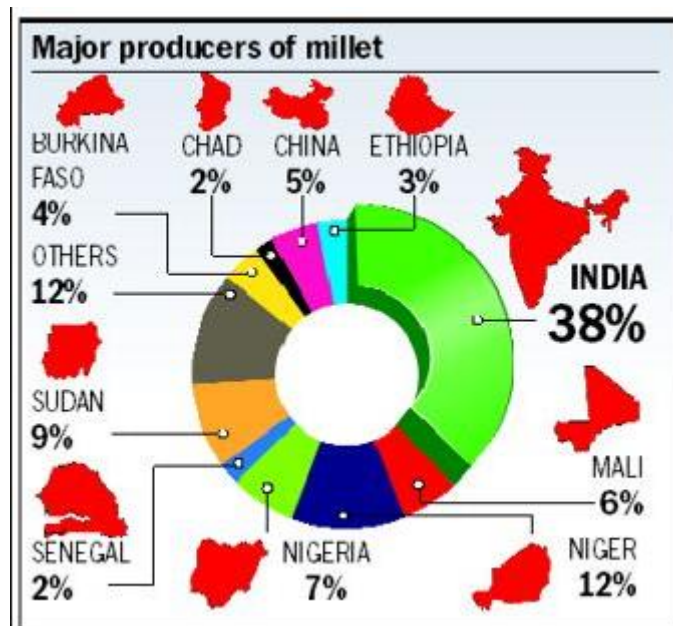


Millets are a collective group of small seeded annual grasses and are believed to be among the earliest domesticated plants, which have long served as traditional staple crops for millions of farmers. Millets form a relatively inexpensive source of nutrition especially to the underprivileged population of the world.

Attappady continues to be the leader in millet cultivation in Kerala, it is being promoted in other parts of the State as well. Dosa with five varieties of millets and payasams cooked with millets are just two artisanal foods on the menu of Millet Cafe at Pudur in Attappady taluk, Palakkad district. The cafe is one of the many initiatives of Kudumbashree (the State Poverty Eradication Mission of Kerala Government) to promote millet cultivation. Kudumbashree is also involved in the manufacture of value-added products from millets in Attappady, which has, for long, been the millet capital of Kerala, thanks to its tribal population. Kudumbashree has its own brand, Hill Value, to market farm and forest produce cultivated by the tribals and the Millet Cafe is their latest addition

The success of millet farming in Attappady has motivated other districts in Kerala such as Alappuzha. Last year, Cherthala South panchayat in the district, cultivated ragi (finger millet) on over 250 acres spread across 22 wards. It was perhaps the first time that a millet variety was grown on such a large scale in south Kerala.

All these years, much of the millet cultivation in Kerala has been concentrated in Attappady, which is home to three tribal communities — Irulas, Mudugas and Kurumbas. Millets are integral to their diet and in 2017-18 the Kerala Government launched the Millet Village scheme in Attappady to support traditional agricultural practices of these communities. It was jointly implemented by Department of Agriculture and Scheduled Tribes Development Department. Idukki and Wayanad districts also have millet farms, mostly in tribal settlements.



Over the years notwithstanding the wide range of benefits that millets provide, they have largely been missing from the staple crops due to inadequate knowledge of their benefits compounded by changing dietary habits. In the recent years, lot of efforts have been taken by various government, and non- government organizations to promote millets as an important dietary choice especially to ensure food security for all. With the United Nations declaring 2023 as the International Year of Millets, they are back as a superfood. Millets have high protein content, are resilient to climate variations, requires less water for irrigation and is ready for harvest over a short period of time.

The resolution declaring 2023 as the International Year of Millets calls on all stakeholders to provide support to activities aimed at raising awareness thereof and framing and directing policies with respect to nutritional and health benefits of millet consumption, and their suitability for cultivation under adverse and changing climatic conditions, while also directing policy attention to improve value chain efficiencies.

**WHY MILLET?**

The crop is drought resistant; millets are easily available and easy to store

Millet is high in protein, vitamin B, iron, calcium and phytochemicals

Gluten-free, rich in antioxidants and easy to digest

Lowers the risk of cardiovascular diseases

Brings down the incidence of colon cancer, constipation and gastro-intestinal complications

**Sorghum (Cholam)**

- Improves metabolism
- Crop is also grown for hay and fodder
- Is resistant to drought and heat

**NUTRITIONAL VALUE OF MILLET (per 100g)**

|                |                 |
|----------------|-----------------|
| Calories   119 | Protein   3.5gm |
| Fat   1.0gm    | Calcium   3.0mg |
| Carbs   23.7gm |                 |

**Pearl millet (Cumbu)**

- Widely grown variety of millet
- Helps in minimising type 2 diabetes

**Barnyard millet (Kudiraivali)**

- High in fibre, calcium and phosphorous
- Has low glycemic index and helps in type 2 diabetes

**Little millet (Samai)**

- High in iron content
- Beneficial in diabetes and stomach-related diseases

**Kodo millet (Varagu)**

- Rich in polyphenols, an antioxidant compound and fibre
- Good for diabetes

**MILLET VS RICE**

- Rice contains 130 calories (per 100g) as against 119 calories in millet
- Rice is high in carbohydrates (28.7g) than millet (23.7g)
- Millet has a high calcium content (3mg) than rice (1mg)

**Foxtail millet (Thinaal)**

- Mostly grown in east Asia
- Controls blood sugar and cholesterol

**Finger millet (Ragi)**

- Popular in south India
- Rich in calcium, protein and iron
- Has anti-oxidant and anti-diabetic properties

**Proso millet (Pani varagu)**

- Extensively cultivated in India, Nepal, Russia, Ukraine and Turkey
- Is fit for dry-land and no-till farming

“NEED TO PROMOTE SUSTAINABLE FOODSYSTEMS 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. For the first time in Kerala, millet crops have secured a place in the Restructured Weather based Crop Insurance Scheme (RWBCIS) implemented by Agriculture Insurance Company of India.

Helping millets make a comeback is not just popularization of a neglected and underutilized crop but also an effort to achieve the sustainable development goals (SDGs) – mainly SDG 2 (zero hunger), SDG 3 (good health and well-being), SDG 12 (sustainable consumption and production), and SDG 13 (climate action). In the search for climate resilient solutions, millets could be a crucial link in sustaining the food supply chain especially for the less privileged nations.

Millet farming is on an expansion mode in Kerala. Millet farming brings nutrition, financial security for women farmers in state. To bring the awareness and importance of Millet farming. **ASSOCHAM Kerala State Development Council is organizing a Millet Ulsavam | Millet Festivals with Conference Theme on Strengthening Value chain of Millets, 12<sup>th</sup> – 13<sup>th</sup> May 2023, at Gokulam Park Hotel, Kochi**

### The 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.
- Enabling the 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.
- Bringing awareness and importance of Production Linked Incentive Scheme for Food Processing Industry for Millet-based products (PLISMBP) scheme and encourage the use of millets in Ready to Eat (RTE) and Ready to Cook (RTC) products and incentivize them under the PLI scheme
- 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.

### Issues to be discussed

- Enabling Policy Environment for Millets in the State of Kerala
- Millet farming for Area Expansion and Yield Enhancement to Improve Farmer's Income
- Developing and Strengthen the Value Chain for Millets through Farmer's Collectives (FPO's) in the State of Kerala
- Exploring Opportunities to Harness Consumer Demand and Promoting Millets as the Source of Essential Nutrients in the State of Kerala
- Best Practices of other States Practices
- Journey of Attappady ( Millet village)

## Invited Speakers

- Shri. Gopa Kumaran Nair G, Chief General Manager / OIC, Nabard Thiruvananthapuram.
- Shri Pashupati Kumar Paras, Hon'ble Minister of Food Processing Industries, Government of India
- Shri P Prasad, Hon'ble Agriculture Minister of Kerala
- Smt. Anita Praveen, Secretary, Ministry for Food Processing Industries, Government of India
- Ms K S Anju, IAS, Director, Department of Agriculture Development and Farmers' Welfare
- Mr. Hemant Malik, Divisional Chief Executive, Foods Divisions, ITC
- Dr. B Ashok, IAS, Agriculture Production Commissioner, Principal Secretary, Government of Kerala
- Shri. Santhosh Koshy Thomas, Managing Director, KINFRA
- Shri. Jafar Malik IAS, Executive Director, Kudumbashree
- Shri. S. Premkumar, Convenor, SLBC Kerala
- Dr C V Ratnavathi, Director, ICAR-IIMR
- Shri Jitendra Kumar, Director, Millets, Plan Coordination, MoFPI
- Dr. C. Tara Satyavathi, Project Coordinator - Pearl Millet (Acting), All India Coordinated Research Project on Pearl Millet
- Shri Tarun Vij, Country Director India, GAIN
- Dr. B Dayakar Rao, Principal Scientist (Agri. Economics), Indian Institute of Millet Research
- Mr. Sreenath Vishnu, MD, Brahmins Foods India Pvt. Ltd.
- Ms. Meena Jain, Nutritionist and Founder, Mighty Millets
- Mr. Bhupesh Vaid, Evaluation Zone Lead- Millet and Mustard, Corteva Agriscience
- Dr. C. Anandharamakrishnan, Director of CSIR – National Institute of Interdisciplinary Science and Technology, (NIIST) Trivandrum
- Mr. Praveen Varier, Founder & Managing Director, Seed Agritech
- Mr. Eldho Paul, Country Head, BOS Natural Flavors Pvt. Ltd
- Smt. Simi Unnikrishnan, Regional Head, APEDA
- Mr. Prashant Parameswaran, Managing Director, Tata Consumer Soufull
- Dr. JV Patil, Director, Directorate of Sorghum Research
- E D Israel Oliver King, M S Swaminathan Research Foundation
- Dr. D. V. Chidanand, Head (i/c), Industry Academia Cell, National Institute of Food Technology Entrepreneurship and Management (NIFTEM)

## **The Program is suitable for**

- Agro and food boards / Govt. Departments / Organizations / Institutes
- Farmers and Agro and food processing businessmen
- Cold Chain, Refrigeration Technology / Equipment & cooling systems
- Cold Chain Associations
- Cold Chain Experts
- Exporter of Food products
- Commodity Traders
- Agriculture Technology provider
- Testing Labs for seed grain
- Pest control firms
- Packaging and storage system
- Co-operatives
- Associations
- Financial and insurance services
- Logistics and transport
- Manufacturer of Filters, Pumps, Aerators, heaters, regulators etc
- Various agro and food associations
- Consultancy services provider
- Certification bodies, Retail chains, NGOs
- Self Help Groups
- FPOs and Farmers Groups

## **Organiser Details**

ASSOCHAM has expertise in connecting key stakeholders of the industry for taking up the issues and matters of concern and relevant to industry growth. ASSOCHAM in past has successfully delivered national and international events for MoFPI.

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