



Millet Mela | சிறுதானிய திருவிழா

Conference Theme: Harnessing & Strengthen Value Chain of Millets in the State of Tamil Nadu

26th – 27th May 2023, Coimbatore

**CONFERENCE | EXHIBITIONS | SUCCESS STORY | FOOD DEMO
B2B & B2C**

THE ASSOCIATED CHAMBERS OF COMMERCE AND INDUSTRY OF INDIA

Millet Mela | சிறுதானிய திருவிழா

Conference Theme: Harnessing & Strengthen Value Chain of Millets in the State of Tamil Nadu

26th – 27th May 2023, Coimbatore

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 stabilizing 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. Barnyard millet and kodo millet are cultivated widely in southern Tamil Nadu. Little millet and foxtail millet are predominantly cultivated in northern Tamil Nadu. Finger millet and pearl millet are cultivated across the state. The state government initiative will greatly boost the cultivation area. (According to Tamil Nadu government figures, 65% of food grain cultivated in the state was rice, 15% maize, 14% sorghum, 3% finger millet (ragi), 2% pearl millet (kambu) and 1% minor millets). Millet production in Tamil Nadu is not so widespread and a good amount of the food grain cultivated in Karnataka and Andhra Pradesh also comes to Tamil Nadu since the demand is greater here.

Apart from traditionally exported produce like rice, wheat, processed fruits and nuts, millets would be earning the primary focus of exporters, and governments both at the centre and state. With a push from the Narendra Modi-led union government, the United Nations General Assembly recently declared 2023 as the International Year of Millets and the programme was launched earlier this month.

Eight major varieties of millets -- podo, pearl, sorghum, finger, barnyard, little, fox tail and proso millet -- are cultivated across the state and the UN programme poses a huge opportunity for the farmers, farmer producer organisations (FPOs) and food processing units. Perambalur, Madurai, Sivangangai, Ramanathapuram, and Jawadhu Hills at present boast of significant acreage for millet cultivation.

According to DGCIS data, Tamil Nadu exported 4,965 tonnes of millets in 2020-21 and 4,328 tonnes in 2021-22. APEDA has tied up with the Indian Institute of Millets Research (IIMR) in Hyderabad to facilitate entrepreneurs and exporters for value-added millet products. Many of the exporters have already completed registration. "The state government is planning to announce 22 districts (12 southern and 10 northern) as millet export zones to promote exports.

Demand for millet-based products is on the rise in the western markets, especially in the United States as people have become more health conscious. "Millets fit the bill perfectly as they have low glycemic index and high-nutritious value. People in countries where medical care is expensive are adopting millet-based diets.

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.

ASSOCHAM Tamil Nadu State Development Council is organizing two-day Millet Tiruvila - Millet Festivals with Conference Theme on Harnessing & Strengthen Value Chain of Millets in the State of Tamil Nadu with Exhibitions, Food Demo , B2B & B2C, 26th-27th May 2023, Coimbatore. 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.

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

THE OBJECTIVE OF THE MEET CUM EXHIBITION WILL BE:

- 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 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, pre- and post-harvest enhancement.
- To focus on improving infrastructure for millet processing, storage, and preservation to retain nutritional value and food safety, to reduce seasonality and post-harvest losses, and to make healthy foods convenient to prepare.
- To develop a viable millet production value chain and to promote marketability and awareness for Millets.
- 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 strengthen institutional and policy environments, processes and incentives that foster appropriate forms of collaboration across nutrition-relevant, and millet-based sectors.

Topics of Discussion

- Millet Processing and Way forward to Develop & Strengthening the Value Chain for Millets
- Enabling Policy Environment for Millets Processing in the State of Tamil Nadu
- Exploring Opportunities to Harness Consumer Demand and Promoting Millets as the Source of Essential Nutrients
- Postharvest Management & Storage of Millet Grains
- Enabling market and demand conditions and connectivity for Millet

Invited Speakers

- Shri Prahlad Singh Patel, Hon'ble Minister of State, Ministry of Food Processing, Government of India
- Thiru M.R.K. Panneerselvam, Hon'ble Minister for Agriculture, Agricultural Engineering, Agro Service Co-operatives, Horticulture, Sugars, Sugarcane Excise, Sugarcane Development and Waste Land Development, Government of Tamil Nadu
- Thiru C. Samayamoorthy IAS., Agricultural Production Commissioner and Secretary to Government

- Dr.V.Geethalakshmi, Ph.D.,Vice Chancellor, Tamil Nadu Agricultural University, Coimbatore.
- Smt. Anita Praveen, Secretary, Ministry for Food Processing Industries, Government of India
- Thiru. A. Annadurai, I.A.S.,Director of Agriculture,Agriculture Directorate, Govt. of Tamil Nadu
- Dr. S. Natarajan, I.A.S, Director, Directorate of Agricultural Marketing and Agri Business, Govt. of Tamil Nadu
- Dr. Tarun Bajaj, Director, APEDA
- Shri T Venkatakrishna, Chief General Manager, NABARD
- Dr. M. Loganathan, Director (i/c), NIFTEM-Thanjavur
- Dr C V Ratnavathi, Director, ICAR-IIMR
- 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
- Dr. D Narain, President, Bayer South Asia and Managing Director, Bayer CropScience Ltd
- The Professor and Head, Centre of Excellence in Millets, TNAU
- Ms. Meena Jain, Nutritionist and Founder, Mighty Millets
- Mr. Bhupesh Vaid, Evaluation Zone Lead- Millet and Mustard, Corteva Agriscience
- Mr. C. Kannan, Director, Viruthai Millets Farmer Producer Company Limited
- Mr. PV Senthil, Managing Director, Kavery bio proteins & Secretary of livestock & Agri farmers trade association
- Dr. C. Anandharamakrishnan, Director of CSIR – National Institute of Interdisciplinary Science and Technology, (NIIST) Trivandrum
- Mr. Elangovan, CEO, Aagaaram Foods (Niku Salient Foodz,)
- Dr. D. V. Chidanand, Head (i/c), Industry Academia Cell, National Institute of Food Technology Entrepreneurship and Management (NIFTEM)

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.

Contact : Smt Umaa S Nair, Regional Director Southern Region, ASSOCHAM

PH: +91 9036333975

Email : umasnair@assochem.com