

FIRST CIRCULAR



INDIA AS A GLOBAL HUB

INTERNATIONAL NUTRI CEREAL CONVENTION 6.0

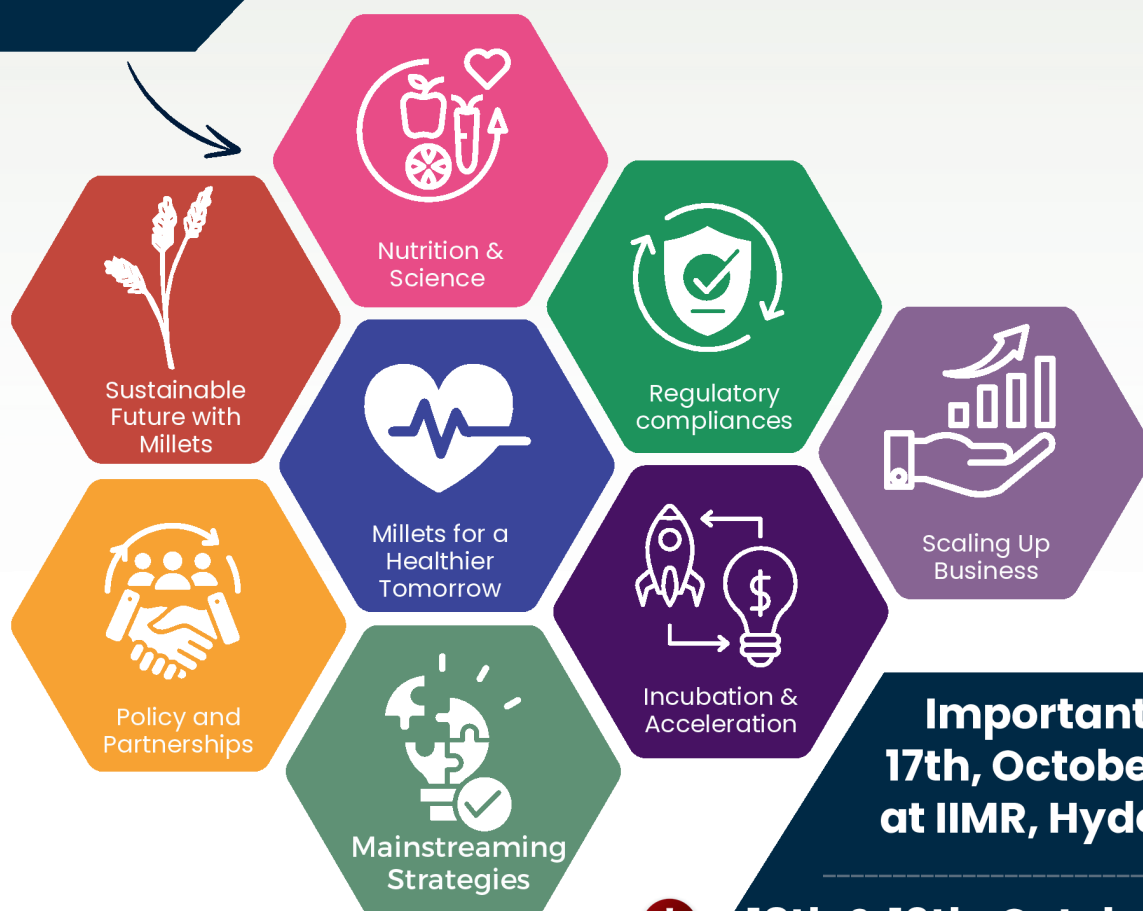
INDIA'S LARGEST MILLETS (SHREE ANNA) CONVENTION
BRINGING GLOBAL MILLET STAKEHOLDERS UNDER ONE ROOF



**THEME: STATUS, ISSUES AND STRATEGIES
ON MAINSTREAMING MILLETS AS
COMMODITY OF THE DECADE**

**OCTOBER 17 - 19, 2024
HYDERABAD INTERNATIONAL CONVENTION
CENTRE-HICC, HYDERABAD**

Conference Themes



Important dates:
17th, October, 2024
at IIMR, Hyderabad

18th & 19th, October, 2024
at HICC, Hyderabad



Registration

Category of Delegate	Early Bird Registration (September 15, 2024)	Spot Registration
For Indian Nationals (INR)		
Delegates	3500	4000
Students	2000	2500
For Foreign Nationals (US \$)		
Delegates	100	120
Students	25	35

*(Including GST)

Millets

Millets also known as Nutri-Cereals are highly nutritious, small-grained, dryland cereals. These nutri-cereals are one among the oldest crops known for their cultivation and consumption even before a millennium, primarily in Asia and Africa. Currently over 131 countries across the globe are cultivating millets and more than 60 Crore people are consuming millets as their staple food. Millets are quite remarkable cereals that are a storehouse of complex carbohydrates, protein, polyphenols, dietary fiber, antioxidants, minerals, and phytochemicals. This nutritious mixture of millets is the elixir for modern-day problems such as diabetes, cardiovascular diseases, and obesity.

Millets can also be a solution for the current global phenomena of climate change owing to the high production capacity, lower cost of production, and high tolerance to drought and heat. Thus, considering the potential associated with millets, the United Nations General Assembly at its 75th session in March 2021 declared 2023 the International Year of Millets (IYM 2023).



Millet Types



Sorghum: hailed as the 'King of millets', it is gluten-free, high in resistant starch, rich in nutrients, and features bioactive phenolic compounds.



Pearl Millet: a major global crop offers benefits like energy, protein, and essential minerals. helps prevent diabetes, cancer, and heart issues.



Finger Millet: known as Mandua and Ragi in India, is rich in antioxidants and dietary fiber. Its nutritional richness contributes to various therapeutic effects.



Little Millet: is a good source of nutraceuticals such as phenolics, gamma-amino butyric acid (GABA), lignans, resistant starch, sterols, and phytates.



Kodo Millet: is a drought tolerant grain. It is rich in vitamins, folic acid, and minerals and has 8.3% protein and 9% crude fiber offering 353 Kcal per 100 gm.



Proso Millet: provides essential nutrients like protein, dietary fiber, minerals, and vitamins. It has demonstrated potential in preventing cardiovascular disease.



Barnyard Millet: has high iron and zinc. Rich in sulfur-containing amino acids, proteins, fats, vitamins, and minerals, it nutritionally surpasses rice, maize, and wheat.



Foxtail Millet: the nutritional and medicinal properties of foxtail has many positive effects on the adjuvant treatment of diabetes, cancer, and cardiovascular diseases.



Browntop Millet: lowers fat absorption and maintains a low glycemic index, reducing the risk of heart disease, diabetes, and high blood pressure.

The Convention

International Nutri Cereal Convention, with Multi-Stakeholders, is the flagship event of Nutrihub, ICAR-IIMR organized every year at Hyderabad, Telangana. The objective of this convention is to bring together all the stakeholders from the Nutri Cereals industry, from producers to processors to consumers as well as researchers, academicians, and policymakers, who are working across the value chain to engage in meaningful and actionable discussions for the promotion of Nutri Cereals across the country.

Objectives



To bring together all the stakeholders working in the millets eco-system to a single platform and chart a path for creating and spreading awareness about millets both nationally and internationally.



To unite the stakeholders from Central and State Governments, Academia, R&D Institutes, Incubators, and Accelerators along with Startups, Micro-Entrepreneurs, and NGOs under a single umbrella, working to achieve the common goal of millet promotion across India and the world

Who should attend?

- Start-ups with innovative ideas
- Early Stage Ventures
- Entrepreneurial Networks
- Impact Investors
- Business Support Providers
- R&D Institutions
- Academia & Others
- Chefs
- Dietitians
- Farmers
- FPOs
- SHGs
- Students



*Glimpse of INCC 5.0 in 27-28 November 2023

INCC 5.0



Side Events



**MILLET
ROAD SHOW**

Road
Show

**MILLET
COOKING
CHALLENGE**

Cooking
Challenge



Awards

**TECHNICAL
SESSIONS**

Technical
Sessions

**START
UP
EXHIBITION**

Start Up
Exhibition



Organizing Committee

International

Dr Himanshu Pathak, (Chair) Secretary DARE and DG, ICAR, New Delhi
Dr Ramesh Chand, Member, NITI Aayog
Shri Amitabh Kant, IAS, G20 Sherpa
Shri Devesh Chaturvedi, IAS, Secretary, DA & FW
Smt Anita Praveen, IAS, Secretary, MoFPI
Mr Qu Dongyu, DG, Food and Agricultural Organization, Rome, Italy
Dr Jacqueline d'Arros Hughes, DG, ICRISAT
Ms Elisabeth Faure, Country Director, WFP
Ms Shubha Thakur, Additional Secretary (Crops, Admin. & Seeds), DA & FW
Dr Trilochan Mohapatra, Former DG, ICAR & Chairman, PPFVRA
Dr Ashok Dalwai, IAS, Ex CEO NRAA
Shri Abhishek Singh Deo, IAS, Chairman, APEDA
Dr Prabhu Pingali, Chair, ICRISAT Governing Board & Director, Tata Cornell Institute
Dr Soumya Swaminathan, Chairperson, MSSRF
Dr T R Sharma, DDG (CS), ICAR, New Delhi & I/c Director, ICAR-IARI, New Delhi
Dr SK Pradhan, ADG (FFC), ICAR, New Delhi
Dr Juan Lucas Restrepo, DG CIAT / Trustee, Biodiversity International UK/USA
Dr John Taylor, University of Pretoria, South Africa
Dr Senay Simsek, Professor and Head, Dean's Chair, Purdue university
Dr Sajid Alavi, KSU, USA
Dr Vijay G Prabhakar, Chairman, Global Strategic Alliance, USA
Dr Rattan Yadav, University of Aberystwyth
Dr Sudha Narayanan, Research Fellow, IFPRI, New Delhi
Mr BM Prasanna, Director CIMMYT
Dr Harish Gandhi, Breeding Lead, Dryland Legumes and Cereals, CIMMYT
Mr Prakash Kanth Silwal, International Institute of Tropical Agriculture (IITA)
Mr Raj Seelam, MD Sresta Organics
Mr Adam Kennedy, Development Strategies and Governance Unit, IFPRI (HQ)
Dr Ismahane Elouafi, Executive Managing Director (EMD), CGIAR
Dr (Mrs) C Tara Satyavathi, Director, ICAR-IIMR, National Convenor
Dr B Dayakar Rao, CEO Nutrihub and Principal Scientist, ICAR-IIMR, National Convenor

National

Dr Himanshu Pathak, (Chair) Secretary DARE and DG, ICAR, New Delhi
Shri Devesh Chaturvedi, IAS, Secretary, DA & FW
Shri Manoj Ahuja, IAS, Chief Secretary, Govt. of Odisha
Smt Anita Praveen, IAS, Secretary, MoFPI
Shri Minhaj Alam, IAS, Additional Secretary, MoFPI
Ms Shubha Thakur, Additional Secretary (Crops, Admin. & Seeds), DA & FW
Shri Raghunandan Rao, IAS, PS Agriculture & VC, PJTSAU, Hyderabad
Shri Ravinder, IAS, principal Secretary (Agri) Uttar Pradesh
Shri Shaji K V, Chairman, NABARD
Dr T R Sharma, DDG (CS), ICAR, New Delhi –Co-Chairman
Mr Takayuki Hagiwara, FAO, Country Representative, India
Dr Ashok Dalwai, IAS, Ex CEO NRAA
Mr Arabind Kumar Padhee, PS Agriculture, Govt of Odisha
Mr Anbu Kumar, IAS, Principal Secretary (Agriculture), Govt. of Karnataka
Mr Anil Sahu, IFS, MD CGMPED, Chattisgarh
Mr Sunil, Addl. MD, Govt of Kerala
Dr Prashant Kumar Patil, VC, MPKV Rahuri
Dr PL Patil, VC UAS Dharwad
Dr Ajeet Kumar Karnatak, VC, MPUAT, Udaipur
Prof. B R Kamboj, VC, CCS-HAU, Hissar
Dr B. Neeraja Prabhakar, VC, SKLTSH University
Dr SL Mehta, Chairman, QRT, ICAR-IIMR
Dr Raj Bhandari, Member, NTBN
Dr DK Yadava, ADG (Seeds), ICAR
Dr SK Pradhan, ADG (FFC), ICAR
Dr Neeru Bhooshan, ADG (IPTM & PME), ICAR, New Delhi
Dr Sain Dass, Ex Director, ICAR-IIMR
Mr Suresh Narayanan, CMD, Nestle India
Dr Vineeta Sudhanshu, GM, APEDA
Dr Arvind Kumar, Chairman 24th RAC, ICAR-IIMR
Dr OP Yadav, Director, ICAR-CAZRI and Chairman PMAC
Dr Santasabuj Das, I/c Director, ICMR-NIN, Hyderabad
Dr Nachiket Kotwalewali, Director, ICAR-CIPHET, Ludhiana
Dr Lakshmi Kant, Director, ICAR-VPKAS, Almora
Ms Susheela Chintala, CGM (Telangana), NABARD
Dr (Mrs) C Tara Satyavathi, Director, ICAR-IIMR, National Convenor
Dr B Dayakar Rao, CEO Nutrihub and Principal Scientist, ICAR-IIMR, National Convenor
Dr D Yogeswara Rao, Director, Nutrihub & Chair, ASPIRE, HCU
Dr B Venkatesh Bhat, Director, Nutrihub and Principal Scientist, ICAR-IIMR
Dr J Stanley, Director, Nutrihub and Principal Scientist, ICAR-IIMR–Organizing Secretary

Value
Added
Products



Organizing Committee

Local

Shri Jayesh Ranjan, IAS, Spl. Chief Secretary (ITE&C) and I&C, Govt. of Telangana
Dr Ch Srinivas Rao, Director, ICAR-NAARM
Shri B Gopi, IAS, Commissioner & Director, Dept. of Agri, Govt. of Telangana
Dr Yogita Rana, IAS, DG, MANAGE
Dr G. Narendra Kumar, IAS, DG, NIRD&PR
Dr Sagar Hanuman Singh, IPoS, DG, NIPHM
Dr Sunchu Glory Swarupa, DG NIMSME
Dr Santasabuj Das, I/c Director, ICMR-NIN
Dr Vinay K Nandicoori, Director, CSIR-CCMB
Dr D Srinivas Reddy, Director, CSIR-IICT
Shri Amit Garg, IPS, Director I/c, SVNPA
Shri Ajith Raghekar, DG RICH
Dr VK Singh, Director, ICAR-CRIDA
Dr R. M. Sundaram, Director, ICAR-IIRR
Dr R.K.Mathur, Director, ICAR-IIOR
Ms Susheela Chintala, CGM (Telangana), NABARD
Dr S.B. Barbuddhe, Director, ICAR-NMRI
Dr R.N.Chatterjee, Director, ICAR-DPR
Mr Srinivas Rao Mahankali, CEO, T-Hub
Ms Sita Pallacholla, CEO, We-Hub
Mrs. K Rama Devi, Chairperson, ALEAP
Dr (Mrs) C Tara Satyavathi, Director, ICAR-IIMR (National Convenor)
Dr B Dayakar Rao, CEO, Nutrihub and PS, ICAR-IIMR (National Convenor)
Dr D Yogeswara Rao, Director, Nutrihub & Chair, ASPIRE, HCU
Dr B Venkatesh Bhat, Director, Nutrihub & PS, ICAR-IIMR
Dr J Stanley, Director, Nutrihub & PS, ICAR-IIMR, Organizing Secretary
Er P Hemasankari, Scientist (SS), ICAR-IIMR
Dr Anuradha N, Sr Scientist, ICAR-IIMR
Dr S Srividhya, Scientist, ICAR-IIMR
Dr A Srinivas, Scientist, ICAR-IIMR
Dr P Mukesh, Scientist, ICAR-IIMR
Dr Mahesh Kumar, ACTO, OL, ICAR-IIMR
Dr V Ravi Kumar, TO, ICAR-IIMR

Multi stakeholders

Mr Sanjay Datta, President, ICICI Foundation
Shri. Anand Kadali, Head CSR, SSSAT
Mr. Ananth Arora, Akshaya Patra Foundation
Mr Hemendra Mathur, Bharat Innovation Fund
Dr. S.Senthil Vinayagam, CEO, a-IDEA
Mr. Vijay Nadiminti, CEO, AgHub
Dr. K Suresh Kumar, President - ISBA
Dr Vikas Bhatia, ED cum CEO, AIIMS, Bibinagar (Hyderabad)
Dr. Sangeetha Reddy, MD Apollo Hospitals
Dr. Sanjay Thakur, IHM, Hyderabad
Dr. Manjit Singh Gill, President, IFCA
Dr Jagmeet Madan, President, Indian Dietetic Association
Mr Anil Kumar, CEO Samunnati Financial Services Ltd.
Mr. Krishnarao Gokavarapu, Nodal Officer of HDFC Bank, (Telangana & AP)
Ms. Sneha Singh, Managing Director (Acting) GFI
Mr. Binu Cherian, Country Manager, Harvest Plus
Dr. K S Murali, ED, MSSRF
Shri D.H.Shah, IAS, Managing Director, Gujarat Agro Industries Corporation
Shri T. Roumuan Paite, Managing Director, TRIFED
Mr. Rajashekar Reddy Seelam, MD, Sresta Organics
Mr. Vikas Gupta, Global Head R&D, TCPL
Dr Bhawna Sharma, Head-Nutrition & Innovation, Nestle R&D
Mr. Sachin Saxena, Head R&D, Marico Industries
Mr.Sudhir Nema, Head, R&D Britannia Industries Ltd
Ms. Garima Singh, CGA &CO, PepsiCo India
Mr. Raju Bhupathi, Troo Good
Ms. Meghana Narayan, Slurpp Farm



About ICAR-IIMR

Indian Institute of Millets Research (IIMR) is a premier agricultural research institute engaged in basic and strategic research on sorghum and other millets under Indian Council of Agricultural Research (ICAR). IIMR coordinates and facilitates Millets research at national level through All India Coordinated Research Projects on Millets, Pearl Millet and Small Millets and provides linkages with various national and international agencies.



About Nutrihub



Nutrihub is the Department of Science & Technology (DST), Govt. of India supported Technology Business Incubator hosted by the Indian Institute of Millets Research, ICAR - IIMR, Hyderabad. Nutrihub caters to innovations in the Nutricereals sector in

the country. ICAR-IIMR through its TBI is contributing to the success of the National Innovation system, by nurturing innovation, technical skills and entrepreneurial talents of thousands of millets' stakeholders. Nutrihub is a focal point for entrepreneurs, agripreneurs, startups, experts, the academic and the funding agencies converging for creation of a new knowledge-based economy. Startups in Millets sector are funded in NEST & N-GRAIN programs under RKVY-RAFTAAR, Ministry of Agriculture & Farmers Welfare, GoI to facilitate funding to idea stage and seed stage startups.



2024 INTERNATIONAL NUTRI CEREAL CONVENTION



6.0

INCC 5.0

2023
1000+ Delegates
50000+ Outreach
120+ Stakeholders



The journey of the International Nutri Cereal Convention from 2018 to 2023 reflects a significant evolution in the promotion and acceptance of Nutri Cereals, driven by collaborative efforts at both national and international levels. It highlights the increasing recognition of millets as a sustainable, nutritious food source, aligning with global objectives such as the United Nations Sustainable Development Goals.



NNCC 4.0

2022
600+ Delegates
25000+ Outreach
100+ Stakeholders



NCC 2.0

2019
200+ Delegates
10000+ Outreach
50 Stakeholders.



NNCC 3.0

2021
400+ Delegates
20000+ Outreach
90+ Stakeholders



NCC 1.0

2018
100+ Delegates
7000+ Outreach
30+ Stakeholders



Roundtable Conference



**Theme: Status, Issues and Strategies on
Mainstreaming as commodity of the decade**

Panel Members

Dr Ashok Dalwai
IAS and Ex-CEO, NRAA

Dr (Mrs) C Tara Satyavathi
Director, ICAR-IIMR

Mr NV Ramana aGRI
Agri Startup Advisor, Ex IIMA

Mr Rajshekar Seelam
MD, Sresta Organics

Mr Muruganandam
R&D Region Director, Pepsico

Dr Sudhir Nema
Head-R&D, Britannia

Dr Raj Bhandari
Member NTBN

Dr Manjit Singh Gill
President, IFCA

Dr Bhavana Sharma
Head-Nutrition & Innovation,
Nestle R&D

Ms Pallavi Upadhyay
Millet for health

Mr RP Naidu
Regional Manager, APEDA
Hyderabad

Shri Pankaj Kumar
Director, MOFPI

Mr Gaurav Sishodia
CEO, Invest India

Mr Anil Kumar
CEO, Samunnati

Dr Bhaskarchary
Former DD, ICMR-NIN

Dr B Dayakar Rao
CEO Nutrihub

Mr Abhijit Goswami
Lead-Operations and
Partnerships, ThinkAg

Mr Vipur Patel
CIIE IIMA

Dr Dinesh Kumar Chauhan
CEO, AIP ICRI SAT (India)

Dr Shobana Shanmugem
Sr Scientist, MDRF

Mr Jagdeep Marahar
R&D Head Nestle

Dr Vilas Tonapi
Ex Director, ICAR-IIMR



Hyderabad

Hyderabad, the capital of Telangana, is a city rich in history and culture, known for its beautiful architecture, vibrant bazaars, and a unique blend of tradition and modernity.

The city spreads over 650 km² on the Deccan Plateau, with a population of approximately 6.9 million within city limits and 9.7 million in the metropolitan region.

Historically, Hyderabad was known as the "City of Pearls" due to its thriving pearl industry. Today, it's a hub for technology and innovation, home to major Indian research, manufacturing, educational, and financial institutions. The city's economy is diverse, with significant contributions from the pharmaceutical, biotechnology, and information technology sectors.



Millets and Telangana

Millets in Telangana thrive in semi-arid weather conditions, with the state's hot and dry climate, especially during March with temperatures reaching 42°C and an average monsoon rainfall of 755 mm, providing an ideal environment for their cultivation.

Commonly cultivated millets in Telangana include jowar (sorghum), ragi (finger millet), and bajra (pearl millet), with korra millet specifically cultivated in the Mahbubnagar district.

Conveners

Dr (Mrs) C Tara Satyavathi
Dr B Dayakar Rao

Organizing Secretary

Dr J Stanley

Co-ordinators

Dr A Srinivas
Dr Ravi Kumar
Dr Veeresh S Wali

INCC 5.0 Sponsors

Diamond Sponsors



MOFPI
MINISTRY OF FOOD PROCESSING INDUSTRIES
GOVERNMENT OF INDIA



TREOGOOD



**Maharashtra Village Social
Transformation Foundation**
An Initiative of the People of Maharashtra

Gold Sponsors



**Reliance
Foundation**



ICICI Foundation
for Inclusive Growth

Silver Sponsors



ICRISAT
INTERNATIONAL CROPS RESEARCH
INSTITUTE FOR THE SEMI-ARID TROPICS

Kellogg's



Samunnati



**Bliss
tree**



Christy Foods



vedanta
transforming for good



www.nutrihubiimr.com



Scan to
Register

