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CEO, Nutrihub shares stage with Minister of Rural Development and Women & Child Welfare, Telangana for Millet Festival at Loyola Academy, Hyderabad

The Millet Festival was organized by Loyola Academy, Hyderabad during 19th – 20th Sept. 2025 bringing together leaders, students, and entrepreneurs to celebrate the role of millets in health, sustainability, and women's empowerment. The millet festival was graced by Smt. D. Anasuya (Seethakka), Hon'ble Minister for Panchayat Raj & Rural Development (including Rural Water Supply), Women & Child Welfare, Govt. of Telangana, as Chief Guest, and Shri Marri Rajasekhara Reddy, MLA, Malkajgiri and Dr. J. Stanley, Director/CEO, Nutrihub as Guests of Honour. In her keynote address, the Hon'ble Minister emphasized the values of hard work, perseverance and healthy living. She urged the students to preserve cultural food traditions and adopt healthy eating practices. Dr. Stanley commended the joint efforts of government, academia and industry in promoting millets and the need for such engagements looking into the importance of nutritional security, climate resilience and women's entrepreneurship.



Importantly, the event received wide coverage in state and national media, further amplifying the message of mainstreaming millets as a healthy and sustainable choice for the future. Representing Nutrihub, Dr. Veeresh S. Wali coordinated the participation, while Mr. Sudheer & Mr. Shiva led the stall where Nutrihub's sale counter and the startups supported by Nutrihub showcased their innovative millet products. The event also witnessed enthusiastic participation by Loyola Academy students, who impressed the gathering with creative millet-based products.



Nutrihub, ICAR-IIMR knowledge partners for Rashtriya Poshan Maah 2025 Celebrations at Bhavan's Vivekanand College

The Department of Biochemistry & Nutrition, Bhavan's Vivekanand College of Science, Humanities & Commerce, Secunderabad in collaboration with Nutrihub, ICAR-IIMR organized the Rashtriya Poshan Maah Celebrations on 19th Sept. 2025 with the theme of Nutrition awareness and the role of Shree Anna (millets) in sustainable diets.



The program was graced by Dr. J. Stanley, CEO, Nutrihub who joined as chief guest. Dr. Veeresh S. Wali, Chief Business Manager participated as a distinguished guest and invited speaker, delivering a talk on the importance of mainstreaming millets in nutrition and health. Ms Sreeja Reddy, SRF, Nutrihub and Ms Priskilla Medithe, STA, Nutrihub participated in the event and joined as juries for the competitions organized. Adding to the richness of the event, Mr. Akash Reddy, Founder, GMRK Foods, shared his inspiring start-up journey. As an incubatee of Nutrihub, his success story highlighted how innovation and entrepreneurship are enabling millets to find space in modern food systems. The celebrations featured Millet Recipe Competition, Rangoli competition where students prepared and presented a variety of millet-based dishes, combining nutrition with creativity. The ePoster competition showcased innovative ideas and research insights on nutrition, health, and the role of millets in combating lifestyle disorders.

Exposure Visits of Project Managers of SERP on 04,10,17 & 24th Sept. 2025 at Nutrihub, ICAR-IIMR

As a part of Entrepreneurship Development Program for Society for Elimination of Rural Poverty (SERP), Depart of Rural Development, Govt. of Telangana organised by National Institute for Micro, Small and Medium Enterprises (Ni-MSME), Yousufguda Hyderabad, more than 150 Assistant Project Managers visited Nutrihub, IIMR on 04th, 10th, 17th and 24th Sept. 2025. The aim of the visit was to have a knowledge of millet farming, innovation in Millet processing value addition and Entrepreneurship development.



The visit to Nutrihub was coordinated by Dr. A. Srinivas, Senior Scientist, ICAR-IIMR. He interacted with the trainees and delivered a brief introduction to the importance of millet farming, demand for millet-based food products and nutritional importance of millets. He also briefed about role of Nutrihub in empowering entrepreneurs by providing mentoring, networking, and technology licensing. Further, he highlighted the support provided by state and central governments. The visit provided the trainees to understand the importance of millets, different technologies in millet value chain, and opportunities for start-ups at Nutrihub. The participants were taken on a guided tour to Centre of Excellence on Millet Processing and Value Addition and Common Facility Centre and were introduced to millet processing technologies, value-added products, and the processes involved in commercialization of millet value added products/technologies. The visit was facilitated by Mr Sandeep Kumar V, Asst. Business Manager, Ms. Devakrupa, Business Executive, and Mr Karthik, Plant Manager Nutrihub, ICAR-IIMR.

Watershed Development Committee - PMKSY 2.0 visited Nutrihub through NIRDPR

Members of watershed development committee from different districts of Telangana under PMKSY 2.0 who were undergoing training at National Institute of Rural Development and Panchayati Raj (NIRDPR) visited Nutrihub on 18th Sept. 2025. Visitors were taken to demonstration fields of Millet crops and explained about the importance of millets. They were taken to millet processing facilities in the Common Facility Centre. They were shown with the Nutrihub film and told about the technologies available for commercialisation and the training programs we conduct. Dr. Ravi Kumar facilitated this visit.



Visit of DG, UPCAR to Nutrihub, ICAR-IIMR, Hyderabad

A senior delegation from the Uttar Pradesh Council of Agricultural Research (UPCAR) visited Nutrihub on 5th Sept. 2025. The aim of the visit was to learn about millet processing technologies and entrepreneurship development. The visit highlighted opportunities for strengthening agricultural innovation and farmer linkages. The delegation was led by Dr. Sanjay Singh, Director General, UPCAR, along with Dr. Rajarshi Kumar Gaur (Deputy Director General, RPMC), Dr. Parmendra Kumar Singh (Deputy Director General, AETT), and Dr. Rinni Singh (Scientific Officer, UPCAR).



During their visit, the team toured to common facility center at Nutrihub, where they observed modern millet processing technologies. The delegation also interacted with scientists from ICAR-IIMR, including Dr. Hariprasanna, Dr. Sanjana, Dr. K.N. Ganapathy, Dr. A. Srinivas, and Dr. Amasiddha, who shared insights on ongoing research and innovations in millets. The visit was coordinated by Dr. Subhankar Mohanty, SRF, NAIF-ZTMC, and Mr. Karthik, Plant Manager, Nutrihub, who ensured smooth demonstrations and meaningful discussions. This visit has opened new avenues for collaboration between UPCAR and ICAR-IIMR. The exposure to Nutrihub's innovative work is expected to guide UPCAR's future programs in promoting millets, entrepreneurship, and farmer-oriented innovation in Uttar Pradesh.

Visit of ADG (Commercial Crops), ICAR to Nutrihub



Dr. Prasanta Kumar Dash, ADG (Commercial Crops), ICAR visited Nutrihub, ICAR-IIMR, Hyderabad on 12th Sept. 2025. He visited the Centre of Excellence on Millet Processing and Value Addition and Common Facility Centre where he observed a wide range of millet processing technologies, including units for primary processing, baking, puffing, flaking, extrusion, and packaging. He was also briefed about the sensory evaluation and quality control laboratories, as well as the R&D infrastructure that supports millet value addition. Later, Dr. Dash interacted with Nutrihub and explored millet-based products developed by startups supported at the incubator.

He appreciated the innovative efforts in promoting millets through processing and entrepreneurship. The visit was facilitated by Dr. Subhankar Mohanty, SRF, NAIF-ZTMC.



Visit of SMART Project Director to Nutrihub, ICAR-IIMR

Dr. Hemant Vasekar, IAS, Project Director of the Balasaheb Thackeray Agri-Business and Rural Transformation (SMART) Project, visited Nutrihub on 16th Sept 2025. He was warmly received by Dr. G. Shyam Prasad, In-charge Director, ICAR-IIMR, at the Director's Chamber, where he was introduced to the institute's mandate, research achievements, and incubation activities.

Dr. Vasekar was accompanied by Dr. J. Stanley, Director/CEO, Nutrihub, for a guided tour of the incubation facilities and an interactive discussion on future collaborative initiatives. The interactions also touched upon the role of IIMR's Solapur centre in supporting millet-based enterprises in Maharashtra. The visit was co-ordinated by Dr. Veeresh S Wali, Chief Business Manager, Nutrihub.



As part of the hospitality, Dr. Vasekar was served a traditional millet-based lunch featuring Barnyard coconut rice, Millet puran poli, and Jowar rotis, highlighting the diversity and culinary potential of millets. The visit concluded on a cordial note, with both teams reaffirming their commitment to work closely for strengthening millet promotion and entrepreneurship in Maharashtra.



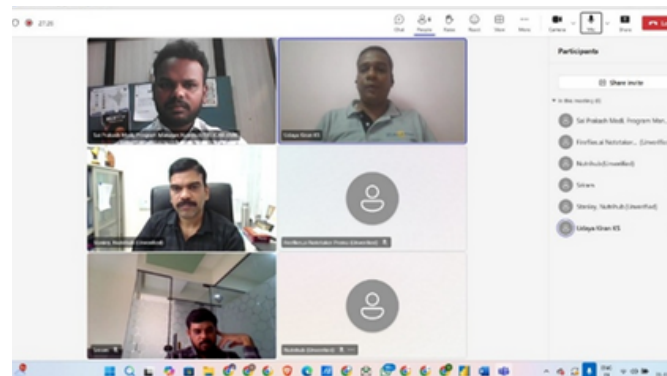
Visit of Scientist/Advisor to PSA PMO, to Nutrihub, ICAR-IIMR

Dr. Rakesh Kaur, Scientist G/ Advisor in the office of the Principal Scientific Adviser to Govt of India visited Nutrihub on 24th Sept. 2025. She visited the Centre of Excellence on Millet Processing and Value Addition wherein she was shown the display of various millet processed products; the machines used for Research and development in value addition, the sensory

evaluation laboratory and the quality control laboratory. She also went through the Common Facility Centre, which houses primary processing, baking, puffing, flaking, extrusion, and packaging units. Later she visited Nutrihub, and witnessed various millet products of the startups supported by Nutrihub, ICAR-IIMR and appreciated the efforts of Nutrihub in promoting millet entrepreneurship in the country.



Agrigrader Seeks Partnership with Nutrihub for market connect



A virtual meeting was held on 1st Sept. 2025 between Team Nutrihub, and Team Agrigrader to explore potential avenues of collaboration in strengthening the millet ecosystem. During the meeting, Team Agrigrader presented a detailed demonstration of their platform, showcasing its capabilities in supporting farmers and entrepreneurs through digital solutions, market linkages, and value chain development. They also expressed their interest in partnering with Nutrihub to extend these benefits specifically to millet growers and millet-based entrepreneurs in India.

The discussion was attended by Dr. J. Stanley, Director/CEO of Nutrihub, Mr. Sai Prakash Medi, Program Manager, Nutrihub, along with Mr. Uday Kiran and Mr. Sriram, founders of Agrigrader. The teams deliberated on possible models of linking farmers, and start-ups for better business. This meeting marks the beginning of a promising dialogue towards creating integrated digital support systems for millet stakeholders across the country.

Online training on Business opportunities in Millets to FISHFED, Mumbai

The Fishworkers Welfare Federation of India (FISHFED), Mumbai, organized an online training program for Self-Help Women Groups (SHGs) on 12th Sept 2025. About 35 people participated in the training and Dr. J. Stanley, Director/CEO, Nutrihub delivered a lecture on Business opportunities in millets outlining the importance of millets, the business opportunities in millets and the activities of Nutrihub. He also spoke about Nutrihub's role in supporting entrepreneurs through end-to-end handholding including innovation in processing and value addition, awareness creation, training and capacity building, mentoring, networking, and facilitating funding support.



Hands on training on Patent Search using Orbit Intelligence by Questel

A training program on the use of Orbit intelligence software for patent searching was organised at ICAR-IIMR on 11th Sept. 2025. The session was attended by Nutrihub staff, IIMR scientists, and representatives from 11 ICAR institutes under ZTMC for south zone crop science. The training was conducted by Mr. Yogesh Kardame and Ms. Rithika from Questel, the providers of the licensed software.



They guided participants on effective patent search techniques, including the use of appropriate keywords, retrieval mechanisms, and AI-powered tools, while also addressing queries from the attendees. This software is expected to play a key role in supporting Nutrihub's upcoming IPeX: IP Excellence for Shree Anna Startups initiative, enhancing innovation and intellectual property management in the millet startup ecosystem.

NUTRIHUB: RISING GLOBALLY

Showcasing products in Global Millet Expo in USA

Nutrihub, ICAR-IIMR marked its global presence at the GSA Global Millet Expo held in Naperville, Illinois, USA, on 5-6th September 2025. Dr. (Mrs.) C. Tara Satyavathi, Director, ICAR-IIMR, led the participation, representing India's premier millet research institute on an international platform. About 12 premium millet value added products from Nutrihub, ICAR-IIMR were showcased in the Global Millet Expo which was attended by Mr. Andy Gipson, Agriculture and Commerce Commissioner of Mississippi among many other dignitaries. Dr. C. Tara Satyavathi, Director ICAR-IIMR handed over sorghum premium cookies to Mr. Andy Gipson and Dr. Senay Simsek, Deans Chair in Food Technology, Purdue University, USA.



The GSA Global Millets Expo at Chicago aimed in promoting the global adoption and understanding of millets by bringing together the government agencies, academic institutions and international stakeholders. This event has elevated the global presence of millets, highlighting their nutritional, environmental and economic benefits, and fostering collaborations to increase their production and accessibility worldwide.



100g of Finger millet contains about 350 mg of Calcium, which is almost 35% of RDA for adults.

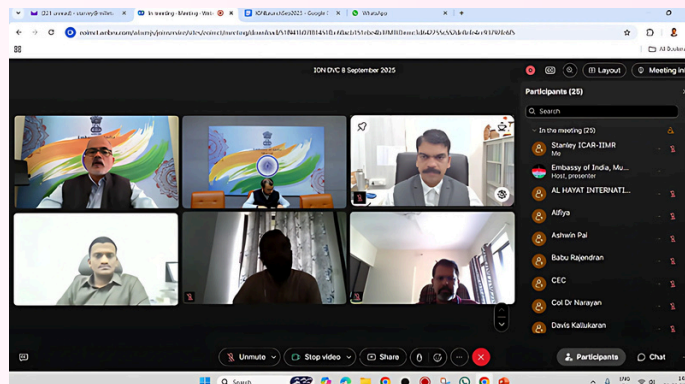
Indonesian Delegates Visited Nutrihub, ICAR-IIMR

Dr. Wage Ratna Rohaeni, Head, Substantive Group for Program and Technology Development, and Dr. Zahara Mardiah, Team Lead Agricultural Modernisation of Indonesian Institute of Agricultural Development and Modernisation of Rice along with Dr. Mahalingam Govindaraj, Senior Scientist and Crop Development Specialist of Harvest Plus program of the CGIAR visited Nutrihub on 03rd Sept. 2025. The delegation was taken to Centre of Excellence on Millet Processing and Value Addition to see the innovation in millet value addition and to Common Facility Centre where they observed high throughput machinery including primary processing, milling, baking, flaking, extrusion, nutri-bar, and packaging. Later the day, they interacted with Dr J Stanley, Director/CEO, Nutrihub and Dr Veeresh S Wali, CBM, Nutrihub and gained insights into Nutrihub's role in handholding entrepreneurs, delivering training programs, and providing advisory support for state millet missions. They were shown the millet products of startups displayed at Nutrihub and also explained role of Nutrihub in handholding startups, training programs and advisory programs for state millet missions. They appreciated the efforts of Nutrihub in promoting the innovation in millets.



India - Oman Network (ION) Meeting with Embassy of India at Muscat, Oman

An online meeting organised by the embassy of India at Muscat, Oman with stakeholders chaired by the Ambassador of Oman, Mr. Godavarthi Venkata Srinivas was held on 08th Sept. 2025. Dr. J. Stanley, Director/CEO Nutrihub participated in the online meeting and talked about the importance of millet cultivation in the changing climate scenario, its health benefits and growing business perspective as awareness being created for millet consumption not only in India but around the globe. Government of India's Mandra on branding India globally as a valuable partner in enhancing and promoting the 5Ts, Tradition, Talent, Tourism, Trade and Technology finding all fitting for millet promotion in Oman.



The ambassador opined that the idea of promoting millets in Oman is interesting, and an exclusive meeting with the potential partners who will be helping in millet cultivation, processing and trading. A Millet exhibition in Oman is being planned. We also attended the launch of ION on 15th Sept. 2025.

ITEC Training Participants of NIPHM visited Nutrihub



As part of the ITEC Training Program on Diagnosis of Pests, Pest Risk Analysis, Pest Surveillance and Phytosanitary Treatments for Safe Trade, a group of 28 international participants of 15 countries, viz., Ecuador, Ethiopia, Fiji, Ghana, Mauritius, Maldives, Mongolia, Nepal, South Sudan, Sri Lanka, Tanzania, Thailand, Uganda, Zambia and Zimbabwe visited Nutrihub, ICAR-IIMR on 11th Sept. 2025. Dr. J. Stanley, Director/CEO Nutrihub, welcomed the visitors and, in his opening remarks, outlined initiatives taken by Nutrihub in promoting millet-based entrepreneurship. He highlighted the comprehensive support provided to milletpreneurs through mentoring, guidance, incubation, and financial assistance. The program included a field visit where Dr. Subhankar explained millet cultivation practices and related research. Participants then toured the Centre of Excellence, guided by Mr. Israel Raj, who demonstrated the ongoing research and development activities. The visit was coordinated by Dr. Subhankar and Mr. Sandeep Kumar, Nutrihub with Dr. N Karunakar, from NIPHM.

ITEC Participants of MANAGE visited Nutrihub

A delegation of 27 officers from Ecuador, Ethiopia, Fiji, Iran, Kenya, Malawi, Mauritius, Nigeria, South Africa, Sri Lanka, Tanzania, Thailand, Uganda, Zambia and Zimbabwe, visited Nutrihub on 17th Sept. 2025. This delegation visited Nutrihub as a part of their training program conducted at MANAGE on Transforming Agriculture for Smallholders through Efficient Marketing. Dr. J. Stanley, Director/CEO addressed the gathering and briefed them on the incubation ecosystem and millet-based innovations being developed and commercialized through Nutrihub. The visit was coordinated by Dr. Veeresh S. Wali, CBM, Nutrihub.

During the visit, the participants were taken to the Centre of Excellence and Common Facility Centre, where they observed millet processing technologies and value-added product development units. The interaction gave them first-hand insights into Nutrihub's role in supporting start-ups, promoting entrepreneurship, and building global linkages in the millet sector.

Delegation from 7 Pacific Island Countries visited Nutrihub through AgHub

As a part of the project in AgHub funded by FAO on Comprehensive Agribusiness Incubation Related Technical Services and Human & Institutional Capacity Development in Samoa, Fiji, and Solomon Islands, a delegation of 17 participants from Fiji, Samoa and Solomon Islands visited Nutrihub on 18th Sept. 2025 to gain insights about the institution and accomplishments in agribusiness innovations and support to entrepreneurs and start-ups especially on facility for food processing, product development, packaging and marketing.



During the interaction, Dr. J. Stanley, Director/CEO, Nutrihub, briefed the delegation on Nutrihub's journey, its role in supporting entrepreneurs, and its global collaborations in millet-based agribusiness. The visit was coordinated by Dr. Veeresh S. Wali, CBM, Nutrihub.



EXPOSURE VISIT - FARMERS

Farmers from Pallahara, Angul, Odisha

A group of 24 farmers from Pallahara, Angul, Odisha visited Nutrihub, ICAR-IIMR on 10th Sept 2025 to understand the activities of ICAR-IIMR opportunities in millet in value addition. During the visit, they were introduced to innovations in millet processing and value addition, technologies available for commercialization, and Nutrihub's role in business promotion and advisory support for state millet missions. They were taken on a guided tour to Common Facility Centre where they observed the machinery used for millet value addition. The visit was organised by Joint Endeavour for Emancipation Training and Action of Women (JEETA), Pallahara, Odisha and coordinated by Dr. A. Srinivas, Senior Scientist, ICAR-IIMR.



Women Farmers from Suryapet, Telangana

As part of the training program at ICAR-NAARM under the SC-SP initiative, a group of 26 women farmers from Krishi Vigyan Kendra (KVK), Gaddipally, Suryapet, Telangana visited Nutrihub, ICAR-IIMR on 15th Sept. 2025. The purpose of the visit was to gain practical insights into millet processing and value addition.



The participants team were briefed on Nutrihub's incubation activities, technology support, and entrepreneurial services followed by a guided tour of the Common Facility Centre (CFC) was arranged, where they participants observed primary and secondary processing machinery, product development, and packaging facilities. They also visited the FPO unit where Dr. Sangappa, Sr. Scientist, ICAR-IIMR explained the activities of IIMR on promoting and handholding FPOs. Dr. B. Nirmala, Principal Scientist, ICAR-NAARM and Ms. N. Sugandhi, Program Assistant, KVK, Gaddipally accompanied the group. The visit to Nutrihub was coordinated by facilitated by Mr. Sandeep Kumar, Business Manager and Mr. Karthik, Plant Manager, Nutrihub.

Farmers from Katni, Madhya Pradesh

A delegation of About 10 progressive farmers from Katni district, Madhya Pradesh led by Dr. R.K. Chaturvedi, Deputy Director of Agriculture, visited Nutrihub, ICAR-IIMR on 15th Sept. 2025. During the interaction, Dr. A. Srinivas, Scientist, ICAR-IIMR, talked on importance of millets and scientific millet cultivation practices. The farmers shared their field-level challenges, and Dr. Srinivas advised them on various scientific techniques and best practices to overcome these issues, while also emphasizing the supportive role of ICAR-IIMR in millet-based farming systems.

Following the discussion, the group was taken on a guided tour to the common facility centre where they observed the primary and secondary millet processing units, gained insights into on processing technologies followed by .The visit to the Centre of Excellence (CoE) on Millet Processing and Value Addition, They were told about the innovations in millet value addition, processing techniques and activities of Nutrihub in entrepreneurship development . The visit was co-ordinated by Ms Ankita Upadhyay, Young Professional, ICAR-IIMR and Dr. A. Srinivas, Senior Scientist and Mr. Israel Raj Alladi, Research Associate.



Farmers from Sirkali, Mayiladuthurai, Tamil Nadu

A group of 20 farmers from Sirkali, Mayiladuthurai, Tamil Nadu visited Nutrihub on 16th Sept. 2025. The farmers were taken to millet demonstration field and explained with the new cultivars of millets and their scientific crop cultivation. They were taken to primary processing facility and explained with the millet processing, value addition and various millet value added technologies. They visited Nutrihub where they have seen the different millet products. The visit was co-ordinated by Er. P. Hemasankari, Scientist, ICAR-IIMR and facilitated by Interstate Exposure Visit scheme of ATMA on Dryland Agriculture: Millet Cultivation.



Women Farmers from Vikarabad, Telangana

A group of 28 women farmers from various Self-Help Groups from Bakapur, Vikarabad Telangana visited Nutrihub, ICAR-IIMR on 18th Sept. 2025 as part of an exposure-cum-training programme organised by ICAR-Central Research Institute for Dryland Agriculture (CRIDA). The participants were briefed on Nutrihub's activities on process and product innovation in millet products, business facilitation, training and capacity building and support to state millet missions. They were taken on a guided tour of the primary processing units. The visit was coordinated by Mr. Sandeep Kumar, Mr. Karthik, and Ms. Devakrupa, Nutrihub.



Farmers from Manachanallur, Tiruchirappalli, Tamil Nadu

A group of 20 participants, including farmers and officials from the Agricultural Technology Management Agency (ATMA), led by the Assistant Director of Agriculture, Manachanallur, Tiruchirappalli, Tamil Nadu, visited Nutrihub, ICAR-IIMR on 23rd Sept 2025 as part of an exposure visit. They were taken to primary processing facility and explained with the millet processing, value addition and various millet value added technologies. They visited Nutrihub where they have seen the different millet products of Nutrihub ICAR-IIMR in Eatrite brand alongside a range of products by startups supported by Nutrihub. The visit was co-ordinated by Er. P. Hemasankari, Scientist, ICAR-IIMR and facilitated by ATMA.



FPO Farmers from Maharashtra

As part of a three-day training programme on the Establishment of Bio-input Resource Centres (BRCs) for Natural Farming, organised at NIPHM, Hyderabad from 24th to 26th Sept 2025, a group of 45 FPO farmers from Nashik district, Maharashtra visited ICAR-IIMR on 25th Sept 2025. The exposure visit provided the participants an opportunity to learn about the activities of ICAR-IIMR and Nutrihub in millet processing, value addition, and entrepreneurial support. The visit was co-ordinated by Mr M Sai Prakash, Program Manager, Nutrihub.



EXPOSURE VISIT - STUDENTS

B.Tech (Food Technology) students of TANUVAS, Chennai, Tamil Nadu

An exposure visit was organized for 38 students from Tamil Nadu Veterinary and Animal Sciences University on 10th Sept. 2025 at Nutrihub, ICAR-IIMR. The student group was accompanied by Dr. S.K. Mathanghi, Assistant Professor, Dept of Food Processing Technology and Dr. V. Perasiriyar, Professor, Dept of Food Business Management, College of Food and Dairy Technology, Koduveli, Chennai. The program commenced with initial remarks by Dr. J. Stanley, Director/CEO, Nutrihub, who welcomed the students and highlighted the role of Nutrihub in fostering millet-based entrepreneurship and innovation. The students were briefed about the various activities undertaken at Nutrihub, including mentoring support, technology transfer, handholding of startups, product development, incubation facilities, and internship opportunities. The group was taken on a guided tour to the common facility centre (CFC), where they were shown the primary processing and packaging lines providing them with practical exposure to millet processing, value addition and product development. The visit was coordinated by Dr. Tamil Selvan, Research Manager and Mr. Sandeep Kumar, Business Manager, Nutrihub.



B.Sc (Ag) students of Amrita School of Agricultural Sciences, Coimbatore, Tamil Nadu

A group of 104 students of third year B.Sc (Ag) in Amrita School of Agricultural Sciences, Coimbatore, Tamil Nadu visited Nutrihub, ICAR-IIMR, Hyderabad on 17th Sept. 2025. The students were briefed about the activities of Nutrihub on innovation in millet value addition, business facilitation, training and capacity building and advocacy to state millet missions. They were taken to the Centre of Excellence on millet processing and value

addition and Common Facility Centre where all the processing lines are. The visit to Nutrihub was coordinated by Mr. Sandeep, Business Manager, Nutrihub.



BBA (Entrepreneurship) students of Mahindra University, Hyderabad, Telangana

As part of an educational tour, 51 students pursuing BBA (Entrepreneurship & Family Business), along with 8 faculty members from Mahindra University, visited Nutrihub, ICAR-IIMR on 17th Sept. 2025. Dr. J. Stanley, Director/CEO, interacted with the students and highlighted the importance of millets, their value addition, and the technologies developed at ICAR-IIMR. Mr. Sandeep Kumar briefed the group on incubation facilities and business opportunities available for aspiring entrepreneurs. The students were then taken on a guided tour of the processing units, where the team explained various processing technologies. They were also served delicious millet-based snacks, providing them with a first-hand experience of millet products. The visit offered the students valuable practical exposure to the food industry, while the accompanying faculty members appreciated the initiatives of Nutrihub and the insights shared during the program. Mr Karthik, Plant Manager, Nutrihub explained the processing machinery at CFC, while Mr Israel Raj Alladi, RA, Nutrihub, explained the innovations in R&D at CoE on Millet Processing and Value Addition, Ms Devakrupa, Business Executive and Mr Prashant Executive Secretary, Nutrihub coordinated the visit.



Training of Trainers on Millets under FAO India-OCOP Initiative

A four-day Training of Trainers (ToT) program on millets was organized at ICAR-IIMR, Hyderabad from 22-25 September 2025 as part of the FAO India initiative under One Country One Priority Product (OCOP).

The program co-ordinated by Dr Gangiah, Principal Scientist, ICAR-IIMR brought together 20 participants, including Scientists, Assistant/Associate Professors, and District Agricultural Officers from major millet-growing regions across the country. The objective of the training was to strengthen the capacities of technical professionals who play a vital role in transferring knowledge, practices, and innovations to farming communities and local institutions.

Dr. J. Stanley, Director/CEO, Nutrihub ICAR-IIMR, addressed the group on Nutrihub's support for start-ups, SHGs, and FPOs through incubation, technology access, and market linkages. The program aimed to equip participants with skills to strengthen farmer outreach, entrepreneurship, and millet value chain development across India. Dr Veeresh S Wali, CBM, Nutrihub, Mr Israel Raj, Research Associate, Nutrihub accompanied Dr J Stanley through the session. The Visit was facilitated by Mr Prashant M, Executive Secretary, Nutrihub.



ARS Probationers of 114th FOCARS Visit Nutrihub

A group of 100 probationary scientists of the Agricultural Research Service (ARS), currently undergoing the 14th Foundation Course for Agricultural Research Service (FOCARS) at ICAR-NAARM, visited Nutrihub on 26th Sept. 2025 as part of their training exposure.

The probationers were taken on a guided tour across Nutrihub's facilities to understand the innovation and incubation ecosystem in the millet sector. Dr. J. Stanley, Director/CEO, Nutrihub, addressed the group and highlighted Nutrihub's efforts in mentoring start-ups, facilitating technology transfer, and promoting entrepreneurship in millet-based enterprises.

The facilitation at different sections was carried out by the Nutrihub team: Mr. Israel Raj guided the participants through the Centre of Excellence (CoE), Mr. Karthik, Plant Manager, and Mr. Abdul, Operations Manager, facilitated the tour of the Common Facility Centre (CFC), and Mr. Srinu, Sr Manager (Operations) coordinated the visit to Nutrihub. The overall coordination of the program was managed by Mr. Prashant M, Executive Secretary, Nutrihub.



MOU SIGNING

Nutrihub and Institute of Public Enterprise Sign MoU

Nutrihub, ICAR-IIMR, Hyderabad, and the Institute of Public Enterprise (IPE), Hyderabad, signed a Memorandum of Understanding on 04th Sept 2025 to collaborate on millet-based entrepreneurship and capacity building. The MoU was signed by Dr. J. Stanley, Director/CEO, Nutrihub, and Prof. S. Sreenivasa Murthy, Director, IPE.

The partnership focuses on joint research, training programs, case study documentation, and promotional activities. It also envisions wellness events and policy engagement to promote millet-based nutrition and innovation. By bringing together Nutrihub's millet expertise and IPE's academic strength, the collaboration aims to create wider visibility and stronger support for millet start-ups and stakeholders.

Dr. Karthik M, Associate Professor, IPE, Mr. Prateek Siva, Research Scholar, IPE, and Dr. Veeresh S. Wali, CBM, Nutrihub, were present during the signing. This partnership of Nutrihub with IPE will pave way for collaborations.



Nutrihub Signs MoU with Tara First Fintech Pvt. Ltd.

Nutrihub, ICAR-IIMR, Hyderabad, entered a Memorandum of Understanding with Tara First Fintech Private Limited on 08th Sept 2025, to strengthen professional and compliance support for millet start-ups. The MoU was signed by Dr J Stanley, Director/CEO, Nutrihub and Mr. Sadanand Tumuri, Founder & CEO, in the presence of Ms. Jahnvi Latha, Founder and Chartered Accountant, representing Tara First and Dr Veeresh S Wali, CBM, Nutrihub and Mr Sai Prakash, Program Manager, Nutrihub.

Under this collaboration, Tara First will extend a wide range of professional services to start-ups incubated at Nutrihub. These include advisory support in accounting, taxation, statutory compliance, corporate law, audit, and business structuring. The firm will also conduct pro bono discovery calls with registered start-ups to provide preliminary guidance on financial and compliance matters, helping them identify gaps and corrective pathways.

This partnership is expected to greatly benefit Nutrihub's start-up ecosystem by providing critical financial and compliance expertise, enabling entrepreneurs to scale sustainably and professionally.



Startups under Nutrihub's Incubation Program

During Sept., 2025, three new startups joined Nutrihub's incubation program with the objective of leveraging Nutrihub's expertise and support to scale their entrepreneurial journey in the millet sector. These startups will be benefitted not limited to,

- Mentorship and handholding from domain experts
- New product development support with access to R&D and pilot-scale facilities
- Networking and strategic collaborations within the millet value chain
- Capacity-building programs, training, and market linkages to strengthen business growth.

Wholly Good Farms LLP

A startup from Andhra Pradesh founded by two brothers Mr. Vishal Dhanuka & Mohit Dhanuka, aims to make millets more affordable and accessible across the state through innovative e-commerce platforms and a strong Direct-to-Consumer (D2C) business model. By leveraging Nutrihub's incubation support, the venture seeks to create a wider consumer base and promote healthy millet consumption at scale with innovative products.



Nenis Enterprise LLP



A Telangana-based startup founded by Ms. Kalpana Tammineni, has joined Nutrihub's incubation program to gain technical expertise in developing new millet-based products, particularly focusing on children and women. The enterprise is committed to offering healthy, affordable, and innovative food solutions that enhance nutrition and support better lifestyles. The startup aims in joint product development taking the expertise of Nutrihub.

Tapti Global Industries Private Limited

A startup from Katni, Madhya Pradesh founded by Mr. Gaurav Patel, has entered incubation with a vision to build snacking brand for the state and national markets with extruded snacks as their main category. The venture is establishing a millet processing and value addition unit in Madhya Pradesh to support millet entrepreneurs and farmers, thereby contributing to rural development and sustainable livelihoods.



Dr. J Stanley, CEO/Director, Nutrihub ICAR-IIMR, expressed his encouragement to the new start-ups and reiterated Nutrihub's commitment to nurturing startups that are working to transform the millet ecosystem. He emphasized the importance of innovation, collaboration, and sustainability in building successful ventures and assured the continued support of Nutrihub in providing the right ecosystem for growth. The onboarding process was facilitated by Mr. Sai Prakash Medi, Program Manager, Nutrihub, and Ms Priskilla M, Sr. Technical Assistant, who welcomed the startups into the millet ecosystem and extended support on behalf of the incubation team.

By welcoming these ventures, Nutrihub reaffirms its commitment to nurturing entrepreneurship, driving innovation, and empowering millet-based businesses to contribute to sustainable food systems. We extend our warmest wishes to these startups and look forward to supporting them in their journey of transforming millets into the food of the future.



STARTUPS GRADUATED DURING SEPTEMBER 2025

Mavy Nutrition Private Limited., Visakhapatnam, Andhra Pradesh

Mavy Nutrition Pvt. Ltd., has a vision to bring millet-based value-added products to the mainstream. The company licensed six innovative technologies such as sorghum muffins, sorghum chivda, Sorghum puffs, finger millet based energy bar, sorghum almond cookies and multimillet laddoo. Their entrepreneurial journey has been strengthened through the Common Facility Centre (CFC) at Nutrihub, which supported them with commercial manufacturing.

Beyond production, Nutrihub enabled Mavy Nutrition to gain visibility and connections by facilitating participation in trade fairs, exhibitions, and melas. The startup also drew on Nutrihub's technical consultancy, sharpening its expertise in product development and scale-up for production.



Indlands Foods Private Limited Guntur, Andhra Pradesh

Indlands Foods Pvt. Ltd, Guntur, has benefitted from networking opportunities and technical consultancy that shaped their business approach in the millet value chain through their association with Nutrihub. Indlands Food Private Limited, Guntur, Andhra Pradesh



These success stories showcase Nutrihub's commitment to empowering startups — offering not just infrastructure and expertise, but also a thriving ecosystem where milletpreneurs can innovate, connect, and grow.



TRAINING PROGRAMS ORGANISED BY or AT NUTRIHUB

Nutrihub hosts National Workshop on Millet Value Chains

Nutrihub, ICAR-IIMR, hosted the National Workshop on Millet Value Chains under the FAO-TCP project Enhancing Capacity on Sustainable Value Chain Development of Millets for Food and Nutrition Security in India. The program co-ordinated by Dr Gangaiiah, Principal Scientist, brought together more than 30 farmers from Maharashtra, Telangana, Uttar Pradesh, Madhya Pradesh, Jharkhand, Rajasthan, Odisha, Andhra Pradesh, and Kerala. The workshop featured demonstrations of millet processing and value-addition technologies, alongside interactive discussions with farmers on expanding cultivation, procurement mechanisms, access to processing infrastructure, and pathways for branding and market linkages. Dr. J. Stanley, Director/CEO, Nutrihub, addressed the farmers and spoke about the support extended by Nutrihub to various stakeholders across the millet value chain. Dr. Veeresh S. Wali, CBM Nutrihub and Mr Prashant M, Executive Secretary, Nutrihub facilitated the training.



Vocational Training for 11th and 12th Standard students on millet value addition

ICAR-IIMR organized a five-day training programme on "Latest Advances in Millets Production, Processing and Value Addition" from 8th to 12th Sept 2025 for students of Kasturba Gandhi Balika Vidyalayas (KGBVs) and Telangana State Residential Schools. About 30 students of 11th and 12th standard participated the program. Two days program was specially curated by Nutrihub on millet processing, value addition and cooking of bakery products millet products especially, as the students are learning outcome based vocational curriculum of Craft Baking.

The programme covered sessions on the nutritional importance of millets, improved production practices, processing technologies, and value addition, along with practical demonstrations, hands-on training, and exposure visits. Students actively participated in millet-based product preparation and interacted with entrepreneurs at the Millet Incubation Centre. Dr. J. Stanley, Director/CEO, Nutrihub, addressed the students, highlighting the importance and relevance of millets, and encouraged them to become part of mainstreaming millets through their diets. Dr. Veeresh S. Wali, CBM, participated in the interaction session, and Dr. A. Srinivas, Senior Scientist, ICAR-IIMR, coordinated the training programme. The valedictory function was graced by Smt. Radha Reddy, Additional State Project Director, Samagra Shiksha, Telangana, who appreciated the activities of Nutrihub.



Training on Millet processing machineries to project staff of ICAR-IIMR

A three-day training-cum-demonstration programme of millet processing and value addition to the field staff of ICAR-IIMR under TN-DTW and TSP/SCSP projects was conducted by Nutrihub on 1st to 3rd Sept. 2025. As the project aims in establishing millet processing facilities in Tamil Nadu this training was particularly designed on practical exposure to millet processing technologies, equipment handling, and methods to enhance technical capacity. This initiative will strengthen upcoming millet units, promote millets, support rural livelihoods, and contribute to nutritional security in the region.



Round Table Discussion on Mycotoxin Management in Indian Agriculture

A Round Table Discussion on "Mycotoxin Management in Indian Agriculture" was held on 15 September 2025 at ICAR-IIMR, Hyderabad, bringing together scientists, academicians, policymakers, and institutional representatives. The deliberations focused on aflatoxin management in food grains and nutriceals, addressing the economic, health, and trade risks posed by mycotoxins, which account for over 20% of post-harvest losses. Dr. J. Stanley, Director/CEO, Nutrihub, ICAR-IIMR, welcomed the participants and emphasized the need for collaborative platforms to tackle the menace of mycotoxins. Dr. Shyam Prasad, I/c Director, ICAR-IIMR, in his inaugural address, highlighted the importance of research, institutional coordination, and awareness creation in safeguarding food safety and farmer livelihoods. Dr. Satyen Yadav, Chairman, HPMI, set the context for the round table, and Dr. D.K. Yadava, DDG (Crop Science), ICAR, joined the gathering virtually, assuring ICAR's continued support. Technical presentations were delivered by Dr. Ranajit Bandyopadhyay, Emeritus Scientist, IITA, Nigeria, who explained the principles of biocontrol through Aflasafe, and Dr. Chandra Nayak, Professor, University of Mysore, who spoke on aflatoxin challenges in millets and their implications for food safety and exports.

The discussion concluded with an agreement to launch a multi-institutional network project, develop specialized training modules, and organize a national event in New Delhi to accelerate commercialization pathways for aflatoxin management technologies. The event saw participation from multiple institutions including ICAR-IIMR, IIRR, IIOR, DPR, NBPGR, PJTAU, PVNRVU, NIPHM, IGMRI and NDDB reflecting the spirit of cross-institutional collaboration required to address this national challenge.

Training program for SHG Women under SEED NGO



Nutrihub, ICAR-IIMR, organized a training programme on 24th Sept. 2025 for a women's Self-Help Group (SHG) facilitated by SEED NGO. A total of 31 participants from Pasumamla and Peddambbarpet villages, Rangareddy District, Telangana, attended the program.

Dr. J. Stanley, Director/CEO, Nutrihub, addressed the participants and emphasized the importance of millet-based nutrition and entrepreneurship. He encouraged the women to explore opportunities in millet processing and value addition, highlighting how SHGs can become agents of change in their communities by promoting healthy diets and sustainable livelihoods. The training included hands-on sessions on millet processing, product preparation, and enterprise development. It was coordinated by Dr Ravi Kumar V, Technical Officer, ICAR-IIMR, Mr. Srinu M., Sr Manager (Operations), Nutrihub, while SEED NGO was led by Mr. S. Nagabrahma Chary, Chief Functionary, who accompanied the group

During the session, participants prepared eight delicious recipes-Kodo millet coconut rice, Foxtail millet sweet pongal, Bajra besan laddu, Ragi roti, Jowar carrot cake, Foxtail millet osmania biscuit, Ragi teething sticks and Little millet chiroti. The interactive format not only highlighted the culinary diversity of millets but also inspired participants to incorporate these traditional grains into modern diets. The lively exchange of ideas and enthusiasm in the kitchen reflected the growing interest in millets as both healthy and innovative food choices. It was coordinated by Dr Ravi Kumar V, Technical Officer, ICAR-IIMR, Mr. M Srinu, Sr Manager (Operations), Nutrihub and facilitated by Mr. P Rajkumar, Sr. Technical Assistant, Nutrihub.

Cooking with Millets Program



Nutrihub, ICAR-IIMR, organized a hands-on Cooking with Millets training session on 25th Sept. 2025, which brought together over 15 enthusiastic participants from Andhra Pradesh, Telangana, and Karnataka. The program aimed to showcase the versatility of millets in everyday cooking while promoting their nutritional benefits.



Startup Ignition Program



As a part of Nutrihub's continuous efforts towards sensitizing the millets' stakeholders in the value chain, a "Start-up Ignition – Emerging business opportunities in processing of Millets" was organized on 26th Sept. 2025. A total of 20 participants from 4 different states like Telangana, Andhra Pradesh, Karnataka and Kerala attended the training.

Dr. J Stanley, Director/CEO delivered the inaugural address and enlightened the trainees through an interaction on emerging business opportunities in millets' sector. Dr. A. Srinivas-Scientist, Mr. Israel Raj Alladi-Research Associate and Dr. Veeresh S Wali-Chief Business Manager delivered sessions on various aspects. The participants were taken to a guided tour to the facilities at CoE on millet processing and value addition, and common facility centre by Mr. Israel Raj Alladi Research Associate & Dr. T Tamilselvan, Research Manager. The valedictory function was graced by Dr. J. Stanley Director/CEO, Dr. V Ravi Kumar Technical Officer, Dr. Veeresh Wali Chief Business Manager and gave away the certificates. This training was coordinated by Dr. V. Ravi Kumar, Technical Officer, Mr. Srinu Mupparaju, Sr. Manager (Operations) and Assisted by Mr. N. Rajkumar, Sr. Technical Assistant.



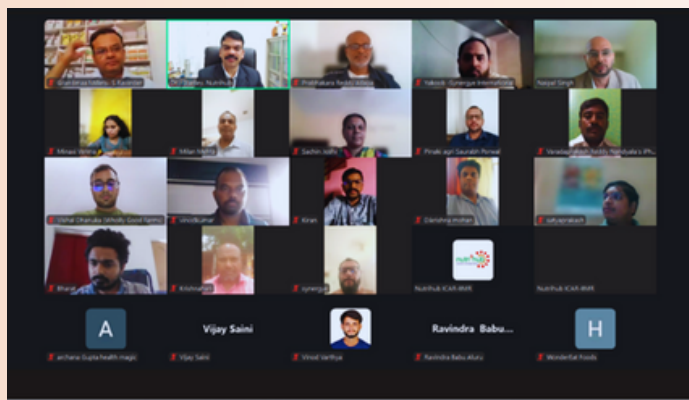
SAMAADHAN Webinar series

Innovative Packaging Solutions for Millet Startups – Mr. Naipal Singh, HP India Team

As part of its flagship SAMAADHAN Webinar Series, Nutrihub organized the 6th session on 04th Sept., 2025 on Innovative Packaging Solutions for Millet Startups. The session was led by Mr. Naipal Singh, Regional Business Manager, HP India Sales Pvt. Ltd., who shared

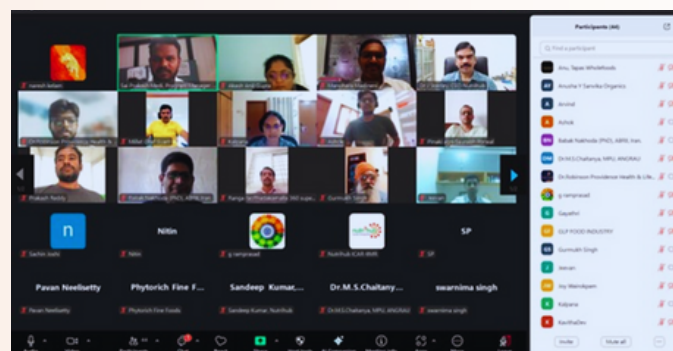


valuable insights on the crucial role of packaging in creating strong first impressions and building lasting consumer trust. He explained how to build strong brand identity, and shelf presence through packaging innovation, leveraging digital printing. Dr. J. Stanley, CEO/Director, Nutrihub emphasized the importance of packaging as a critical differentiator for millet startups, enabling them to compete effectively in both domestic and international markets. He highlighted that innovation in packaging is as essential as innovation in products. The program was coordinated by Mr. Sai Prakash Medi, Program Manager. The session reinforced the message that great products deserve great packaging.



Webinar on Finance & Compliance Essentials for Millet Startups – Mr Manohar Madineni

Nutrihub organized the 7th session, Finance & Compliance Essentials for Millet Startups on 12th Sept., 2025 which was led by CA Manohar Madineni, Director – Ledger Services Pvt. Ltd. The session successfully addressed key gaps in understanding, enabling millet



entrepreneurs to look beyond the jargon and focus on building stronger, scalable ventures. Dr. J. Stanley, Director/CEO, Nutrihub stressed the importance of finance and compliance knowledge for growing millet startups and formally welcomed CA Manohara Madineni into Nutrihub's ecosystem. The program was coordinated by Mr. Sai Prakash Medi, Program Manager – Strategic Partnerships, Nutrihub. A proud milestone for the initiative was that SAMAADHAN went global, with active participation from Iran. The program received excellent appreciation for the meaningful value it is creating for millet startups worldwide.

Webinar on Finance Foundations for Shree Anna Founders – Ms. Jahnvi

Nutrihub organized the 8th session, Finance Foundations for Shree Anna Founders on 19th Sept., 2025. The session was led by CA Jahnvi Latha, Founding Partner, TARA First, who shared valuable insights on financial management and compliance essentials tailored specifically for millet-based startups. She emphasized the importance of maintaining accurate financial records, understanding taxation, and building sound financial discipline as a core foundation for business sustainability. A total of 68 startups from across India participated in the session, actively engaging in discussions around key financial principles, funding readiness, and compliance frameworks that are critical to the growth of emerging millet enterprises.



During the session, Dr. J. Stanley, CEO, Nutrihub, ICAR-IIMR, addressed the participants and highlighted the importance of financial literacy among startup founders. The session was coordinated by Mr. Sai Prakash Medi, Program Manager – Strategic Partnerships, Nutrihub, who also facilitated the interaction between the speaker and participating startups.

The webinar concluded with an interactive Q&A, where founders sought guidance on accounting practices, ITR filing, and financial planning tailored to the millet startup ecosystem.

Board meeting & AGM of Nutrihub, ICAR-IIMR



The board of Directors of Nutrihub convened meeting on 25th Sept. 2025. The meeting was chaired by Dr. J. Stanley, Director/CEO, Nutrihub, and attended by Dr. B. Dayakar Rao, Former CEO & PS, ICAR-IIMR, Dr. Venkatesh Bhat, PS, ICAR-IIMR, Dr. Yogeswara Rao, Visiting Faculty, University of Hyderabad and Mr. Prabhakar Rekhala, Company secretary.

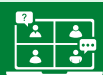


Farewell Mr. B. Manoj Web Designer



Mr. Manoj B. served as Marketing Manager (Graphic Designer cum Website Developer) at Nutrihub, ICAR-IIMR, Hyderabad, from 28th March

2024 to 08th September 2025. During his tenure, he contributed significantly by designing and managing the Nutrihub website, resolving technical issues, and handling CMS operations. He also played a key role in developing the website and branding for the International Nutricereal Convention (INCC 6.0). In addition, he served as the Personal Secretary to the CEO. The Nutrihub family extends its best wishes to him for continued success in all his future endeavours.



Technology licensing

- M/s Providence Health and Lifestyle Private Limited, Hyderabad licensed two millet value added technologies viz., Finger millet jaggery cookies and Finger millet nut delight (Bar) on 11.09.2025
- M/s Wholly Good Farms, Andhra Pradesh has licensed seven millet value added technologies viz., Multigrain atta, multimillet instant idli mix, sorghum instant upma mix, sorghum puffs, sorghum jeera cookies, finger millet premium cashew cookies and protein-rich jowar muesli on 17.09. 2025.



Staff of the month – Sep, 2025

Mr. Sai Prakash Medi

Program Manager

Nutrihub is happy to recognize Mr Sai Prakash as the Staff of the Month at Nutrihub, ICAR-IIMR, for consistent efforts and creative initiatives. The recognition highlights his contribution in introducing innovative programs



such as the SAMADHAAN Webinars and PARICHAY podcast has increased the visibility of Nutrihub. He spearheads the incubation program @Nutrihub and facilitate the licensing of millet value-added technologies to Incubatee startups. His commitment and teamwork continue to strengthen Nutrihub's mission of promoting millet based entrepreneurship.



Review Article Published



From waste to worth: Valorizing millet by-products for functional use

J. Stanley, A. Vyshnavi, E. Kiranmai, P. Sailaja, P. Hemasankari, M. Madhavi, M. Shreeja Reddy

ICAR Indian Institute of Millets Research, Hyderabad, India

Highlights:

- Millet by-products are rich in bioactive compounds like dietary fiber, phenolics, flavonoids, and antioxidants.
- Millet by-products like bran, husk, and germ contain bioactive compounds with antioxidant and anti-inflammatory benefits.
- Millet by-products are valorized through processing and extraction technologies and applied in food, feed, agriculture, and industry.
- Technical barriers, regulatory considerations, and consumer acceptance are challenges in millet by-product utilization.
- Future research: omics-based profiling, biorefinery models, techno-economic analyses, and multi-stakeholder strategies.

Reference: J. Stanley, A. Vyshnavi, E. Kiranmai, P. Sailaja, P. Hemasankari, M. Madhavi and M. Shreeja Reddy, From Waste to Worth: Valorizing Millet By-Products for Functional Use, Food and Humanity 5, (2025) 100807,

doi:https://doi.org/10.1016/j.foohum.2025.100807



Abstracts in Souvenir of National Conference on Future Foods:

A transformation on the way in the sustainability of food production, processing and value addition organised by UAS, Raichur & AFSTI during 11- 12 Sept., 2025.

1. Dayakar Rao, B., Nagaveni, N., Dharini, M., Anbarasan Rajan., Tamilselvan, T., and Stanley, J. Development and quality enhancement of gluten-free noodles using hydrothermally treated barnyard millet flour, pp 11-12.
2. Stanley, J., Shreeja Reddy, M., Karthik, K. V. D., Vyshnavi, A., Madhavi, M., Kiranmai, E., and Israel Raj, A. High-pressure processing and its effect on nutritional attributes of millets, pp. 59-60.
3. Stanley, J., Madhavi, M., Vyshnavi, A., Shreeja Reddy, M., Kiranmai, E., and Israel Raj, A. Bioactive packaging: Enhancing sustainability in functional foods, pp. 92-93.
4. Stanley, J., Vyshnavi, A., Hemasankari, P., Madhavi, M., Shreeja Reddy, M., Karthik, K., and Kajal Navanath Tambave. Edible coating strategies for millet-based ready-to-cook foods: Extending shelf life of roti and momos 17p.
5. Stanley, J., Vyshnavi, A., Kiranmai, E., Sailaja, P., Israel Raj, A., Lasya Chowdary, M., and Srinivas, T. Smart snacking, safe eating: Reducing acrylamide & HMF in baked and extruded foods, 1pp. 45-46.



Mr. Amarnath, M/s, Naya The Millet hotels visited Nutrihub on 15th Sept. 2025



Mr. Manikyam Gupta and Mr. Venkatesh Gupta of Doctor Millets on 16th Sept. 2025

Start-up Engagements at Nutrihub during September 2025



Ms. Maushumi Thakurta, CEO, Ms. Mosh & Daughters Greenfields Pvt Ltd. on 08th Sept. 2025



Dr. Robinson and Mr. Samson, M/s Providence Health and Lifestyle Pvt Ltd, on 08th Sept. 2025



Mr. Ranga Rao Thadakamalla founder of 360 Super Foods at Loyola Academy on 19th Sept. 2025



Mr. Satyanarayana, founder of Millet King at Loyola Academy on 19th Sept. 2025.



Mr. Vinai Babu Nekkant, Maya Bazaar Foods Pvt Ltd Hyderabad on 22nd Sept 2025



Mr. Sirish, Founder of My Millets visited Nutrihub on 29th Sept. 2025



Mr. Ravish, Founder OJOKE, Haryana visited Nutrihub on 22nd Sept. 2025



Mr. I.N. Shetty, General Manager Exports, Ravi Foods Pvt Ltd on 29th Sept. 2025.

Visit of Dignitaries during September 2025



Ms. Anurekha, Founder Tapas Wholefoods & Wellness Pvt Ltd, on 29th Sept. 2025



Mr. Ashish Kumar, Consultant FAO, visited Nutrihub on 2nd Sept. 2025



Mr. Dharma Rao, President of Vivekananda Seva Samithi on 29th Sept. 2025



Prof. S Sreenivasa Murthy, Director, and Dr. M Karthik, Program Head, IB, Institute of Public Enterprise on 4th Sept. 2025



Mr. M. Vasudeva Putta, Asst. Registrar, NI MSME visited Nutrihub on 04th Sept. 2025



Mr. Yogesh Kardame and Ms. Rithika, Questel visited Nutrihub on 11th Sept. 2025



Mr. S.N. Siddaramappa, IPS (Retd.) Belagavi City & Dr Anand on 09th Sept. 2025



Smt. Radha Reddy, Additional State Project Director, Samagra Shiksha, Telangana visited Nutrihub on 12th Sept., 2025



Prof. Dr. Ravichandran, Assoc. Prof PSS Central Institute of Vocational Education, Bhopal (NCERT,) on 10th Sept. 2025



Dr. Piyush Lathi, MD, NOVA Transfers Pvt. Ltd, Pune, Mr. Sharad Barlingay, Director, NOVA Transfers Pvt. Ltd., Mr. Prakash Kumar, Director, Aries Food Specialities, Ernakulam, Kerala on 12th Sept. 2025



Mr. Eshwar, Technical Officer, FSSAI, visited Nutrihub on 11th Sept. 2025



Dr. Prashanth Veludandhi, Manager, National Skill Development Corporation, New Delhi on 15th Sept. 2025



Dr. Ranajit Bandobadyay, IITA, Nigeria; Dr. Satyen Yadav, Chairman HPMI & Dr. Kannan, Principal Scientist, ICAR-IIRR on 16th Sept., 2025



Dr. Alapati Srinagesh, International Corporate Trainer to Nutrihub on 19th Sept. 2025



Dr. R.K. Chaturvedi, Deputy Director of Agriculture, Katni, Madhya Pradesh visited Nutrihub on 17th Sept. 2025



Dr. K Aparna, Principal Scientist & Head, QC Lab, PJTAU, visited Nutrihub on 23rd Sept. 2025



Dr. Rajkumar Phatate, Prof & Head, Centre for Innovation & Entrepreneurship, Mahendra University on 17th Sept. 2025



Dr. Poornima Yadav, Professor Agronomy, ARS, Kayamkulam, Kerala Agricultural University, visited Nutrihub on 23rd Sept. 2025



Dr P Prasad Rao Scientist F & Sr Director (IT), National Informatics Centre, on 18th Sept. 2025



Mr. Naipal Singh, Manager Sales & development HP India on 24th Sept. 2025



Prof. Anilkumar Bidve, Vice Chancellor, Sharnbasva University and team visited Nutrihub on 25th Sept. 2025.



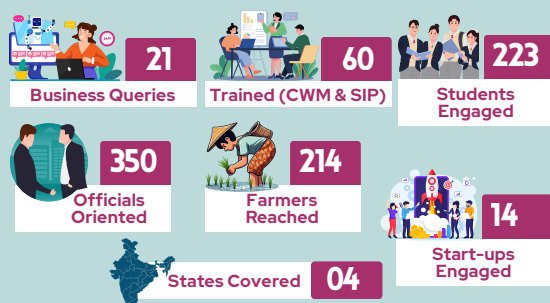
Dr. Asia Sultana, Professor, Ajmal Khan Tibbiya College, Aligarh Muslim University and team visited Nutrihub on 26th Sept. 2025.



Prof. Karna Braj Kumar, Director, Packaging Clinic & Research Institute, Hyderabad visited Nutrihub on 30th Sept. 2025.



Snapshot of visitor engagement



New Project

Nutrihub, ICAR-IIMR has bagged yet another project on **BRAND**
Branding, Packaging, and Market Support to MSMEs in Tamil Nadu funded by TNAPEX

Nutrihub, ICAR-IIMR is to support 50 selected MSMEs in branding, packaging and market strategies.



Recipe of the month

Pearl Millet Khakra



Ingredients:

Pearl millet flour-4 ½ tbsp,
Wheat flour – 1 ½ tbsp, Gram flour – 1 ½ tbsp,
Butter – 1 ½ tsp, Cumin – ¼ tsp,
Salt – 1/3 tsp, Turmeric – a pinch

Preparation method

- Add pearl millet flour, gram flour, wheat flour, butter, cumin and salt, mix well with water and knead it into a dough
- Take one portion of dough, roll it into it in between your palms and flatten it on the rolling board
- Roll out into a very thin and round shape Khakra.
- Heat a non-stick tawa and place the rolled dough onto it.
- Now roast the Khakra on tawa until it turns crisp and brown on both sides.
- Pearl millet Khakra is ready to serve.

Nutritional parameters g/100g

Energy: 443.01
Protein: 14.95
Fat: 14.05
Carbohydrates: 66.29
Dietary fiber: 6.27

Murukku Making Machine

Among cherished snacks, murukku stands out for its nostalgic charm and signature spiral crunch, crafted from jowar, rice and dal flour. As demand for traditional foods surge in commercial market, producers face a challenge of upscaling. A murukku making machine combines the cultural craftsmanship with mechanical efficiency, automating every step from shaping to cutting.



This setup ensures uniform thickness, size, and pattern, reducing product variation compared to manual pressing. The dies can be changed easily to produce multiple snack varieties. Once the murukku are shaped and cut, they are sent for frying. Murukku is fried in kadai- a wide deep pan, or using a deep fryer. Once the murukku are fried crisp golden finish, they are cooled and prepared for packing. It is filled in the pouches and nitrogen flushing is done to preserve the freshness.

A murukku making machine is used in snacks manufacturing units, for efficient processing. The prepared dough is first loaded into a stainless-steel barrel, which feeds it to the extrusion chamber. A motor-driven piston presses the dough through the die, giving murukku its desired shapes such as coils, sticks, or spirals, which is to be collected by means of trays kept below. Those trays with muruku can be taken to hot oil tanks for frying it. The fried murukus can be kept for cooling before packing.



Nutrihub in Media

సాక్షి

20-09-2025

ఆంధ్రభాషా

లయోలాలో మిల్లెట్ ఫెస్టివల్

ప్రదర్శనను తిరిగిస్తున్న మంత్రి సీతక్క, ఎమ్మెల్యే మర్రి రాజశేఖరరెడ్డి

అల్పకాల: అల్పకాలంలోని లయోలా అకాడమీలో శుభ్రవారం మిల్లెట్ ఫెస్టివల్ థీమ్‌తో ఎంపవర్ మెంట్ అనే కార్యక్రమాన్ని నిర్వహించారు. తెలంగాణ రాష్ట్ర మహిళా, శిశు సంక్షేమ శాఖ మంత్రి సీతక్క, మల్కాజగిరి ఎమ్మెల్యే మర్రి రాజశేఖరరెడ్డి కార్యక్రమాన్ని ప్రారంభించి మిల్లెట్ల ప్రదర్శన, స్టాల్స్‌ను తెలిపినారు. ఈ సందర్భంగా మిల్లెట్లలో పోషక విలువలపై అవగాహన పెంపొందించడంతో పాటు, మహిళల ఆర్థిక, సామాజిక అభివృద్ధిపై అవగాహన కల్పించారు. కార్యక్రమంలో న్యూట్రీ హబ్-ఇరా-ఐఐఐఐఐఐ సీఈవో, డైరెక్టర్ డాక్టర్ జున్నన్ సాండ్లీ, కళాశాల కలెక్టర్ సాండ్లీ ప్రాన్స్ జీవీయర్, ఫైనల్ ఛైర్మన్ పాదర్ అమర్ రావు, ప్రెసిడెంట్ పాదర్ డాక్టర్ ఎన్.సి.బాబు, నిర్వాహకులు డాక్టర్ భవానీ, అధ్యాపకులు, మిల్లెట్ స్టాల్స్ నిర్వాహకులు, విద్యార్థులు పాల్గొన్నారు.

భవన్స్ కళాశాలలో పోషక మా వేడుకలు

చిరునామాలలో ఆరోగ్య భారతం నిర్వహించారు

మిల్లెట్లకు అలవాటు అలవర్చుకోవాలి

మంత్రి సీతక్క

మంత్రి సీతక్క, సీఎంపీ కె. జయప్రకాశ్ (ఆంధ్రప్రదేశ్) ఆధ్వర్యంలో జరిగిన భవన్స్ కళాశాలలో పోషక మా వేడుకలు నిర్వహించారు. ఈ సందర్భంగా మిల్లెట్ల ప్రదర్శన, స్టాల్స్‌ను తెలిపినారు. ఈ సందర్భంగా మిల్లెట్లలో పోషక విలువలపై అవగాహన పెంపొందించడంతో పాటు, మహిళల ఆర్థిక, సామాజిక అభివృద్ధిపై అవగాహన కల్పించారు. కార్యక్రమంలో న్యూట్రీ హబ్-ఇరా-ఐఐఐఐఐఐ సీఈవో, డైరెక్టర్ డాక్టర్ జున్నన్ సాండ్లీ, కళాశాల కలెక్టర్ సాండ్లీ ప్రాన్స్ జీవీయర్, ఫైనల్ ఛైర్మన్ పాదర్ అమర్ రావు, ప్రెసిడెంట్ పాదర్ డాక్టర్ ఎన్.సి.బాబు, నిర్వాహకులు డాక్టర్ భవానీ, అధ్యాపకులు, మిల్లెట్ స్టాల్స్ నిర్వాహకులు, విద్యార్థులు పాల్గొన్నారు.

A Feather in the Cap of Nutrihub

Nutrihub trained tribal women of Bhadradi's Millet Magic, Bhadrachalam make profitable millet cookies manufacturing and now find a place in Hon'ble Prime Minister in Mann Ki Baat 123rd Episode on June 30, 2025.

In the qr code of the video link, the Bhadradi's Millet Magic team from Badrachalam is seen saying that they have learned the art of biscuit making with millets from Nutrihub, Rajendranagar, Hyderabad. Tribal women from Bhadrachalam, supported by Integrated Tribal Development Agency (ITDA), attended millet value-addition training at Nutrihub, ICAR-IIMR and learned the art of making millet cookies. Today, they are successfully making cookies from Jowar, Ragi, Little Millet & Foxtail Millet, all sourced from local farmers. Their journey has now grown into a sustainable business and was even appreciated by Hon'ble Prime Minister in Mann Ki Baat.

Message from Director/CEO, Nutrihub, ICAR-IIMR, Hyderabad



Dr. J. Stanley
CEO, Nutrihub and
Principal Scientist, ICAR-IIMR

Dear Readers,
September was a month of celebration, collaboration, and community engagement for Nutrihub, ICAR-IIMR. The Millet Festival and Rashtriya Poshan Maah 2025 celebration brought renewed public attention to the role of millets in nutrition, health, and sustainable livelihoods. We were honoured by the presence of Hon'ble Minister Smt. D. Anasuya (Seethakka), who graced the millet festival and appreciated Nutrihub's efforts in empowering women and promoting millets to our ongoing initiatives across Telangana, especially through the SERP Millet Cafe Project, which continues to build strong women-led enterprises. From hands-on cooking sessions and school outreach programs to exhibitions showcasing start-up innovations, the response from participants and partners was truly encouraging.

We also hosted a series of meaningful training programs and partnerships such as training of trainers under the FAO-OCOP initiative, the international delegation under ITEC, and the visit of scientists from Indonesia and Pacific Island countries each reaffirming India's leadership in the global millet movement. As we enter the festive season, our focus remains steadfast on nurturing innovations, expanding partnerships, and creating inclusive growth opportunities across the millet value chain. Together, we continue to make millets a way of life for better health, better income, and a better planet.

Upcoming Events

COOKING WITH MILLETS
October 30th 2025, (10:00 AM)

- Kodo millet coconut rice
- Fasttali millet sweet pongal
- Bajra besan laddu
- Ragi roti
- Jowar carrot cake
- Fasttali millet osmania biscuits
- Ragi teething sticks
- Little millet chiroli

Register Now

Note: Only confirmed participants are allowed.

Fee: 2000/- Per participant
WhatsApp: 9912835555
Call : 040 - 2459 9331

STARTUP IGNITION
PHYSICAL TRAINING SESSION
EMERGING BUSINESS OPPORTUNITIES IN PROCESSING OF MILLET SECTOR
on 31st October, 2025 | 10:00 AM (Nutrihub TBL, ICAR-IIMR)

- Entrepreneurship opportunities in Millets Sector.
- An Overview of Millets Post-Harvest Technologies.
- Nutrihub Incubation & Technology transfer by Nutrihub, ICAR-IIMR.
- Visit to Centre of Excellence, Primary and Secondary Processing Facilities.

APPLY NOW

Note: Only confirmed participants are allowed.

Fee: 2000/- Per participant
WhatsApp: 9912835555
Call : 040 - 2459 9331
Nutrihub, ICAR-IIMR
RAJENDRANAGAR,
HYDERABAD, TELANGANA
www.nutrihubiimr.com

Entrepreneurship Foundation Program in Millets (EFPM)

PROGRAM STRUCTURE

- Insights into Millets Processing Opportunities
- Deep Dive into Entrepreneurship Mindset
- Millets IPO Awareness Session
- Hands-on exposure to state of art Millet processing & value addition technologies
- A dedicated Branding, Marketing and Export session
- Cooking with Millets - Taste the innovation!

WHO CAN JOIN?

- Working Professionals
- Home Makers
- Students & Enthusiasts
- Entrepreneurs

DURATION: 4 DAYS
06th - 09th Oct, 2025 & 13th - 16th Oct, 2025

Program Fee: Rs. 8000/-
(includes certificate, lunch, tea and snacks)

Launch Your Millet Startup
Contact Mrs. Ankita, Program Co-ordinator | 9415256154 | be@nutrihubiimr.com



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