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# NutriIlet

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### Nutrihub partners for Food A'Fair 2025 on 14-16<sup>th</sup> Nov., 2025 at Hitex, Hyderabad

Food A'Fair 2025 was held from 14 to 16<sup>th</sup> Nov at HITEX, Hyderabad, bringing together industry leaders, innovators, and emerging food enterprises. The expo was inaugurated by Shri D. Sridhar Babu, Hon'ble Minister for IT and Commerce, Government of Telangana, in the presence of Padma Bhushan Pullela Gopichand, Dr J. Stanley, CEO, Nutrihub, ICAR-IIMR, Mr Srikant, Director, Blitz Exhibitions, Shri K. B. R. Rao, MD, Pragati Resorts, and Ms Rajani, Director, Blitz Exhibitions. The ceremony marked a strong opening to the three day event and reflected Telangana's growing emphasis on food innovation and enterprise development.

As the Knowledge Partner, Nutrihub, ICAR-IIMR curated a millet-focused pavilion showcasing its incubation activities, research advancements, and the initiatives of the Global Centre of Excellence on Millets. More than 200 millet-based value-added products were displayed, featuring the Eatrite technology portfolio and a wide range of innovations from startups supported by Nutrihub. The pavilion also created a dedicated platform for emerging brands to gain visibility, interact with visitors, and explore market opportunities





## Launch of millet value added technologies by Padma Bhushan Pullela Gopichand

A key highlight of the expo was the launch of five newly developed millet technologies at Nutrihub, ICAR-IIMR by Padma Bhushan Pullela Gopichand, an ambassador to healthy diets and renowned badminton coach. The products unveiled included Sorghum sugar-free cookies, Multi-millet eggless muffins, Multi-millet sugar-free bread, Sorghum rusk, and Sorghum bhakarwadi. A few Nutrihub-incubated startups Dharti Foods, Millet Factor, Nuturemite also introduced their new product lines during the event, showcasing the progress of entrepreneur-led innovation.



## Millet Conference and Startup Stalls at Food Fair

Nutrihub hosted a conference on Millets for Nutrition, Entrepreneurship and Global Markets on 15<sup>th</sup> November 2025. Dr B. Dayakar Rao, CEO/Director, Nutrihub, delivered the keynote address, capturing the growth of millet R&D and start-up support facilitated by Nutrihub, ICAR-IIMR.





A panel discussion on Millet Value Chain – Production, Processing & Exports featured

- Dr Vikas Kumar, Senior Scientist, ICAR-IIMR
- Mr Srinivas Bollam, Manager, AIP, ICRISAT
- Mr Peddaswamy, Business Development Manager, APEDA (TG)
- Mr M. Sarath, Head, Centre for Branding & Marketing, ni-msme

The panel also featured insights from industry practitioners, including Mr. Kumar from Millgrain Machineries, Ms. Sadhvi Pandey, Founder, Tashvika India Foods Pvt. Ltd., and Dr. Bharat Reddy, Founder, Millet Marvels. They shared their entrepreneurial journeys, product development experiences, and the role of Nutrihub's support in shaping their growth. Their contributions added practical perspectives to the discussion, highlighting how millet-based enterprises are evolving across processing, branding, and market expansion.

The session, moderated by Dr Veeresh S. Wali, Chief Business Manager, Nutrihub, who explored quality systems, processing efficiencies, export prospects, and market dynamics for millet enterprises.



Nutrihub also supported 12 startups with dedicated stalls in the millet pavilion, offering them meaningful exposure and engagement with buyers, retailers, and industry participants. Their displays highlighted the breadth of millet-based innovations, from ready-to-cook mixes and bakery lines to beverages, snacks, and functional products.





## Collector of Nandurbar, Dist. Maharashtra Dr. Mittali Sethi, IAS visited Nutrihub



Dr. Mittali Sethi IAS, Collector of Nandurbar along with other five members of Core Committee on Health Issues of Maharashtra Government visited Nutrihub on 01<sup>st</sup> Nov. 2025. Following a welcome and brief interaction the delegation at Director's Office, they were taken to a guided tour to the Centre of Excellence for Millet Processing and Value Addition. Dr. C. Tara Satyavathi, Director, ICAR-IIMR, explained the ongoing innovations in product development, recipe formulation, sensory evaluation, and quality assessment.

The team visited Common Facility Centre, the primary processing facility, milling unit, bakery unit, muruku and nutribar making unit and also the packing unit. Discussions were held on introducing millet cultivation in mapped districts of Maharashtra and establishing processing facilities to support local value chain development.

## Vice-Chancellor, Kaveri University, Dr. V. Praveen Rao visited Nutrihub

Dr. Praveen Rao, VC, Kaveri University & former VC PJTAU visited Nutrihub on 03<sup>rd</sup> Nov. 2025. Accompanied by Dr. C. Tara Satyavathi, Director, ICAR-IIMR, and Dr J Stanley, CEO Nutrihub he toured the Centre of Excellence for Millet Processing and Value Addition and the Common Facility Centre. where he observed a wide range of millet processing technologies, including units for primary processing, baking, puffing, flaking, extrusion, and packaging. Dr. Rao was also briefed on the sensory evaluation and quality control laboratories, along with the R&D infrastructure supporting millet product development.

Later, Dr. Rao interacted with Nutrihub team and explored millet-based products developed by startups supported by 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.



## Regional Director, PepsiCo, Mr. R. Muruganandam visited Nutrihub



Mr. R. Muruganandam, Regional Director, PepsiCo, visited Nutrihub on 04<sup>th</sup> Nov, 2025 to formally review and close the recently completed collaborative project between PepsiCo and Nutrihub. He appreciated the association and acknowledged the contributions made by the technical team in product development and millet-based formulation work. The discussion also covered possible areas for renewed collaboration, with interest in exploring new initiatives in the coming years. Mr. Muruganandam congratulated Dr. J. Stanley on assuming charge as CEO, Nutrihub, as this visit marked his first interaction after the transition. The meeting was facilitated by Dr. Veeresh S. Wali, Chief Business Manager, Nutrihub, with Mr. Israel Raj, Research Associate, who led the R&D team was present to support the discussions and provide project-related insights.



## Visit of Griffith Foods Leadership to Nutrihub ICAR-IIMR



On 06<sup>th</sup> Nov. 2025 Mr. P. B. Chinnappa, Managing Director, Griffith Foods, along with Ms. Bhagyalakshmi Ganapathy, Manager, Sustainability called on Dr. J Stanley, CEO, Nutrihub, ICAR-IIMR to explore strategic collaboration opportunities with Nutrihub, ICAR-IIMR. The meeting was facilitated by Dr. Veeresh S. Wali, CBM, Dr. T. Tamilselvan, Research Manager, Nutrihub also joining the discussion. Detailed interactions covered millet-based product development, sustainable ingredient sourcing, and value chain strengthening initiatives. The delegation was briefed on Nutrihub's incubation ecosystem, processing infrastructure, and R&D capabilities in millet innovation. The visit opened promising avenues for joint programmes that align with Griffith Foods' sustainability priorities and Nutrihub's mission to support enterprise development and innovation in the millet sector. The visit opened avenues for exploring joint initiatives that align with Griffith Foods' sustainability goals and Nutrihub's mission to promote millet innovation and entrepreneurship.

## Visit by 115<sup>th</sup> FOCARS Scientists from ICAR-NAARM

A group of 107 probationary scientists of the Agricultural Research Service (ARS), currently undergoing the 115<sup>th</sup> Foundation Course for Agricultural Research Service (FOCARS) at ICAR-NAARM, visited Nutrihub as part of their training, exposure on 03<sup>rd</sup> Nov. 2025. The team was taken on a guided tour of Nutrihub's Centre of Excellence, Common Facility Centre, and processing units, where they gained an overview of millet-based technologies, incubation support systems, and the role of Nutrihub in nurturing innovation.

Dr. J. Stanley, Director/CEO, Nutrihub, addressed the scientists and briefed them on the institution's work in mentoring start-ups, facilitating technology transfer, and supporting entrepreneurs in millet value addition. He encouraged the young researchers to engage with translational research that connects scientific outcomes to industry and community needs. The exposure visit was well structured, beginning with a guided walk through of the Centre of Excellence led by Mr. Israel Raj who explained the processing and product development facilities. This was followed by a detailed tour of the Common Facility Centre, facilitated by Mr. Karthik, Plant Manager, and Mr. Abdul Mannan, Operations Manager, who demonstrated the functioning of various processing units. On-ground coordination was managed by Mr. Srinu, Sr Manager (Operations) while the overall programme arrangements were overseen by Mr. Prashant M, Executive Secretary, Nutrihub ensuring a smooth and informative visit for the participants.



## Visit of Community Coordinator (CCs) of SERP Telangana through ni-msme



Nutrihub hosted 43 Community Coordinators (CCs) from SERP who were undergoing training program at the National Institute for Micro, Small and Medium Enterprises (NI-MSME), Yousufguda, Hyderabad on 12<sup>th</sup> Nov. 2025.



The second batch of 39 CCs visited Nutrihub on 13<sup>th</sup> Nov. 2025. During the exposure visit, participants explored the various millet processing and value addition units. The session provided insights into millet-based technologies, entrepreneurship opportunities, and startup ecosystem support available at Nutrihub. The visit enabled SERP CCs to understand the practical applications of millet innovations and strategies for promoting agri-entrepreneurship and rural livelihood enhancement in their respective regions. The visit at Nutrihub was facilitated by Dr. A. Srinivas, Senior Scientist, ICAR-IIMR.



## Exposure Visit - Non-Farm Livelihoods officers through NIRDPR

The Non-Farm Livelihood Officers (27) representing five states who were undergoing a training program at NIRDPR visited Nutrihub on 13<sup>th</sup> Nov. 2025. The exposure visit focused on strengthening participants' understanding of enterprise formation, business planning, value addition, and market linkages in the rural and agri-based sectors. Entrepreneurs received insights into millet processing opportunities, startup support systems, and practical steps to scale their ventures. They were also taken to CoE on Millet Value addition and Common Facility Centre. The entire training was facilitated and coordinated by Dr. A. Srinivas who ensured meaningful engagement with all attendees.



## Visit of ASOs of Central Secretariat Service through ISTM on 14<sup>th</sup>, 17<sup>th</sup> & 28<sup>th</sup> Nov 2025

The 2024 Batch of Assistant Section Officers (70 ASOs) who are undergoing training program at Institute of Secretariat Training & Management (ISTM), Department of Personnel & Training (DoPT) visited Nutrihub on 14<sup>th</sup> Nov. 2025. The second batch with 73 officers and accompanying faculty visited on 17<sup>th</sup> Nov. 2025. The third batch with 75 officers & faculty visited on 28<sup>th</sup> Nov. 2025. Dr. J. Stanley, Director/CEO, interacted with the officers and highlighted the importance of millets, their value addition, and technological innovations and the work done at Nutrihub.



Mr. Sandeep Kumar briefed the group on incubation facilities and business opportunities available for aspiring entrepreneurs. They were then taken on a guided tour of the processing units, where the team explained various processing technologies. They were also served delicious honey sorghum cookies, providing them with a first-hand experience of millet products. The visit was facilitated by Mr. Sandeep Kumar, Ms. Ankita & Dr. Subhankar.





## aIDEA launches AGRI UDAAN 8.0 @HICC, Hyderabad

aIDEA of ICAR-NAARM organised the launch of AGRI UDAAN 8.0 at Novotel, Hyderabad. Nutrihub was represented by Dr J. Stanley, CEO; Dr Veeresh S Wali, Chief Business Manager; and Mr Medi Sai Prakash, Program Manager. Senior leaders including Dr Senthil Vinayagam (CEO, a-IDEA), Dr Gopal Lal (Acting Director & Joint Director, ICAR-NAARM), Dr Raji Reddy Danda (Vice Chancellor, SKLTSHU), and Dr R. Ganapathy (DGM, NABARD) graced the event. More than fifteen start-ups and mentors from various incubators participated. AGRI UDAAN, supported by NABARD, is ICAR-NAARM's accelerator that connects promising agri-start-ups with mentors, investors and industry partners. Led by a-IDEA, it provides structured mentoring, business validation and pitch opportunities to help early ventures strengthen their growth pathways.



## Board of Studies (BoS) of Veeranari Chakali Ilamma Women's University, Koti

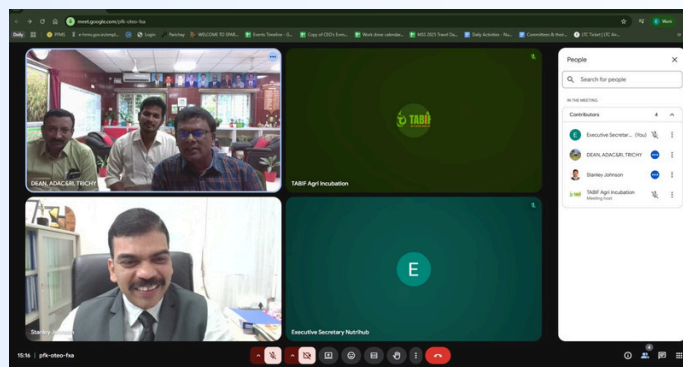


The first meeting of the Board of Studies of Food Technology Department of Veeranari Chakali Ilamma Women's University, Koti was held on 26<sup>th</sup> Nov. 2025. Dr. J. Stanley was invited as an industrial expert member of the

committee chaired by Dr. J. Sreenivasa Rao, Scientist F at ICMR-NIN. Dr. M. Jaya Surya Kumari, HoD Dept of Food Sciences presented the curriculum which was discussed in detail and updated and made changes according to the industrial need and modern innovations.

## Meeting with EDII-Trichy Agribusiness Incubation Forum of ADAC&RI, TNAU, Trichy

An introductory meeting with CEO, Nutrihub Dr J. Stanley and the Dean ADAC&RI, Trichy and chairman of EDII, Dr. C. Vanniarajan on 25<sup>th</sup> Nov. 2025. The meeting was also attended by Dr. Parthasarathi, Asst Professor and Incubation Coordinator, Mr. Vignesh Prabhu - COO, EDII-TABIF and Mr. Vikas K, Assistant Manager, EDII-TABIF. The memorable pleasantries of CEO Nutrihub was a student of Dr. C. Vanniarajan during 1998 and Dr. Vanniarajan worked at DSR, Hyderabad as ARS during 1995 were remembered. Both the heads of organisations introduced their organisation to each other and the possibilities of collaboration were discussed. The innovation of millet value added products at Nutrihub has to be popularised among the enmasses and development of household millet dehulling machines are discussed.







## STUDENTS VISITS

### 1. B.Tech. Biotechnology, College of Agricultural Biotechnology, Loni Maharashtra

A group of 43 B.Tech. students from College of Agricultural Biotechnology, Loni, Maharashtra visited Nutrihub on 07<sup>th</sup> Nov. 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. During the exposure visit, the students toured the Centre of Excellence on millet processing and value addition, the Common Facility Centre, the millet demonstration fields, and the germplasm conservation unit. The visit was coordinated by Dr. Subhankar, SRF, NAIF-ZTMC.



### 2. M.Sc Food Science and Technology, St Joseph's University, Bengaluru



About 37 students of St Joseph's University, Bengaluru visited Nutrihub on 10<sup>th</sup> Nov. 2025 to get exposed to the innovation in millet value addition and entrepreneurship development. They were briefed on the growing importance of millets, processing methods, product diversification, and emerging business opportunities in the millet ecosystem. The students were taken to the CoE on millet processing and value addition and the Common Facility Centre. The visit was facilitated by Ms. E. Kiranmai, Research Associate and Mr. Sai Prakash, Nutrihub, ICAR-IIMR

### 3. B.Sc. Agriculture, Birsa Agricultural University, Ranchi, Jharkhand

B.Sc Agriculture students (48) of Birsa Agricultural University, Ranchi, Jharkhand visited Nutrihub on 10<sup>th</sup> Nov. 2025. The team received an overview of Nutrihub's initiatives in millet-based innovation, processing, value addition, and business development. They were taken to CoE on millet processing and value addition and the Common Facility Centre where key processes, technologies, and product development opportunities were explained. The visit was facilitated by Dr. A Srinivas, Senior Scientist, ICAR-IIMR



### 4. B.Sc Agriculture, Vels Institute of Sci., Tech and Advanced Studies (VISTAS), Chennai

A group of 33 students from Vels Institute of Science, Technology and Advanced Studies, Chennai, Tamil Nadu visited Nutrihub on 12<sup>th</sup> Nov. 2025. The team viewed a brief video on Nutrihub's activities and later explored the Centre of Excellence on millet processing and value addition, along with the Common Facility Centre gaining practical insights on millet based technologies and business opportunities.



The visit was coordinated by Mr. Sai Prakash, Program Manager, Nutrihub.



## 5. M.Sc Nutrition & Dietetics, Lifeness Science Institute, Future Varsity, Mumbai

M.Sc Nutrition and Dietetics students (65) of Lifeness Science Institute, Mumbai visited Nutrihub on 13<sup>th</sup> Nov. 2025. The team was introduced to Nutrihub's initiatives in millet-based innovation, processing, value addition, and business development. They were taken to CoE on millet processing and value addition and the Common Facility Centre and explained about the importance of millets, its processing and value addition and the entrepreneurship development. The visit was facilitated by Mr. Sandeep Kumar, Business Manager, Nutrihub.



## 6. M.VSc, P.V. Narasimha Rao Telangana Veterinary University

An exposure visit was organized for 13 students from P.V. Narasimha Rao Telangana Veterinary University on 13<sup>th</sup> Nov. 2025 at Nutrihub. The team was introduced to Nutrihub's role in

promoting millet-based innovation and business development. They were briefed on mentoring support, technology transfer, incubation services, product development, and internship opportunities available at Nutrihub. 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 Venkateswarulu, Senior Scientist and Mr Sandeep Kumar, Business Manager.



## 7. M.Sc Food Science & Nutrition students, Yuvaraja's College, Mysuru



Nutrihub hosted 26 M.Sc Food Science & Nutrition students of Yuvaraja's College, Mysuru. The visit provided the students with exposure to millet processing technologies, product development, value-addition methods, and the role of incubation support in fostering millet startups. Later the students toured the Centre of Excellence and the Common Facility Centre, gaining practical insights into the millet value chain and associated technologies. The visit was coordinated by Ms. E. Kiranmai, Research



Associate, ICAR-IIMR and Mr. Sai Prakash, Program Manager, Nutrihub ensuring meaningful interactions and learning for the student group.

## 8. M.Sc Food Science and Nutrition University of Mysore, Manasagangotri

Nutrihub welcomed 48 M.Sc Food Science & Nutrition students of University of Mysore, Manasagangotri. The group explored various millet processing units, product development facilities, and value-addition technologies, gaining deeper insights into the nutritional and commercial potential of millets. The group was also briefed on Nutrihub's incubation support system and its role in guiding innovation in the millet sector overview of startup incubation support and the role Nutrihub plays in promoting innovation in the millet sector. The program was coordinated by Ms. E. Kiranmai, Research Associate, ICAR-IIMR and Mr. Sai Prakash, Program Manager.



## 9. B.Sc Agriculture, College of Agriculture, VNM Krishi Vidyapeeth, Parbhani

On 19<sup>th</sup> Nov. 2025, Nutrihub ICAR-IIMR hosted 38 B.Sc Agriculture students of College of Agriculture, VNM Krishi Vidyapeeth, Parbhani. The group visited the demonstration fields, CoE on millet processing and Common Facility Centres, where they learned about millet crop improvement, processing technologies, value addition, and the scope for agri-entrepreneurship in the millet sector. The exposure helped students connect academic learning with real-world applications in modern agriculture and food innovation. The visit was coordinated by Mrs. Devakrupa, Business

Executive ensuring a smooth and informative experience for all participants.

## 10. B.Sc Agriculture, PP Savani University, Gujarat



A group of 50 students of B.Sc Agriculture of PP Savani Agricultural College, Gujarat visited Nutrihub, ICAR-IIMR on 20<sup>th</sup> Nov. 2025. During the visit, Dr. A. Srinivas, Senior Scientist, ICAR-IIMR briefed the students the importance of millets, their nutritional benefits of the millets and millet promotion in the country. The students viewed a video outlining Nutrihub's role in mentoring start-ups, facilitating networks, and supporting entrepreneurial growth. The visit ended with practical exposure to the primary processing plant. The visit was coordinated by Dr. A. Srinivas, Ms. Devakrupa, Business Executive, and Mr. Abdul Mannan, Operations Manager, Nutrihub, ICAR-IIMR.

## 11. B.Sc. Agriculture, Vignan Institute of Agriculture and Technology, Guntur





An exposure visit for 50 B.Sc Agriculture students of Vignan Institute of Agriculture & Technology, Guntur, was held on 24<sup>th</sup> Nov. 2025 at Nutrihub, ICAR-IIMR. Students gained insights into the importance of millets in sustainable agriculture, emerging global market demand, scientific cultivation practices, and advanced production technologies. They also toured the Common Facility Centre and the Centre of Excellence, witnessing millet processing, value addition, product development, and entrepreneurial support system at Nutrihub. The visit created a strong link between classroom learning and real-world industry applications, encouraging students to explore opportunities in millet cultivation, agribusiness, and agri-entrepreneurship. The visit was coordinated by Mrs. Ankita Upadhyaya, Nutrihub.

## 12. B.Sc Biochemistry, VPM's B. N. Bandodkar College of Science, Thane



A team of 44 undergraduate students and 5 faculty members from the Department of Biochemistry, VPM's B. N. Bandodkar College of Science, Thane, Maharashtra, visited Nutrihub, ICAR-IIMR for an educational tour. Students explored the millet processing units, product development labs, and Centre of Excellence, gaining exposure to the biochemical and nutritional aspects of millets. The sessions helped them connect theoretical learning with practical applications, particularly in value addition, food innovation, and research possibilities in the millet domain. The visit offered a comprehensive learning experience, highlighting the growing importance of millets in health, nutrition, and entrepreneurship. The experience is expected to benefit students by enhancing their understanding of millet-based technologies, connecting classroom concepts with real-time applications, and giving them exposure to future learning and career opportunities in the broader food and agri-innovation ecosystem. The visit was coordinated by Mr. Sai Prakash, Program Manager, Nutrihub.



## FARMERS VISITS

### 1. Farmers from Sivagangai, Tamil Nadu

A group of 20 farmers from Sivagangai, Tamil Nadu visited Nutrihub on 13<sup>th</sup> Nov. 2025. The team interacted at the millet demonstration field, where scientists briefed them on improved millet cultivars and scientific crop management practices. They later visited primary processing facilities and learnt about millet processing, value addition and various millet value added technologies. The farmers also explored the product display section featuring Eatrite millet products and innovative offerings from Nutrihub-supported start-ups. The visit provided practical exposure to cultivation, processing, and enterprise opportunities in the millet sector. The programme was coordinated by Er. P. Hemasankari, Scientist, ICAR-IIMR.



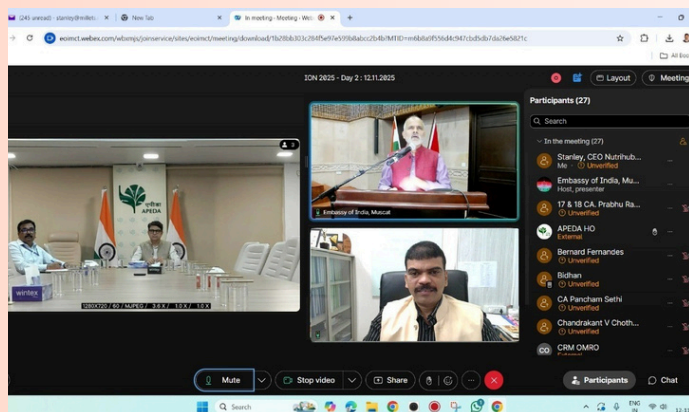
## GLOBAL STAKEHOLDERS

### 1. India-Oman Network (ION) Dialogue on Agriculture and food security session

Dr. J. Stanley, CEO participated in the India-Oman Network Dialogue on Agriculture and food security session on 12<sup>th</sup> Nov. 2025. The session, chaired by Mr. Srinivasa Rao, Ambassador of India to the Sultanate of Oman, brought together senior industry representatives and the APEDA team. During the discussion, Dr. Stanley outlined collaborative opportunities for millet cultivation mapping in Oman, capacity development in processing and value addition, and trade



linkages to connect Indian start-ups and enterprises with export potential for the Omani market. Dr Stanley's inputs received strong appreciation, and the Executive Program for Cooperation (EPC) under the existing MoU was deliberated in detail for further approval.



## 2. ITEC Training Participants of 18 Nations through MANAGE

Participants of the International ITEC Training Programme on "Application of ICTs in Agriculture," conducted by MANAGE from 12<sup>th</sup> to 25<sup>th</sup> Nov 2025, visited Nutrihub as part of their exposure sessions. The cohort comprised 30 delegates from 18 countries across Asia and Africa. During the visit, participants received an overview of Nutrihub's digital initiatives, technology incubation processes, and ICT-enabled support mechanisms for millet-based enterprises. They explored the Centre of Excellence, processing units, and product innovation spaces, gaining insights into how Nutrihub integrates research, technology, and entrepreneurship to strengthen the millet value chain. The visit was coordinated by Dr. Veeresh Wali, who briefed the delegates on Nutrihub's role in promoting agri-innovation and global knowledge exchange.



## 3. Lecture to ITEC Training at ICRISAT on Agribusiness Startup Development and Incubation Models



Dr. J. Stanley, CEO, Nutrihub, delivered a lecture at ICRISAT for the participants of the International ITEC Training Programme on "Fostering Innovation and Entrepreneurship in Agriculture for Sustainable Development," held from 17–28<sup>th</sup> Nov 2025. The 12-day programme, organised under the Indian Technical and Economic Cooperation (ITEC) initiative of the Ministry of External Affairs, brought together international delegates to explore structured approaches to strengthening agri-innovation ecosystems.

Dr. J Stanley spoke on agribusiness start-up development and incubation models, presenting Nutrihub's experience in enterprise nurturing, technology transfer pathways, and support mechanisms for market-oriented growth. He was accompanied by Dr. Veeresh Wali, who contributed to discussions on incubation frameworks and Nutrihub's role in enabling entrepreneurship in the millet sector.





## 4. ITEC Trainees from 21 countries through ICRISAT



As part of the International Training Course on Fostering Innovation and Entrepreneurship in Agriculture for Sustainable Development, organized by ICRISAT, a delegation of 34 international participants from 21 countries (Algeria, Egypt, Eswatini, Ethiopia, Ghana, Indonesia, Iran, Kenya, Mauritius, Nepal, Nigeria, Panama, Peru, Rwanda, South Africa, Sri Lanka, Tanzania, Turkey, Vietnam, Zambia, and Zimbabwe) visited Nutrihub on 24<sup>th</sup> Nov 2025.

Dr. J. Stanley, CEO, Nutrihub, interacted with the participants and highlighted the importance of millets, Nutrihub's role in agripreneurship promotion, technology transfer, and capacity-building, and how the centre supports startups in scaling their ventures. Mr. Sandeep Kumar, Assistant Business Manager, presented an overview of the incubation infrastructure, start-up facilitation services, funding linkages, and millet technologies available for licensing.

The group later toured the Common Facility Centre, where Mr. Abdul Mannan, SRF, explained the processing units and demonstrated primary and secondary millet-processing operations. Participants appreciated the millet innovations showcased and acknowledged Nutrihub's contributions to agritech entrepreneurship. The visit strengthened international learning and highlighted the global relevance of millet-based solutions for sustainable agriculture.



## Training programs conducted by or at Nutrihub

### 1. Value chain and value addition in millets for SHG Women

Nutrihub, ICAR-IIMR conducted a training program on value chain and value addition in millets for 30 SHG women facilitated through SEED NGO on 04<sup>th</sup> Nov. 2025. The programme began with an introduction to the importance of millets as a crop, a nutritious food, and a livelihood opportunity. Participants visited the millet demonstration field to observe different millet crops and understand their characteristics.

The training was focused on demonstrating nutritious millet-based recipes, highlighting their role in household nutrition and income generation. Participants were introduced to various millet varieties, cooking methods, and simple value-added products suitable for local markets.

The program was coordinated by Dr. Ravi Kumar, Technical Officer, ICAR-IIMR and Mr. Srinu, Sr Manager (Operations) ensuring hands-on learning and practical exposure to millet usage across the value chain.



### 2. A 4-day hands-on training for SERP SHG women under the Millet Café Project

Nutrihub, ICAR-IIMR conducted a 4-day hands-on training programme for 36 Self-Help Group (SHG) women as part of the SERP initiative Establishment of Millet Cafés in Telangana. The participants were nominated from six districts:



## Did you know?

India contributes over 40% of global millet production, with major states including Rajasthan, Karnataka, Maharashtra, and Telangana.



Ranga Reddy, Medchal, Sangareddy, Mahbubnagar, Yadadri, and Suryapet.

The training focused on millet value-added technologies developed for the upcoming café model. Participants were trained in a range of Ready-to-Eat (RTE) and Ready-to-Cook (RTC) products designed to serve breakfast, mid-day snacks, lunch, evening snacks, and dinner. The curriculum also included sessions on food safety, personal hygiene, kitchen management, packaging and labelling guidelines, and practical insights on common challenges faced by SHG led food enterprises. The programme was inaugurated by Dr. J. Stanley, Director/CEO, Nutrihub; Mr. Johnson, Director (Non-Farm Livelihoods), SERP; and Mr. Hameed, Project Executive, SERP. Technical sessions were conducted by Mr. KVD Karthik, Plant Manager; Mr. Vinay, Technical Assistant; Ms. Aaradhya, Technical Assistant; Dr. Veeresh Wali, Chief Business Manager; and Mr. Sai Prakash, Business Manager, with support from the CFC team.

This training represents a key milestone in preparing SHG women to manage and operate millet cafés across Telangana, thereby strengthening livelihood opportunities and expanding access to millet-based foods under the SERP project.



### 3. Training program on processing and value addition in millets for Andhra Pradesh Farmers

Nutrihub, ICAR-IIMR conducted a focused training program on millet processing and value addition for 14 farmers and 2 Agriculture Officers from Andhrapradesh on 25<sup>th</sup> Nov. 2025. The sessions covered primary and secondary processing, methods for developing value-added products, and emerging opportunities in millet-based enterprises. Participants received hands-on exposure to milling, flour preparation, flaking, baking, and preparation of different millet-based foods.

The training enhanced their practical understanding of technologies that can be adopted at farm and community levels. The program aimed to build technical confidence among farmers and support them in creating market-ready millet products and exploring entrepreneurship within their local ecosystems.



### 4. Startup Ignition Program on 28<sup>th</sup> Nov 2025



NutriHub ICAR-IIMR organized a "Start-up Ignition – Emerging Business Opportunities in Processing of Millets" program on 28<sup>th</sup> Nov. 2025 for aspiring entrepreneurs. A total of 16 participants from Telangana, Andhra Pradesh, Karnataka, and Tamil Nadu attended the training.

Dr. V. Ravi Kumar delivered the inaugural address, followed by expert sessions from Dr. A. Srinivas, Mr. Israel Raj Alladi, and Dr. Veeresh S. Wali. Participants were taken on a guided tour of the CoE and Common Facility Centres by Ms. A. Vyshnavi and Mr. Md. Abdul Mannan, where they observed millet processing and value-addition technologies.

The valedictory session was addressed by Dr. V. Ravi Kumar, Dr. Veeresh S. Wali, and Mr. V. Sandeep Kumar, who also presented certificates to the trainees. The program was coordinated by Dr. V. Ravi Kumar and Mr. Srinu Mupparaju, with support from Mr. N. Rajkumar.





## Due diligence on Startups



M/s. Nabitha Engineering Pvt Ltd, Ms. Buddarangaiahgari Radha & Mr. Raghu, on 03<sup>rd</sup> Nov. 2025.



M/s. Food Nest, Ms. Preeti Amitesh Deshmukh on 03<sup>rd</sup> Nov. 2025.



M/s. Sri Haritha Agro Food Products Pvt. Ltd, Mrs. Padmavati Annapurna Kalluri on 03<sup>rd</sup> Nov. 2025.



M/s. Assocom Foods Pvt. Ltd, Mr. Shorya Kapoor on 06<sup>th</sup> Nov. 2025.



M/s. Samrudhhi Agro Group Ms. Sarojini Tatyasaheb, New Delhi, on 10<sup>th</sup> Nov. 2025.



M/s. The Wise Food co, Ms. Tanya, Mumbai, Maharashtra; on 10<sup>th</sup> Nov. 2025.



M/s. Pickle Story LLP Mr. Shashank veer, Saidabad, Hyderabad; on 11<sup>th</sup> Nov. 2025.





M/s. Veliyath Food Products LLP, Mr. Mrs. Parvathy Sreekumar, Mr. V Sreekumar, Kerala, 12<sup>th</sup> Nov 2025.



M/s. Vishra Agrosales represented by Mr. Karthikeyan on 14<sup>th</sup> Nov. 2025



M/s. Shreeka Lifestyle, Ms. Vanishree, Karnataka on 12<sup>th</sup> Nov. 2025.



M/s. Healthy Soil, Food & People Pvt. Ltd. – Mr. Talvinder Singh from Punjab on 18<sup>th</sup> Nov 2025.



M/s. Themico works LLP (The Millet Company), Sagar Chitragar, Maharashtra on 13<sup>th</sup> Nov. 2025.



M/s. Dihan Nutrihealth Pvt Ltd, Ms. F Hannah Rebekah on 20<sup>th</sup> Nov 2025



M/s. Sri Sanjeevini Millets and Natural Food Products, Mr. Chinnapareddy Ranaprathap Visweswara Reddy, 13<sup>th</sup> Nov. 2025



**Jowar Crispy Balls**



## Technology transfer of Millet Value added Technologies



1. Sangam milk producer company limited, Guntur, Andhra Pradesh has signed MoA for licensing of 5 technologies, viz., Finger millet cookies, Sorghum muffins, Finger millet muffins, Sorghum instant idli mix and Multi millet idli mix Dairy on 03<sup>rd</sup> Nov. 2025



2. Society for Elimination of Rural Poverty, Department of Rural Development has signed MoA for licensing of 13 millet value added technologies viz., Instant sorghum idly mix, Instant sorghum upma mix, Instant sorghum pongal mix, Little millet dosa mix, Instant sorghum khichdi mix, Sorghum vermicelli, Sorghum pasta, Sorghum bread, Sorghum cashew cookies, Finger millet nutribar, Sorghum muffins, Sorghum puffs, Sorghum namkeen (chivda/ flakes) on 19th Nov. 2025.

3.3. M/s Temple Grains & Wellness Private Limited, Coimbatore has signed an MoA for five technologies, viz., Sorghum instant idli mix, Sorghum vermicelli, Finger millet pasta, Multimillet rava and Finger millet nut delight bar on 24th Nov. 2025.



## Startups Graduated during November 2025

### 1. Pur' Ferme' Project

Pur' Ferme' Project is an incubated startup founded by Mr. Abhinav Sharma. The startup has leveraged the institute's technical expertise in developing probiotic enriched millet based functional food products. They also have developed protein rich energy bars and gluten free chocolate cookies. They have a clear labelling with the ingredients and have a QR code to link with the farmer who produced the millet grain. During its incubation journey, the startup utilized the Centre of Excellence facilities for formulation trials and the Common Facility Centre for pilot-scale production of bar and cookies. Pur' Ferme' Project also participated in various capacity-building and knowledge-sharing initiatives, including the exclusive "SAMAADHAN" webinar series organized for incubated startups.





## 2. AMC Nutrinst Private Limited



AMC Nutrinst Private Limited, founded by Mr. Gangireddy Arunkumar Reddy has recently launched a diverse range of millet value-added products, marking a significant milestone in their entrepreneurial journey. Nutrihub has supported

the startup through strategic linkages with Farmer Producer Organizations (FPOs) across the millet value chain, enabling the startup to strengthen its sourcing and supply network. The team has also been actively participating in Nutrihub's exclusive incubatee-oriented programs, including "Learn the Essentials," "Samaadhan," and the International Nutri-Cereals Convention (INCC) 6.0. Through these engagements, AMC Nutrinst has gained valuable exposure to networking opportunities, market connections, and industry insights, contributing to their growth and market readiness.

## New Technologies Ready for Commercialization

The Institute Technology Management Council (ITMC) has approved 14 new millet value added technologies to be enlisted for commercialization making it now 101 technologies ready for commercialization at ICAR-IIMR on 03<sup>rd</sup> Nov. 2025.

### 1. Pearl Millet Namkeen (Chivda/ flakes)

Pearl Millet Namkeen (Chivda) is made of Pearl millet flakes, palmolein oil, ground nuts, cashew nuts, spicy masala powder, etc. The shelf life of Pearl Millet Namkeen (Chivda) is 45 days. The nutritive values include, Protein = 9.4 g, Fat = 8.5 g, Fiber = 2.3 g with energy of 388 Kcal per 100 g. Pearl Millet Namkeen is developed at Nutrihub by a team of innovators viz., Dr. J. Stanley, Ms. P. Sailaja, Dr. Dayakar Rao, Ms. Kiranmai and Mr. Shiv Kumar.



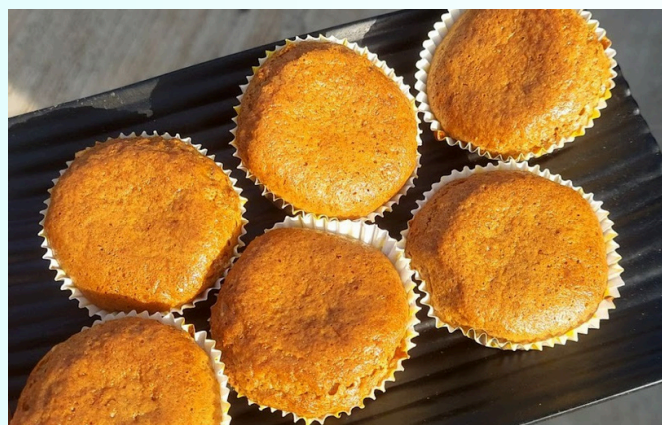
## New Incubation

## Temple Grains & Wellness Private Limited



A MoU for incubation was signed between Nutrihub and Temple Grains & Wellness Private Limited, Coimbatore, represented by Ms. Subramanian Rashmi, Director/founder on 24<sup>th</sup> Nov. 2025.

### 2. Multimillet eggless muffins





Multimillet muffins without egg are made of Sorghum, finger millet, foxtail millet, palmolein oil, invert syrup, baking soda, whey protein concentrate, emulsifiers, preservatives, etc. The shelf life of Multimillet muffins without egg is 30 days. The nutritive values include, Protein = 11.4 g, Fat = 18.0 g, Fiber = 5.7 g with energy of 438 Kcal per 100 g. Multimillet muffin without egg is developed at Nutrihub by a team of innovators viz., Dr. J. Stanley, Dr. T. Tamilselvan, Mr. KVD Karthik and Mr. Md. Abdul Mannan.

### 3. Sorghum Burger Bun



Sorghum burger bun is made of refined wheat flour, sorghum flour, instant dry yeast, skim milk powder, vital gluten, emulsifiers, etc. The shelf life of the sorghum burger bun is 5 days. The nutritive values include, Protein = 10.7 g, Fat = 4.0 g, Fiber = 1.3 g with energy of 347 Kcal per 100 g. Sorghum burger bun is developed at Nutrihub by a team of innovators viz., Dr. J. Stanley, Dr. T. Tamilselvan, Ms. Gowri Kalyani, Mr. KVD. Karthik, and Mr. Md. Abdul Mannan.

#### Staff of the month – Nov, 2025 Mr. Naresh



Accounts Officer, Nutrihub

Mr. Naresh is recognised for his efficient management of accounts and timely completion of key financial compliances. He led the process for obtaining 12A Income Tax Exemption, facilitated the 80G approval, and ensured proper utilisation and reporting of project expenditure. His organised approach and steady support to the finance functions have contributed to smoother operations across Nutrihub.



**Nutrihub  
welcomes**

*Welcome*

**Ms. S. Bhuvaneswari**  
Assistant Manager TNAPEX, RAMP Project

Ms. Bhuvaneswari Shanmugam, an Agribusiness professional, joins our ecosystem with experience across agriculture, research, sustainability, marketing, and food. She was running a sustainable microgreens venture, Little



Little Leaves - focusing on producing fresh and chemical-free greens. She previously worked on an ICSSR project on millet production and consumption patterns across South India.

As a part of her academic research, she did a project on the Functioning of ATMA in Karaikal Region and her business research at International Bakery Products Limited (Britannia). She has also contributed to research through her publication on mulberry propagation techniques. Her passion for agriculture and food systems has now brought her to Nutrihub as Assistant Manager for the project, Branding, Packaging & Market Support to MSMEs in Tamil Nadu under RAMP.

**Mr. Karpagaraj**  
Technical Assistant TNAPEX, RAMP Project

Mr Karpagaraj R is a versatile agribusiness professional with a blend of technical expertise, creative thinking, and entrepreneurial experience. Bachelor in Agricultural Science and an MBA in Agribusiness



Management, he has worked extensively in multiple organisations, contributing to the Business development teams, Certification process, Social media marketing, and Event management, gaining on-ground and corporate exposure. He has trained students under the Naan Mudhalvan Program of TN Govt, strengthening their employability and industry readiness. Outside his professional role, he expresses his artistic side as a freelance illustrator and artist, crafting visuals that merge emotion, style, and precision.



## Start-up engagement at Nutrihub, ICAR-IIMR during November 2025



Mr. Kumar, M/s Millgrains on 03<sup>rd</sup> Nov. 2025.



Ms. Sri Bhanu, M/s Shathabdi Organics on 03<sup>rd</sup> Nov. 2025



Mrs. Padmavati Annapurna Kalluri, M/s. Sri Haritha Agro Food Products Private Limited on 03<sup>rd</sup> Nov. 2025



Ms. Buddarangaiahgari Radha & Mr. Raghu, M/s. Nabitha Engineering Private Limited on 03<sup>rd</sup> Nov. 2025



Mrs. Sarojini Tatyasaheb Phadtare, M/s. Samruddhi Agro Group on 10<sup>th</sup> Nov. 2025



Mrs. Tanya Kanodia, M/s. The Wise Food Co on 10<sup>th</sup> Nov. 2025



Mr. P Shashank Veer, M/s. Pickle Story LLP on 11<sup>th</sup> Nov. 2025





Mr. Shiva Prashaanth & Mr. Mughil Yashwanth, Hitech Modern Rice Mill from Arcot, Tamil Nadu on 11<sup>th</sup> Nov. 2025



Mr. Chinnapareddy Ranaprathap Visweswara Reddy, M/s. Sri Sanjeevini Millets and Natural Food Products (Partnership) on 13<sup>th</sup> Nov. 2025



Mrs. Parvathy Sreekumar / Mr. V Sreekumar, M/s. Veliyath Food Products LLP on 12<sup>th</sup> Nov. 2025



Mr. Sagar Chitrakar, M/s. The Millet Company, on 13<sup>th</sup> Nov. 2025



Mrs. Vanishree CS, M/s. Shreeka Lifestyle (OPC) Private Limited on 12<sup>th</sup> Nov. 2025



Mr. Talwinder Singh, M/s. Healthy Soil, Food & People, on 13<sup>th</sup> Nov. 2025.



Mr. Santhosh, M/s. Millets Hub on 12<sup>th</sup> Nov. 2025



Ms. Sadhvi Pandey, Director & Founder along with Mr. Joy Wairopkam, Manager Tashvika India Food Pvt. Ltd; on 14<sup>th</sup> Nov. 2025.





M/s. Vishra Agrosales represented by Mr. Karthikeyan on 14<sup>th</sup> Nov. 2025



Ms. Shilpi, M/s FittR Bites Consumer Pvt Ltd on 26<sup>th</sup> Nov. 2025.



Ms. Anusha, M/s Devendra Agro Industries Pvt. Ltd for product refinement and Incubation on 17<sup>th</sup> Nov. 2025.

## Dignitaries during Nov,2025



Mr. V.C. Dhruva, Business Manager, Agriinnovate India Limited visited on 06<sup>th</sup> Nov. 2025



Mr. Anilkumar Jupalli, CEO, Stikbook Discussion regarding Millet business on 18<sup>th</sup> Nov. 2025



Colonel. Rajesh Mishra visited on to have discussion on starting millet business on 10<sup>th</sup> Nov. 2025



Mrs. Ann Mathew Pampackal, M/s. Transal Food Products LLP on 18<sup>th</sup> Nov. 2025



Mr. Vikas K, Asst. Manager, EDII- Tiruchirappalli Agribusiness Incubation Forum on 12<sup>th</sup> Nov. 2025





Dr. Seetharaman Suresh, Professor (Retd.), TNAU along with Dr. Chitra Shanker, Principal Scientist & Dr. K.V. Raghavendra, Scientist Entomology on 14<sup>th</sup> Nov. 2025



Dr. Bharat Reddy, M/s. Millet Marvels on 24<sup>th</sup> Nov. 2025



Dr. Raj Bhandari, Member NTBN on 17<sup>th</sup> Nov. 2025



Dr. Siva Kumar S, Principal Scientist, ICAR-NAARM on 27<sup>th</sup> Nov. 2025



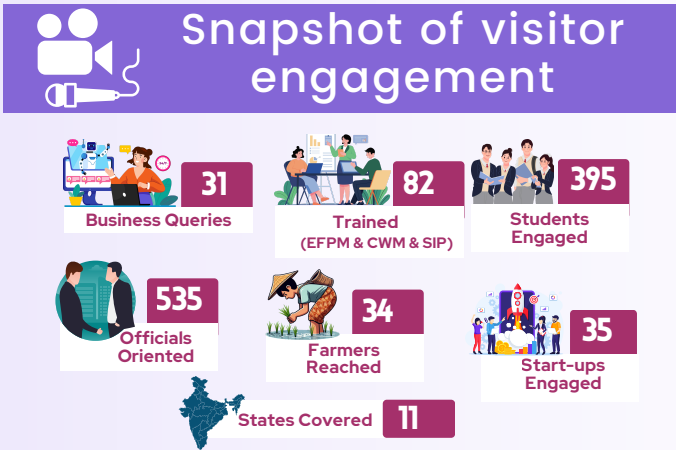
Mr. Jitender Bhatti, Deputy Director Institute of Secretariat Training & Management, DoPT, Govt. of India on 17<sup>th</sup> Nov. 2025



Ms. Srujana Atluri, AGM & Mr. Abid Hussain, Manager- Indian Express Group, on 27<sup>th</sup> Nov. 2025



Sri. P. W. Johnson, Director, (Non-farm), SERP, Dept of Rural Development, Telangana on 19<sup>th</sup> Nov. 2025







# Nurtrihub, ICAR-IIMR in Media

## విజయక్రాంతి

### ఉత్సాహంగా ఫుడ్ ఎ ఫెయిర్ 2025

- హైదరాబాద్ లో ఏర్పాటు చేసిన ప్రదర్శనను ప్రారంభించిన మంత్రి శ్రీధర్ బాబు
- ఈ నెల 16 వరకు జరగనున్న ఎగ్జిబిషన్
- వెళ్ళి, ఫుడ్ స్టాల్స్, తయారీదారులు అందరూ ఒకే చోట



హైదరాబాద్ లో ఏర్పాటు చేసిన ప్రదర్శనను ప్రారంభిస్తున్న మంత్రి శ్రీధర్ బాబు

హైదరాబాద్, నవంబర్ 14 (విజయక్రాంతి): దక్షిణ భారతదేశంలో ప్రముఖ ఆహార పానీయ ( ఫుడ్ అండ్ బీవరేజీ ) ట్రేడ్ ఫెయిర్ గా గుర్తింపు పొందిన ఫుడ్ ఎ ఫెయిర్ 2025 నగరంలోని హైటెక్ ఎగ్జిబిషన్ సెంటర్ లో ఏర్పాటైంది. ఈ ప్రదర్శనను రాష్ట్ర ఐటీ, ఎలక్ట్రానిక్స్ కమ్యూనికేషన్స్, ఇండస్ట్రీస్ అండ్ కామర్స్ శాఖ మంత్రి డి. శ్రీధర్ బాబు ప్రారంభించారు. ఈ సందర్భంగా శ్రీధర్ బాబు మీడియాతో మాట్లాడుతూ ఈ రంగార్థి మరింత బలోపేతం చేసేందుకు, ఆధునిక, స్థిరమైన, అభివృద్ధి చెందిన ప్రాధాన్యత నిచ్చే ఫుడ్ ఎ ఫోర్మ్ ను నిర్మించడానికి తమ ప్రభుత్వం కట్టుబడి ఉందని స్పష్టం చేశారు. ఫుడ్ ప్రాసెసింగ్, పారిశ్రామిక వేతన అభివృద్ధి, టెక్నాలజీ అనుసరణ, మార్కెట్ అభివృద్ధి వంటి కీలక రంగాల్లో దృష్టి సారించడం ద్వారా, ఆహార వ్యవసాయ ఆధారిత పరిశ్రమలకు రాష్ట్ర ప్రధాన కేంద్రంగా నిలవడమే తమ అక్షరాస్య పేర్కొన్నాడు. హైదరాబాద్ ను మరింత ముందుకు తీసుకెళ్లే ముఖ్యమైన అడుగుగా

ఈ ఫుడ్ ఎ ఫెయిర్ నిలుపుదలన్నాడు. రిటైల్, హోల్ సేల్, తయారీదారులు, ఫుడ్ ప్రాసెసింగ్, టెక్నాలజీ ఇన్వోవేషన్లు, షెడ్లు, వంట నిపుణులు, స్టాల్స్, కొనుగోలు దారులు అంతా ఒకే వేదికపైకి రావడం ఈ కార్యక్రమం ప్రత్యేకతగా నిర్వహించు పేర్కొన్నాడు. ఈ నెల 16 వ తేదీ వరకు జరుగుతున్న ప్రదర్శనలో ప్రత్యేకంగా ఏర్పాటు చేసిన బి2బి మీటింగులు, ప్రోడక్ట్ లాంఛ్, డిమాన్డ్ సర్వే, ఇండస్ట్రీ ఇంటరాక్షన్ డిటాకెయిన్ వెల్లడించారు. షిప్ట్ ఎగ్జిబిషన్ ను అత్యధిక లో నిర్వహిస్తున్న ఈ ఫెయిర్ కు తెలంగాణ ప్రభుత్వ ఎమ్ఎస్ఎమ్ఈ శాఖ, తెలంగాణ ఫుడ్ ప్రాసెసింగ్ సొసైటీ, తెలంగాణ షెడ్స్ అసోసియేషన్ సహకారం అందిస్తున్నాయని ఆలాగే వైబిఎం ఇండియా, హైటెక్ లు కూడా నిర్వహించే భాగం వంతుకుంటున్నా

యని వివరించారు. కార్యక్రమంలో ఇండియన్ బ్యాడ్మింటన్ టీమ్ నేషనల్ కోచ్ వచ్చు భాషతో, ఫుల్ గోపీనంద్, ఐసీఎల్ఇండియన్ ఇన్స్ట్రక్టర్ ఆఫ్ మిక్సెడ్ రీసెర్చ్ డైరెక్టర్ డా. తారా నక్కవతి, ఐసీఎల్ఇండియన్ ట్రైనింగ్ సెంటర్ సూపర్వైజర్ సీత ఈ. జె. స్టాన్లీ, మిక్సెడ్ బ్యాండ్ ఫౌండర్ విశాల రెడ్డి, ప్రగతి గ్రూప్ చైర్మన్, జీ.కే. రావు తదితరులు పాల్గొన్నారు. కాగా ఈ ప్రదర్శనలో కొలువుదీరిన విమాళ్ళ ఉత్పత్తులు, విశేషాలు ఆకట్టుకుంటున్నాయి. వీటిలో ఫ్యాంట్ బెస్ట్ ఆహార పదార్థాలు, ఆధునిక అండ్ మిక్సెడ్ ఆహార ఉత్పత్తులు, ఫంక్షనల్ ఫుడ్స్, కాఫీ వ్యవసాయ ఉత్పత్తులు, ట్రోపికల్ ఫుడ్స్, పాల ఆధారిత పదార్థాలు, మసాలాలు, రెడీమెయిడ్ (ఆరటిబి) ఉత్పత్తులు... వంటివి ఉన్నాయి.

15/11/2025 | Main Edition  
Page : 11  
Source : <https://epaper.vijayakranthi.com/>

## हिन्दी मिलाप



तीन दिवसीय खाद्य एवं पेय व्यापार मेला फूड ए'फेयर-2025 का उद्घाटन करते मंत्री जी. श्रीधर बाबू। साथ में पुलेला गोपीबंद, डॉ. तारा सात्यवती, डॉ. जे. स्टैनली, विशाला रेड्डी एवं अन्य।

Hind Media Edition  
Nov 15, 2025 Page No. 16

# HYDERABAD DIGEST

## Food A'Fair kicked off at HITEX

The second edition of Food A'Fair 2025 opened at Hall No 1, HITEX Exhibition Centre, Madhapur. The fair was inaugurated by D Sridhar Babu, Minister for IT, Electronics & Communications, Government of Telangana. The ceremony also saw the presence of Padma Bhushan Pallela Gopichand, chief national coach for Indian Badminton; Dr Tara Satyavathi, director, ICAR-Indian Institute of Millets Research (IIMR); Dr J Stanley, principal scientist, ICAR-IIMR and CEO, Nutrihub, and Vishala Reddy, founder, Millet Bank.



Wed, 19 November 2025  
<https://epaper.newindianexpress.com>



# ఆధునిక ఆవిష్కరణలకు ఫుడ్ ఎకోసిస్టమ్

నిర్వాహన కట్టుబడి ఉన్నాం..

- ఈ రంగార్థి మరింత బలోపేతం చేస్తాం..
- రాష్ట్ర ఐటీ, ఎలక్ట్రానిక్స్ శాఖ మంత్రి శ్రీధర్ బాబు
- హైటెక్ ఫుడ్ ఎ ఫెయిర్ 2025 ప్రారంభం



కార్యక్రమ నిర్వహించుటలో మంత్రి శ్రీధర్ బాబు

గాల్లో దృష్టి సారించడం ద్వారా ఆహార వ్యవసాయ ఆధారిత పరిశ్రమలకు రాష్ట్ర ప్రధాన కేంద్రంగా నిలవడమే తమ అక్షరాస్య పేర్కొన్నాడు. హైదరాబాద్ ను మరింత ముందుకు తీసుకెళ్లే ముఖ్యమైన అడుగుగా ఈ ఫుడ్ ఎ ఫెయిర్ నిలుపుదలన్నాడు. రిటైల్, హోల్ సేల్, తయారీదారులు, ఫుడ్ ప్రాసెసింగ్, టెక్నాలజీ ఇన్వోవేషన్లు, షెడ్లు, వంట నిపుణులు, స్టాల్స్, కొనుగోలు దారులు అంతా ఒకే వేదికపైకి రావడం ఈ కార్యక్రమం ప్రత్యేకతగా నిర్వహించు పేర్కొన్నాడు. ఈ నెల 16 వ తేదీ వరకు జరుగుతున్న ప్రదర్శనలో ప్రత్యేకంగా ఏర్పాటు చేసిన బి2బి మీటింగులు, ప్రోడక్ట్ లాంఛ్, డిమాన్డ్ సర్వే, ఇండస్ట్రీ ఇంటరాక్షన్ డిటాకెయిన్ వెల్లడించారు. షిప్ట్ ఎగ్జిబిషన్ ను అత్యధిక లో నిర్వహిస్తున్న ఈ ఫెయిర్ కు తెలంగాణ ప్రభుత్వ ఎమ్ఎస్ఎమ్ఈ శాఖ, తెలంగాణ ఫుడ్ ప్రాసెసింగ్ సొసైటీ, తెలంగాణ షెడ్స్ అసోసియేషన్ సహకారం అందిస్తున్నాయని ఆలాగే వైబిఎం ఇండియా, హైటెక్ లు కూడా నిర్వహించే భాగం వంతుకుంటున్నా

యని వివరించారు. కార్యక్రమంలో ఇండియన్ బ్యాడ్మింటన్ టీమ్ నేషనల్ కోచ్ వచ్చు భాషతో, ఫుల్ గోపీనంద్, ఐసీఎల్ఇండియన్ ఇన్స్ట్రక్టర్ ఆఫ్ మిక్సెడ్ రీసెర్చ్ డైరెక్టర్ డా. తారా నక్కవతి, ఐసీఎల్ఇండియన్ ట్రైనింగ్ సెంటర్ సూపర్వైజర్ సీత ఈ. జె. స్టాన్లీ, మిక్సెడ్ బ్యాండ్ ఫౌండర్ విశాల రెడ్డి, ప్రగతి గ్రూప్ చైర్మన్, జీ.కే. రావు తదితరులు పాల్గొన్నారు. కాగా ఈ ప్రదర్శనలో కొలువుదీరిన విమాళ్ళ ఉత్పత్తులు, విశేషాలు ఆకట్టుకుంటున్నాయి. వీటిలో ఫ్యాంట్ బెస్ట్ ఆహార పదార్థాలు, ఆధునిక అండ్ మిక్సెడ్ ఆహార ఉత్పత్తులు, ఫంక్షనల్ ఫుడ్స్, కాఫీ వ్యవసాయ ఉత్పత్తులు, ట్రోపికల్ ఫుడ్స్, పాల ఆధారిత పదార్థాలు, మసాలాలు, రెడీమెయిడ్ (ఆరటిబి) ఉత్పత్తులు... వంటివి ఉన్నాయి.

Sat, 15 November 2025  
<https://epaper.dishadaily.com/c/78542637>



15 Nov 2025 - Page 2

## హైటెక్ ఫుడ్ ప్రారంభమైన ఫుడ్ ఎ ఫెయిర్ 2025

- దక్షిణ భారత ఆహార-పానీయ రంగంలోని ఆజా ఆవిష్కరణ
- వేదిక • షెడ్స్, ఫుడ్ స్టాల్స్, తయారీదారులు అందరూ ఒకే చోట
- 360° ప్రదర్శనను ప్రారంభించిన మంత్రి శ్రీధర్ బాబు



తెలంగాణ బ్యారో ప్రతినిధి : దక్షిణ భారతదేశంలో ప్రముఖ ఆహార-పానీయ ( ఫుడ్ అండ్ బీవరేజీ ) ట్రేడ్ ఫెయిర్ గా గుర్తింపు పొందిన ఫుడ్ ఎ ఫేర్ 2025 నగరంలోని హైటెక్ లో ఏర్పాటయింది. ఈ ఫెయిర్ ను రాష్ట్ర ఐటీ, ఎలక్ట్రానిక్స్ కమ్యూనికేషన్స్, ఇండస్ట్రీస్ అండ్ కామర్స్ శాఖ మంత్రి డి. శ్రీధర్ బాబు ప్రారంభించారు. ఈ సందర్భంగా శ్రీధర్ బాబు మీడియాతో మాట్లాడుతూ ఈ రంగార్థి మరింత బలోపేతం చేసేందుకు, ఆధునిక, స్థిరమైన, అభివృద్ధి చెందిన ప్రాధాన్యత నిచ్చే ఫుడ్ ఎ ఫోర్మ్ ను నిర్మించడానికి తమ ప్రభుత్వం కట్టుబడి ఉందని స్పష్టం చేశారు. ఫుడ్ ప్రాసెసింగ్, పారిశ్రామిక వేతన అభివృద్ధి, టెక్నాలజీ అనుసరణ, మార్కెట్ అభివృద్ధి వంటి కీలక రంగాల్లో దృష్టి సారించడం ద్వారా, ఆహార వ్యవసాయ ఆధారిత పరిశ్రమలకు రాష్ట్ర ప్రధాన కేంద్రంగా నిలవడమే తమ అక్షరాస్య పేర్కొన్నాడు. హైదరాబాద్ ను మరింత ముందుకు తీసుకెళ్లే ముఖ్యమైన అడుగుగా ఈ ఫుడ్ ఎ ఫెయిర్ నిలుపుదలన్నాడు. రిటైల్, హోల్ సేల్, తయారీదారులు, ఫుడ్ ప్రాసెసింగ్, టెక్నాలజీ ఇన్వోవేషన్లు, షెడ్లు, వంట నిపుణులు, స్టాల్స్, కొనుగోలు దారులు అంతా ఒకే వేదికపైకి రావడం ఈ కార్యక్రమం ప్రత్యేకతగా నిర్వహించు పేర్కొన్నాడు. ఈ నెల 16 వ తేదీ వరకు జరుగుతున్న ప్రదర్శనలో ప్రత్యేకంగా ఏర్పాటు చేసిన బి2బి మీటింగులు, ప్రోడక్ట్ లాంఛ్, డిమాన్డ్ సర్వే, ఇండస్ట్రీ ఇంటరాక్షన్ డిటాకెయిన్ వెల్లడించారు. షిప్ట్ ఎగ్జిబిషన్ ను అత్యధిక లో నిర్వహిస్తున్న ఈ ఫెయిర్ కు తెలంగాణ ప్రభుత్వ ఎమ్ఎస్ఎమ్ఈ శాఖ, తెలంగాణ ఫుడ్ ప్రాసెసింగ్ సొసైటీ, తెలంగాణ షెడ్స్ అసోసియేషన్ సహకారం అందిస్తున్నాయని ఆలాగే వైబిఎం ఇండియా, హైటెక్ లు కూడా నిర్వహించే భాగం వంతుకుంటున్నాయని వివరించారు. మంత్రి శ్రీధర్ బాబుతో పాటు ఇండియన్ బ్యాడ్మింటన్ టీమ్ నేషనల్ కోచ్ వచ్చు భాషతో, ఫుల్ గోపీనంద్, ఐసీఎల్ఇండియన్ ఇన్స్ట్రక్టర్ ఆఫ్ మిక్సెడ్ రీసెర్చ్ డైరెక్టర్ డా. తారా నక్కవతి, ఐసీఎల్ఇండియన్ ట్రైనింగ్ సెంటర్ సూపర్వైజర్ సీత ఈ. జె. స్టాన్లీ, మిక్సెడ్ బ్యాండ్ ఫౌండర్ విశాల రెడ్డి, ప్రగతి గ్రూప్ చైర్మన్, జీ.కే. రావు తదితరులు పాల్గొన్నారు.

ఆకట్టుకుంటున్న ప్రదర్శన .. : ఈ ఫెయిర్లో కొలువుదీరిన విమాళ్ళ ఉత్పత్తులు, విశేషాలు ఆకట్టుకుంటున్నాయి. వీటిలో ఫ్యాంట్ బెస్ట్ ఆహార పదార్థాలు, ఆధునిక అండ్ మిక్సెడ్ ఆహార ఉత్పత్తులు, ఫంక్షనల్ ఫుడ్స్, కాఫీ వ్యవసాయ ఉత్పత్తులు, ట్రోపికల్ ఫుడ్స్, పాల ఆధారిత పదార్థాలు, మసాలాలు, రెడీ-టు-ఈట్ (ఆరటిబి) ఉత్పత్తులు... వంటివి ఉన్నాయి.





## Recipe of the month

### Finger Millet Bounty Bars

#### Ingredients

Finger millet -30 g, Chocolate -40 g,  
Condensed Milk- 50 g, Badam Powder -10  
g and Coconut Powder - 40 g

#### Preparation Method

- In a pan roast ragi flour & coconut powder separately, keep a side.
- Add condensed milk to the above mixture and mix well.
- Make the mixture into oval shape balls.
- Melt chocolate by double steamer & dip these balls in chocolate.
- Keep in fridge for 20 min to dry the balls.
- Now Finger millet Bounty bars are ready to eat.



#### Nutritional parameters g/100g

Protein: 8.15

Fat: 21.44

Carbohydrates: 46.02

Dietary fiber: 3.31

Energy: 399.58 Kcal

## Tray Dryer

In the rapidly evolving food processing industry, where product quality, hygiene, and shelf life are paramount, the tray dryer remains one of the most reliable and versatile technologies. Whether used to dehydrate fruits and vegetables to dry spices, grains, herbs, and ready-to-cook products, tray dryers play a crucial role in ensuring that food products retain their texture, colour, nutritional value throughout the drying process. Their robust construction, precise control systems, and adaptability have made them indispensable across processing units of all scales. A tray dryer works on the principle of convection drying, where hot air is circulated

through an insulated chamber containing multiple trays filled with food materials. As the hot air passes across the trays, it absorbs moisture from the product surface, which is then vented out while fresh air is drawn in. This continuous and controlled airflow ensures uniform drying across all trays, preventing issues such as scorching, uneven drying. The controlled environment protects delicate food products and ensures a uniform reduction of moisture—an essential factor in extending shelf life. One of the primary advantages of tray dryers is their ability to handle a wide variety of food materials, irrespective of size,



shape, or moisture content. Whether it is drying leafy greens, chopped vegetables, spices, millet flakes, bakery ingredients, or extruded, tray dryers deliver predictable and consistent results. Their stainless-steel construction meets stringent food safety standards and prevents contamination while ensuring easy cleaning and maintenance. The trays allow food to be spread uniformly, maximizing surface area exposure and improving drying efficiency.

Tray dryers are equipped with digital temperature controllers, timers, air circulation blowers, and safety mechanisms that give operators full control over drying parameters. Integrated PLC automation, humidity sensors, HEPA-filtered air systems and energy efficient heating technologies. These help in maintaining product quality while reducing energy consumption.

Tray dryers are a vital asset for the food processing sector because of the flexibility, operational reliability and ability to preserve the integrity of the food products. Their reliability and versatility make them not only a practical choice but an indispensable tool for the food manufacturers who aim to produce stable, high value products that cater both domestic and global markets.



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



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

Dear Readers,  
This edition showcases a productive month for Nutrihub, with activities across training, technology dissemination, incubation support and institution-industry engagements. The Food A'Fair 2025 provided a strong platform for presenting our millet technologies and for highlighting the growth of start-ups nurtured at Nutrihub. Visits from academic groups, government departments, international trainees and industry representatives further strengthened our role as a centre for knowledge and enterprise development.

Our teams continued to support entrepreneurs through technology transfer, hands-on training programmes, due-diligence assessments and incubation guidance. The growing interest in millet-based processing and product development reflects the steady progress being made across the value chain.

I extend my appreciation to all staff members, partners and incubatees whose efforts have contributed to the activities featured in this issue. We look forward to continuing this momentum and supporting a wider community of stakeholders exploring opportunities in the millet sector.

## Upcoming Trainings

**COOKING WITH MILLETS**  
**TRADITIONAL RECIPES**

**MILLET RECIPES**

- Bajra dry fruit ball
- Bajra chekkalu
- Bajra panasa thonalu
- Proso millet madata kaja
- Proso millet shakkurapa
- Proso millet flax seeds chakli
- Jowar boondhi
- Multigrain namkeen (with flakes)

**18-12-2025**  
**10:00 AM**

**REGISTRATION FEE : 2000/- PER PARTICIPANT**  
**Note: Only confirmed participants are allowed.**

**SCAN ME NOW!**

99 1283 5555 | www.nutrihubiimr.com | Rajendranagar, Hyderabad

**STARTUP IGNITION**  
**PHYSICAL TRAINING SESSION**  
**EMERGING BUSINESS OPPORTUNITIES IN PROCESSING OF MILLET SECTOR**  
**on 19<sup>th</sup> December, 2025 | 10:00 AM (Nutrihub TBI, 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**

Fee: 2000/- Per participant

**Note: Only confirmed participants are allowed.**

WhatsApp: 9912835555 | 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 FPO 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**  
**06<sup>th</sup> - 09<sup>th</sup> Jan, 2026**

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

**Launch Your Millet Startup**

**APPLY NOW!**

Contact: Mrs. Ankita, Program Co-ordinator | 9415256154 | be@nutrihubiimr.com



040 - 29884838  
+91 8979517923



Rajendra Nagar  
Hyderabad

**Editorial Team**  
Dr Veeresh S Wali  
Mr M Sai Prakash  
Mr V Sandeep kumar  
Ms E Kiranmai

**Editor in chief**  
Dr J Stanley  
ceo@nutrihubiimr.com  
www.nutrihubiimr.com



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Dr. J. Stanley,  
Director/ CEO Nutrihub,  
ICAR-IIMR, Hyderabad.

