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Nutrillet

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Nutrihub partners for Food A'Fair 2025 on 14-16th Nov., 2025 at Hitex, Hyderabad

Food A'Fair 2025 was held from 14 to 16th 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 15th 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 01st 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.

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



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

Dr. Praveen Rao, VC, Kaveri University & former VC PJTAU visited Nutrihub on 03rd 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.

Mr. R. Muruganandam, Regional Director, PepsiCo, visited Nutrihub on 04th 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 06th 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.

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

Visit by 115th FOCARS Scientists from ICAR-NAARM

A group of 107 probationary scientists of the Agricultural Research Service (ARS), currently undergoing the 115th Foundation Course for Agricultural Research Service (FOCARS) at ICAR-NAARM, visited Nutrihub as part of their training, exposure on 03rd 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.



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 12th Nov. 2025.

The second batch of 39 CCs visited Nutrihub on 13th 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 13th 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 14th, 17th & 28th 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 14th Nov. 2025. The second batch with 73 officers and accompanying faculty visited on 17th Nov. 2025. The third batch with 75 officers & faculty visited on 28th 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

a IDEA 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, SKLTSU), 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 26th 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 25th 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 07th 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 10th 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 10th 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 12th 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 13th 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 13th 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 19th 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 20th 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 24th 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 13th 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.

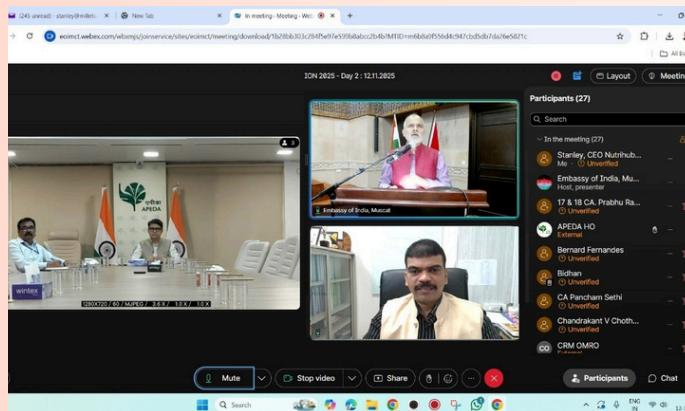


GLOBAL STAKEHOLDERS

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 12th 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 12th to 25th 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 17–28th 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 24th 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.



Did you know?

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

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 04th 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:

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. Aaradhy, 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 Andhra Pradesh on 25th 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 28th Nov 2025



NutriHub ICAR-IIMR organized a "Start-up Ignition – Emerging Business Opportunities in Processing of Millets" program on 28th 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 03rd Nov. 2025.



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



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



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



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



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



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



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



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



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



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



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



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



M/s. Sri Sanjeevini Millets and Natural Food Products, Mr. Chinnapareddy Ranapratap Visweswara Reddy, 13th 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 03rd 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. 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 Nutrinest Private Limited



AMC Nutrinest 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 Nutrinest has gained valuable exposure to networking opportunities, market connections, and industry insights, contributing to their growth and market readiness.



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 24th Nov. 2025.

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 03rd 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.



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 03rd Nov. 2025.



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



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



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



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



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



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



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



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



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



Mr. Sagar Chitragar, M/s. The Millet Company, on 13th Nov. 2025



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



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



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



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



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



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



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

Dignitaries during Nov,2025



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



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



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



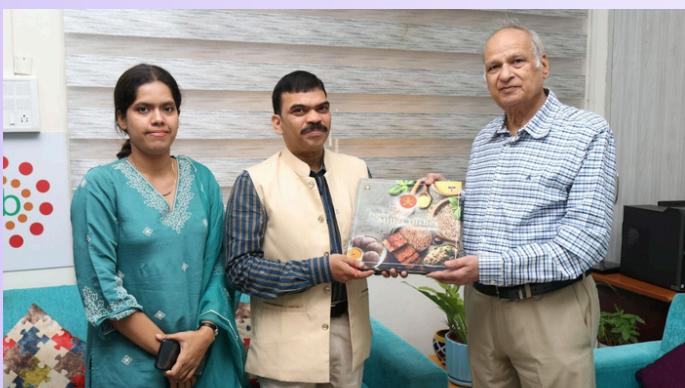
Mrs. Ann Mathew Pampackal, M/s. Transal Food Products LLP on 18th Nov. 2025



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



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



Dr. Raj Bhandari, Member NTBN on 17th Nov. 2025



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



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



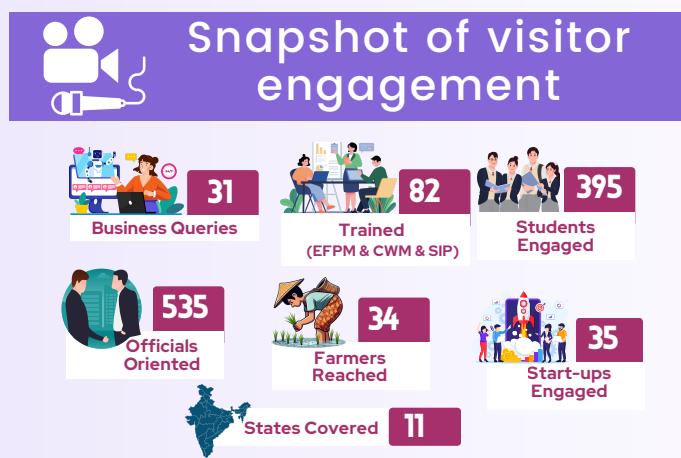
Dr. Bharat Reddy, M/s. Millet Marvels on 24th Nov. 2025



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



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





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



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