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NutriIlet

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Showcasing Millet Innovation and Institutional Models: Nutrihub, ICAR-IIMR at IRC Expo 2025 @ Cairo, EGYPT.

A high-level delegation from Nutrihub, ICAR-IIMR, participated in the International Research & Commercialization Expo 2025, held during 11-12 Dec. 2025 at the St. Regis Hotel, New Administrative Capital, Egypt. The delegation was led by Dr J Stanley, Director/CEO, Nutrihub, with Dr B Dayakar Rao, Director, Nutrihub and Former CEO, also part of the Indian delegation.

Organized by the Academy of Scientific Research and Technology (ASRT), the expo was inaugurated by Mostafa Madbouly, reflecting strong national emphasis on research commercialisation and innovation-led growth. Five Nutrihub-supported millet start-ups viz., Isayu Foods Pvt Ltd., Mformillets Pvt. Ltd., Millgrain Industries., RDZ, Tashvika India Foods Pvt. Ltd., showcased value-added millet products, processing technologies, and commercialisation pathways developed through Nutrihub's incubation ecosystem, drawing keen interest from international buyers, researchers, and industry representatives.



MoU exchange in the presence of Mr. M.K. Stalin, CM of Tamil Nadu

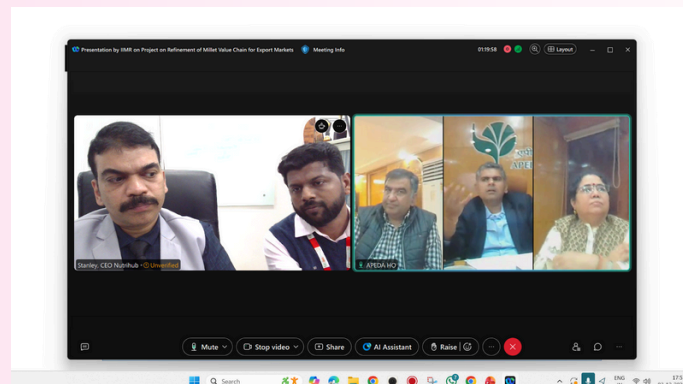
ICAR-Indian Institute of Millets Research, Hyderabad formalised an institutional collaboration with Tamil Nadu Food Processing and Agri Export Promotion Corporation (TNAPEX) to work jointly on millet sector development and food processing initiatives in Tamil Nadu. The Memorandum of Understanding was exchanged by Dr J. Stanley, CEO Nutrihub & Principal Scientist, ICAR-IIMR, Dr Alagusundaram, Managing Director, TNAPEX on 07th Dec 2025 during the TN Rising Summit held at Madurai in the presence of Thiru. M.K. Stalin, Hon'ble Chief Minister, Tamil Nadu.



This collaboration creates a platform for knowledge sharing, technical guidance, training programs, and project-based collaboration aimed at strengthening millet cultivation, processing, value addition, and entrepreneurship development in the state. The engagement is expected to support food processing units, start-ups, and agri-business stakeholders making it a promising step towards deeper engagement between ICAR-IIMR and Tamil Nadu's food and agri-business ecosystem.

APEDA Review Meeting on Project Conclusion and Dissemination

The Agricultural and Processed Food Products Export Development Authority (APEDA) organized a review meeting on 03rd Dec. 2025 to formally conclude the project, Refinement of Millet Value Chain for Export Markets: Preparation of Export Strategy in the wake of



International Year of Millets, 2023 and deliberate on the dissemination plan for its outcomes. The meeting was chaired by Shri. Abhishek Dev IAS, Chairman, APEDA, and was attended by Vinita Sudhanshu, GM, APEDA. From Nutrihub, Dr. J. Stanley, Director / CEO, and Dr. Veeresh S Wali, Chief Business Manager, participated along with Mr. Karthik, Plant Manager, Nutrihub. Ms. Reshma Bora, Young Professional, APEDA, was also present. The discussions focused on reviewing project deliverables, assessing outcomes against objectives, and outlining a structured dissemination plan to enable wider outreach and adoption among exporters, start-ups, and other stakeholders.



Nutrihub CEO Launches Millet-Based Health Drink Mixes of M/s Pickle Story, Secunderabad



Nutrihub is pleased to share the launch of millet-based health drink mixes by Pickle Story LLP, a start-up incubated and funded by Nutrihub under the RKVY-RAFTAAR scheme. Founded by Mr. Shashank Veer, the start-up focuses on developing convenient and nutrition-oriented millet products. The products were formally unveiled by Dr. J. Stanley, Director / CEO, Nutrihub, in the presence of the Nutrihub team and Mr. Jaiveer Rao and Mr. Shashank, Pickle Story. The launch reflects the steady progress of Nutrihub-supported start-ups in translating millet-based concepts into market-ready products aligned with evolving consumer preferences. The newly launched product range includes three variants of millet health mixes.



Nutrihub CEO Launches Millet-Based products of M/s. Sanvika Organics Pvt. Ltd., Hyderabad



Sanvika Organics Private Limited, Hyderabad launched a new range of millet-based products including Crispy Nutri Millet Pongal, Nutri Millet Khichdi, Nutri Choco Drink, Nutri Millet Bisibelebath, and Nutri Choco Hearts.

The launch was carried out by Dr J Stanley in the presence of Mr Chakravarthi, Ms Anusha, and team members from Sanvika Organics Private Limited. Dr Veeresh S Wali and Ms Priskilla were also present on the occasion, marking an important milestone for the company's product portfolio.

Visit of Uttar Pradesh Agriculture Department Delegation



A delegation from the Department of Agriculture, Government of Uttar Pradesh visited Nutrihub, ICAR-IIMR on 06th Dec. 2025. The delegation included Shri Ramesh Maurya, Additional Director (Soil Conservation), and Dr Rakesh Kumar, Deputy Director (Seed and Farm), accompanied by Mr Srinivas Bollam from the Agricultural Innovation Platform, ICRISAT.

The delegation met Dr J Stanley, CEO, Nutrihub, and held detailed discussions on millet-based value chains, incubation support for start-ups, processing and value addition models, and scope for collaboration in strengthening millet programmes in Uttar Pradesh. The interaction also covered integration of millets with soil conservation initiatives, seed systems, and farm-level adoption, aligning research, enterprise support, and field implementation.

Visit of Dr A.K. Singh, Former DDG Horticulture and Crop Sciences, ICAR

Dr. A.K. Singh, Former Deputy Director General (Horticulture & Crop Sciences), visited Nutrihub on 09th Dec. 2025. During the visit, Dr. (Mrs.) Tara Satyavathi, Director, ICAR-IIMR and



Dr. J. Stanley, CEO, Nutrihub, took Dr. Singh on a guided tour of the incubation and processing facilities. The visit included brief interactions with the team and an overview of Nutrihub's activities related to millet-based entrepreneurship and enterprise support. The visit marked a cordial engagement with a senior leader in the agriculture research system and reflected Nutrihub's continued interaction with experienced professionals from the sector.

Visit of DDG, ICRISAT to Explore Start-up Ecosystem Collaboration



Dr. Stanford Blade, Deputy Director General (Research), ICRISAT, visited Nutrihub on 17th Dec. 2025. During the visit, Dr. Blade interacted with the Nutrihub team and was briefed on ongoing incubation activities, millet-based processing initiatives, and enterprise support mechanisms. Dr. Tara Satyavathi, Director, ICAR-IIMR, and Dr. J. Stanley, Director/CEO, Nutrihub, took Dr. Blade on a guided tour of all the facilities, including incubation, processing, and value addition support to start-ups. Dr. Blade appreciated the work being carried out at Nutrihub and shared suggestions on exploring potential collaborations, particularly in strengthening the start-up ecosystem through research linkages and institutional partnerships.



Visit of Joint Secretary (Extension) DAFW, Min. Agri & Farmers Welfare



Shri Sanjay Kumar Agarwal, Joint Secretary (Extension), Department of Agriculture and Farmers Welfare, Ministry of Agriculture and Farmers Welfare, Government of India, visited Nutrihub to review its facilities and institutional model.

A guided tour of the facilities was led by Dr. (Mrs.) Tara Satyavathi, Director, ICAR-IIMR, and Dr J Stanley, CEO, Nutrihub, during which key innovations, incubation support systems, and processing infrastructure were showcased. Shri Agarwal appreciated the Nutrihub model and discussed the scope for convergence with various central sector schemes, particularly in extension, value addition, and enterprise development.



The International Year of Millets, endorsed by more than 70 countries, marked a collective global acknowledgment of the importance of millets.

Participation in Kisan Grameena Mela at Karimnagar Showcases Millet Value Addition

Kisan Grameena Mela was organised by Kisan Jagaran as a three-day agricultural conference and exhibition from 24 to 26 Dec. 2025 at Dr. B.R. Ambedkar Stadium, Karimnagar. The event was inaugurated by Shri. Bandaru Dattatreya, former Governor of Himachal Pradesh and Haryana and Union Minister, in the presence of Shri Pol sani Sugunakar Rao, President, Kisan Jagaran. The mela brought together stakeholders across the agricultural value chain with the objective of promoting modern farming practices, agri-business opportunities, and farmer-oriented learning. More than 50 exhibition stalls showcased farm equipment, seeds, fertilisers, and allied agricultural products, with participation from farmers, scientists, manufacturers, traders, researchers, students, dealers, and agri-entrepreneurs.



Mr. Aggela Vinay, Technical Assistant, SERP, Telangana Project, Nutrihub, participated in the event and showcased ICAR-IIMR technologies on millet value addition, generating interest among farmers and visitors on processing and enterprise opportunities in millets.

TRAINEES VISITED

1. CRPs of SERP Telangana through NIMSME

A group of 52 Community Resource Persons (CRPs) from the Society for Elimination of Rural Poverty (SERP), who were undergoing training at National Institute for Micro, Small and Medium Enterprises, visited Nutrihub on 02nd Dec. 2025. The visit provided participants with an overview of millet-based value addition, processing technologies, and enterprise

enterprise opportunities supported at Nutrihub. The discussions centered on how Self-Help Groups (SHGs) and Community Resource Persons (CRPs) can get involved in millet processing, creating products, and connecting to markets, while also supporting jobs and nutrition in the community. The visit was co-ordinated by Dr A Srinivas, Sr. Scientist, ICAR-IIMR and facilitated by Mr N Raj Kumar, Sr. Technical Assistant, Nutrihub.



2. Officials of Tamil Nadu Civil Supplies Corporation



About 32 officials from the Tamil Nadu Civil Supplies Corporation (TNCSC), who were undergoing a long-term training programme on scientific methods of storage and inspection of food grains at the Indian Grain Storage Management and Research Institute (IGMRI) Field Station, Hyderabad, visited Nutrihub on 02nd Dec. 2025. During the visit, the officials were briefed on millet processing and value addition facilities, quality assurance practices, and start-up-oriented models supported at Nutrihub, linking scientific storage principles with processing and market requirements. The visit was coordinated by Mr. Srinu, Senior Manager (Operations), Mr. Sandeep Kumar, Assistant Business Manager, and Dr. Veeresh S. Wali, Chief Business Manager, Nutrihub.

3. State level officers through NIPHM

A group of 14 officers undergoing the Officer Training Programme on Plant Health Management Approaches for Sustainable Agriculture at National Institute of Plant Health Management (NIPHM) visited Nutrihub on 02nd Dec. 2025. The visit provided the officers with an overview of Nutrihub's facilities and its role in supporting millet-based start-ups, processing technologies, and value addition initiatives. The programme was coordinated by Mrs. Devakrupa, Business Executive, Nutrihub, and facilitated interactions and discussions during the visit.



4. Nutrihub hosts Experiential learning program for Sreenidhi Sports School



As part of an experiential learning program, a group from Sreenidhi Sports School, Hyderabad visited Nutrihub on 15th Dec. 2025. The delegation comprised 18 students from Classes 6 to 12 and 12 faculty members. During the visit, participants were introduced to the role of millets in nutrition, food processing, and entrepreneurship, with exposure to Nutrihub's facilities and ongoing activities. The interaction provided students with practical insights into

food systems, healthy diets, and career pathways linked to agri and food sectors. The visit was co-ordinated by Dr. Veeresh Wali, CBM & Ms. Devakrupa, BE, Nutrihub, ICAR-IIMR.



B.Sc (Ag) Students Visited Nutrihub

1. V.N. College of Agricultural Biotechnology, Yavatmal - PDKV.



48 Students & staff of VNCAB, Yavatmal visited Nutrihub on 04th Dec. 2025. Facilitated by Dr. Subhankar.

2. Kumaraguru Institute of Agriculture, Erode - TNAU



89 Students & staff of KIA, Erode visited Nutrihub on 05th Dec. 2025. Facilitated by Mr. Sandeep Kumar.

3. Agricultural College & Res. Institute Coimbatore – TNAU



145 Students & staff of AC&RI, Coimbatore visited Nutrihub on 07th Dec. 2025. Facilitated by Mr. Karthik, Tamilselvan and Abdul.

4. Kumaraguru Institute of Agriculture, Erode – TNAU



89 Students & staff of KIA, Erode visited Nutrihub on 08th Dec. 2025. Facilitated by Mr. V Sandeep Kumar.

5. Agricultural College & Res. Institute, Coimbatore – TNAU



112 Students & staff of AC&RI, Coimbatore visited Nutrihub on 08th Dec. 2025. Facilitated by Mrs. Devakrupa and Mr. Sandeep.

6. S.B. Agri College and Res. Found., Karaikudi – TNAU



64 Students & staff of SBACRF, Karaikudi visited Nutrihub on 09th Dec. 2025. Facilitated by Mr. Sandeep Kumar.

7. PGP College of Agril Sciences, Namakkal – TNAU



104 Students & staff of PGPCAS, Namakkal visited Nutrihub on 09th Dec. 2025. Facilitated by Mr. Sandeep Kumar.



8. RLB Central Agricultural University, Jhansi, UP



65 Students & staff of RLBCAU, Jhansi visited Nutrihub on 10th Dec. 2025.
Facilitated by Mr. Sandeep & Ms. Devakrupa.

9. TRIARD, Perambalur – TNAU



125 Students and staff of TRIARD, Perambalur visited Nutrihub on 11th Dec. 2025.
Facilitated by Ms. Devakrupa.

10. RVS Agricultural College, Thanjavur – TNAU



115 Students & staff of RVSAC, Thanjavur visited Nutrihub on 11th Dec. 2025.
Facilitated by Mr. Sandeep.

11. Heartfulness Academy of Res. & Innovation, Chegur

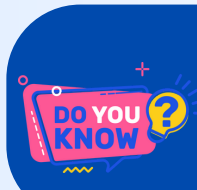


13+8 students and staff on 11th Dec. 2025 .
Facilitated by Mr. Sandeep & Dr. Subhankar.

12. University of Agricultural Sciences, Dharwad



17 Students & Staff of UAS, Dharwad visited Nutrihub on 15th Dec. 2025.
Facilitated by Er. Hemasankai.



Millets can grow in poor soils with fewer external inputs, their cultivation supports small and marginal farmers.

13. NMIMS–SAST SVKM's, Shirpur, Maharashtra



18+2 students and staff on 16th Dec. 2025.
Facilitated by Mr. Sandeep Kumar.

14. Agricultural College & Research Institute, Madurai – TNAU



204 Students & staff of AC&RI, Madurai visited Nutrihub on 20th Dec. 2025.
Facilitated by Mr. Karthik, Abdul and Kanagaraju.

15. Bharath Institute of Higher Education & Res., Chennai – TNAU

46 Students & staff of BIHER, Chennai visited Nutrihub on 20th Dec. 2025.
Facilitated by Mr. Karthik, Subhankar and Abdul.



16. AA Institute of Tech., Thirunannamalai– TNAU



63 Students and staff of AAIT, Thiruvannamalai visited Nutrihub on 31st Dec. 2025.
Facilitated by Mrs. Ankita Upadhyaya.



FARMERS VISITED

1. Farmers of Kurnool, Andhra Pradesh



About 30 farmers from Kurnool, Andhra Pradesh visited Nutrihub on 04th Dec. 2025 as a part of their Inter state visit facilitated through ATMA. They 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 Ms. A. Vyshnavai, SRF-NFSM Project.

2. Tiruvannamalai Farmers Explore Millet Value Addition at Nutrihub



On 04th Dec. 2025, a group of 22 farmers from Tiruvannamalai, Tamil Nadu visited Nutrihub, ICAR-IIMR, under the ATMA Interstate Exposure Visit scheme on Dryland Agriculture: Millet Cultivation. The visit included a tour of the millet demonstration fields, where farmers were introduced to new millet cultivars and scientific crop practices. At the primary processing facility, they learned about millet processing, value addition, and emerging technologies. The group also explored Nutrihub's product display, featuring Eatrite-branded millet products and innovations by Nutrihub-supported startups. The visit was coordinated by Er. P. Hemasankari, Scientist, ICAR-IIMR.

3. Yashwant Shetkari Group Farmers, Pune, Maharashtra visit Nutrihub

On 05th Dec. 2025, a group of 15 farmers from Yashwant Shetkari Group, Pune, Maharashtra, visited Nutrihub, ICAR-IIMR. The team toured the

millet cafeteria field showcasing nine millet crops, followed by a visit to the primary processing facility to understand millet cleaning, destoning, dehulling, and grading. The group showed keen interest in sweet sorghum, and Dr. A. Umakanth, Principal Scientist, briefed them on improved cultivars, their significance, and scientific cultivation practices during an interactive session at the Nutrihub conference hall. The visit concluded with an overview of millet processing, value addition, and a display of Eatrite products and innovations from Nutrihub-supported startups. The programme was coordinated by Mrs. Ankita Upadyaya.



4. Farmers of Nandurbar, Maharashtra

A group of farmers (21) from Nandurbar, Maharashtra visited Nutrihub on 09th Dec. 2025. They were taken to the primary processing facility and a special lecture on millet value added technologies and business opportunities in millets was delivered by Dr. Veeresh S Wali, Chief Business Manager. They were shown with the different millet value added products of eatrite brand and of the startups supported at Nutrihub. They also visited the Common Facility Centre where they saw primary and secondary processing machineries and also the CoE on millet processing and value addition.



5. Farmers of Nallampalli, Dharmapuri, Tamil Nadu

A group of 20 farmers from Nallampalli, Dharmapuri, Tamil Nadu facilitated by ATMA Interstate Exposure Visit scheme visited Nutrihub on 11th Dec. 2025. The farmers were introduced with the millet crops, important cultivars and their scientific crop production. They were taken to the Nutrihub facilities to understand the processing and value addition in millet and explained activities for entrepreneurship development and millet promotion. The visit to Nutrihub was coordinated by Er. Hemasankari, Scientist, ICAR-IIMR.



6. Farmers of Pennagaram, Dharmapuri, Tamil Nadu



About 13 farmers along with Manager from Pennagaram, Dharmapuri, Tamil Nadu visited Nutrihub on 11th Dec. 2025 facilitated by the Interstate Exposure Visit scheme of ATMA. The farmers were taken to the millet demonstration field and explained with the new cultivars of millets and their scientific crop cultivation. They were taken to the primary processing facility and were explained about

the millet processing, value addition, and informed about various millet value added technologies developed at Nutrihub. The visitors were taken to Nutrihub, where they observed the millet products developed by various start-ups alongside those under the eatrite brand. The visit was facilitated by Er. P. Hemasankari, Scientist, ICAR-IIMR.

7. Farmers from Odisha for Millet value added technologies



About 20 farmers from Odisha who were undergoing training at ICAR-IIMR visited Nutrihub on 12th Dec. 2025. The farmers were exposed to the common facility centre where primary and secondary processing facilities are housed. They were shown with the activities of Nutrihub in millet value addition and business promotion. They saw the value-added products of eatrite brand and other startups supported at Nutrihub. A lecture on millet processing, value addition and business opportunities was delivered by Dr. Subhankar Mohanty, SRF ZTMC.

8. Farmers of Thondamuthur, Coimbatore, Tamil Nadu

About 20 farmers from Thondamuthur block of Coimbatore District, Tamil Nadu along with the training Manager visited Nutrihub on 16th Dec. 2025. They were taken to the demonstration field where they saw all nine types of millet crops. They were later taken to the common facility centre (CFC) for an overview of millet processing and value addition. An introductory film on millets and Nutrihub was screened, and the team was briefed on Nutrihub's activities in technology development,

training, and entrepreneurship promotion. The visit to Nutrihub was facilitated by Er. P. Hemasankari, Scientist, ICAR-IIMR.



9. Tribal Farmers of Pattikonda, Karnool, Andhra Pradesh

An exposure visit on primary processing for 25 farmers from Pattikonda, Andhra Pradesh was organised at Nutrihub on 16th Dec. 2025. The tribal farmers were explained about the use of machinery involved in post harvest processing of millets including moisture meter for estimation of moisture in millets, dehuller and pulverizer for dehusking and milling of millets. Then these farmers were taken to the common facility centre to show them the primary processing facility and milling using stone, roller and hammer mills. They were explained about the value-added products that are made at Nutrihub and by startups with different brand names. Er. Hemashankari facilitated this visit to Nutrihub.



TRAININGS CONDUCTED AT NUTRIHUB

1. Millets Value Chain & Value Addition Training for SHG Women



A training-cum-exposure visit on Millets Value Chain and Value Addition through Recipes and Improved Food Technologies was organised on 04th Dec 2025 for 31 Self Help Group women from Bandlaguda and Pedda Amberpet mandals of Ranga Reddy district, Telangana. The programme was conducted at Nutrihub, ICAR-IIMR, with the objective of familiarising participants with end-to-end millet value chains, processing options, and enterprise-oriented food preparation practices. The participants were oriented on primary and secondary processing of millets, basics of value addition, and preparation of millet-based recipes using improved food technologies. The exposure highlighted practical aspects of quality, hygiene, shelf-life improvement, and product diversification relevant for SHG-led micro enterprises. The programme provided hands-on insights into how millets can be positioned as viable products for local markets, nutrition programmes, and small-scale commercial ventures, supporting livelihood opportunities for women groups. The training was facilitated Dr V Ravi Kumar, TO, ICAR-IIMR, Mr Srinu Mupparaju, Sr. Manager (Operations), and assisted by Mr N Rajkumar, Sr. Technical Assistant, Nutrihub, ICAR-IIMR.

DID YOU KNOW?

Millets require substantially less water than most major cereals, making them suitable for arid & semi-arid regions.

2. Nutrihub hosts Workshop for We-Hub Entrepreneurs



A one-day workshop on Millet Food Processing and Business Opportunities was organized on 15th Dec. 2025 at Nutrihub, ICAR-IIMR, in collaboration with WE Hub. About 60 entrepreneurs associated with WE Hub participated in the programme.

The workshop focused on practical aspects of millet processing, value-added product development, quality considerations, and market-oriented business models. Participants were briefed on available processing technologies, incubation support, and pathways for translating millet-based ideas into viable enterprises. The interaction provided clarity on emerging opportunities in the millet sector and the institutional support available for women-led food businesses. The program was coordinated by Mr Sai Prakash, Project Manager, Nutrihub, ICAR-IIMR.

3. Millet Recipe Demo for students of UAS Dharwad



As part of the "Nutricereals – Entrepreneurship Foundation Program", ICAR-Indian Institute of Millets Research (ICAR-IIMR) organised a Millet Recipe Demonstration session at Nutrihub, on 16th Dec. 2025, ICAR-IIMR for students of

University of Agricultural Sciences, Dharwad. The session focused on practical preparation of millet-based recipes, highlighting their nutritional relevance and scope for value addition and food-based enterprises. The programme was co-ordinated by Dr. Kalaisekar, Principal Scientist, and Dr. Kalaiselvi, Project Manager, who facilitated the technical sessions and student interaction. The recipes were demonstrated by Mrs. Vijayalakshmi, STA.

4. Millet Recipe Demo for Odisha Farmers



A one day Millet Recipe Demonstration was organised at Nutrihub, ICAR-IIMR for a group of farmers from Odisha on 11th Dec. 2025. The session focused on preparation of simple and nutritious millet-based recipes, highlighting their relevance for household consumption and scope for local value addition. The programme was organized by ICAR-IIMR and co-ordinated by Dr. Sangappa and Dr. Srinivas Babu, Senior Scientist, ICAR-IIMR under Odisha millet mission, Ms. Vijayalakshmi, Senior Technical Assistant, Nutrihub demonstrated the Millet recipes to the farmers of Odisha.

5. Cooking with millet - Traditional Recipes

A hands-on training "Cooking with Millets" was organised at Nutrihub on 18th Dec. 2025, focusing on practical preparation of millet-based recipes and their relevance for household nutrition and small-scale food enterprises. Bajra dryfruit ball, Bajra chekkalu, Bajra panasa thonalu, Proso millet madata kaja, Proso millet shakkapara, Proso millet flexseeds chekli, Jowar Boondhi, Multimillet namkeen

(with flakes) The session provided participants with exposure to ingredient selection, basic processing, and cooking techniques suitable for community kitchens and micro-food businesses. The programme was demonstrated by Mrs. Vijayalakshni, STA, & coordinated by Mr. Srinu, Sr Manager (Operations) and by Mr. N. Raj Kumar, STA, Nutrihub.



6. Startup Ignition Program

The Start-up Ignition Training Program was conducted at Nutrihub on 19th Dec. 2025 with the objective of orienting aspiring entrepreneurs to early-stage business planning and operational aspects in the millet and agri-food sector. The programme focused on practical insights related to idea validation, basic processing workflows, and pathways for initiating small food-based enterprises. The training was coordinated by Mr. Srinu, Senior Manager (Operations), and facilitated by Mr. N. Raj Kumar, Senior Technical Assistant, who led the technical sessions and participant interactions.

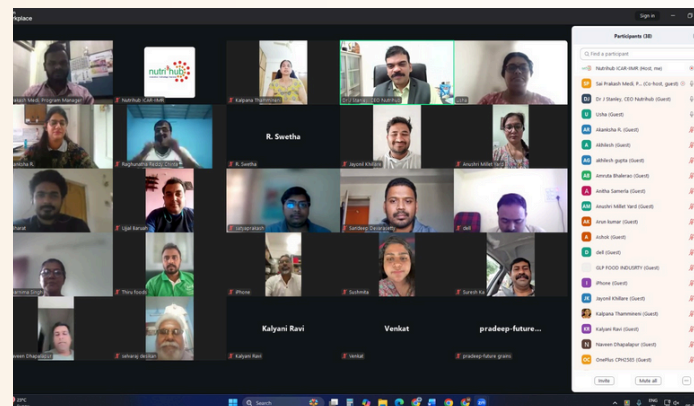


7. SAMAADHAN Webinar on Business Planning & Startup Strategy Mrs. Usha Paliath

Nutrihub, ICAR-IIMR, conducted a virtual webinar under its flagship initiative SAMAADHAN tenth session on "Business Planning and Strategies for Startups" on 05th Dec. 2025. The session, held from 10:00 AM to 12:30 PM, saw participation from 75



startups. The webinar featured Ms. Usha Paliath, Angel Investor and Startup Mentor (Finance & Strategy), who shared practical insights on business models, financial planning and unit economics, competitive FMCG positioning, growth strategies, and avoiding early-stage startup pitfalls. Dr. J. Stanley, Director / CEO, Nutrihub, highlighted the importance of sound financial planning and strategic decision-making for incubated startups to scale sustainably and attract investments. The program was coordinated by Mr. Sai Prakash Medi, Program Manager, Nutrihub, ensuring effective execution and engagement. The session reinforced Nutrihub's commitment to providing expert-led capacity-building support to startups within its incubation ecosystem.



Nutrihub at National Agritech Hackathon 2025

Nutrihub, participated in the National Agritech Hackathon 2025, hosted by R.V.R. & J.C. College of Engineering, Guntur, on 22-23 Dec. 2025, reinforcing its engagement with India's growing agri-innovation ecosystem. During a panel discussion, Nutrihub represented by Mr. Sai Prakash Medi, Program Manager highlighted its



Millet's release energy slowly, supporting stable blood sugar levels.

end-to-end incubation and innovation support for millet-based startups and innovators. Mr. Sai Prakash also served on the jury panel, where in 800+ applications across Agritech, Millets (Shree Anna), IoT, Animal Husbandry, Aquaculture, and emerging domains, with 600+ students and 200 shortlisted innovators from 17 states participating on-ground.

As part of the evaluation, 70+ millet innovations were assessed, and four high-potential finalists were identified for their impact, scalability, and value creation.

The event provided valuable opportunities to engage with ecosystem partners from RICH, a-IDEA (ICAR-NAARM), ICRISAT, IGNOU, Palle Srujana, and other institutions contributing to India's agri-innovation movement.



a-hub organizes expert talk on Millet Business Opportunities

Dr. Veeresh S. Wali, Chief Business Manager, Nutrihub, delivered an expert talk on "Millet-Based Innovations for Sustainable Agriculture and Food Security" at Ashoka School of Business. The event was coordinated by A-Hub and the Institute's Innovation Council (IIC), ASB, in the presence of Prof. Y. Laxman Kumar, Director, ASB, Dr. Sabitha Gadasu, Head, A-Hub, and other faculty members. The session generated keen interest among students and faculty on millet-based innovations, entrepreneurship opportunities, and the role of

millet in resilient agri-food systems. It was encouraging to note that several faculty members have already adopted millets in their regular diets, serving as ambassadors for millet promotion on campus. The session also appreciated A-Hub's monthly newsletter, "The Spark," for providing students with continuous exposure to innovation activities and start-up journeys. Gratitude is extended to Dr. J. Stanley for the opportunity and to Dr. Sabitha Gadasu for the invitation. Nutrihub will continue to support student and faculty-led innovations in the millet and agri-food domain.



Technology Transfer during Dec.2025

M/s Durgi Foods, Hyderabad has signed Memorandum of Agreement with ICAR-IIMR for licensing of Finger Millet Nut Delight Bar on 02nd Dec. 2025. The MoA was signed by Dr. (Mrs.) C. Tara Satyavathi, Director, ICAR-IIMR & Mr. Durgi Vamshi, Managing Director, Durgi Foods in the presences of Dr. J Stanley, Principal Scientist & PI, NAIF-ZTMC/ITMU, ICAR-IIMR.





NEW STARTUPS FOR INCUBATION

An MoU was signed with Bellobite LLP, Hyderabad represented by Mr. Devarsetty Sandeep for incubation at Nutrihub on 08th Dec. 2025.



An MoU was signed with Mahalakshmi Food Industries represented by Rtd. Chief Engineer Dharma Rao, for incubation at Nutrihub on 30th Dec. 2025.



Startups Graduated

1. Kshetragna Agronym Private Limited



Kshetragna Agronym Private Limited, Andhra Pradesh founded by Mr. Ravindra Babu Aluru joined Nutrihub's incubation program and have been an active participant in the ecosystem, leveraging both technical and networking opportunities. The startup has consistently taken part in key knowledge-sharing and outreach platforms such as "Learn the Essential"

"SAMAADAN" webinar programs and the International Nutri Cereals Convention (INCC), enabling meaningful interactions with industry experts, policymakers, researchers, and fellow entrepreneurs. Kshetragna Agronym also licensed millet value added technologies of ICAR-IIMR, viz, Sorghum pasta (iron rich), Finger millet-based energy bar, Sorghum puffs, Sorghum vermicelli (iron rich), Sorghum museli (protein rich) and Kodo millet smart rice. The startup has availed technical support from the Food Technologists at Nutrihub's Centre of Excellence.



2. Millet Growers LLP



Millet Growers LLP, Hyderabad, is founded by Ms. Gayatri Vemuri and Ms. Deepthi Dullipalla with a vision to promote millet-based food solutions and strengthen the nutri-cereals value chain. As part of its engagement with Nutrihub, the startup participated in key initiatives such as the Millet Stakeholders Summit 2025 and the SAMAADHAN Webinar Series, gaining valuable insights into technology, markets, and policy support for millets. The startup also showcased its concepts through exhibitions and trade fairs enabling industry interactions and market exposure. They have also licensed millet value added technologies developed at ICAR-IIMR viz, Finger millet flour, Sorghum rawa, Sorghum instant kichadi mix, Sorghum extruded snack, Finger millet energy bar and Kodo millet smart rice. The startup is now planning to establish manufacturing unit in Hyderabad.





NUTRIHUB WELCOMES

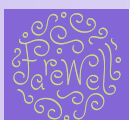
Dr. Soujanya K.V

Research Manager
Shree Anna Project, Uttarakhand

Dr. Soujanya K.V joined as Research manager under the establishment of PMU under Uttarakhand State Millet Policy Project on 29th Dec 2025. She completed her Ph.D. in Food Science and Technology from the CSIR-Central Food Technological Research Institute (CFTRI), Mysuru in September 2025.



She is a B.Sc (Ag) graduate from University of Agricultural Sciences, Dharwad and M.Sc in Nutrition Biology from CFTRI, Mysuru. Her Ph.D. thesis is on "Development of finger millet seed coat and endosperm based functional food ingredients and their phenolic profile and bioactive properties". She has extensive research experience in millet processing technologies and development of value added products. Her work has involved extrusion cooking, drum drying, roasting, milling and analytical characterization of polyphenols using HPLC and UPLC-HRMS/MS as well as conducting sensory and storage stability studies on millet based products. The Nutrihub family welcomes her and wishes her great success.



FAREWELL

Mr. Prashanth M
Executive Secretary

Nutrihub organised a farewell for Mr. Prashanth M, Executive Secretary to the CEO, who concluded his services on 16 December 2025 to pursue higher studies. He was working in Nutrihub this position since 20th Feb 2025. All staff members



participated in the event and shared their words of appreciation, acknowledging his sincerity, reliability, and professional support to the CEO's office, along with his role in managing day-to-day administrative coordination. The CEO also expressed appreciation for Mr. Prashant's dedicated service and wished him success in his academic and professional journey ahead.



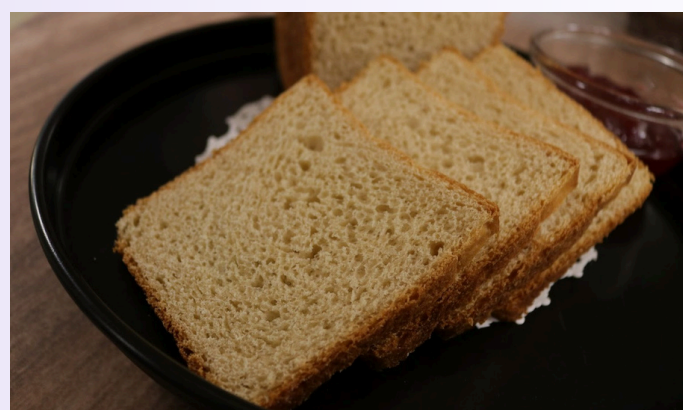
NEW TECHNOLOGIES

1. Sorghum Fruit Cake



Sorghum fruit cake is made of Sorghum flour, refined wheat, sugar, palmolein oil, egg, baking powder, baking soda, etc. The shelf life of Multimillet muffins without egg is 25 days. The nutritive values include, Protein = 15.5 g, Fat = 17.3 g, Fiber = 2.1 g with energy of 382 Kcal per 100 g. Sorghum fruit cake is developed at Nutrihub by team of innovators viz., Dr. J. Stanley, Ms. P. Sailaja Dr. Dayakar Rao, Ms. Madhavi and Vamshi.

2. Wholewheat Multimillet Jaggery Bread



Wholewheat multimillet jaggery bread is made of wheat flour, sorghum, finger millet, foxtail millet, jaggery, refined sunflower oil, vital gluten, emulsifiers, instant dry yeast, etc. The shelf life of Wholewheat multimillet jaggery bread is 7 days. The nutritive values include, Protein = 11.1 g, Fat = 9.1 g, Fiber = 8.4 g with energy of 352 Kcal per 100 g. Wholewheat multimillet jaggery is developed at Nutrihub by team of innovators viz., Dr. J. Stanley, Dr. T. Tamilselvan, Ms. N. Nagaveni, Ms. Gowri Kalyani, Mr. Sudeer, Dr. Dayakar Rao and Ms. P. Sailaja

3. Sorghum Soft Pretzel



Sorghum Soft Pretzel is made of using sorghum flour, refined wheat flour, skim milk powder, instant dry yeast, butter, and baking powder. The product was innovated by a team comprising Dr. J. Stanley, Dr. Tamilselvan T., Ms. Gowri Kalyani, Mr. KVD Karthik, and Mr. Abdul Mannan. The nutritional composition per 100 g of the pretzels includes protein: 12.56 g, fat: 3.32 g, dietary fiber: 4.36 g, with an energy value of 351.84 kcal. The shelf life of the product is 3 days.

4. Pearl Millet Pizza Base



Pearl Millet Pizza Base is made of using pearl millet flour, refined wheat flour, sugar, vital gluten, emulsifiers, baking powder, permitted preservatives, and humectants. The shelf life of the pizza base is 5 days. The nutritional content per 100 g includes protein: 11.02 g, fat: 10.32 g, dietary fiber: 11.88 g, with an energy value of 250.16 kcal. The innovating team members include Dr. B. Dayakar Rao, Dr. Tamilselvan T., Ms. Nagaveni N., Dr. Srenuja, Dr. J. Stanley, and Ms. Gowri Kalyani.

5. Sorghum Heat and Eat Roti



Sorghum Heat and Eat Roti is made of using sorghum flour and salt. The shelf life of the product is 12 days under refrigerated conditions. The nutritional composition per 100 g includes protein: 9.54 g, fat: 3.4 g, dietary fiber: 7.21 g, with an energy value of 382 kcal. The product was developed by Dr. J. Stanley, Mrs. Shreeja Reddy M., Dr. Tara Satyavathi and Mr. Israel Raj A.

6. Jowar Sugar-free cookies



Jowar Sugar-free Cookies is made of using sorghum flour, hydrogenated fat, sugar-free alternatives, inulin, skim milk powder, and leavening agents. The shelf life of the product is 6 months. The nutritional composition per 100 g includes protein: 4.88 g, carbohydrates: 28.43 g, dietary fiber: 12.28 g, with an energy value of 332.3 kcal. The product was developed by the Nutrihub team comprising Dr. J. Stanley, Mr. KVD Karthik, Dr. Tamilselvan T., and Mr. Abdul Mannan.



Millets release energy slowly, supporting stable blood sugar levels.

7. Browntop choco chip cookies



Browntop choco chip cookies is made of using browntop millet flour, refined sugar, hydrogenated fat, soy lecithin, baking powder, and skim milk powder. The shelf life of the product is 4 months. The nutritional content per 100 g includes protein: 9.03 g, fat: 17.35 g, dietary fiber: 2.68 g, with an energy value of 353.4 kcal. The innovating team members from Nutrihub include Dr. J. Stanley, Dr. Tamilselvan T., Mr. KVD Karthik, Dr. Venkatesh Bhat and Mr. Abdul Mannan.



Mr. C R Visweswara Reddy, M/s. Sai Sanjeevini Natural Food Products, on 18th Dec. 2025.



Mr. Karthik, M/s. Yalpi Scientific, on 18th Dec. 2025



Startups Due diligence



Ms. Gudipalli Monika, M/s. MulADhara Pvt. Ltd. on 02nd Dec. 2025.



Start-up engagements at Nutrihub during December 2025



Mr. Allmmen Raju, Bigot Ayurveda Pvt Ltd; on 02nd Dec. 2025.



Millet-based snacks are healthier alternatives to refined snacks, they provide fibre and minerals without excess fat besides being tasty.





Mr. Soby Jose Kurian, M/s. Flavours of Kerala on 02nd Dec. 2025.



Ms. Gudipalli Monika, M/s. Muldhara Pvt. Ltd. on 02nd Dec. 2025.



Mr. Aravind, M/s Ved n Dev Food Products Pvt. Ltd., Hyderabad on 04th Dec. 2025.



Mr. Shashank Veer and Mr. Jaiveer Rao, M/s Pickle Story on 05th Dec. 2025



Mr. N Shashank Reddy, M/s. Hora Millets and Organics Pvt. Ltd. on 8th Dec. 2025.



Mr. Nagendra, M/s. MiniatureIdeaz Zuper Foodz Pvt. Ltd, Bangalore on 16th Dec. 2025



Mr. Dharma Rao, Mahalakshmi Foods visited on 17th Dec. 2025



Mr. Karthik, M/s. Yalpi Scientific on 18th Dec. 2025



Millets are rich in plant-based protein for vegetarians.



Mr Chakravarthi, M/s. Sanvika Organics Private Limited on 22nd Dec. 2025.



Dr. Pavana Jyothi & Dr. Anantha Krishna on 02nd Dec. 2025.



Dignitaries visited Nutrihub, ICAR-IIMR during December 2025



Mr. B Vachan Kumar, Member , Telangana State Commission for Protection of Child Rights along with Mr. Devender Reddy on 02nd Dec. 2025.



Mr Krishna, IIM Bombay on 03rd Dec. 2025.



Dr. Justin and Ms. Anju, Kerala on 02nd Dec. 2025.



Dr. Karuna Shri, Professor, YSR Horticulture University on 05th Dec. 2025.



Mrs. Meenu Sharma, UNV, Head Pacific and Asian Countries on 05th Dec. 2025



High fibre content in millets supports digestive health.



Mr. Afzal Khan Karimnagar on 05th Dec. 2025



Dr. Priya, Scientist (Nutrition), KVK PJTAU on 19th Dec. 2025.



Mr. Aman Shukla - AO, ICAR-IIHR; Mr. Kanishh - AO ICAR-CIARI; Mr. Shiv Perumalla - AO ICAR-IIMR on 17th Dec. 2025.



Dr S.P.S. Tanwar, Acting Director, ICAR-CAZRI, Jodhpur on 22nd Dec. 2025.



Dr. V.S. Devadas Dean (R&D) and Dr. Ashok Kumar Mishra Assoc. Dean, GIET University, Gunupur, Odisha on 18th Dec. 2025.



Prof. Tatineni Ramesh Babu, Dean (SAFT), The Vignan Institute of Agriculture and Technology, Guntur, AP and team on 22nd Dec. 2025.



Dr. Gulshan Sandhu, Registrar of Career Point University, Hamirpur, HP along with Mr. Syambabu, Founder Millet Chef on 19th Dec. 2025.



Dr. Jayakumar S, Principal Scientist, ICAR-PDP, Hyderabad on 30th Dec. 2025.



Nurtrihub, ICAR-IIMR in Media

Millet revolution: Hyderabad brand launches innovative health mix range

HANS NEWS SERVICE
HYDERABAD

THE Pickle Story LLP, a Hyderabad-based food innovation brand, has announced the launch of its Millet Health Mix range, which was unveiled by Dr J Stanley, CEO of NutriHub, Indian Institute of Millets Research (IIMR), Union Ministry of Agriculture.

The products include the classic Millet Health Mix, Chocolate Millet Health Mix, and Beetroot Millet Health Mix, among other options. Speaking at the launch, Dr J Stanley commended

The Pickle Story's initiative, noting that, "Millets are an essential part of India's nutritional heritage and play a vital role in achieving sustainable health outcomes. Initiatives like these contribute to both personal wellness and the larger goal of supporting millet-based agriculture in India."

Founders of The Pickle Story LLP shared, "With our Millet Health Mix range, we aim to build awareness on millet-based nutrition and provide wholesome, chemical-free alternatives suited for modern lifestyles."



Preparation method

- Pour water in the vessel and boil
- Add sorghum idli rawa, salt and chat masala to the boiled water and cook for 3-4 minutes.
- Knead the dough by adding boiled & mashed potato and add a pinch of salt and chat masala (for Potato).
- Make equal portions of the dough. Roll each portion on a flat surface, Cut the dough into rectangular shapes (like stripes) by using a knife
- Preheat the oil for deep frying; add a few millet dough stripes at a time and deep fry these sorghum stripes in hot oil for a few minutes on medium heat, turning them over are lightly browned on both sides.
- Put this sorghum french fries on the butter paper. Sprinkle the Piri Piri masala powder on the Sorghum French fries.
- Serve as a healthy and yummy snack with tomato sauce.

Nutritional parameters g/100g

Protein: 6.76

Fat: 1.84

Carbohydrates: 48.8

Dietary fiber: 4.2

Energy: 492.8 Kcal



Recipe of the month

SORGHUM Peri - Peri French fries

Ingredients

Sorghum idli rawa -150 g,
Mashed Potato -100 g,
Chat masala -5 g,
Salt-10 g,
Piri - Piri masala-as required and
Water-225 ml.



Snapshot of visitor engagement



32

Business Queries



403

Trained
(EFPM & CWM & SIP)



1345

Students
Engaged



535

Officials
Oriented



185

Farmers
Reached



21

Start-ups
Engaged



States Covered

09

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



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

Dear Readers, December 2025 concluded a productive year for Nutrihub, marked by consistent progress in millet research translation, start-up incubation, capacity building, and market-oriented initiatives. Our participation in IRC Expo 2025 at Cairo, along with product launches, technology transfers, and new incubation engagements, reflected Nutrihub's continued role in linking research outputs with enterprise and markets.

Over the entire year, Nutrihub strengthened its engagement across the millet value chain through structured incubation programmes, technology licensing, capacity-building initiatives, and collaborative projects with

During the year, Nutrihub intensified its outreach to farmers, SHGs, students, officers, bankers, and entrepreneurs, strengthening their practical knowledge of millet cultivation, processing, value addition, and enterprise development. Together, these initiatives further established Nutrihub as a reliable bridge connecting research, industry, and diverse stakeholders.

I gratefully acknowledge the continued support of the ICAR-IIMR leadership, our scientific and operational teams, partner institutions, and start-ups for their trust and collaboration. As we enter the new year, Nutrihub remains committed to disciplined execution, effective technology deployment, and sustained enterprise support to further reinforce the millet value chain.

Upcoming Trainings

Entrepreneurship Foundation Program in Millets (EFPM)

LAST CHANCE HURRY! 10 SEATS ONLY

WHO CAN JOIN?

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

DURATION: 4 DAYS
06th - 09th Jan, 2026

STARTUP INTERACTIONS **New!**

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

Launch Your Millet Startup

Contact: Mrs. Anika, Program Co-ordinator | 9415256154 | be@nutrihub@gmail.com

COOKING WITH MILLETS
National Recipes

MILLET RECIPES

- Jowar eggless rawa cake
- Jowar stuffed braided bread
- Multi millet aloo masala puri
- Little millet urad dal burfi
- Bajra samosa springs
- Foxtail millet osmania biscuits
- Foxtail millet spinach cheese puffs
- Little millet beetroot tikki

24-02-2026
10:00 AM

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

99 1283 5555
040-2459 9331

www.nutrihubiimr.com

Rajendranagar, Hyderabad

SHITIJ
An Initiative under NRI - ICAR Network
FOOD PROCESSING & WASTE-TO-WEALTH INNOVATIONS

A One-Month Virtual Incubation Cohort
Organized by ICAR-ABI Network
(ICAR-IIMR, ICAR-NRI, ICAR-DCSR, ICAR-CIPET, ICAR-CPT, ICAR-RC for NRI)

KEY FOCUS AREAS

- Millets & Cereals
- Fruits & Vegetables
- Dairy
- Fish & Marine
- Processing Machinery
- Waste-to-Wealth

WHAT YOU GET

- Mentoring
- One-on-one consulting
- Technology Validation
- Business & Networking Support *
- Program Certificate upon completion

WHO CAN APPLY

- Early-Stage Start-ups
- Student Innovators
- IPCs and IPCCs
- MMEs in Food & Agri Sector
- Agri-waste Innovators

APPLICATION TIMELINE
Application opens: 08 Jan 2026
Application closes: 21 Jan 2026

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