

**AUGUST**  
**2025**

# Nutrillet

## CHRONICLES OF NUTRIHUB

ICAR - Indian Institute of Millets Research

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### Pallavi International School Students Visited Nutrihub, ICAR-IIMR

A group of 270 students (class IX-XII) and staff of Pallavi International School, Gandipet visited Nutrihub, ICAR-IIMR as part of their outreach program on 25<sup>th</sup> & 26<sup>th</sup> Aug. 2025. The students were divided into smaller groups of about 45 each and taken on a guided tour of millet demonstration field, the Centre of Excellence (CoE), Common Facility Centre (CFC), and Nutrihub. They were introduced to the incubation and business facilitations available for promoting start-ups in the millet sector.



Dr J Stanley, Director/CEO & Dr. Veeresh S Wali, Chief Business Manager, Nutrihub interacted with the students, shared insights on the innovation and start-up ecosystem, and answered their queries on entrepreneurship and millet-based business opportunities. The interaction helped the students understand the practical aspects of enterprise creation and the potential of millets in shaping future food systems. The visit was co-ordinated by Ms. Devakrupa, Business Executive, Dr. Subhankar, SRF and Mr. Prashant M, Executive Secretary, Nutrihub.





## Inauguration of 'Chai Millets' new Outlet at Vanasthalipuram

'Chai Millets', an exclusive millet restaurant, launched a new franchise outlet at Vanasthalipuram on 03<sup>rd</sup> Aug. 2025. The outlet was inaugurated by Dr. J. Stanley, Director/CEO, Nutrihub. Mr. Satish Kumar Goud, Founder & CEO, Breathefit Millets Café Pvt. Ltd. (Chai Millets), Mr. Raghavalu, Proprietor, Mr. V. Sandeep Kumar, Assistant Business Manager and Mr. Srinu, Senior Manager (Operations), Nutrihub, were among many others who attended the event. Mr. Satish Kumar Goud established Breathefit Millets Café Pvt. Ltd. in January 2025, with the vision of promoting millet-based food through the "Chai Millets" brand.



The company is actively working to expand its franchise network across Telangana, Andhra Pradesh, Tamil Nadu, and Karnataka, with future plans to establish outlets across India. As part of the visit, the Nutrihub team was taken to the brand's first franchise outlet at Saroor Nagar, where they were served a delicious millet-based breakfast. Dr. Stanley appreciated their concept, and extended best wishes for their continued success in promoting millet-based food culture to the society.

## Innovators Conclave at Ashoka School of Business

Ashoka School of Business organised an Innovators Conclave on 5<sup>th</sup> Aug. 2025, to nurture the spirit of innovation and entrepreneurship among students. The Inaugural Session was graced by Dr. J. Stanley, Director/CEO Nutrihub, ICAR-IIMR as the Special Guest. Dr Stanley addressed the gathering, encouraging students to pursue innovation and explained how Nutrihub has been promoting entrepreneurship in millets. The conclave also featured meaningful sessions by Mr. Rajesh Kumar, CEO, AIC-T-Hub and Mr. Kiran Babu, Founder & CEO, rava.ai among many others, who shared their entrepreneurial journeys and insights. The event was coordinated by Dr. Sabitha, Head A-Hub, ASB.



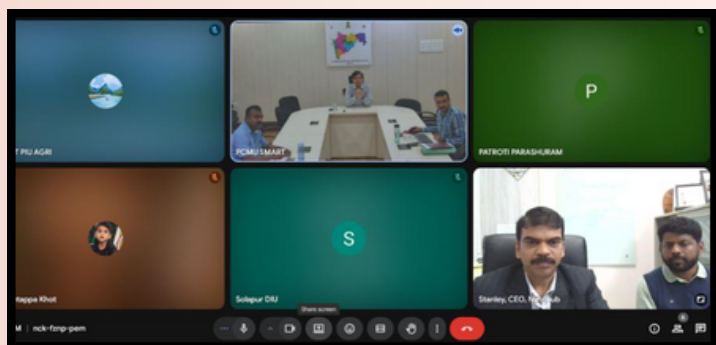


## Participation of Nutrihub during Telangana 10K Run 3<sup>rd</sup> Edition



Nutrihub, ICAR-IIMR, in collaboration with Germannten Hospitals, participated in the 3<sup>rd</sup> edition of the Telangana 10K Run for Organ Donation held on 3<sup>rd</sup> Aug. 2025 at Sanjeevaiah Park. The event was organized by the Mohan Foundation in association with Global Events and Entertainment with Bank of India and others as the sponsors. As part of the initiative, eatrite value-added millet products were showcased, and eatrite finger millet soup was served to all the participants. The healthy millet offering was well-received and appreciated by more than 1000 participants. Mr. V. Sandeep Kumar, Assistant Business Manager, and Mr. M. Srinu, Senior Manager (Operations), represented Nutrihub, while Mr. Rakesh, COO, Germannten Hospitals and his team participated in the event. Participants expressed keen interest in millet-based products and enquired about the availability of various value-added millet items. They were also briefed about the diverse product technologies developed at Nutrihub, ICAR-IIMR and the ongoing initiatives to promote millet-based entrepreneurship including incubation programs.

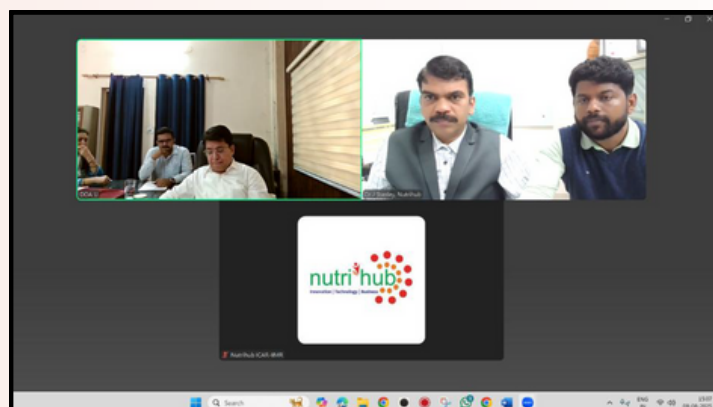
## Virtual Meeting with SMART Maharashtra



A virtual meeting between SMART Maharashtra and ICAR-IIMR was organised on 8<sup>th</sup> Aug 2025 to discuss on the Millet Value Chain Project to be implemented at ICAR-IIMR, Solapur. The meeting was co-chaired by Dr. Hemant Vasekar, IAS,

Project Director, SMART Maharashtra, and Dr. J. Stanley, CEO, Nutrihub ICAR-IIMR and attended by Dr. Parashuram Patroti ICAR-IIMR, Dr. Veeresh S Wali Nutrihub ICAR-IIMR, Mr. Abhay Gaikwad, ADA, Director ATMA and others. The discussion was on the way forward for signing of MoU and procurement of equipment under the SMART Maharashtra. Key decisions included modification of the MoU for post-project utilization of machinery, justification for civil works for metal shed and rationalization of the proposed equipment list to ₹300 lakh. The meeting also emphasized leveraging the Maharashtra Start-up, Entrepreneurship and Innovation Policy 2025 for project implementation, with Nutrihub, ICAR-IIMR providing technical support and initial training programs until commissioning at Solapur.

## Nutrihub, ICAR-IIMR convened a meeting with Dept. of Agriculture, Govt of Uttarakhand for Shree Anna Park Project



A meeting was convened to discuss the establishment of a dedicated Project Management Unit (PMU) at Nutrihub, ICAR-IIMR, in line with the State Millet Policy 2025-31 of Uttarakhand. Shri Dinesh Kumar, Director, Uttarakhand State Seed & Organic Production Certification Agency, represented Government of Uttarakhand while Dr. Stanley, Project Investigator and Head of the PMU, and Dr. Veeresh, Nodal Officer for the Uttarakhand Project, joined from Nutrihub, ICAR-IIMR. The PMU will be providing technical and managerial support for the implementation of millet promotion activities in the state, including capacity building, research coordination, and stakeholder engagement.

Both parties deliberated on the structure, manpower, and operational framework of the PMU, with agreement to finalize details jointly. The PMU is expected to play a pivotal role in monitoring progress, facilitating convergence of government schemes, and ensuring effective execution of the policy roadmap, for millet Park promotion especially through Shree Anna in Uttarakhand.



## Meeting with Department of Agriculture, Govt of Uttar Pradesh



Mr. Arvind Kumar Singh, Deputy Director Agriculture, Gorakhpur, Uttar Pradesh along with Mr. Shiva Kumar Pandey, Director FPO called on Dr J Stanley, Director/CEO, Nutrihub on 25<sup>th</sup> Aug. 2025. The meeting aimed at consulting Nutrihub on a proposed project on Millet Processing facility to be set up in Gorakhpur, Uttar Pradesh. They were explained with the kind of activities Nutrihub is involved in entrepreneurship development, training programs and involvement in state millet missions. They were taken on a guided tour to Common Facility Center wherein they have seen the primary processing facility, bakery unit, flaking, extrusion and packaging unit.

## Ekalavya Grameena Vikas Foundation (EGVF) delegation visits Nutrihub, ICAR-IIMR



A delegation led by Dr. P.V. Rao, Chairman Ekalavya Grameena Vikas Foundation (EGVF) Mr. Alok K. Gupta, Founder, Surbhi Foundation along with Dr. Sambhaji D. Nalkar, KVK, Medak visited Nutrihub, ICAR-IIMR on 18<sup>th</sup> Aug. 2025. They were taken to Center of Excellence on Millet Processing and Value addition where in the value chain developed around millet was explained and different national and international millet value added recipes were displayed. During the visit, the team visited the Quality Control Laboratory and the Common Facility Centre, which houses ten state-of-the-art millet processing lines. They

also engaged in discussions with Dr. (Mrs) C. Tara Satyavathi, Director, ICAR-IIMR and Dr. J. Stanley, Director/CEO Nutrihub. They appreciated the work done at Nutrihub in terms of innovations in millet value addition, handholding of startups, training programs being conducted and advisory to state millet missions.

## Research Advisory Committee of ICAR-IIMR visited Nutrihub



The RAC chairman Dr Arvind Kumar, Vice President, Global Research & Development, Prasad Seeds Pvt. Ltd along with RAC members visited Nutrihub on 22<sup>nd</sup> Aug. 2025. Dr. O.P. Yadav, Director ICAR-CAZRI, Dr. Nirmala Kumari, ex Head, CEM, Athiyandal, TNAU, Prof. R.S. Chauhan, Mahendra University, Shri Gudibanda Vinod Kumar Rao were among the RAC who visited Nutrihub. The team was taken on a guided tour to the Common Facility Centre (CFC) at Nutrihub where they observed live demonstrations of baking and extrusion machines alongside visiting the primary processing, milling, flaking, extrusion, nutri-bar, and packaging units. The interaction also included discussions on the recent advancements in millet processing technologies, highlighting Nutrihub's state-of-the-art infrastructure that supports start-ups and entrepreneurs in developing value-added millet products. The team also was shown the product display of start-ups supported by Nutrihub and were briefed on its role in mentoring entrepreneurs, conducting training programs, and providing advisory support for state millet missions. They appreciated the good work done by Nutrihub in millet promotion in the country.





## TRAINING and EXPOSURE VISITS

### Agricultural Marketing Personnel from DMI Visited Nutrihub



Agricultural Marketing officials from various State Marketing Departments visited Nutrihub, ICAR-IIMR as part of the "Market Secretaries Training Course" conducted by the Directorate of Marketing and Inspection on 12<sup>th</sup> Aug. 2025. Mr. Santosh Rangarao, RO, DMI, Hyderabad led the team of 11 APMC Secretaries to Nutrihub. The team interacted with Dr. J. Stanley, Director/CEO Nutrihub, who addressed the queries of the participants on millet value addition, technology licensing, and procurement support through APMCs. Participants were also taken on a guided tour of Nutrihub facilities by Dr. Veeresh S Wali, Chief Business Manager, Nutrihub.

### Students and FPO Personals of Krishi Kalpa Foundation Visited Nutrihub, ICAR-IIMR



A group of 23 participants comprising of students of Agriculture and FPOs from Krishi Kalpa Foundations, Hyderabad visited Nutrihub, ICAR-IIMR on 14<sup>th</sup> Aug. 2025. During the visit, they were introduced to the various millets and their health benefits. They were also exposed millets processing technologies; millet value added technologies and their process of commercialization. They were briefed with the activities of Nutrihub in Entrepreneurship development, training programs etc. The visit at Nutrihub was facilitated by Dr. Subhankar Mohanty, SRF, NAIF-ZTMC.

### SRLM Officials of Uttar Pradesh Visited Nutrihub, ICAR-IIMR

As part of a 4-day Training of Trainers program on Food, Nutrition, Health & WASH organized by NIRDPR, Hyderabad, 29 officials of State Rural Livelihood Mission (SRLM) of Uttar Pradesh visited Nutrihub, ICAR-IIMR on 28<sup>th</sup> Aug. 2025. Mrs. Ankita Upadhyaya coordinated this visit and the delegation visited the Centre of Excellence on Millet Processing and Value Addition, where Mr. Israel Raj Alladi, Research Associate, briefed them on millet-based innovations, processing technologies, value-added products, and commercialization opportunities. At the Common Facility Centre (CFC), Mr. Abdul Mannan, Manager (operations) explained millet primary processing. Nutrihub's initiatives in entrepreneurship development and training programs were highlighted by Dr. Veeresh S Wali, Chief Business Manager, Nutrihub.



### EXPOSURE VISIT – STUDENTS

#### Exposure visit of B.Sc (Ag) AELP Program on Millet Value Addition



As a part of Agricultural Experience Learning Program (AELP), a group of 14 girl students who opted for Millet value addition along with coordinator Ms. Aishwarya of MJPTBC Residential Agriculture College for Women, Karimnagar visited Nutrihub, ICAR-IIMR on 19<sup>th</sup> Aug. 2025. During the visit Dr. J. Stanley, Director/CEO, Nutri-



hub interacted with the students and delivered a brief on importance of millets cultivation and consumption. He explained the role of Nutrihub in empowering the entrepreneurs by providing mentoring, networking, technology licensing & hand holding support and highlighted about the technological advancements in the millet value chain.

Mr. V Sandeep Kumar, Asst. Business Manager explained about innovative technologies developed, incubation opportunities, and entrepreneurial training programs at Nutrihub. The students visited Centre of Excellence on millet processing and value addition and the common facility center (CFC) to see the working of primary and secondary processing in millets. Ms. Devakrupa, Business Executive coordinated this visit at Nutrihub, ICAR-IIMR.



## EXPOSURE VISIT – FARMERS

### Farmers from Chengalpattu, Tamil Nadu

A group of 20 farmers from Chithamur, Chengalpattu district, Tamil Nadu facilitated by ATMA Interstate Exposure Visit scheme visited Nutrihub on 05<sup>th</sup> Aug. 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 Dr. A. Srinivas, Scientist, ICAR-IIMR.



### Farmers from Kilvelur, Nagapattinam, Tamil Nadu

About 20 farmers from Kilvelur block of Nagapattinam District, Tamil Nadu along with Block Training Manager, Mr. U. Ezhilarasan visited Nutrihub, ICAR-IIMR on 5<sup>th</sup> Aug. 2025. They were taken to the demonstration field where they have seen all nine types of millets at seed setting stage. 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.

### Farmers from Thalainayar, Nagapattinam, Tamil Nadu

About 20 farmers along with Manager from Thalainayar, Nagapattinam, Tamil Nadu visited Nutrihub on 6<sup>th</sup> Aug. 2025 facilitated by Interstate Exposure Visit scheme of ATMA. The farmers were taken to millet demonstration field and explained with the new cultivars of millets and their scientific crop cultivation. They were taken to primary processing facility and were explained the millet processing, value addition and informed about various millet value added technologies developed at Nutrihub, ICAR-IIMR. The visitors were taken to Nutrihub, where they observed the millet products developed by various start-ups alongside those under ICAR-IIMR's Eatrite brand. The visit was facilitated by Er. P. Hemasankari, Scientist, ICAR-IIMR.



Millet had a prominent position in ancient mythological stories, religious scriptures, sculptures, paintings, folklore etc from different times and geographies.



## Farmers from Athnair, Betul District, Madhya Pradesh



A group of 10 farmers from Athnair, Betul, Madhya Pradesh along with the Senior Agriculture Development Officer, Mr. D.R. Solanki visited Nutrihub on 18<sup>th</sup> Aug. 2025 for an exposure to millet processing. During the visit, they were introduced to millet processing technologies and value-added products developed by ICAR-IIMR, which are ready for commercialization, as well as millet products startups supported by Nutrihub. An introductory film on millets and Nutrihub was screened, and the team was briefed on Nutrihub's initiatives in technology innovation, training, and entrepreneurship development. The visit was coordinated by Dr. Sangappa, Scientist, ICAR-IIMR.

## Farmers from Solapur, District, Maharashtra



A group of 19 farmers from Krishi Vigyan Kendra (KVK), Solapur visited Nutrihub, ICAR-IIMR on 25<sup>th</sup> Aug. 2025 to gain insights into millet processing and value addition. Dr. J. Stanley, Director/CEO, Nutrihub, welcomed the farmers and interacted with them, highlighting the activities undertaken at Nutrihub and the benefits of value addition in millets. Mr. V. Sandeep Kumar, Assistant Business Manager, provided an overview of the training programs, incubation services, technology licensing, and funding opportunities available at Nutrihub. The farmers were accompanied by Mr. Amol B. Shastri and Mr. Pradip A. Gonjari, Subject Matter Specialists from KVK, Solapur.



## TRAININGS CONDUCTED BY NUTRIHUB

### Cooking with Millets Training Program on 28<sup>th</sup> July 2025

Nutrihub, ICAR-IIMR conducted the "Cooking with Millets" training program aimed at promoting innovative millet cuisines on 28<sup>th</sup> Aug. 2025. A total of 42 participants from 3 different states took part in the session. Participants were introduced and demonstrated with a variety of millet-based value-added products and given a guided tour of Nutrihub's state-of-the-art processing and value addition facilities. The training provided hands-on exposure to the potential of millets in modern diets including Foxtail bisibillebath, Little millet payasam, Sorghum roti, Finger millet laddu, Multi millet idly, Foxtail millet samosa, Finger millet cake, Sorghum muffins, Foxtail halfmoon biscuits and Pearl millet sev.



Dr. J. Stanley, Director/CEO, Nutrihub, addressed the participants and spoke about the importance of consuming millets and Nutrihub's continuous efforts in developing innovative millet recipes that are both nutritious and delicious. He emphasized Nutrihub's mission to make millets a mainstream choice in Indian kitchens through product development and awareness initiatives. This training program was co-ordinated by Dr. V. Ravi Kumar, Technical Officer, ICAR-IIMR and assisted by Mr. N. Raj Kumar, Sr. Technical Assistant with Chef. Vijayalaxmi as the lead, demonstrating the recipes.





## Startup Ignition Program on 29<sup>th</sup> July 2025



As a part of Nutrihub's continuous efforts towards sensitizing the millets' stakeholders in the value chain, a "Start-up Ignition - Emerging business opportunities in processing of Millets" was organized on for aspiring entrepreneurs who are willing to start a business in Millets' domain. A total of 36 participants from 4 different states like Telangana, Andhra Pradesh, Uttar Pradesh, Maharashtra attended the training.



Dr. J Stanley, Director/CEO, Nutrihub delivered the inaugural address and enlightened the trainees through an interaction on emerging business opportunities in millets' sector. Dr. A. Srinivas Scientist, Mr. Israel Raj Alladi RA, Ms. E. Kiranmai RA, Mr V. Sandeep Kumar, Asst. Business Manager delivered sessions on various aspects. The participants were taken to a guided tour to the facilities at CoE on millet processing and value addition, and common facility centre by Mr. Srinu Senior Manager and Abdul Mannan Manager. The valedictory function was graced by Dr. J. Stanley, Director/CEO Nutrihub and Dr. Veeresh Wali Chief Business Manager and gave away the certificates for the participants who have successfully completed the program. This training was co-ordinated by Dr. V. Ravikumar, Technical Officer and Mr. N. Rajkumar, Sr. Technical Assistant.

## Nutrihub's Flagship SAMAADHAN Webinar Series

### Innovation in Millet Plant-Based Proteins

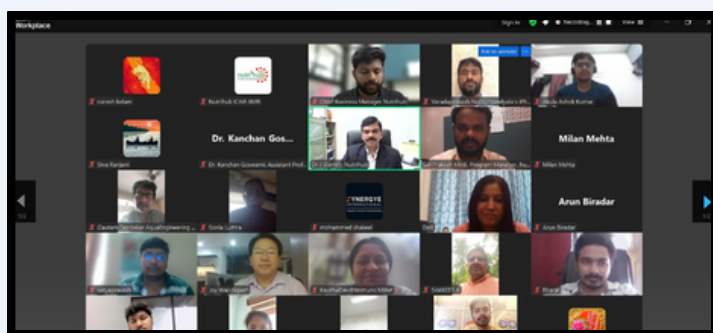
Dr. Savita Budhwar

As part of its flagship SAMAADHAN webinar series, Nutrihub, ICAR-IIMR organized an insightful session on 07<sup>th</sup> Aug. 2025 on the topic, Millets in Plant-Based Protein Innovation: Trends, Technologies and Opportunities by Dr. Savita Budhwar, Associate Professor, Central University of Haryana.



The webinar attracted over 80 participants including startup founders, food technologists, researchers, and aspiring entrepreneurs across the country. Dr. Savita highlighted the growing global shift towards plant-based foods and emphasized the unique role that millets can play in this segment as functional and healthy ingredient.

- Technologies and innovations driving millet-based alternatives to dairy, meat, and processed foods.
- Opportunities for startups to capture niche markets by integrating millets into plant-based product portfolios.
- The importance of scientific validation, consumer awareness, and sustainable practices to ensure long-term market success.



Adding to the discussion, Dr. Stanley, spoke about the importance of millets in the vegan and plant-based sector. He also shared how Nutrihub is actively supporting startups in this domain through technology access, incubation programs, and product development support, ensuring that millet-based innovations reach mainstream markets in the plant-based and vegan food industry. The session also included an interactive Q&A, where participants discussed practical challenges such as formulation, shelf-life, and scaling up millet-based plant innovations. The webinar was coordinated by Mr. Sai Prakash Medi, Program Manager, Nutrihub.



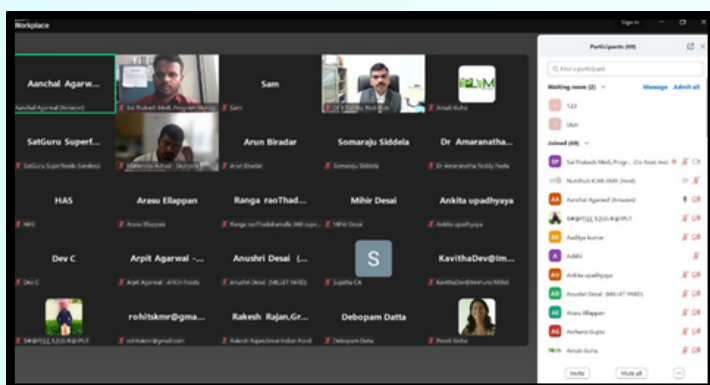
Millets are the food of our ancestors, rich in nutrients and perfectly suited for our climate



## Essentials of E-Commerce and Cross-Border Logistics

### Ms. Anchal Agarwal

The fifth SAMAADHAN Webinar is on Essentials of E-Commerce and Cross-Border Logistics by Ms. Anchal Agarwal from the Amazon Global Team. Ms. Anchal shared valuable insights on navigating e-commerce platforms, understanding logistics, and expanding markets beyond borders. During her talk, Ms. Anchal also highlighted Amazon's dedicated services for MSMEs and startups, focusing on how the platform helps in shipping products across the globe with ease. She explained the compliance support mechanisms provided by Amazon to ensure that emerging businesses can meet international standards, making it easier for them to tap into global markets.



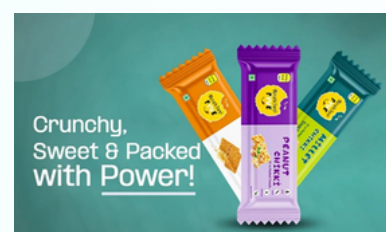
The webinar was attended by over 90 participants. Dr. Stanley, Director/CEO, Nutrihub stressed the importance of knowledge on exports and emphasized how such sessions under SAMAADHAN are vital for startups incubated at Nutrihub to understand global trade opportunities and challenges. The webinar was coordinated by Mr. Sai Prakash Medi, Program Manager, Nutrihub.

## GMRK Foods signs up for Nutrihub's Incubation Program



GMRK Foods, a start-up operating a brand known as Kruncheefyve signed up for a standard incubation at Nutrihub, ICAR-IIMR. The Startup is

specialized in crafting traditional Indian sweets, with its core products being Millet, Peanut and Sesame Chikkies. The founder, Mr. A Akash Reddy has a vision of bringing the authentic taste of Indian chikki to every home, GMRK Foods is committed to heritage and health. Their mission is to provide wholesome snacks that serve as crunchy treats, post-meal delights. The startup has showcased its products in some national and international events, and has also has collaborations with Government of Telangana for supply of millet foods. In addition, the Startup actively engages in social initiatives, including distributing free samples in schools to build awareness and training farmers at its facility, thereby contributing to both consumer health and rural livelihoods.



The MoU was signed by Dr. J. Stanley, Director/CEO, Nutrihub, ICAR-IIMR, and Mr A Akash, founder GMRK Foods. Mr. Sai Prakash Medi, Program Manager, Nutrihub facilitated the onboarding of the start-up.

## HappySun Foods Pvt Ltd signs up for incubation program



Nutrihub, ICAR-IIMR welcomes, HappySun Foods Pvt Ltd a promising millet-based startup from Guwahati, Assam, into its standard incubation program on 25<sup>th</sup> Aug. 2025. As an emerging player from the North East, HappySun Foods is dedicated to developing innovative millet-based products that cater to evolving consumer needs. Through this collaboration, the startup will benefit from the structured mentoring and guidance for new product development, Strategic networking opportunities within the millet ecosystem and Access to resources that enable faster market entry and growth.

The MoU was signed by Dr. J. Stanley, Director/CEO, Nutrihub, ICAR-IIMR, and Ms. Mayashree Baruah & Mr. Ujwal Baruah, founders of HappySun Pvt. Ltd. Foods, Mr. Sai Prakash Medi,

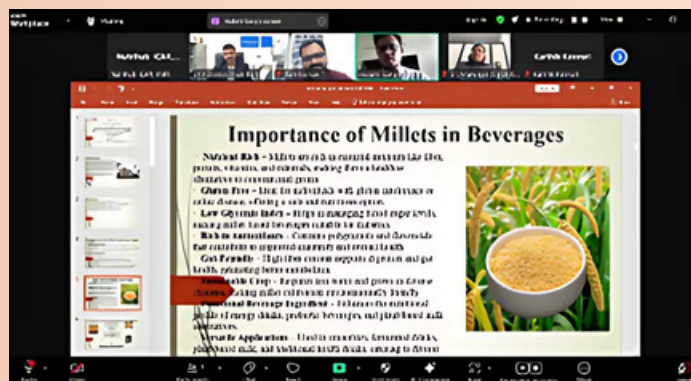


Program Manager, Nutrihub facilitated the onboarding of the start-up. The founders had participated in Nutrihub's flagship event "SAMAADHAN", where they gained inspiration and confidence to join the incubation program.



## INTERN SPOTLIGHT

### Foxtail millet fruit beverage premix



Mr. Vedant Garg, M.Tech (Food Process Engineering & Management), student from National Institute of Food Technology Entrepreneurship and Management, Kundli (NIFTEM-K) has successfully completed his internship in Nutrihub, ICAR-IIMR. Foxtail millet fruit beverage premix was developed as a part of his internship. Formulated with 40% foxtail millet and orange pulp powder, this premix demonstrated desirable functional properties and performance on par with other premix variants, while adding the nutritional benefits of millets.

## Nutrihub Signs MoU with EBTI

Nutrihub, ICAR-IIMR signed an MoU with Enhanced Biofuels and Technologies India Pvt. Ltd. (EBTI) on 19<sup>th</sup> Aug. 2025, represented by Mr. Aravinth from EBTI and Dr. J. Stanley, Director/CEO Nutrihub, on behalf of Nutrihub.

Established in 2006, EBTI is engaged in developing sustainable solutions in biofuels and renewable energy, with expertise in producing biofuels from non-edible feedstocks such as Jatropha, biomass, and algae. Through its International Biofuels Research and Development Centre (IBRDC), the company has made significant progress in processing technologies. The partnership will focus on technology licensing, incubation, and technical guidance for establishing a modern millet processing facility. Both parties will also jointly develop millet-based products for international markets, along with collaboration in training, knowledge exchange, and global promotional activities.

## SERP, Dept of Rural Development, Govt of Telangana has sanctioned Millet Café Project to Nutrihub, ICAR-IIMR

The Society for Elimination of Rural Poverty (SERP), Government of Telangana, has sanctioned the project "Empowering SHGs through Establishment of Millet Cafés" to be implemented by Nutrihub, ICAR-IIMR on 01<sup>st</sup> Aug. 2025. With an outlay of ₹1.77 crore. The initiative will set up five millet cafés in Hyderabad, Mahabubnagar, Karimnagar, and Warangal, managed by trained SHG women. About 150 women will be trained in millet value addition, café operations, food safety, and branding. All cafés will operate under a unified brand, creating a replicable model for SHG-led food enterprises across Telangana.



Dr. J. Stanley, Director/CEO, Nutrihub called on Ms. Divya Devarajan, IAS, CEO of SERP at her office and signed a MoU for execution of the project on 29<sup>th</sup> Aug. 2025. Mr. Johnson, Director Non-Farm Livelihoods, Dr. Veeresh S. Wali, Chief Business Manager, were present during the meeting.



## Staff of the Month - Aug. 2025 Mr. Madhusudhan Reddy B IT Manager



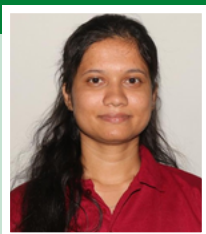
This month, we proudly recognize Mr Madhusudhan Reddy, Manager (IT) as the Staff of the Month for his contribution to the organisation's IT and internet operations, ensuring smooth digital functioning and timely support. He deserves a special appreciation for designing attractive packaging materials for Eatrite products such as muffins, pretzels, noodles, analogue rice, and nutribars, giving our brand a stronger visual identity. In addition, his expertise in photoshoots and video editing has greatly enhanced the way we showcase our products and initiatives, making them more engaging and impactful. Nutrihub family wish him a great success in all his future endeavors.





## Farewell Ms. N. Nagaveni SRF NAIF-ABI

Ms. N. Nagaveni worked as a Senior Research Fellow under the National Agricultural Innovation Fund-Agri Business Incubation Project at Nutrihub, ICAR-IIMR, Hyderabad from 19<sup>th</sup> Jan. 2024 to 28<sup>th</sup> Aug. 2025.



During this period, she has worked on technical aspects of gluten free product development and upscaling especially the gluten-free vermicelli, multi-millet jaggery bread. She assisted start-ups in overcoming challenges in product development and production, ensuring innovative solutions and efficient processes for market success. In addition, she also worked in the Quality Control Laboratory at CoE, ICAR-IIMR. Nutrihub family wishes her a great success in all her future endeavours.

## Start-up engagement at Nutrihub, during August 2025



Mr. Sampath Kumar, MD Unistem Sales and Marketing LLP visited Nutrihub on 01<sup>st</sup> Aug. 2025. They discussed the company's business growth and Nutrihub's support in commercial manufacturing.



Mr. Satish Kumar Goud, Founder & CEO, Breathefit Millets Café Pvt. Ltd. (Chai Millets) on 3<sup>rd</sup> Aug. 2025 to discuss on collaborations with Nutrihub.



Mr. Ramesh, Founder, Kalyani Foods, visited Nutrihub, on 04<sup>th</sup> Aug. 2025 to discuss avenues for business growth and networking for production facility.



Ms. Anurekha Siva Kumar, Founder Tapas Wholefoods and Wellness Centre visited Nutrihub, on 08<sup>th</sup> Aug. 2025. The discussion focused on pilot trials, manufacturing support, and also on millet cultivation.



Ms. Sumitra, Founder Milletize Innovations Pvt. Ltd visited Nutrihub, on 11<sup>th</sup> Aug. 2025. The discussion focused on shelf-life studies and nutritional profiling for their millet-based products the startup is planning to launch in the market.



Milletts are nature's gift to humanity, providing wholesome nutrition with minimal environmental impact



## Start-up engagement at Nutrihub during August 2025



Dr. Meenakshi Singh, Founder Nandini Gir Farms, Thakurgon, Ranchi visited Nutrihub on 11<sup>th</sup> Aug. 2025 for licensing of millet value added technologies.



Mr. V. Syambabu, Founder Millet Chef visited Nutrihub on 12<sup>th</sup> Aug. 2025 to discuss the progress of his venture and plans for the proposed business expansion. The interaction highlighted the need for enhanced support in brand building and handholding for the start-ups.



Ms. Jahanavi and Mr. Sadanand Tummuri, founders of Tara First called on Dr. J. Stanley, Director/CEO Nutrihub on 25<sup>th</sup> Aug. 2025 TARA First Fintech Private Limited, a company offering end-to-end financial services for MSMEs and start-ups. The discussion focused on prospecti-

ve collaboration, particularly in supporting Nutrihub start-ups with compliance services including GST and related statutory requirements.



Mr. Satish Kumar Goud, Founder & CEO, Breathefit Millets Café Pvt. Ltd. (Chai Millets) and team visited Nutrihub on 29<sup>th</sup> Aug. 2025.

## Visit of Dignitaries during August 2025



Dr. Gyanendra Singh Former Director, ICAR-Indian Institute of Wheat and Barley Research, Karnal visited Nutrihub on 01<sup>st</sup> Aug. 2025.



Dr. Y.S. Jadoun, DD Extension, Bihar Animal Science University, Patna and Dr. R.S. Niranjana & Dr. Lakhan Singh Principal Scientists, ICAR-NIPB, New Delhi visited Nutrihub on 08<sup>th</sup> Aug. 2025 to explore the opportunities of collaboration.



## Visit of Dignitaries during August 2025



Dr. Deepak K Sinha Prof & Head, SAGE University, Indore on 11<sup>th</sup> Aug. 2025.



Dr. R. Ganesan, Director Institute of Cooperative Management, Hyderabad on 19<sup>th</sup> Aug. 2025.



Mr. Uday Kiran, ACP (Retd), Vanasthalipuram visited Nutrihub on 12<sup>th</sup> Aug. 2025.



Dr. Gondru Ramesh, Scientist-C, ICMR-National Institute of Nutrition, Hyderabad on 19<sup>th</sup> Aug. 2025.



Dr. Kavitha, Asst Prof. (Food Technology), UAS Dharwad on 12<sup>th</sup> Aug. 2025.



Mr. Santosh kumar Javali, Ayodhya Crop Academy visited Nutrihub on 25<sup>th</sup> Aug. 2025 to discuss on Millet Bakery Units to be established under PMFME scheme in Karnataka.





A photograph showing three men in a meeting. They are seated in blue armchairs around a low table. The man on the left is wearing a light green shirt and dark trousers, leaning back with his right arm on the back of the chair. The man in the middle is wearing a light blue shirt and dark trousers, sitting upright with his hands on his lap. The man on the right is wearing a white checkered shirt and dark trousers, sitting upright with his hands on his lap. The table in front of them has several water bottles, glasses, and a small tray. The background is a plain wall with a window and some office equipment.

A photograph showing three individuals—two men and one woman—seated on a bright blue sofa in a contemporary office environment. The man on the left wears a dark blue vest over a light grey shirt and white trousers. The man in the center is dressed in a traditional Indian kurta, featuring a yellow body and dark blue sleeves, paired with grey trousers. The woman on the right is wearing a colorful, patterned kurta. They are all smiling and appear to be in a pleasant conversation. Behind them, a white wall displays the 'nutrihub' logo, which includes the text 'Innovation | Technology | Wellness' and a graphic of red dots. A large window with horizontal blinds is visible in the background, and a potted plant sits on a small table to the right.

A group of four men are in a meeting room. One man is standing and presenting to three seated men. A 'nutri hub' logo is visible on the wall.



## Nutrihub in Media

[illegible]

| Category            | Value |
|---------------------|-------|
| Business Queries    | 50    |
| Trained (CWM & SIP) | 80    |
| Students Engaged    | 300   |
| Officials Oriented  | 30    |
| Farmers Reached     | 175   |
| States Covered      | 04    |
| Start-ups Engaged   | 80    |



## Smart Processing for Smart Nutrition: Nutrihub Scales up Millet Nutribar Production

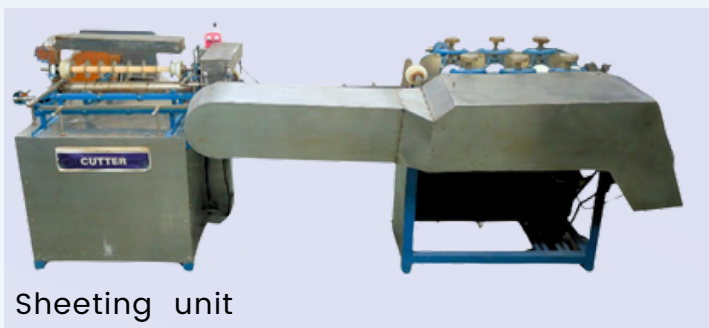
As health and nutrition take center stage in modern diets, energy bars have emerged as a go-to option for health-conscious consumers. At the heart of this growing trend is the nutribar machine – a sophisticated, fully integrated processing unit designed to transform wholesome ingredients into nutritious energy bars.



Blending unit

The process begins in the blending unit, where ingredients like millet crisps, peanuts and other components are uniformly mixed and heated to form a consistent base. The blended mixture is then transferred to the sheeting machine, where it is passed through rollers to form a compact, dense sheet of even thickness. This ensures structural integrity and optimal texture. The sheet then moves to the cutting section, where precision blades slice it into uniform bars. Finally, the bars are cooled and packed using a horizontal flow wrap machine that ensures hygienic handling and accurate sealing. The capacity of machine at Nutrihub, ICAR-IIMR is about 25 kg per hour.

The sheeting unit is a critical component where the blended mixture is compacted into a solid, dense form. It uses rollers to compress the ingredients into a uniform thickness, ensuring that the texture of the bars is consistent and suitable for cutting. The compression process also ensures that the ingredients hold together firmly without crumbling. The cutting section consists of blades that divide the compressed mixture into uniform-sized bars, essential for packaging and presentation.



Sheeting unit



### Nutribars – A Small Bite, A Big Impact!



#### Finger Millet Nut Delight Bar

What started as another technology at Nutrihub has now turned into an all-time favorite for everyone tasting it.

**3,500+ kilos**

crafted – nourishing more than 5 start-ups with steady supply

**10,000+ bars enjoyed**

fueling minds at events, workshops, and meetings

Shared with

**1,000+ students & 3,000+ delegates**

in India & abroad

**20+ start-ups licensed**

the technology knocking the shelves through bars

Nutribars are more than just a healthy snack, they represent how innovation at Nutrihub translates an idea to impact.



## Success Story



# GRAMI SUPERFOODS

Supported by: Nutrihub, ICAR-IIMR  
 Founder: Mr. Jay Kumar  
 Focus Area: Value added products of Millets  
 Email: info@grami.in  
 Location: Karnataka, India  
 Year of Startup Incorporation: 2016  
 Revenue Generated: 5cr+  
 Farmer's connection: 34

### About Us:

Grami Superfoods, founded in 2016 specializes in producing healthy and delicious food products. Our mission is to make nutritious eating accessible and affordable across India. Using superior ingredients like Shree Anna (Millets), Grami Superfoods offers a range of products including Ready-to-Eat snacks and nutritious bars. These products are designed to satisfy hunger while promoting health.

### Achievements:

Despite being a young company, Grami Superfoods has already made a significant impact in the Indian food industry. They have successfully introduced affordable and convenient healthy food options to consumers, contributing to improved dietary choices and overall health awareness.



Founder: Mr. Jay Kumar

### Business Focus:

Grami Superfoods focuses on innovating and manufacturing nutritious food products that cater to modern dietary needs. They emphasize affordability and convenience without compromising on quality or nutritional value. The company aims to expand its reach further across India, continuing to promote healthy eating habits and making a positive impact on public health.



## Testimonial



# MELOOP FOODS Pvt. Ltd

Founder: Shantanu Sanjay Patil  
 Maharashtra, India

We are truly grateful for the support and guidance provided by Nutrihub, ICAR-IIMR. As a millet-based startup, Meloop Foods Pvt. Ltd. has benefited immensely from their expertise in the field of value-added millet products. The collaboration has helped us refine our processes, enhance product quality, and scale our offerings like All Sow Great. Nutrihub, ICAR-IIMR's assistance has been instrumental in reintroducing millets to modern consumers through innovative products like Jowar Coconut Cookies, Jowar Flakes, and Jowar Atta. The commitment to sustainability and nutrition has been a valuable asset to our growth journey. We look forward to continued collaboration with Nutrihub, ICAR-IIMR as we work together to promote the health benefits of millets for a healthier India.





# Sorghum Rawa Laapsi



## Ingredients

Sorghum Upma rawa (Suji/ Semolina) – 3 1/3 tbsp  
 Green gram dal- 2 1/2 tbsp  
 Jaggery- 10 1/4 tbsp  
 Ghee- 3 1/3 tbsp  
 Cardamom powder- 1/3 tsp  
 Raisins- 2 tsp  
 Almonds- 5 nos  
 Cashew nuts- 6 nos

## Nutritional parameters (g/100)

|               |               |
|---------------|---------------|
| Protein       | : 6.28 g      |
| Fat           | : 25.31 g     |
| Carbohydrates | : 63.5 g      |
| Dietary fibre | : 3.12 g      |
| Energy        | : 491.42 Kcal |

## Preparation Method

- Dry roast sorghum rawa and green gram dal separately until it changes into brown colour.
- In 80ml water, melt jaggery and keep it aside
- Take a pan and roast the dry fruits.
- Now cook roasted sorghum rawa and green gram dal in 300ml of water to get soft consistency on medium flame.
- Add melted jaggery, ghee and cardamom powder.
- Mix well with dry fruits.
- Serve the healthy Sorghum Rawa Laapsi

## National & International Recipes on display @ Nutrihub, ICAR-IIMR

### National Recipes

1. Ragi murumurala laddu
2. ragi paan bites
3. Ragi sabudhana mixer
4. jowar crunchi balls
5. Ragi sesame laddu
6. Barnyard nachos
7. Ragi chimili
8. Foxtail kajoor shakarpara
9. Foxtail panasa thonalu
10. Foxtail salt khari
11. kodo millet kasta matri
12. proso aaku pakoda
13. Foxtail Cheeslings
14. Ragi peanut katli
15. jowar chiroti
16. Bajra Desi sticks
17. Foxtail Moongdhal matri
18. jowar laccha matri
19. proso flaxseeds chakli
20. jowar namakpara
21. Bajra sev
22. joawar crunchies



### International Recipes

1. Foxtail peanut burfi
2. jowar banarasi paan fudge
3. proso ice box cookies
4. proso candied peanuts
5. kodo millet koekisisters
6. jowar medovik cake
7. Foxtail rowmany Cream cheese cookies
8. Bajra bliss balls
9. kodo twisted doughnut
10. Jowar saltiness
11. pearl millet peanut butter crackers
12. Little millet doughnut
13. Bajra velvet Cream cheese cookies



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



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

August has been a month of meaningful interactions at Nutrihub. We had the privilege of hosting students from schools and agricultural colleges, farmers from Tamil Nadu, Maharashtra, and Madhya Pradesh, as well as officials from state departments and rural livelihood missions. These visits enabled to share our work on millet processing and value addition while also learning from the perspectives and expectations of various stakeholders alongside strengthening the partnership.

The opening of a new Chai Millets outlet, our participation in the Telangana 10K Run, and training programs reflected how millets are steadily gaining importance in everyday diets and among start-ups. Our flagship SAMAADHAN webinar series continued to provide knowledge and guidance to start-ups and are helping them connect product innovation with emerging market opportunities.

It was encouraging to see new start-ups joining our incubation program this month, strengthening Nutrihub's role as a trusted partner for ideas and business. At the same time, the Government of Telangana has entrusted Nutrihub with the responsibility of implementing the Millet Café Project through SERP, a recognition of our commitment. This initiative will train and empower 150 SHG women to run cafés across the state, creating both livelihood and awareness.

I thank all our partners, stakeholders, and well-wishers for their continued support.

## Upcoming Events

**COOKING WITH MILLETS**

September 25th 2025,  
(10:00 AM)

Register Now!

Note: Only confirmed participants are allowed.

Fee: 2000/- Per participant

WhatsApp: 9912835555

Call : 040 - 2988 4838

**STARTUP IGNITION**

PHYSICAL TRAINING SESSION

EMERGING BUSINESS OPPORTUNITIES IN PROCESSING OF MILLET SECTOR  
on 26th September, 2025 (Nutrihub TBI, ICAR-IIMR)

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

APPLY NOW

Fee: 2000/- Per participant

Note: Only confirmed participants are allowed.

RAJENDRANAGAR, HYDERABAD, TELANGANA - (500 030)  
ICAR-IIMR, Nutrihub TBIC | www.nutrihubiimr.com

Time: 9:40 AM to 6:00 PM

**Entrepreneurship Foundation Program in Millets (EFPM)**

PROGRAM STRUCTURE

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

WHO CAN JOIN?

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

DURATION: 4 DAYS  
6th - 9th Oct, 2025

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

Launch Your Millet Startup

APPLY NOW!

Contact Mrs. Ankita, Program Co-ordinator | 945256154 | be@nutrihubiimr.com



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