



INTERNATIONAL NUTRI CEREAL CONVENTION 5.0

NOVEMBER 27-28, 2023

NOVOTEL HYDERABAD INTERNATIONAL CONVENTION CENTRE
HI-TECH CITY, HYDERABAD

India's largest millets (shree anna) convention
bringing global millet stakeholders under one roof.

ABOUT MILLETS

Millets are primarily categorized as major millets, including sorghum, pearl millet and finger millet, and minor millets, including foxtail, kodo, barnyard, proso, browntop, and little millet. They are currently cultivated in 131 countries across the globe over an area of 74 million ha. More than 59 crore people in Asia and Africa depend on millets as a staple food. In 2018, millets were rebranded as "Nutri Cereals" by the Government of India, recognizing their nutritional potential, and dispensing the earlier nomenclature of "coarse cereals". This led to a renewed interest globally and the United Nations General Assembly announced 2023 as the International Year of Millets, recognizing their benefits towards achieving sustainable development goals.

HOME OF ANCIENT GRAINS



ABOUT THE CONVENTION

International Nutri Cereal Convention, with Multi-Stakeholders, is the flagship event of ICAR-IIMR conducted by Nutrihub every year at Hyderabad, Telangana. The objective of this convention is to bring together all the stakeholders from the Nutri Cereals industry, from producers to processors to consumers as well as researchers, academicians, and policymakers, who are working across the value chain to engage in meaningful and actionable discussions for the promotion of Nutri Cereals across the country.



CONVENTION OBJECTIVES

- To bring together all the stakeholders working in the millets eco-system to a single platform and chart a path for creating and spreading awareness about millets both nationally and internationally.
- To unite the stakeholders from Central and State Governments, Academia, R&D Institutes, Incubators, and Accelerators along with Startups, Micro-Entrepreneurs, and NGOs under a single umbrella, working to achieve the common goal of millet promotion across India and the world.

CONVENTION FORMAT

TECHNICAL SESSIONS

START-UP EXHIBITION

B2B CONNECT

WHO CAN ATTEND?

- Startups
- Aspiring Entrepreneurs
- Scientists and Academia
- Food and Beverage Industry
- Government Policy Makers
- Doctors / Nutritionists / Dietitians
- Farmers / FPOs / SHGs
- Students etc.

PROPOSED TOPICS

- Harnessing the diversity in millets for climate resilience and sustainability.
- Diet diversity, and enhanced nutrition through processing and value addition.
- Millet Value chain: Experiences, challenges, and way forward.
- Scaling up value added technologies for commercialization by Industry.
- Mainstreaming millets at state and national levels.
- Global exchange of knowledge, and technology in millets.
- Innovative approaches in branding, labelling, and marketing of millets.
- Millets and their products in international markets: status and way forward.
- Incubation, acceleration, and investment in millet start-ups, vision for a successful millet venture.

ORGANIZING COMMITTEE



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DG, ICAR



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IAS, Secretary, DA&FW



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DDG, Crop Science, ICAR



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ADG (FFC), ICAR



Dr. C. Tara Satyavathi
Director, ICAR-IIMR



Dr. B. Dayakar Rao
CEO, Nutrihub, ICAR-IIMR

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Mr. Takayuki Hagiwara, FAO, Country Representative, India
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Mr. Vipul Patel, CO, CIIE, IIM, Ahmadabad
Dr. Gopal Naik, IIM, Bengaluru
Dr. Yogeshwar Rao, Director, Nutrihub and Visiting Prof., University of Hyderabad
Dr. B. Dayakar Rao, CEO, Nutrihub & Principal Scientist, ICAR-IIMR
Dr. Venkatesh Bhat, Director, Nutrihub and Principal Scientist, ICAR-IIMR
Dr. J Stanley, Director, Nutrihub and Sr Scientist, ICAR-IIMR

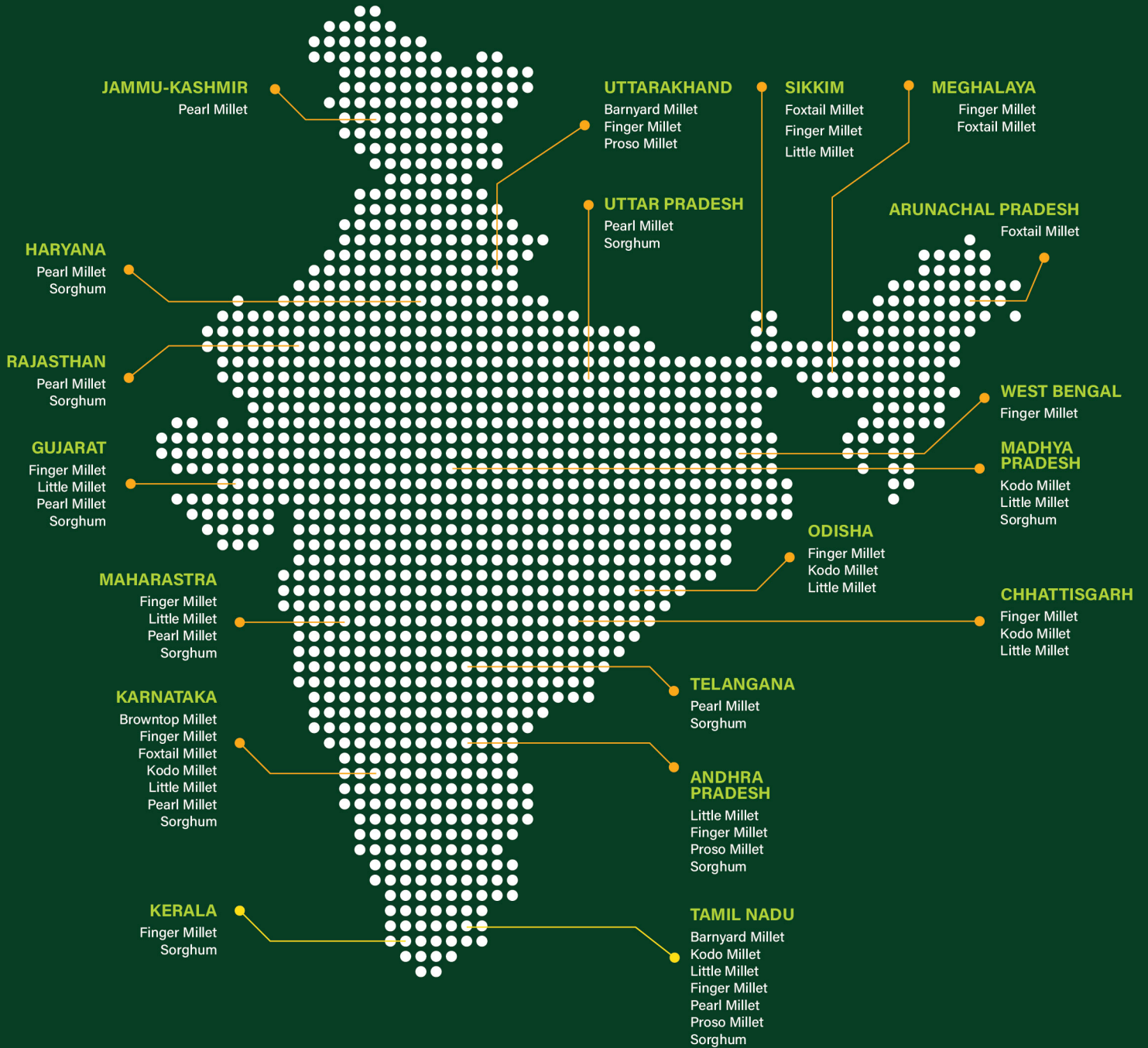
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Ms. Garima Singh, CGA & CO, PepsiCo India
Mr. Manoj Pareekh, Head R&D (HealthFoodDrink Category), HUL
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Mr. Varun Deshpande, GFI
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GLOBAL SCENARIO OF MILLETS



MILLET INDIA



ABOUT HYDERABAD

Hyderabad, also known as the Pearl City, is the capital of Telangana, a state in south India. A booming technology hub in the country, it's home to many heritage sites, restaurants and is famous for its twinkling pearls and glass bangles. As of 2011, the population of the city is 6.9 million.

Its historic sites include Golconda Fort, a former diamond-trading center that was once the capital of Qutub Shahi dynasty. The Charminar, a 16th-century mosque whose 4 arches support towering minarets, is an old city landmark near the long-standing Laad Bazaar. It is situated on the Deccan Plateau at a height of 1788 feet above sea level.

During November, the weather is pleasant with warmer days and cooler nights. The city is a centre for local traditions in art, literature, architecture, and diverse cuisines. It has several museums, bazaars, galleries, and other cultural institutions - Laad Bazaar, Madina Circle, Begum Bazaar are known since Nizams and Qutub Shahis. Salar Jung Museum, Nizam Museum, and Telangana State Archaeology Museums are notable attraction to experience. Hyderabad Biryani and Haleem are distinctive cuisines of the city known to world for their authentic taste.

ICAR-Indian Institute of Millets Research



Chowmahalla Palace



Hi-Tech City

T-Hub



Buddha Statue



Hyderabad's Historical Icon: Charminar

Falaknuma Palace



Telangana State Secretariat



NNCC 4.0 GLIMPSSES



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Government/Institutions



Startups/Industry



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Co-ordinator

Dr. B. DAYAKAR RAO
CEO, Nutrihub - TBISC
Principal Scientist
ICAR - IIMR, Hyderabad
ceo@nutrihubiimr.com

Convener

Dr. (Mrs.) C. TARA SATYAVATHI
Director
ICAR - IIMR, Hyderabad
director.millet@icar.gov.in

RSVP

NUTRIHUB TBISC
ICAR - IIMR
Rajendranagar, Hyderabad
business@nutrihubiimr.com