



PHD CHAMBER
OF COMMERCE AND INDUSTRY



Millets
POWERHOUSE OF NUTRITION

Rajasthan Industry Meet

Millets

POWERHOUSE OF NUTRITION

23rd December 2022 | NIAM, Jaipur, Rajasthan

Millets are the Superfoods

Millets, the simple grasses always faced the stigma of being called poor man's food were the first crops to be domesticated when humans decided to leave their hunter-gatherer lifestyle. The archaeological evidence shows that small millets like finger millet, Kodo millet, foxtail millet, little millet, and barnyard millet played a major role in early farming. These small grasses are rich in dietary energy, vitamins, and minerals (especially micronutrients such as iron, calcium, and zinc). Due to its rich antioxidant properties, millets help against several chronic diseases like ischemic strokes, cardiovascular diseases, cancers, obesity, and Type II diabetes and are called "Nutri-cereals".

"International Year of Millets (IYOM)-2023"

At the suggestion of the Government of India, The United Nations has designated 2023 as the 'International Year of Millets'. Considering the unique opportunities afforded by millets, Food and Agriculture Organization has pledged to serve as the technical lead to support the organization and celebration the same. The International Year aims to (i) elevate awareness of the contribution of millets for food security and nutrition (ii) inspire stakeholders on improving sustainable production and quality of millets, and (iii) draw focus for enhanced investment in research and development and extension services to achieve the other two aims. "The year will promote the diversity, ecological benefits, and nutritional value of millets to producers, value chain actors, and consumers and encourage decision-makers in order to improve agri-food systems.

Indian Millets and the Global picture

- India is the largest Producer of millets
- India produces 12.5 million tonnes of millets yearly
- We are the third largest Exporters of millets



Rajasthan is leading the way

- Rajasthan is the highest millet producer
- Rajasthan produces highest Pearl millet in the country

Way Ahead For India

- Millets market is set to grow from its current market value of more than USD 9 billion to over USD 12 billion by 2025
- Country's Millet footprint is expected to expand upto 100 countries



Mission Millets for Rajasthan :

PHDCCI is leading from the front:

As a part of decentralization of the earlier and a very successful event under the theme, "Millets : Powerhouse of Nutrition", PHDCCI is organizing second meet under the series of Mission Millets in Rajasthan. Through this industry meet we are hoping to see a footfall of at least 200 delegates where agricultural experts and progressive farmers along with the State government would be invited.

The discussions will be held around promoting millet consumption at the community level to help reduce malnutrition. The focus will also be towards the popularization of ready-to-eat millet-based food products as well as the products which can be prepared at home



PARTICIPANTS

- Food Processing Industries
- Government Bodies
- Farmers and FPOs
- Food Safety and Standard Agencies
- Foreign and state specific mission in nutrition
- Startups and Manufacturers
- Beverage Industries
- Policy makers , Scientists and Academicians



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Objectives of Rajasthan Industry Meet

- Understanding and addressing nutritional security through millets by means of nutrient management technologies, disease resistance, better drought tolerance bio-fortification, and higher productivity
- Addressing the challenges related to agricultural dynamic changes in response to climate change in North West India
- Exploring and understanding the gaps in productivity, technology, and extension for millets promotion in Rajasthan
- Discussing the millet-specific interventions in agricultural input markets in the state of Rajasthan
- Finding opportunities and challenges for millets based food entrepreneurs in Rajasthan

Key sessions for the Event

- Opportunities and Challenges in the largest Millet producing state of India (Rajasthan)
- Millets as an important commodity in domestic and international markets
- Schemes of MoFPI for better outreach of Mission millets in Rajasthan
- Potential of MSME Sector for developing a viable millet production value chain
- Developing Millet Processing clusters in the state of Rajasthan

EXPLORING PARTNERSHIP OPPORTUNITIES & ENQUIRES

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