



# ICAR – INDIAN INSTITUTE OF MILLET RESEARCH

Rajendranagar, Hyderabad – 500030

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**Jointly on behalf our Stakeholders from IDA, NSI, IFCA, AFSTI invites you to**

## ***National Mega Multi Stakeholders Webinar on “Positioning of Millets for Emerging Nutrition Markets”***

***Date: 28 September, 2020***

### ***Tentative Schedule***

#### **Inaugural Session**

	<b>Moderator</b>	<b>Ms. Naaznin Husein</b> , Founder Director, Freedom Wellness Management
<b>10:00 – 10:05</b>	<b>Welcome Address</b>	<b>Dr. Vilas A Tonapi</b> , Director, ICAR-IIMR
<b>10:05 – 11:00</b>	<b>Address by the dignitaries</b>	<b>Chairman: Dr Trilochan Mahapatra</b> , Secretary, DARE & DG, ICAR
	<b>Dr Trilochan Mahapatra</b>	Secretary, DARE & DG, ICAR
	<b>Mr Manoj Joshi, IAS</b>	Additional Secretary, MoFPI, GoI
	<b>Dr Saurabh Garg, IAS</b>	Principal Secretary, Agriculture & Farmers Empowerment, Govt of Odisha
	<b>Ms Divya Devrajan, IAS</b>	Principal Secretary, WCD, Govt. of Telangana
	<b>Dr SK Malhotra</b>	Agriculture Commissioner, GoI, DOAC&FW
	<b>Dr. Raj Bhandari</b>	Member, National Nutrition Board, GoI
<b>11:00 – 12:00</b>	<b>Session by Association Partners</b>	
	<b>Dr Jagmeet Madan</b>	President- Indian Dietetic Association
	<b>Dr A Laxmaiah</b>	Secretary, Nutrition Society of India
	<b>Dr Prabodh Halde</b>	NetProFan Lead and Ex-President AFSTI
	<b>Chef Manjeet Singh Gill</b>	Celebrity Chef and Representative IFCA
<b>12:00 – 12:30</b>	<b>Virtual lightening of the lamp, Millet Recipe Book Release &amp; Address by the Chief Guest</b>	<b>Mr. Amitabh Kant, IAS, CEO, NITI Aayog</b>
	<b>Keynote Speakers</b>	
<b>12:30 – 12:45</b>	<b>Dr R Hemalatha</b>	Director, National Institute of Nutrition
<b>12:45 – 13:00</b>	<b>Dr Vilas A Tonapi</b>	Director, ICAR-IIMR
<b>13:00 – 13:15</b>	<b>Ms Inoshi Sharma</b>	Director SCBD, FSSAI
<b>13:15 – 13:30</b>	<b>Dr Tarun Bajaj</b>	Director, APEDA
<b>13:30 – 13:35</b>	<b>Vote of thanks</b>	
	<b>Dr B Dayakar Rao</b>	CEO, Nutrihub, ICAR-IIMR
<b>LUNCH BREAK (13:35 – 14:30)</b>		
<b>Session - I</b>	<b>Development on Value-Chain in Millets</b>	<b>Chairman: Dr. Jagadish Pai</b> , Executive Director, PFNDAI <b>Co-Chairman: Dr. Anura V Kurpad</b> , Professor, former head, Founding Dean, St. Johns Research Institute
<b>14:30 – 14:45</b>	Emergence of Millets based Nutritional Markets, Post-COVID Scenario <b>Dr Raj Bhandari</b>	Member, National Nutrition Board, GoI

14:45 – 15:00	Branding of Millets in India, Value chain experience <b>Dr B Dayakar Rao</b>	CEO, Nutrihub, ICAR-IIMR
15:00 – 15:15	Options on Food processing technologies for enhancing nutritional outcomes <b>Dr NG Malleshi</b>	Scientist-G & Former Head, GST, CFTRI
15:15 – 15:30	Millets as Functional foods and their prospects for commercialization <b>Dr Asna Urooj</b>	Professor and Chairperson, Dept. of Food Science & Nutrition Society, University of Mysore
<b>Session – II</b>	<b>Development on Value-Chain in Millets (Contd..)</b>	<b>Chairman: Dr R Ezhil Arasan M.D., Chairman NUTRIFY ROOT- Div. NUTRIFY INDIA. Co-Chairman: Dr A Jayadeep - National Vice President, AFSTI, CFTRI</b>
15:30 – 15:45	Meeting timeline on International Year of Millets - 2023 <b>Dr SK Malhotra</b>	Agriculture Commissioner, GoI, DOAC&FW
15:45 – 16:00	Smart Food Campaigning in India <b>Ms. Joanna Kane-Potaka</b>	ADG – External Relations, ICRISAT
16:00 – 16:15	Health meets Taste with Millets <b>Dr Chef P Soundarajan</b>	Corporate Executive Chef, IFCA
<b>Session - III</b>	<b>Panel Discussion: Role of Millets in Nutrition Markets: A Perspective of Indian Food Industries</b>	<b>Chairman: Suhas Joshi, Bayer Group Co-chairman: Hemendra Mathur, Bharat Innovations Fund</b>
16:15 – 17:15	<b>Dr. Dhruvi Bal</b>	Senior Manager, Nutrition (R&D), M/s Britannia Industries Ltd.
	<b>Mr Ganesh Sundaraman</b>	SBU, Chief Executive, M/s ITC Foods Ltd.
	<b>Mr Raghuram A S</b>	General Manager – R&D, M/s MTR Foods Ltd.
	<b>Mr Amitabh Tewari</b>	General Manager, M/s Parle Agro foods Ltd.
	<b>Mr Seshu Kumar T</b>	Head of Buying and Merchandizing, M/s. Big Basket
	<b>Ms Madhavi Trivedi</b>	Associate Director, M/s. Kellogg's India Pvt. Ltd.
<b>Session - IV</b>	<b>Success Stories in Millets Story Board/ Startups</b>	<b>Chairman: Dr. Gopal Naik, IIM, Bengaluru Moderator: Dr. Sujatha, Dietician, IDA</b>
17:15 – 18:15	<b>Mr CS Jadhav</b>	CEO, InnerBeing Wellness Ltd, Hyderabad
	<b>Mr Raj Seelam</b>	Founder & MD, 24 Mantra Organics, Hyderabad
	<b>Mr Prashant Parameswaran</b>	Managing Director, Soufull, Bengaluru
	<b>Ms Shauravi Malik</b>	Founder, Slurpp Farms, Delhi
	<b>Mr Sai Krishna Popuri</b>	Founder & CEO, Health Sutra, Hyderabad
	<b>Vote of Thanks followed by National Anthem</b>	
18:15	<b>Dr B Venkatesh Bhat</b>	Principal Scientist, ICAR-IIMR
<b>- End of the program -</b>		

**Convener:** Dr Vilas A Tonapi, Director, ICAR-IIMR, Hyd.

**Coordinators:** Dr. B. Dayakar Rao, CEO, Nutrihub, ICAR-IIMR, Hyd. (dayakar@millets.res.in;

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Naaznin Husein, Founder Director, Freedom Wellness Management, Mumbai, National Executive  
Committee Member IDA.

**Sponsored** by M/s. InnerBeing Wellness Ltd, Hyderabad

