



Millet Tiruvila

சிறுதானிய திருவிழா

Conference Theme

Harnessing & Strengthening Value Chain of Millets in Tamil Nadu

16th & 17th June 2023 | CODISSIA Convention Centre, Coimbatore

Conference | Exhibition | Buyer-Seller Meet



Knowledge Partner



Grant Thornton

Technical Partner



Supporting Partners



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THE ASSOCIATED CHAMBERS OF COMMERCE AND INDUSTRY OF INDIA



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BACKGROUND

Our nation beholds the very thriving agro climatic zones which surpasses the biological biodiversity on the aspect of crops, plants, animals etc. In terms of crop diversity India has variety of crops who are naturally nutritionally potent and capable to suffice nutritional needs of an individual. Also, these crops have a potential to deliver value-addition ascribing product development. The product development from these crops can help in stabilizing or enhancing their nutritional profile, taste and palatability, with elongation of their shelf life. The value addition of a crop has multiple benefits it can be beneficial for the farmers to get optimum revenue for their farming enterprises. Furthermore, it can help food processing industries to garner new products who have health benefits and are economically significant.

Millet is an ancient grain that people have consumed (and consuming in many parts). Millets are also utilised as feed for livestock. It is becoming increasingly popular as it is fast-growing, drought-resistant, and requires low input. Millet is a good source of protein, fiber, key vitamins, and minerals. The potential health benefits of millet include protecting cardiovascular health, preventing the onset of diabetes, helping people achieve and maintain a healthy weight, and managing inflammation in the gut. Millet is an adaptable grain, there are many ways to prepare it at homes, and process it on industrial level. Barnyard millet and kodo millet are cultivated widely in southern Tamil Nadu. Little millet and foxtail millet are predominantly cultivated in northern Tamil Nadu. Finger millet and pearl millet are cultivated across the state. The state government initiative will greatly boost the cultivation area. (According to Tamil Nadu government figures, 65% of food grain cultivated in the state was rice, 15% maize, 14% sorghum, 3% finger millet (ragi), 2% pearl millet (kambu) and 1% minor millets). Millet production in Tamil Nadu is not so widespread and a good amount of the food grain cultivated in Karnataka and Andhra Pradesh also comes to Tamil Nadu since the demand is greater here.

Apart from traditionally exported produce like rice, wheat, processed fruits and nuts, millets would be earning the primary focus of exporters, and governments both at the centre and state. With a push from the Narendra Modi-led union government, the United Nations General Assembly recently declared 2023 as the International Year of Millets and the programme was launched earlier this month.

Eight major varieties of millets -- podo, pearl, sorghum, finger, barnyard, little, fox tail and proso millet -- are cultivated across the state and the UN programme poses a huge opportunity for the farmers, farmer producer organisations (FPOs) and food processing units. Perambalur, Madurai, Sivangangai, Ramanathapuram, and Jawadhu Hills at present boast of significant acreage for millet cultivation.

According to DGCIS data, Tamil Nadu exported 4,965 tonnes of millets in 2020-21 and 4,328 tonnes in 2021-22. APEDA has tied up with the Indian Institute of Millets Research (IIMR) in Hyderabad to facilitate entrepreneurs and exporters for value-added millet products. Many of the exporters have already completed registration. “The state government is planning to announce 22 districts (12 southern and 10 northern) as millet export zones to promote exports.

Demand for millet-based products is on the rise in the western markets, especially in the United States as people have become more health conscious. “Millets fit the bill perfectly as they have low glycemic index and high-nutritious value. People in countries where medical care is expensive are adopting millet-based diets.

ASSOCHAM always takes the opportunity to capture and reflect the importance and potential food processing sector, and to engage the various stakeholders in developing and implementing the policies and schemes concreting newer avenues.

ASSOCHAM Tamil Nadu State Development Council is organizing two-day Millet Tiruvila | Millet Festivals with Conference Theme on Harnessing & Strengthen Value Chain of Millets in the State of Tamil Nadu with Exhibitions, Food Demo, B2B & B2C, 16th -17th June 2023, Coimbatore. The objective of this event is to create awareness and promote production, processing, value addition, entrepreneurship, international outreach, and consumption of millets. The event will bring all the stakeholders of the food processing sector with a special focus on millets, on a common platform.

PARTICIPANTS PROFILE

The participation of the following plays an important role:

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| ❖ Food Processing Companies | ❖ NGOs, SHGs, Anganwadi etc. |
| ❖ Millet product-based Startups | ❖ Agro Industry |
| ❖ Agri Input Companies | ❖ Food product/ Semi-finished Products Manufacturer |
| ❖ Government Sector / State Enterprises | ❖ Beverage Industries |
| ❖ Health Oriented Brands | ❖ Brewing Industries |
| ❖ Nutrition and Food Processing Sector | ❖ Food Service Equipment Dealer/ Distributor |
| ❖ Chefs and culinary artists | |
| ❖ Policy makers, Scientists & Academicians | |

THE OBJECTIVE OF THE MEET CUM EXHIBITION WILL BE:

- To attain Nutritional Security through the cultivation of Millets and to develop novel food product range from Millets.
- To improve ways to reach the most vulnerable population with nutritious foods and strengthening food distribution system to eliminate the problem of food and nutrition insecurity.
- Enabling the institutional and policy environments, processes and incentives that foster appropriate forms of collaboration across nutrition-relevant, and millet-based sectors (such as food processing, health, education, etc.)
- To strengthen and seek ways to make the regulatory framework as per our country's needs.
- To align agricultural research investments to support nutritional improvement, such as more research on millet's shelf-life, pre- and post-harvest enhancement.
- To focus on improving infrastructure for millet processing, storage, and preservation to retain nutritional value and food safety, to reduce seasonality and post-harvest losses, and to make healthy foods convenient to prepare.

- To develop a viable millet production value chain and to promote marketability and awareness for Millets.
- To showcase industry's effort in making millet-based products mainstream and converting it to healthy snack.
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- To strengthen institutional and policy environments, processes and incentives that foster appropriate forms of collaboration across nutrition-relevant, and millet-based sectors.

TOPICS OF DISCUSSION

- ❖ Millet Processing and Way forward to Develop & Strengthening the Value Chain for Millets
- ❖ Enabling Policy Environment for Millets Processing in the State of Tamil Nadu
- ❖ Exploring Opportunities to Harness Consumer Demand and Promoting Millets as the Source of Essential Nutrients
- ❖ Postharvest Management & Storage of Millet Grains
- ❖ Enabling market and demand conditions and connectivity for Millet

ORGANISER DETAILS

The Associated Chambers of Commerce & Industry of India (ASSOCHAM) is the country's oldest apex chamber. It brings in actionable insights to strengthen the Indian ecosystem, leveraging its network of more than 4,50,000 members, of which MSMEs represent a large segment. With a strong presence in states, and key cities globally, ASSOCHAM also has more than 400 associations, federations, and regional chambers in its fold.

Aligned with the vision of creating a New India, ASSOCHAM works as a conduit between the industry and the Government. The Chamber is an agile and forward-looking institution, leading various initiatives to enhance the global competitiveness of the Indian industry.



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