

National Brainstorming Session

on

Evolving National Strategy for Shelf Life Enhancement of Millets for Mainstreaming in Public Funded Programmes and Export Markets



Jointly Organized by

ICAR-Indian Institute of Millets Research, Hyderabad,
Agricultural Processed Food Products Export Development Authority (APEDA),
and
Food Corporation of India (FCI)

[Join Meeting](#)

Date: Tuesday, 20th July 2021, 10:30 AM Onwards
Venue: Via Zoom (Meeting ID: 943 776 2938)

About the programme

This one day national brainstorming virtual event on “Evolving a Shelf Life Enhancement Strategy for Sorghum, Pearl Millet and Finger Millet – For mainstreaming millets in Public Distribution (PDS) and Export Markets” is planned to have insightful talks, panel discussions in partnership with other core players who are vibrantly contributing towards strengthening the Millets value chain. It also involves Perspectives on Shelf Life Requirements and Challenges for Exporting and Public funded Programs, industrial experiences regarding shelf life from various food processors, and improvement in strategy for mainstreaming in PDS and Export Markets.

About IIMR

Indian Institute of Millets Research (IIMR) is a premier agricultural research institute engaged in basic and strategic research on sorghum and other millets under Indian Council of Agricultural Research (ICAR).

IIMR coordinates and facilitates Millets research at national level through All India Coordinated Research Projects on Millets, Pearl Millet and Small Millets and provides linkages with various national and international agencies.

Program Details (Tentative)

10:30 – 11:10	INAUGURAL SESSION	
10:30 – 10:40	Overview of the Session and Welcoming Guests	Moderators: Dr. B Dayakar Rao CEO, Nutrihub & Principal Scientist, ICAR-IIMR, Hyderabad Sh Gautam Kumar, DGM, Quality Control, Food Corporation of India
10:40 – 10:50	Opening Remarks on the necessity of mainstreaming millets in PDS and Export markets	Dr. Vilas A Tonapi Director, ICAR-IIMR, Hyderabad
10:50 – 11:00	R&D perspective on enhancement of shelf life of millets	Dr. A K Singh, Director, ICAR-IARI, New Delhi
11:00 – 11:10	Address on the need for preparing for the Export markets	Dr. M Angamuthu, IAS, Chairman, APEDA, GoI
11.10 – 11.20	Address on the need for inclusion of millets in Procurement and Public Distribution	Shri. Manoj Joshi Additional Secretary, Ministry of Food Processing Industries.
11:20 – 12:05	SESSION I – OVERVIEW OF CURRENT STATUS OF SHELF LIFE OF MILLETS (GRAINS) Chairman: Dr. Vilas A TonapiDirector, ICAR-IIMR, Hyderabad Co Chairman: Dr Tara Satyavathi, Project Coordinator – Pearl Millet All India Coordinated Research Project on Pearl Millet, (ICAR), Mandor, Jodhpur	
11:20 – 11:35		Dr PG Padmaja, Principal Scientist, ICAR-IIMR, Hyderabad
11:35 – 11:50	R&D efforts on the Shelf life of Sorghum, Pearl Millet and Finger Millet	Dr Shelly Praveen, Principal Scientist, ICAR-IARI, New Delhi
11:50 – 12:05		Dr. Rekha Singal, Professor, Food Engineering and Technology, ICT Mumbai

About Nutrihub

‘Nutrihub’ is the Department of Science & Technology (DST), Govt. of India supported Technology Business Incubator hosted by the Indian Institute of Millet Research, ICAR – IIMR, Hyderabad.

Nutrihub is a unique and first of its kind to cater start-ups needs in the Nutricereals sector in the country.

Encouraging the budding Entrepreneurs to promote the growth of Nutricereals (Millets), the Climate Resilient Future Crops

About APEDA

The Agricultural and Processed Food Products Export Development Authority (APEDA) was established by the Government of India under the Agricultural and Processed Food Products Export Development Authority Act passed by the Parliament in December, 1985. APEDA has marked its presence in almost all agro potential states of India and has been providing services to agri-export community through its head office, five Regional offices and 13 Virtual offices.

12:05 – 01:05	SESSION II – OVERVIEW OF CURRENT STATUS OF SHELF LIFE OF RTE & RTC MILLET PRODUCTS	
	Chairman: Dr B Dayakar Rao, CEO, Nutrihub & Principal Scientist, ICAR–IIMR, Hyderabad Co Chairman: Dr NG Malleshi, Ex–Head, Department of Grain Science and Technology, CSIR–CFTRI	
12:05 – 12:20		Dr. R Jagan Mohan, Professor and Head, Food Product Development IIFPT, Thanjavur
12:20 – 12:35	Shelf life enhancement through Processing technologies	Dr. Ashutosh Upadhyay, Professor, Food Science and Technology, NIFTEM
12:35 – 12:50		Dr. Meera M S, Senior Principal Scientist, Grain Science Technology, CSIR–CFTRI, Mysore
12:50 – 01.05		Dr NG Malleshi, Ex–Head, GST, CSIR–CFTRI
01:05 – 02.05	SESSION III – INDUSTRY EXPERIENCES: PRACTICAL INSIGHTS INTO SHELF LIFE FROM FOOD PROCESSORS	
	Chairman: Ganesh Sundararaman, SBU Chief Executive at ITC Limited Bengaluru, Karnataka, India Co-chairman: Dr. B Dayakar Rao, CEO, Nutrihub & Principal Scientist, ICAR–IIMR, Hyderabad	
01:05 – 01:15	Insights, Challenges in procurement and storage of millets	Mr. K V Reddy, VP Product development– Atta, Spices and Noodles at ITC Limited Foods Division, Bengaluru, Karnataka, India
01:15 – 01:25	Perspectives on shelf life of millets based products Britannia	Dr. Dhruti Bal, Sr. Manager Nutrition (R&D), Britannia Industries Limited Bangalore
01:25 – 01:35	Experience on handling millets & their shelf life -Kellogg’s	Ms. Madhavi Trivedi, Sr. Associate Director – Nutrition and Scientific Affairs at Kellogg India
01:35 – 01:45	Challenges faced and Suggestive measures - 24 Mantra Organics	Mr. Rajashekar Reddy Seelam Founder, 24 Mantra Organics
01:45 – 01:55	Perspective of Millets startup - Health Sutra	Mr. Sai Krishna Popuri, Founder, Health Sutra
01:55 – 02:05	ITC Experience - Practical Insights into shelf life from food processors	Mr. Sachin Sharma, General Manager (Channel), ITC

About FCI

The Food Corporation of India was setup under the Food Corporation's Act 1964 , in order to fulfill following objectives of the Food Policy:

- Effective price support operations for safeguarding the interests of the farmers.
- Distribution of foodgrains throughout the country for public distribution system.
- Maintaining satisfactory level of operational and buffer stocks of foodgrains to ensure National Food Security

Since its inception, FCI has played a significant role in India's success in transforming the crisis management oriented food security into a stable security system.

Program Co - ordinator

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02:05 – 02:55	SESSION IV – PERSPECTIVES ON SHELF LIFE REQUIREMENTS AND CHALLENGES FOR EXPORTING AND PUBLIC FUNDED PROGRAMS	
	Chairman: Mr Rohit Yadav IAS, Secretary, HAFED, Panchkula, CAO, Haryana Dairy Development Cooperative Federation Ltd, and Managing Director, Haryana Agro Industries Corporation, Co-chairman: Dr. M. Muthukumar IAS, Director, Agriculture & Food Production, Odisha state.	
02:05 – 02:15	Requirements for various Product Segments and Export Markets.	Dr. Vinita Sudhanshu, Deputy General Manager, APEDA, New Delhi
02:15 – 02:25		Dr. M. Muthukumar, IAS Director, Agriculture & Food Production, Odisha.
02:25 – 02:35	Constraints on the inclusion of Millets & way forward in Public Distribution System	Mr. A S Arunachalam, CGM, QC, FCI
02:35 – 02:45		Mr. P Sudhakar Rao, DGM, FCI, Telangana State
02:45 – 02:55		Vemula Sridevi, DGM –QC, FCI, Andhra Pradesh
02:55– 04.00	SESSION V – PANEL DISCUSSION FOR EVOLVING A SHELF LIFE ENHANCEMENT STRATEGY FOR MAINSTREAMING IN PDS AND EXPORT MARKETS	
	Chairman: Dr. A K Singh, Director, ICAR-IARI, New Delhi Co-chairman: Dr. Vilas A Tonapi, Director, ICAR-IIMR, Hyderabad	
02:55 – 03:50	Brainstorming the Researchable Areas, Strategies and Stakeholders (Panelists from MoFPI (Gautam Goswami), IIMR (Dayakar Rao), APEDA (Vinita Sudhanshu), ITC (Nirmal Reddy), 24 Mantra (Rajashekar Seelam)	Panel Discussion Chairman: Dr. A K Singh, Director, ICAR-IARI, New Delhi Co-Chairman: Dr. Vilas A Tonapi, Director, ICAR-IIMR, Hyderabad
03:50 – 04:00	Concluding Remarks by Chairman and Co-Chairman	
	Vote of Thanks by Dr. R Venkateshwarlu, Scientist, ICAR-IIMR	