



Friday, 06 October 2023

आइआइएम के श्री अन्न मेले में बताए मोटे अनाज के लाभ.

जम्मू : इंडियन इंस्टीट्यूट आफ मैनेजमेंट (आइआइएम) जम्मू की ओर से दलित इंडियन चैंबर आफ कामर्स व थेता फाउंडेशन के सहयोग से वीरवार को होटल रेडीसन ब्लू में श्री अन्न मेले व तकनीकी सत्र का आयोजन किया गया। इस कार्यक्रम से राज्य की समृद्ध जैव विविधता और

कृषि पारिस्थितिकी प्रथाओं का जश्न मनाने और कृषि परिदृश्य को बदलने में बाजरा की क्षमता का पता लगाने के लिए हितधारकों के एक समूह को एक साथ लाने का प्रयास किया गया। इस मौके पर जम्मू कश्मीर रूरल लाइवलीहुड मिशन की मिशन डायरेक्टर इंदू कंवल चिब मुख्य

अतिथि रहीं। जेएंडके एग्री इंस्टीट्यूट कारपोरेशन लिमिटेड के मैनेजिंग डायरेक्टर अरुण मन्हास विशेष अतिथि के रूप में मौजूद रहे। इसके अलावा आइआइएम जम्मू के सहायक निदेशक प्रो. बीएस सहाय, कृषि उत्पादन और परिवार कल्याण के सचिव मोहम्मद फारूक डार,

पद्मश्री आरके नर्रा, गौरव गुप्ता थेता फाउंडेशन फार डेवलपमेंट, खाद्य प्रसंस्करण उद्योग मंत्रालय की नेहा गंजू मुख्य रूप से मौजूद रहे। इस दौरान मोटे अनाज की प्रदर्शनी भी लगाई गई और तकनीकी सत्र के दौरान मोटे अनाज के सेवन के लाभों पर विस्तार से चर्चा की गई।

अमर उजाला

Friday, 06 October 2023

आईआईएम ने अन्न मेला लगाया



अन्न मेले का शुभारंभ करते गणमान्य व्यक्ति। स्रोत:आईआईएम

जम्मू। भारतीय प्रबंधन संस्थान (आईआईएम) ने दलित इंडियन चैंबर ऑफ कॉमर्स के सहयोग से अन्न मेला आयोजित किया। इस दौरान गणमान्य व्यक्तियों ने प्रदर्शनी का निरीक्षण किया। निदेशक प्रोफेसर बीएस सहाय ने कहा कि स्वस्थ जीवनशैली के लिए दैनिक आहार में बाजरा शामिल करें। उन्होंने दोहराया कि आईआईएमबाजरा की बढ़ती खपत को बढ़ावा देता है। उन्होंने कहा कि आईआईएम इच्छुक किसानों व उद्योग जगत के दिग्गजों को सुविधा देने के लिए उत्सुक रहेगा। संवाद



डीआईसीसीआई और नॉलेज पार्टनर्स आईआईएम जम्मू और थीटा फाउंडेशन फॉर डेवलपमेंट के सहयोग से खाद्य प्रसंस्करण उद्योग मंत्रालय द्वारा आयोजित श्री अन्ना मेला-बाजरा मेला सह प्रदर्शनी और तकनीकी सम्मेलन जम्मू की समृद्ध कृषि का जश्न मनाता है।

Bharti sahu6 Oct 2023 10:27 PM

आईआईएम जम्मू भारतीय प्रबंधन संस्थान जम्मू (आईआईएम) ने दलित इंडियन चैंबर ऑफ कॉमर्स (डीआईसीसीआई) और थीटा फाउंडेशन फॉर डेवलपमेंट के सहयोग से आज यहां खाद्य प्रसंस्करण उद्योग मंत्रालय द्वारा आयोजित श्री अन्ना मेला (जम्मू बाजरा मेला) और तकनीकी सम्मेलन की मेजबानी की।

इस कार्यक्रम ने राज्य की समृद्ध जैव विविधता और कृषि-पारिस्थितिकी प्रथाओं का जश्न मनाने और कृषि परिदृश्य को बदलने में बाजरा की क्षमता का पता लगाने के लिए हितधारकों के एक विविध समूह को एक साथ लाया। Also Read - "बीजेपी इंडिया ब्लॉक से निराश है": पोस्टर युद्ध पर महबूबा मुफ्ती कार्यक्रम की मुख्य अतिथि इंदु कंवल चिब, मिशन निदेशक, जेकेआरएलएम, जम्मू-कश्मीर थीं और विशिष्ट अतिथि अरुण मन्हास, एमडी, जम्मू-कश्मीर राज्य कृषि उद्योग विकास निगम लिमिटेड जेएंडके थे। इस कार्यक्रम का औपचारिक उद्घाटन आईआईएम जम्मू के निदेशक प्रोफेसर बी एस सहाय की उपस्थिति में किया गया; मोहम्मद फारूक डार, सचिव, कृषि उत्पादन और परिवार कल्याण; पद्मश्री आर के नर्गा, गौरव गुप्ता, थीटा फाउंडेशन फॉर डेवलपमेंट; नेहा गंजू, प्रबंधक, खाद्य प्रसंस्करण उद्योग मंत्रालय; कमांडर केसवन बासकरन (आर), मुख्य प्रशासनिक अधिकारी, आईआईएम जम्मू, डॉ. विवेक शर्मा, सीआईओ, आईआईएम जम्मू, और अन्य गणमान्य व्यक्ति। Also Read - कुपवाड़ा पिछले तीन वर्षों में बहुत समृद्ध हुआ: एलजी मनोज सिन्हा यह कार्यक्रम एक जीवंत कार्यक्रम के साथ शुरू हुआ जिसमें गणमान्य व्यक्तियों का आगमन, प्रदर्शनी का

आधिकारिक उद्घाटन और विशिष्ट अतिथियों द्वारा प्रदर्शनी स्टालों का दौरा शामिल था। समानांतर चलने वाली उद्योग बैठक की शुरुआत खाद्य प्रसंस्करण उद्योग मंत्रालय की प्रबंधक डॉ. नेहा गंजू की एक प्रस्तुति और प्रचार वीडियो के साथ हुई, जिसमें उन्होंने आगामी फूड एक्सपो 2023 और केंद्र शासित प्रदेश जम्मू-कश्मीर के खाद्य क्षेत्र के उद्यमियों के लिए अवसरों और योजनाओं के बारे में जानकारी दी।

जम्मू-कश्मीर एलजी मनोज सिन्हा इसके बाद प्रोफेसर बीएस सहाय ने संबोधन दिया, जिन्होंने प्रस्ताव दिया कि बाजरा के लिए एक स्वस्थ व्यापार पारिस्थितिकी तंत्र बनाने के लिए उद्योग, शिक्षा जगत को एक साथ आना चाहिए और उन्होंने आईआईएम जम्मू में एक उद्योग बैठक आयोजित करने की अवधारणा भी प्रस्तावित की। इसके बाद अरुण मन्हास और इंदु कंवल चिब ने बाजरा क्षेत्र में सहयोग और उद्योग विकास को बढ़ावा देने पर ध्यान केंद्रित करते हुए संबोधन दिया। अंत में उद्योग और विशेषज्ञों के साथ खुली बातचीत हुई। कार्यक्रम धन्यवाद ज्ञापन के साथ संपन्न हुआ और एक सकारात्मक नोट पर समाप्त हुआ। उद्योग सम्मेलन में जम्मू-कश्मीर के खाद्य क्षेत्र के शीर्ष स्तर के उद्यमी, उद्योगपति शामिल हुए।

<https://jantaserishta.com/local/jammu-and-kashmir/iim-jammu-hosts-millet-mela-2885980>

India News

Shree Anna Mela-Millet Fair Cum Exhibition, Technical Conference organized by MoFPI, DICCI, IIM Jammu and Theta Foundation for development

06/10/2023



Dignitaries seated on dais during Millets Mela at IIM Jammu on Thursday.

JAMMU, Oct 5: Indian Institute of Management Jammu (IIM), in association with Dalit Indian Chamber of Commerce (DICCI) and Theta Foundation for Development hosted the Shree Anna Mela (Jammu Millets Mela) and Technical Conference, organized by the Ministry of Food Processing Industries, here today.

The event brought together a diverse group of stakeholders to celebrate the rich biodiversity and agro-ecological practices of the state and explore the potential of millets in transforming the agricultural landscape.

The chief guest for the event was Indu Kanwal Chib, Mission Director, JKRLM, J&K and guest of honor was Arun Manhas, MD, J&K State Agro Industries Development Corporation Ltd J&K.

The event was formally inaugurated in presence of Prof B S Sahay, Director, IIM Jammu; Mohammed Farooq Dar, Secretary, Agriculture Production and Family Welfare; Padmashree R K Narra, Gaurav Gupta, Theta Foundation for Development; Neha Ganju, Manager, Ministry of Food Processing Industries; Cmdr Kesavan Baskkaran (R), Chief Administrative Officer, IIM Jammu, Dr Vivek Sharma, CIO, IIM Jammu, and other dignitaries.

The event kicked off with a vibrant schedule that included the arrival of dignitaries, the official inauguration of the exhibition, and a tour of the exhibition stalls by the distinguished guests. The parallel running industry meet commenced with a presentation and promotional video by Dr Neha Ganju, Manager, Ministry of Food Processing Industries briefing about the upcoming Food Expo 2023 and plethora of opportunities and schemes for entrepreneurs from the food sector from the UT of J & K.

This was followed by address by Prof B S Sahay who proposed that the industry, academia should come together to create a healthy business ecosystem for millets and he also proposed the concept of having an industry meet at IIM Jammu. This was followed by addresses by Arun Manhas, and Indu Kanwal Chib, focusing on promoting collaboration and industry growth in the millet sector.

Towards the end there was an open house interaction with industry and experts. The event concluded with a vote of thanks and ended on a positive note. The industry meet featured top-league entrepreneurs, industrialists from the Food sector in J&K.

<https://in.shafagna.com/EN/AL/6221162>

Friday, 06 October 2023

Shree Anna Mela-Millet Fair Cum Exhibition, Technical Conference organized by MoFPI, DICCI, IIM Jammu and Theta Foundation for development



Ministry of Food Processing Industries in association with IIM Jammu, DICCI and Theta Foundation for Development Celebrates Jammu's rich Agriculture.

JAMMU, OCTOBER 05: Indian Institute of Management Jammu (IIM) in association with Dalit Indian Chamber of Commerce (DICCI) and Theta Foundation for Development hosted the Shree Anna Mela (Jammu Millets Mela) and Technical Conference organized by Ministry of Food Processing Industries on 5th Oct 2023 at Radisson Blue, Jammu. The event brought together a diverse group of stakeholders to celebrate the rich biodiversity and agro-ecological practices of the state and explore the potential of millets in transforming the agricultural landscape.

The Chief Guest for the event was Indu Kanwal Chib, JKAS, Mission Director, JKRLM, J & K and Guest of Honor was Arun Manhas, MD, J & K State Agro Industries Development Corporation Ltd J & K. The event was formally inaugurated in presence of Prof. B.S. Sahay, Director, IIM Jammu, Prof. Jabir Ali, Dean Academics, IIM Jammu, Mohammed Farooq Dar, Secretary, Agriculture Production and Family Welfare, Padmashree R.K. Narra, Gaurav Gupta, Theta Foundation for Development, Neha Ganju, Manager, Ministry of Food Processing Industries, Cmdr. Kesavan Baskaran (R), Chief Administrative Officer, IIM Jammu, Dr. Vivek Sharma, CIO, IIM Jammu, and other dignitaries were present on the occasion. The event kicked off with a vibrant schedule that included the arrival of dignitaries, the official inauguration of the exhibition, and a tour of the exhibition stalls by the distinguished guests.

In his special address, Prof. B. S. Sahay, Director, IIM Jammu credited the Hon'ble Indian Prime Minister, Shri Narendra Modi, and Ministry of Food Processing Industries in popularizing the importance of millets worldwide. He also urged everyone in India to incorporate millets in their daily diet to achieve a healthier lifestyle and abstain from unhealthy food. He reiterated that IIM Jammu promotes

increased millet consumption and ensured a full day meal made of millet once a week to help the students and faculty attain a healthier lifestyle. He urged the farmers, academia and the industry people present here to join hands and collaborate with the organizing team and discuss the marketing, branding, and pricing of millet. He also emphasized that IIM Jammu will always be eager to facilitate the interested farmers and industry geeks in their initiatives. Lastly, he urged everyone present to promote millet consumption as it is chemical free and a healthier alternative.

Padmashree R.K. Narra, National President, Dalit Indian Chamber of Commerce (DICCI) in his welcome address mentioned that the Anna Mela (Jammu Millets Mela) is a unique platform for all stakeholders to connect on a common platform. In his address, he made a reference to the age old healthy practice of using millets in their diet and having a healthy lifestyle. He said that Govt. India is now focusing on re-introducing health supplements having millets for promoting a healthy lifestyle among the masses. He urged all to join, collaborate, to promote, create awareness about millets leading to increased consumption and cultivation benefitting the farmers.

One of the highlights of The Shree Anna Mela is the presentation on the Pradhan Mantri Formalization of Micro Food Processing Enterprises (PMFME) Scheme by Secretary, Agriculture Production and Family Welfare, Mohammed Farooq Dar, shedding light on how this initiative can benefit local farmers and entrepreneurs. He gave a detailed overview with the statistics putting forward a true picture of the progress in the agricultural sector in the U.T of J & K.

Guest of Honor Arun Manhas, MD, J&K State Agro Industries Development Corporation Ltd. J & K in his special address talked about the various challenges ranging from product packaging, marketing, and making it reach the end users and invited support from the academia, industry for addressing these issues. He also suggested the government incorporate it in the public distribution system which will help to create increased awareness about millets in their daily diet. He also urged and emphasized the need to come together and contribute their part in increased awareness and usage of millets in our daily diet.

Chief Guest Indu Kanwal Chib, Mission Director, JKRLM, J&K in her special address mentioned that The Shree Anna Mela has been a testament to the potential of millets in enhancing food security, improving nutrition, and boosting the income of our farmers. She also spoke about various initiatives taken by JKRLM, J&K for promoting millet cultivation with women empowerment. She also expressed her gratitude towards all the partnering organizations and all the entrepreneurs, farmer fraternity from J&K for attending the event and making this initiative a huge success.

This inaugural ceremony ended with the vote of thanks by DICCI followed by Millet success stories by Avni Organics, Gian Network, Kishtwar Millets, Horti Producers Co-operative Limited, Krishi Nari Shakti and Sri Millets.

Shishram Tudwal, Zonal Manager of Central Bank of India, shared insights into financial assistance for farmers while Dr. Vivek Sharma, Chief Innovation Officer at IIM Jammu, discussed the adoption of next-generation technologies in millet agriculture. Sessions on AI, e-commerce SAAS platforms, storage technologies were chaired by IITB alumnus & entrepreneur Harish.

Another session on millet production value addition & Millet processing were conducted by Dr. Meenakshi and Dr. Monika Sood, SKUAST respectively. These sessions aimed to equip attendees with the knowledge and tools necessary for the successful cultivation and processing of millets.

The parallelly running industry meet commenced with a presentation and promotional video by Dr. Neha Ganju, Manager, Ministry of Food Processing Industries briefing about the upcoming Food Expo

2023 and plethora of opportunities and schemes for entrepreneurs from the food sector from the U.T of J & K. This was followed by addresses by Prof. B.S. Sahay proposed that the industry, academia come together to create a healthy business ecosystem for millets and he also proposed the concept of having an industry meet at IIM Jammu. This was followed by Shri Arun Manhas, and Shrimati Indu Kanwal Chib, focusing on promoting collaboration and industry growth in the millet sector.

Towards the end there was an open house interaction with industry and experts. The event concluded with a vote of thanks and ended on a positive note. The industry meet featured top-league entrepreneurs, industrialists from the Food sector in J & K. The industry interaction turned out to be a healthy discussion with an outcome to synergize the energies for creating increased awareness about millets, promoting the agro based products from India on a global scale.

The Shree Anna Mela - Millet Fair-cum-Exhibition was a day filled with innovation, learning, and networking opportunities, bringing together farmers, industry representatives, academia, experts, and enthusiasts under one roof. The event in true sense showcased Jammu's agricultural heritage and the potential of millets in shaping the future of food processing.

<https://www.jkinfonews.com/newsdet.aspx?q=84246>

Friday, 06 October 2023



Guests during Millets Mela at IIM Jammu on Thursday.

IIM Jammu hosts Millets Mela

Excelsior Correspondent

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Friday 06th Oct 2023-Web Version

IIM Jammu hosts Millets Mela

By **Daily Excelsior** 06/10/2023



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GJ REPORT

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Prof. B.S. Sahay, Director IIM lighting the ceremonial lamp at Jammu.

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In his special address, Prof. B. S. Sahay, Director, IIM Jammu credited the Hon'ble Indian Prime Minister, Shri Narendra Modi, and Ministry of Food Processing Industries in

popularizing the importance of millets worldwide. He also urged everyone in India to incorporate millets in their daily diet to achieve a healthier lifestyle and abstain from unhealthy food. He reiterated that IIM Jammu promotes increased millet consumption and ensured a full day meal made of millet once a week to help the students and faculty attain a healthier lifestyle. He urged the farmers, academia and the industry people present here to join hands and collaborate with the organizing team and discuss the marketing, branding, and pricing of millet. He also emphasized that IIM Jammu will always be eager to facilitate the interested farmers and industry geeks in their initiatives. Lastly, he urged everyone present to promote millet consumption as it is chemical free and a healthier alternative.

STATE TIMES

Friday, 06 October 2023

Shree Anna Mela Millet Fair Cum Exhibition, Technical Conference organized by MoFPI, DICCI, IIM Jammu and Theta Foundation for Development

STATE TIMES NEWS

JAMMU: Indian Institute of Management Jammu (IIM) in association with Dalit Indian Chamber of Commerce (DICCI) and Theta Foundation for Development hosted the Shree Anna Mela (Jammu Millets Mela) and Technical Conference organized by Ministry of Food Processing Industries on Thursday at Badliwan Blue, Jammu. The event brought together a diverse group of stakeholders to celebrate the rich biodiversity and agro-ecological practices of the state and explore the potential of millets in transforming the agricultural landscape.

The Chief Guest for the



A section of dignitaries during the event.

event was Indu Karwal Chib, Mission Director, JKRI, J & K and Guest of Honor was Arun Manhas, MD, J & K State Agro Industries Development Corporation Ltd J & K. The event was formally inaugurated in presence of Prof. B.S. Salay, Director, IIM Jammu, Mohammed Farooq Dar, Secretary, Agriculture

Production and Family Welfare, Padmasree R.K. Narra, National President, Dalit Indian Chamber of Commerce (DICCI) in his welcome address mentioned that the Anna Mela (Jammu Millets Mela) is a unique platform for all stakeholders to connect on a common platform.

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healthier lifestyle. One of the highlights of The Shree Anna Mela is the presentation on the Pradhan Mantri Formulation of Micro Food Processing Enterprises (PMFME) Scheme by Secretary, Agriculture

Production and Family Welfare, Mohammed Farooq Dar, shedding light on how this initiative can benefit local farmers and entrepreneurs. He gave a detailed overview with the statistics putting forward a true picture of the progress in the agricultural sector in the U.T of J & K. Guest of Honor Arun Manhas, MD, J&K State Agro Industries Development Corporation Ltd J & K in his special address talked about the various challenges ranging from product packaging, marketing, and making it

reach the end users and invited support from the academia, industry for addressing these issues.

Chief Guest Indu Karwal Chib, Mission Director, JKRI, J&K in her special address mentioned that The Shree Anna Mela has been a testament to the potential of millets in enhancing food security, improving nutrition, and boosting the income of our farmers.

This inaugural ceremony ended with the vote of thanks by DICCI followed by Millet success stories by Avni Organics, Gian Network, Kishwar Millets, Horti Producers Co-operative Limited, Krishi Nari Shakti and Sri Millets.

Shobram Tushel, Zonal Manager of Central Bank of India, shared insights into financial assistance for farmers while Dr Vivek Sharma, Chief Innovation Officer at IIM Jammu, discussed the adoption of next-generation technologies in millet agriculture. Sessions on AI, e-commerce SAAS platforms, storage technologies were chaired by IITB alumni & entrepreneur Harish.

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The parallelly running industry meet commenced with a presentation and promotional video by Dr. Neha Gupta, Manager, Ministry of Food Processing Industries

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NL CORRESPONDENT

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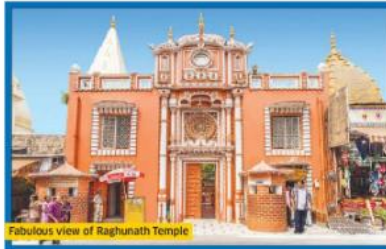
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Fabulous view of Raghunath Temple

JAI MATA DI

The Earth News brings to you the Notables from J&K. In this series, we are covering the stories of the award winners.



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The Earth News

Vol: 11 | Issue: 289 | Friday, October 6, 2023 | Regd. No. JK517/16-18 | RNI. No. JKENG/2013/53265 | JAMMU | Pages 12 | Rs. 3.00

Friday 6th Oct 2023

Shree Anna Mela Millet Fair Cum Exhibition, Technical Conference organized by MoFPI, DICCI, IIM Jammu and Theta Foundation for Development

EARTH NEWS SERVICES

JAMMU: Indian Institute of Management Jammu (IIM) in association with Dalit Indian Chamber of Commerce (DICCI) and Theta Foundation for Development hosted Shree Anna Mela (Jammu Millets Mela) and Technical Conference, organized by Ministry of Food Processing Industries at Radisson Blue, Jammu.

The event brought together a diverse group of stakeholders to celebrate the rich biodiversity and agro-ecological practices of the state and explore the potential of millets in transforming the agricultural landscape.

The Chief Guest for the event was Indu Kanwal Chib, JKAS, Mission Director, JKRLM, J&K and Guest of Honor was Arun Manhas, MD, J&K State Agro Industries Development Corporation Ltd J&K. The event was formally inaugurated in presence of Prof. B.S. Sahay, Director, IIM Jammu, Mohammed Farooq Dar, Secretary, Agriculture Production and Family Welfare, Padmashree R.K. Narra, Gourav Gupta, Theta Foundation for Development, Neha Ganju, Manager, Ministry of Food Processing Industries, Ke-



savan Baskkaran (R), Chief Administrative Officer, IIM Jammu, Dr. Vivek Sharma, CEO, IIM Jammu, and other dignitaries present on the occasion.

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to promote millet consumption as it is chemical free and a healthier alternative.

Padmashree R.K. Narra, National President, Dalit Indian Chamber of Commerce (DICCI) in his welcome address mentioned that the Anna Mela (Jammu Millets Mela) is a unique platform for all stakeholders to connect on a common platform.

Arun Manhas, MD, J&K State Agro Industries Development Corporation Ltd. J & K in his special address talked about the various challenges ranging from product packaging, marketing, and making it reach the end users and invited support from the academia, industry for addressing these issues. He also suggested the government incorporate it in the public distribution

system which will help to create increased awareness about millets in their daily diet.

Indu Kanwal Chib, Mission Director, JKRLM, in her special address mentioned that The Shree Anna Mela has been a testament to the potential of millets in enhancing food security, improving nutrition, and boosting the income of our farmers. She also spoke about various initiatives taken by JKRLM, J&K for promoting millet cultivation with women empowerment.

This inaugural ceremony ended with the vote of thanks by DICCI followed by Millet success stories by Arni Organics, Gian Network, Kashwar Millets and Horti Producers Co-operative Limited, Krishna Nari

Shakti and Sri Millets. Shishram Tadwal, Zonal Manager of Central Bank of India and J&K Bank, shared insights into financial assistance for farmers, while Dr. Vivek Sharma, Chief Innovation Officer at IIM Jammu discussed the adoption of next-generation technologies in millet agriculture. Another session on millet production value addition & Millet processing were conducted by Dr. Maenakshi and Dr. Monika Sood, SKUAST respectively.

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The Himalayan Mail

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Charlie Chopra and Mystery of Solang Valley: Vishal Bhardwaj makes a scrumptious web series debut

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Friday 6th Oct 2023

IIM, DICCI hold exhibition on Food Process Industries

HIMALAYAN MAIL NEWS
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K and Guest of Honor was Shri Arun Manhas, MD, J & K State Agro Industries Development Corporation Ltd J & K. The event was formally inaugurated in presence of Prof. B.S. Sahay, Director, IIM Jammu, Shri Mohammed Farooq Dar, Secretary, Agriculture Production and Family Welfare, Padmashree Shri R.K. Narra, Shri Gaurav Gupta, Theta Foundation for Development, Shrimati Neha Ganju, Manager, Ministry of Food Processing Industries, Cndr. Kesavan Baskaran (R), Chief Administrative Officer, IIM Jammu, Dr. Vivek Sharma, CIO, IIM Jammu, and other dignitaries present on the occasion. The event kicked off with a vibrant schedule that included the arrival of dignitaries, the official inau-

guration of the exhibition, and a tour of the exhibition stalls by the distinguished guests.
In his special address, Prof. B. S. Sahay, Director, IIM Jammu credited the Hon'ble Indian Prime Minister, Shri Narendra Modi, and Ministry of Food Production and Family Welfare for popularizing the importance of millets worldwide. He also urged that everyone in India to incorporate millets in their daily diet to achieve a healthier lifestyle and abstain from unhealthy food. He reiterated that IIM Jammu promotes increased millet consumption and ensured a full day meal made of millet once a week to help the students and faculty attain a healthier lifestyle. He urged the farmers, academia and the industry people



present here to join hands and collaborate with the organizing team and discuss the marketing, branding, and pricing of millet. He also emphasized that IIM Jammu will always be eager to facilitate the interested farmers and industry geeks in their initiatives. Lastly, he urged everyone present to promote millet consumption as it is chemical free

and a healthier alternative.
Padmashree Shri R.K. Narra, National President, Dalit Indian Chamber of Commerce (DICCI) in his welcome address mentioned that the Anna Mela (Jammu Millets Mela) is a unique platform for all stakeholders to connect on a common platform. In his address, he made a reference to age old healthy prac-

tice of using millets in their diet and having a healthy lifestyle. He said that Govt. of India is now focusing on re-introducing health supplements having millets for promoting a healthy lifestyle among the masses. He urged all to join collaborate, to promote, create awareness about millets leading to increased consumption and cultivation benefitting the farmers.
One of the highlights of The Shree Anna Mela is the presentation on the Pradhan Mantri Formalization of Micro Food Processing Enterprises (PMFME) Scheme by Secretary, Agriculture Production and Family Welfare, Shri Mohammed Farooq Dar, shedding light on how this initiative can benefit local farmers and entrepreneurs.

He gave a detailed overview with the statistics putting forward a true picture of the progress in the agricultural sector in the U.T of J & K.
Guest of Honor Shri Arun Manhas, MD, J & K State Agro Industries Development Corporation Ltd, J & K in his special address talked about the various challenges ranging from product packaging, marketing, and making it reach the end users and invited support from the academia, industry for addressing these issues.
He also suggested the government incorporate it in public distribution system which will help to create increased awareness about millets in their daily diet. He also urged and emphasized the need to come together and contribute

their part in increased awareness and usage of millets in our daily diet.
Chief Guest Shrimati Indu Kanwal Chib, JKAS, Mission Director, JKRLM, J & K in her special address mentioned that The Shree Anna Mela has been a testament to the potential of millets in enhancing food security, improving nutrition, and boosting the income of our farmers. She also spoke about various initiatives taken by JKRLM, J & K for promoting millet cultivation with women empowerment.
She also expressed her gratitude towards all the partnering organizations and all the entrepreneurs, farmer fraternity from J & K for attending the event and making this initiative a huge success.



Friday 06th Oct 2023

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K H NEWS SERVICE

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The Chief Guest for the event was Indu Kanwal Chib, JKAS, Mission Director, JKRLM, J & K and Guest of Honor was Arun Manhas, MD, J & K State Agro Industries Development Corporation Ltd J & K. The event was formally inaugurated in presence of Prof. B.S. Sahay, Director, IIM Jammu, Mohammed Farooq Dar, Secretary, Agriculture Production and Family Welfare, Padmashree R.K. Narra, Gaurav Gupta, Theta Foundation for Development, Neha Ganju, Manager, Ministry of Food Processing Industries, Cmr. Keshavan Baskaran (R), Chief Administrative Officer, IIM Jammu, Dr. Vivek Sharma, CEO, IIM Jammu, and other dignitaries were present on the occasion. The event kicked off with a vibrant schedule that included the arrival of dignitaries, the official inauguration of the exhibition, and a tour of the exhibition stalls by the distinguished guests.

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Shishram Tadwal, Zonal Manager of Central Bank of India, shared insights into financial assistance for farmers while Dr. Vivek Sharma, Chief Innovation Officer at IIM Jammu, discussed the adoption of next-generation technologies in millet agriculture. Sessions on AI, e-commerce SAAS platforms, storage technologies were chaired by IITB alumnus & entrepreneur Hari

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Towards the end there was an open house interaction with industry and experts. The event concluded with a vote of thanks and ended on a positive note. The industry meet featured top-league entrepreneurs, industrialists from the food sector in J & K. The industry interaction turned out to be a healthy discussion with an outcome to synergize the energies for creating increased awareness about millets, promoting the agro based products from India on a global scale.

The Shree Anna Mela - Millet Fair-cum-Exhibition was a day filled with innovation, learning, and networking opportunities, bringing together farmers, industry representatives, academia, experts, and enthusiasts under one roof. The event in true sense showcased Jammu's agricultural heritage and the potential of millets in shaping the future of food processing.

STATE OBSERVER

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Friday, 06 October 2023-Web Version

Shree Anna Mela-Millet Fair Cum Exhibition, Technical Conference organized by MoFPI, DICCI, IIM Jammu and Theta Foundation for development



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<http://www.journeyline.in/newsdet.aspx?q=262409>



Friday 06th Oct 2023

Shree Anna Mela-Millet Fair Cum Exhibition, Technical Conference Organized by MoFPI, DICCI with knowledge partners IIM Jammu and Theta Foundation for Developments

Ministry of Food Processing Industries in association with DICCI and knowledge partners IIM Jammu, and Theta Foundation for Development Celebrates Jammu's rich Agriculture

JAMMU & KASHMIR JAMMU REGIONAL NEWS J&K

DAILY 24x7 NEWS By Daily 24x7 News Published on Oct 5, 2023



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<https://www.daily24x7news.com/jammu-and-kashmir/shree-anna-mela-millet-fair-cum-exhibition-technical-conference-organized-at-iim-jammu/>



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<https://www.jammulinksnews.com/mb/newsdet.aspx?q=331159>



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<http://scoopnews.in/det.aspx?q=126331>



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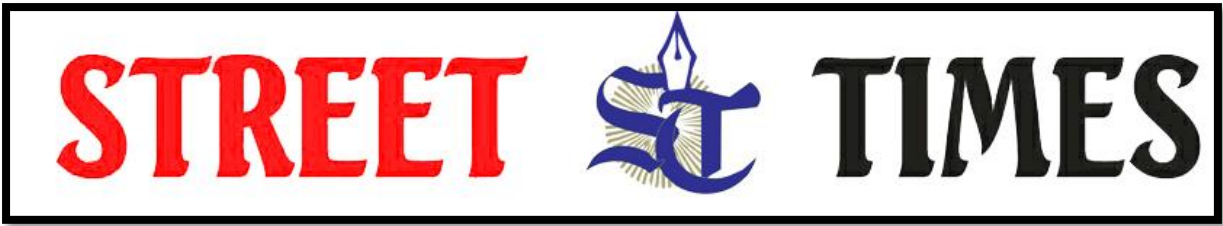
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<http://www.kipnews.in/newsdet.aspx?q=28614>



Thursday 05th Oct 2023

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October 5, 2023



Ministry of Food Processing Industries in association with IIM Jammu, DICCI and Theta Foundation for Development Celebrates Jammu's rich Agriculture

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In his special address, Prof. B. S. Sahay, Director, IIM Jammu credited the Indian Prime Minister, Narendra Modi, and Ministry of Food Processing Industries in popularizing the importance of millets worldwide. He also urged everyone in India to incorporate millets in their daily diet to achieve a healthier lifestyle and abstain from unhealthy food.

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<https://www.streettimes.in/shree-anna-mela-millet-fair-cum-exhibition-technical-conference-organized-at-iim-jammu/>

JK MONITOR

Friday, 06 October 2023

Shree Anna Mela-Millet Fair Cum Exhibition, Technical Conference organized by MoFPI, DICCI, IIM Jammu and Theta Foundation for development

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<https://jkmonitor.org/shree-anna-mela-millet-fair-cum-exhibition-technical-conference-organized-at-iim-jammu>



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RNI No: PUNMUL/2011/49000



Friday 06th Oct 2023

Shree Anna Mela-Millet Fair Cum Exhibition, Technical Conference organized at IIM Jammu

**MINISTRY OF FOOD PROCESSING INDUSTRIES IN
ASSOCIATION WITH IIM JAMMU, DICCI AND THETA
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5 Dariya News

Jammu , 05 Oct 2023

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<https://www.5dariyanews.com/news/423074-Shree-Anna-Mela-Millet-Fair-Cum-Exhibition-Technical-Conference-organized-at-IIM-Jammu>



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Friday 06th Oct 2023

Shree Anna Mela At Radisson Blue, Jammu, Explores The Future Of Millet Farming And Agro-Ecological Practices

Shree Anna Mela-Millet Fair Cum Exhibition and Technical Conference organized by Ministry of Food Processing Industries in association with DICCI and knowledge partners IIM Jammu and Theta Foundation for Development Celebrates Jammu's rich Agriculture.

By Bold News Online Desk On Oct 6, 2023



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Towards the end there was an open house interaction with industry and experts. The event concluded with a vote of thanks and ended on a positive note. The industry meet featured top-league entrepreneurs, industrialists from the Food sector in J & K. The industry interaction turned out to be healthy discussion with an outcome to synergize the energies for creating increased awareness about millets, promoting the agro based products from India on a global scale.

The Shree Anna Mela – Millet Fair-cum-Exhibition was a day filled with innovation, learning, and networking opportunities, bringing together farmers, industry representatives, academia, experts, and enthusiasts under one roof. The event in true sense showcased Jammu's agricultural heritage and the potential of millets in shaping the future of food processing.

<https://boldnewsonline.com/shree-anna-mela-at-radisson-blue-jammu-explores-the-future-of-millet-farming-and-agro-ecological-practices/>

Saturday 06th Oct 2023

Shree Anna Mela-Millet Fair, Technical Conference organized by MoFPI, DICCI, IIM Jammu and Theta Foundation for Development

Added on October 6, 2023 [KV News](#)

JAMMU: Indian Institute of Management Jammu (IIM) in association with Dalit Indian Chamber of Commerce (DICCI) and Theta Foundation for Development hosted the Shree Anna Mela (Jammu Millets Mela) and Technical Conference organized by Ministry of Food Processing Industries on 5th Oct 2023 at Radisson Blue, Jammu. The event brought together a diverse group of stakeholders to celebrate the rich biodiversity and agro-ecological practices of the state and explore the potential of millets in transforming the agricultural landscape.



The Chief Guest for the event was Ms. Indu Kanwal Chib, JKAS, Mission Director, JKRLM, J & K and Guest of Honor was Sh. Arun Manhas, MD, J & K State Agro Industries Development Corporation Ltd J & K. The event was formally inaugurated in presence of Prof. B.S. Sahay, Director, IIM Jammu, Prof. Jabir Ali, Dean Academics, IIM Jammu, Mohammed Farooq Dar, Secretary, Agriculture Production and Family Welfare, Padmashree R.K. Narra, Gaurav Gupta, Theta Foundation for Development, Neha Ganju, Manager, Ministry of Food Processing Industries, Cmdr. Kesavan Baskaran (R), Chief Administrative Officer, IIM Jammu, Dr. Vivek Sharma, CIO, IIM Jammu, and other dignitaries were present on the occasion. The event kicked off with a vibrant schedule that included the arrival of

dignitaries, the official inauguration of the exhibition, and a tour of the exhibition stalls by the distinguished guests.

In his special address, Prof. B. S. Sahay, Director, IIM Jammu credited the Hon'ble Indian Prime Minister, Shri Narendra Modi, and Ministry of Food Processing Industries in popularizing the importance of millets worldwide. He also urged everyone in India to incorporate millets in their daily diet to achieve a healthier lifestyle and abstain from unhealthy food. He reiterated that IIM Jammu promotes increased millet consumption and ensured a full day meal made of millet once a week to help the students and faculty attain a healthier lifestyle. He urged the farmers, academia and the industry people present here to join hands and collaborate with the organizing team and discuss the marketing, branding, and pricing of millet. He also emphasized that IIM Jammu will always be eager to facilitate the interested farmers and industry geeks in their initiatives. Lastly, he urged everyone present to promote millet consumption as it is chemical free and a healthier alternative.

Padmashree R.K. Narra, National President, Dalit Indian Chamber of Commerce (DICCI) in his welcome address mentioned that the Anna Mela (Jammu Millets Mela) is a unique platform for all stakeholders to connect on a common platform. In his address, he made a reference to the age old healthy practice of using millets in their diet and having a healthy lifestyle. He said that Govt. India is now focusing on re-introducing health supplements having millets for promoting a healthy lifestyle among the masses. He urged all to join, collaborate, to promote, create awareness about millets leading to increased consumption and cultivation benefitting the farmers.

One of the highlights of The Shree Anna Mela is the presentation on the Pradhan Mantri Formalization of Micro Food Processing Enterprises (PMFME) Scheme by Secretary, Agriculture Production and Family Welfare, Mohammed Farooq Dar, shedding light on how this initiative can benefit local farmers and entrepreneurs. He gave a detailed overview with the statistics putting forward a true picture of the progress in the agricultural sector in the U.T of J & K.

Guest of Honor Arun Manhas, MD, J&K State Agro Industries Development Corporation Ltd. J & K in his special address talked about the various challenges ranging from product packaging, marketing, and making it reach the end users and invited support from the academia, industry for addressing these issues. He also suggested the government incorporate it in the public distribution system which will help to create increased awareness about millets in their daily diet. He also urged and emphasized the need to come together and contribute their part in increased awareness and usage of millets in our daily diet.

Chief Guest Indu Kanwal Chib, Mission Director, JKRLM, J&K in her special address mentioned that The Shree Anna Mela has been a testament to the potential of millets in enhancing food security, improving nutrition, and boosting the income of our farmers. She also spoke about various initiatives taken by JKRLM, J&K for promoting millet cultivation with women empowerment. She also expressed her gratitude towards all the partnering organizations and all the entrepreneurs, farmer fraternity from J&K for attending the event and making this initiative a huge success.

This inaugural ceremony ended with the vote of thanks by DICCI followed by Millet success stories by Avni Organics, Gian Network, Kishtwar Millets, Horti Producers Co-operative Limited, Krishi Nari Shakti and Sri Millets.

Shishram Tudwal, Zonal Manager of Central Bank of India, shared insights into financial assistance for farmers while Dr. Vivek Sharma, Chief Innovation Officer at IIM Jammu, discussed the adoption of next-generation technologies in millet agriculture. Sessions on AI, e-commerce SAAS platforms, storage technologies were chaired by IITB alumnus & entrepreneur Harish.

Another session on millet production value addition & Millet processing were conducted by Dr. Meenakshi and Dr. Monika Sood, SKUAST respectively. These sessions aimed to equip attendees with the knowledge and tools necessary for the successful cultivation and processing of millets.

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kashmirvision.in/2023/10/06/shree-anna-mela-millet-fair-technical-conference-organized-at-iim-jammu/