

## के श्री अन्न मेले में बताए मोटे अनाज के

जम्मू : इंडियन इंस्टीट्यूट आफ कृषि पारिस्थितिकी प्रथाओं का जश्न अतिथि रहीं। जेएंडके एग्रो इंडस्ट्रीज पद्मश्री आरके नर्रा, गौरव गुप्ता थेता मैनेजमेंट (आइआइएम) जम्मू की मनाने और कृषि परिदृश्य को बदलने कारपोरेशन लिमिटेड के मैनेजिंग फाउंडेशन फार डेवलपमेंट, खाद्य ओर से दिलत इंडियन चैंबर आफ में बाजरा की क्षमता का पता लगाने डायरेक्टर अरुण मन्हास विशेष प्रसंस्करण उद्योग मंत्रालय की नेहा कामर्स व थेता फाउंडेशन के सहयोग के लिए हितधारकों के एक समूह को अतिथि के रूप में मौजूद रहे। इसके गंजू मुख्य रूप से मौजूद रहे। इस से वीरवार को होटल रेडीसन ब्लू में एक साथ लाने का प्रयास किया गया। अलावा आइआइएम जम्मू के दौरान मोटे अनाज की प्रदर्शनी भी श्री अन्न मेले व तकनीकी सत्र का इस मौके पर जम्मू कश्मीर रूरल सहायक निदेशक प्रो. बीएस सहाय, लगाई गई और तकनीकी सत्र के आयोजन किया गया। इस कार्यक्रम से लाइवलीहुड मिशन की मिशन कृषि उत्पादन और परिवार कल्याण दौरान मोटे अनाज के सेवन के लाभों राज्य की समृद्ध जैव विविधता और डायरेक्टर इंदू कंवल चिब मुख्य के सचिव मोहम्मद फारूक डार, पर विस्तार से चर्चा की गई।

## अमरउजाला

Friday, 06 October 2023

## आईआईएम ने अन्न मेला लगाया



अन्न मेले का शुभारंभ करते गणमान्य व्यक्ति। स्रोतःआईआईएम

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 दिलत 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 नर्रा, 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 वीडियों 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, उद्योगपित शामिल हुए।

https://jantaserishta.com/local/jammu-and-kashmir/iim-jammu-hosts-millets-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



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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.

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## Department of Information & Public Relations

Government of Jammu & Kashmir

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 Baskkaran (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

## DAILYEXCELSIOR.COM 59"Year of Excellence

### Friday, 06 October 2023



### Guests during Millets Mela at IIM Jammu on Thursday.

### IIM Jammu hosts Millets Mela

Excelsior Correspondent

JAMMU, Oct 5: Indian dignituries. Institute of Management vibrant schedule that included Jammu (IIM), in association the arrival of disputation the with Dulit Indian Chamber of official inauguration of the Commerce (DICCI) and Theta exhibition, and a tour of the Foundation for Development hosted the Shree Anna Mela (Jammu Millets Mela) and ized by the Ministry of Food

a diverse group of stakeholders about the upcoming Food Expo to celebrate the rich biodiversi-ty and agro-ecological prac-nities and schemes for entretices of the state and explore the potential of millets in transforming the agricultural landвсарс.

Mission Director, JKRLM, create a healthy business J&K and guest of honor was Arun Manhas, MD, J&K State also proposed the concept of Agro Industries Development having an industry meet at IIM Corporation Ltd J& K.

The event was formally inaugurated in presence of Prof

B S Sahay, Director, IIM Indu Karwal Chib, focusing on Jammu; Mehammed Farooq promoting collaboration and Day. Secretary Agriculture inaugurated in presence of Prof Dar, Secretary, Agriculture Production and Family Welfare; Padmashree R K Towards the end there was Narra, Gaurav Gupta, Theta an open house interaction with Industries; Cmdr Kesavan The industry meet featured top-Baskkaran (R), Chief league entrepreneurs, industri-Administrative Officer, IIM alasts from the Food sector in Jammu, Dr Vivek Sharma, J&K.

CIO, IIM Jammu, and other

The event kicked off with a exhibition stalls by the distinguished guests.

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The spect bounds to a state of the event brought together Processing Industries briefing preneurs from the food sector from the UT of J & K.

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This was followed by industry growth in the millet sector.

Foundation for Development; industry and experts. The event Neha Ganju, Manager, concluded with a vote of thanks Ministry of Food Processing and ended on a positive note. Manager, concluded with a vote of thanks



Friday 06th Oct 2023-Web Version

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



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https://www.dailyexcelsior.com/iim-jammu-hosts-millets-mela/



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### GJ REPORT

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

formally inaugurated in of Prof. B.S. presence IIM Sahay. Director, 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 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 pric-ing 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.

https://greaterjammu.com/epaper/epaper/edition/1260/epaper-06-09-2023/page/



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

(IIM)in association with Dulit Indian Chamber of Daht and Commerce (DICCI)una.
Commerce (DICCI)una.
Theta Foundation for Overloument hosted the Development hosted the Slove Anna Mela (Januara Millets Mela) and Technical inference organized by inistry of Food Processing Industries on Thursday at Radisson Blue, Januara. The Hadissin Blue, Januan. The event brought together a diverse group of stakelsiders to celebrate the rich biodiner-sity and agree-crediged pruc-tices of the state and explore the potential of millets in transforming the agricultural bankerors.

The Chief Guest for the



Mission Director, JKRLM, J. & K and Gnest of Honor w Arm Monluo, MD, J & K State Agro Industries Development Corporation Ltd J & K. The event was fornully inaugurated in pres-ence of Prof. B.S. Sahay; Director, IIM Jamum, Mohammed Farooq Dar, Secretary, Agriculture Production and Family Welfare, Padmashree R.K. Narra, Gaurav Gupta, Theta Narra, Gaurav Gupta, Theta Foundation for Development, Neha Ganju, Manager, Ministry of Food Processing Industries, Coult. Kessenyan Baskkaran (R), Chief Administrative Officer, IIM Jamura, De Vrock Sharrus, ClO, IIM Jamusa, and other denistrative or processing and condignituries very present on

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B. S. Sahay, Director, IIM Januar credited the Horble Indian Prime Minister, Shri-Indian Prime Minister, Stari Naresulea Modi, and Ministry of Food Processing Industries in popularizing the importance of millet worthback. He also urged everyone in India to incorporate millets in their ship diet to arbieve a loubther lifestyle and abstain

healthier lifestyle and abstain from unhealthy food.
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In his address, he made a reference to the age old healthy practice of using millets in their diet and having a

healthy lifestyle. One of the highlights of The Stree Anna Mela is the presentation on the Pruelhan Mantri Formalization of Micro Food Processing Enterprises Processing Enterprises (PMFME) Scheme by Secretary, Agriculture Production and Fhmily Welfare, Mohammed Farson Dar, shedding light on how this initiative can benefit local farmers and entrepreneurs. He gove a detailed overview The gave a tectaned overview with the statistics porting forward a true picture of the progress in the agricultural sector in the UT 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 mers and invit-ed support from the neade-min, industry for addressing

Chief Guest Indu Kasawal Chile, Mission Director, JKRLM, J&K in her special address mentioned that The Shree Anna Mela has been a testament to the potential of milleta in enhancing food security, improving satrition, and boosting the income of our farmores.

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

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Nisishram Tubeni, Zosal Manager of Central Bank of India, shared insights into financial assistance for farm-ers while Dr. Vivek Sharma, Chief Innovation Officer at IIM Jamura, discussed the selection of text exceptation adoption of next-peneration adoption of next-generation technologies in millet agricul-ture. Sessions on AI, e-esum-merce SAAS platforms, stor-age technologies were chaired by HTB alumms & entrepre-neur Harish.

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https://epaper.statetimes.in/m/index.aspx?page=8&date1=10/6/2023#



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

### **NL CORRESPONDENT**

JAMMU TAWI, OCT 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 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. 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. 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 urged all to join, collaborate, to promote, create awareness about millets leading to increased consumption and cultivation benefitting the farmers.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 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. 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.

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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

http://epaper.thenorthlines.com/articlepage.php?articleid=NLINE\_MAI\_20231006\_3\_1&width=283px&edition=Main&curpage=3



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 SERVICE

JAMMU: Indian Institute of Management Jammu (IIM) in association with Dalit Indian Chamber of Commerce (DICCI) and Theta Foundation for Development hoated 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 agre-realogical practices of the state and explore the potential of millets in transforming the

agricultural landscape.
The Chief Guest for the
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Theta Foundation for Deselopment, Neha Ganju,
Manager, Ministry of Fued
Processing Industries, Ke-



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

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Shishram Tudwal, Zonal
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proposed that the industry,
sendemin come together to
create a healthy business
coaystem for millets and
lie also proposed the conopt of having an industry
meet at IRM Januara.

This was followed by Arun Monhas, and Indu Kunwal Chib focusing an promoting collaboration and industry growth in the millet sector.



## The Himalayan I

Nepal aiming at facilitating one billion Hindu pilgrims to Kailash Mansarovar: Narayan

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



Friday 6th Oct 2023

### IIM, DICCI hold exhibition on Food Process Industries

HIMALAYAN MAIL NEWS

JAMMU, OCT 05

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K and Guest of Honor was Shri Arun Manhas, MD, J& K State Agro Industries De-velopment Corporation Ltd J& K. The event was for-

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J & K. The event was formally inaugurated in presence of Prof. B.S. Salay, 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, Cmdr. Kesavan
Baskkaran (R), Chief Administrative Officer, IIM
Jammu, Dr. Vivek Sharma,
CIO, IIM Jammu, and other
dignitaries present on the
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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 redited the
Hon'ble Indian Prime Minister, Shri Narendra Modi,
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present here to join hands and collaborate with the orand collaborate with the or-ganizing 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 consump-tion as it is chemical free

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Padmashree Shri R.K.
Narra, National President,
Dalit Indian Chamber of
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tice of using millets in their diet and having a healthy lifestyle. He said that Govt. Of India is now focusing on 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 Prad-

The Shree Anna Mela is the presentation on the Prad-han Mantri Formalization of Micro Food Processing Enterprises (PMFME) Scheme by Secretary, Agri-culture Production and Family Welfare, Shri Mo-hammed Faroop Dar, shed-ding light on how this initia-tive can benefit local farmers and entrepreneurs.

with the statistics putting forward a true picture of the progress in the agricultural sector in the U.T of Ja 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 eaddemia, industry for addressing these issues.

dustry for addressing these issues. He also suggested the government incorporate it in public distribution sys-tem which will help to cre-ate increased awareness about millets in their daily diet. He also urged and em-phasized 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, JKRIM, J& Kin 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 JKRIM, J & K for promotting millet cultivapromoting millet cultiva-tion with women empower-

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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

### 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

### K H NEWS SERVICE

R H NEWS SERVICE

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the exhibition, and a tour of the exhibition seals by the distinguished gueses.

In his special address, Prof. B. S. Sahay, Director, IIM Jammu credited the Indian Prima Minister, Narendra Modi, and Ministry of Food Processing Industries in popularizing the importance of millets workship. He also urged everyone in India to incorporate millets in their daily diet so achieve a healthler lifestyle and abstain from unhealthy food. He retireased that IIM Jammu promoces increased millet consumption and ensured a full day meal made of millet once a week to help the seudens and faculty attain a healthler lifestyle. He urged the farmers, academia and the industry people present here to join hands and collaborase with the organizing seam and discuss the marketing, branding, and pricing of millet.



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This inaugural ceremony ended with the vote of thanks by DBCCI followed by Millersuccess stories by Avail Organics, Glan Network, Kishtwar Mil-

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from the U.T of J & K. This was followed by addresses by Prof. B.S. Sahay proposed that the industry, academia come soindustry, academia come to gether to crease a heatity busi-ness ecosystem for millets and he also proposed the concept of having an industry meet at IIM Jammu. This was followed by Arun Manhas, and Shrima-ti Indu Kanwai Chib, focusing on promoting collaboration and industry growth in the millet sector. millet sector

millet section.

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

The Shree Anna Meh - Millet Fridream-Exhibition was a day filled with innovation, learning, and networking opportunities, bringing together farmers, industry representatives, academia, experts, and earhustasts under one roof. The event in true sense showcased Jammar's agricultural heritage and the posential of milles in shaping the future of food processing. Towards the end there was

# STATE OBSERVER

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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

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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 presence of Prof. B.S. Sahay, Director, IIM Jammu, Mohammed Faroou Dar. Agriculture Secretary, Production and Family Welfare, Padmashree R.K. Gaurav Gupta, Theta Foundation for Development, Ganju, Manager, Neha Ministry of Food Processing Industries, Cmdr. Kesavan Baskkaran (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 dignitaries, the of official inauguration of the exhibition, and a tour of the exhibition stalls by the distinguished

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Industries 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 and discuss team branding, 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 a 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 platform for unique 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

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

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

### **IIIJL NEWS SERVICE**

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### Friday, 06 October 2023-Web Version

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



Friday 06th Oct 2023

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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 & KASHMIRJAMMUREGIONAL NEWS J&K



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



### Thursday 05th Oct 2023

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

October 5, 2023



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

**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 agroecological 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 Baskkaran (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 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.

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.

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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.

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



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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

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MINISTRY OF FOOD PROCESSING INDUSTRIES IN ASSOCIATION WITH IIM JAMMU, DICCI AND THETA FOUNDATION FOR DEVELOPMENT CELEBRATES JAMMU'S RICH AGRICULTURE





Web Admin 5 Dariya News

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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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https://indiaeducationdiary.in/shree-anna-mela-millet-fair-cum-exhibition-and-technical-conference-organized-by-ministry-of-food-processing-industries-in-association-with-iim-jammu-dicci-and-theta-foundation-for-development-celebr/



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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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.

This inaugural ceremony ended with the vote of thanks by DICCI followed by Millet success stories by Avni Organics, Gian Network, Kishtwar Millets and Horti Producers Co-operative Limited, Krishi Nari Shakti and Sri Millets. Shri Shishram Tudwal, 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. Sessions on Al, e-commerce SAAS platforms, storage technologies was chaired by IITB alumnus & entrepreneur Mr. 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 who proposed that the industry, academia coming together for creating 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 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.

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



#### 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 Baskkaran (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.

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