



Nutri-Cereals Multi-stakeholders' Mega Convention 3.0 17th & 18th September 2021

Theme: Run up for International Year of Millets 2023

Sub-Theme: Blueprint for IYOM 2023

Day 1: 17th September, 2021

09:30 PM – 10:30 PM	Chef Session – Cookery Show
09:30 PM – 09:35 PM	Introduction by Chef Akshay Kulkarni , <i>Head of the Department, Culinary Academy of India</i>
09:35 PM – 09:43 PM	Welcome Address by Chef Manjit Singh Gill , <i>President, IFCA & Corporate Chef ITC Hotels</i>
09:43 PM – 09:55 PM	Cooking Demo 1, Chef Gunjan Goela , <i>consultant, ITC Hotel New Delhi</i>
09:55 PM – 09:58 PM	Introduction for next demo and speaker
09:58 PM – 10:10 PM	Cooking Demo 2, by Chef Vijay Bhaskaran , <i>Executive Chef at Le Meridien, Bangalore</i>
10:10 PM – 10:13 PM	Introduction for next demo and speaker
10:13 PM – 10:25 PM	Cooking Demo 3, by Chef Chakradhar , <i>Executive Chef, Radisson Hyderabad</i>

Inaugural Program at HICC

10:30 AM	Welcoming the Chief Guests and Delegates
10:30 – 11:00 AM	Inauguration of Millet Startups and Interaction with press by Shri. Narendra Singh Tomar , <i>Hon'ble Minister of Agriculture & Farmers' Welfare, Government of India</i>
11:00 – 11:05 AM	Welcome address by Dr. Tilak Raj Sharma , <i>DDG, Crop Science, ICAR</i>
11:05 – 11:10 AM	Launch of Nutritional Garden and Plantation Drive by ICAR & IFFCO by Dr US Awasthi , <i>Chairman, IFFCO</i>
11:10 – 11:18 AM	Overview of the Convention by Dr. Trilochan Mohapatra , <i>Secretary, DARE & DG ICAR</i>
11:18 – 11:26 AM	Opening remarks by Dr. Shekhar C. Mande , <i>Secretary DSIR & DG, CSIR</i>
11:26 – 11:35 AM	Blueprint of the event by Shri Sanjay Agarwal , <i>IAS, Secretary DAC&FW</i>
11:35 – 11:45 AM	Address by the Guest of Honour Shri Singireddy Niranjan Reddy , <i>Hon'ble Minister of Agriculture, Co-operation and Marketing, Telangana</i>
11:45 – 11:55 AM	Address by the Guest of Honour by Shri Kailash Choudhary , <i>Hon'ble Minister of State for Agriculture and Farmers Welfare</i>
11:55 – 12:05 PM	Address by the Guest of Honour by Km. Shobha Karandlaje , <i>Hon'ble Minister of State for Agriculture and Farmers Welfare</i>
12:05 – 12:15 PM	Launching of Publications & Millets Products from Startups, Award Ceremony of Poshak Anaj Awards and Signing of MoUs by IIMR with four organizations (APEDA, NRLM, TCPL and Heritage Foods) in the presence of Shri. Narendra Singh Tomar , <i>Hon'ble Minister of Agriculture & Farmers' Welfare, Government of India</i>
12:15 – 12:35 PM	Address by the Chief Guest Shri. Narendra Singh Tomar , <i>Hon'ble Minister of Agriculture & Farmers' Welfare, Government of India</i>

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12:35 – 01:05 PM

Discussion on “Feedback on Position Paper and Blueprint of IYOM 2023” with **Dr. Abhilaksh Likhi, IAS, Additional Secretary, DAC&FW** and **Dr. S. K. Malhotra, Agriculture Commissioner, DAC&FW**

01:05 – 01:15 PM

Vote of Thanks by **Dr. Vilas A. Tonapi, Director, ICAR-IIMR**

01:15 – 02:00 PM

Lunch

Special Events at ICAR-IIMR

02:45 PM

Arrival of the Guests to ICAR-IIMR, Hyderabad

02:45 – 02:55 PM

Tree Plantation by **Hon’ble Ministers and Other dignitaries** and Seed Distribution followed by interaction with farmers and biodiversity groups by **Shri. Narendra Singh Tomar, Hon’ble Minister of Agriculture & Farmers’ Welfare, Government of India**

02:55 – 03:00 PM

Inauguration of “**Glass house Research facilities**”, “**Nutri-Cereal Seed Science Centre**”, “**Startup facility: Millet Food Processing Units**” and “**Flaking Lines**” by **Shri. Narendra Singh Tomar, Hon’ble Minister of Agriculture & Farmers’ Welfare, Government of India**

03:00 – 04:00 PM

Visit to Food Processing Facilities & ICAR-IIMR’s business incubator -Nutrihub

End of Minister’s Event

Parallel Session at HICC

SESSION I

02:00 PM – 03:00 PM

Crop Improvement, Nutrition and Value-added processing- Status, Challenges and Way ahead

Chairperson: Dr. Tilak Raj Sharma, DDG, Crop Science, ICAR

Co-Chair: Dr. Arvind Kumar, DDG, ICRISAT

Speakers: Dr. R. Hemalatha, Director, ICMR-NIN

Dr. Sridevi A. Singh, Director, CFTRI

Dr. Vilas A Tonapi, Director, ICAR-IIMR

Rapporteurs: Dr. C. Aruna and Dr. K. Hariprasanna , ICAR-IIMR

SESSION II

03:00 PM – 04:00 PM

Role of Government in Strengthening and Upscaling Millet Value Chain

Chairperson: Dr. Rakesh Sarwal, Addl. Sec, WCD, NITI Aayog

Co-Chair: Sri M. Raghunandan Rao, IAS Secretary Agrl, Govt of Telangana

Speakers: Dr. M. Muthukumar, IAS, Director, A&F, Govt. of Odisha

Shri Satish, IFS, Former Commissioner, Govt. of Karnataka

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Shri Dheeraj Kumar, IAS, AC, Govt. of Maharashtra

Dr Ananda Babu, Additional MD, CGMFP, Govt of Chhattisgarh

Rapporteurs: Dr. J. Stanley, ICAR-IIMR & Dr. B. Ganesh Kumar, NAARM

SESSION III

04:00 PM – 05:00 PM

Millet Opportunities: An Industrial Insight

Chairperson: Shri Manoj Joshi, IAS, Addl. Secretary, MoFPI

Co-Chair: Dr. M. Angamuthu - IAS, Chairman, APEDA

Speakers

Mr. Ganesh Sundararaman - SBU, CEO, ITC Ltd. (Foods) (Virtual)

Mrs. Madhavi Trivedi, Assoc. Director, Kellogg's India Pvt. Ltd.

Mr. Vikas Gupta, Global Head, R&D, TCPL

Mr. Rajashekhar R. Seelam, Founder & MD, 24Mantra

Dr. Prabodh S. Halde, Head Regulatory, Marico Ltd.

Rapporteurs: Dr. Jaganmohan, IIFPT & Dr. Muthukumar, NRC Meat

SESSION IV

05:15 PM – 06:00 PM

Policy Framework to Mainstream Millets in Public Funded Programs

Chairperson: Smt. Divya Devarajan, IAS, Spl. Secretary WCD, Govt. of Telangana

Co-Chair: Dr. Raman Ahuja, FAO

Speakers: Smt. Vinita Sudhanshu, DGM, APEDA

Shri Gautham Kumar, DGM (QC), FCI

Dr. A. Bhavani Shankar, DGM-NABARD

Rapporteurs: Dr. Anuradha Narala and Dr. J. Stanley, ICAR-IIMR

SESSION V

06:00 PM – 07:15 PM

Promotion of Millets: A Multi-Stakeholder's approach

Chairperson: Dr. B. Dayakar Rao, CEO, Nutrihub, ICAR-IIMR

Co-Chair: Dr. Faraz Farishta, Consultant, PI, MD, Chair for ISCR Investigator Council

Speakers: Dr. Jagmeet Madan, President, IDA

Dr. Manjit Singh Gill, President, IFCA & Corporate Chef ITC Hotels

Dr. Uday S. Annapure, President, AFSTI

Dr. A. Laxmaiah, Secretary, ICMR-NIN

Dr. K. K. Pant, Principal, Institute of Hotel Management, Pusa

Dr. Muthuraman Regional Director (S), FSSAI

Rapporteurs: Dr. Ratnavathi C.V. ICAR-IIMR and Dr. Tapas Chandra Roy, AAO, Odisha

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NUTRI-CEREALS STARTUP CONVENTION 3.0

DAY 2 – 18th SEPTEMBER

09:30 AM – 09:35 AM	Inauguration & Welcome Address: <i>Dr. B. Dayakar Rao, CEO, Nutrihub,</i>
09:35 AM – 09:40 AM	Overview of Startup Convention 3.0: <i>Dr. Vilas A. Tonapi, Director, ICAR-IIMR</i>
09:40 AM – 10:20 AM	Address by Guests of Honour: <ul style="list-style-type: none"> • <i>Dr. D.K. Yadava, ADG (Seed), ICAR-IARI</i> • <i>Dr. Raj Bhandari, Member- NTBN</i> • <i>Dr. Ch. Srinivasa Rao, Director, NAARM</i> • <i>Dr. Praveen Rao, VC, PJTSAU, Hyderabad</i> • <i>Dr. Jacqueline Hughes, DG ICRISAT</i> • <i>Dr. Chintan Vaishnav, Mission Director, AIM, NITI Aayog</i> • <i>Dr Ajit Rangnekar, DG, RICH</i> • <i>Sri M. Raghunandan Rao, IAS Secretary Agrl, Govt of Telangana</i>
10:20 AM – 10:30 AM	Special Address: <i>Shri Jayesh Ranjan, IAS, Principal Secretary, ITE&C, Telangana</i> Chief Guest's Address
10:30 AM – 10:50 AM	<i>Shri. K. T. Rama Rao Hon'ble Minister for IT industries, MA & UD, / Shri S Niranjan Reddy, Hon'ble Agricultural Minister, Govt. of Telangana</i>
10:50 AM – 11:00 AM	Vote of Thanks <i>Dr. Bhaskarachary, Ex-DD, Scientist, NIN</i> Rapporteurs: <i>Drs. Rajender Kumar & J. Stanley ICAR-IIMR</i>
11:00 AM – 11:15 AM	Tea and Snacks Break/Press Conference
SESSION I	
11:15 AM – 12:15 PM	Establishment of Agri Incubators in India - Opportunities ahead Chairperson: <i>Dr. Abhilaksh Likhi, IAS, AS, DAC&FW, GOI</i> Co-Chair: <i>Ms. Chhavi Jha, JS, RKVY-RAFTAAR</i> Speakers: <i>Dr. Sudha Mysore, CEO, Agrinnovate India Ltd., ICAR</i> <i>Dr. Neeru Bhooshan, Head, KP, ZTM & BPD Unit, IARI & Coordinator, RKVY-RAFTAAR</i> <i>Dr. Saravanan Raj, KP, Director (Agri Extn), MANAGE</i> <i>Dr. Danish Tamuly, KP, AIC/ RABI, AAU, Jorhat</i> <i>Dr. A.S. Vastrad, Head, KP, RABI, UAS Dharwad</i> Rapporteurs: <i>Prof. Nirmala Kumari, Head, AICSIP, Athiyandal, TN & Dr. J Stanley ICAR-IIMR</i>
Session II	
12:15 PM – 01:15 PM	Funding Opportunities in Agri/ Food/ Nutri Tech Sector Chairperson: <i>Mr. Hemendra Mathur, Bharat Innovation Fund</i> Co-Chair: <i>Mr. Rajeev Aiyappa, CEO, M/s. Plataforma Asia</i> Speakers: <i>Dr. Ritu Verma, Co-founder, Ankur Capital</i>

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Mr. Jinesh Shah, Omnivore Partners

Mr. Rathnakar S., Hyderabad Angels

Mr Deepak Pareek, CEO, Indigrams

Rapporteurs: Dr. I. K. Das, & Dr. Venkateshwarlu R., ICAR-IIMR

01:15 PM – 02:00 PM

Lunch Break

Session III

02:00 PM – 03:30 PM

Startup Journey: Experience sharing session

Chairperson: Dr. P. Chandra Shekara, DG, MANAGE

Co-Chair: Dr. B. Dayakar Rao, CEO, Nutrihub, ICAR-IIMR

Speakers: Mr. Anand Chordia, Pravin Masala Wale, MH

Ms. Krishna Kanthawala, Smart Eleven foods, MH

Dr. Bharath Reddy, Millet Marvels, TS

Mr. Raju Bhupati, Troo Good, TS

Mr. Prashanth, Sampige Foods/Millet Amma, KA

Ms. Pallavi Upadhyaya, Millets for Health, NRC, DL

Mr. Amit Gupta, Native Roots, NRC, HR

Ms. Megha Dubey, Founder, Pinaki Enterprises

Mr. K. V. Sivaramakrishnan, Bliss Tree, TN

Ms. Nupur Jha, Tasty Tribe, NRC, HR

Mr. Santosh K. Khemundu, H2M F&B, OR

Ms. Bindu Gowri, Gtree, KL

Ms. Bobby, Spice Foods, KL

Mr. Anoop Aggarwal, Bansal Foods, PB

Mr. Arpit Agarwal, Arch Foods, UK

Mr. Balbhim Bhosle, Nandini Pickles

Ms. Soumya, Millenova Foods, TS

Mr. K.V. Subba Rao Reddy, Renadu Millets, AP

Ms. Nilambika Methi, Phytorich Food Pvt. Ltd., MH

Ms. Kabitha Dev, Samarpan Nature Farms, CG

Mr. Siva Kumar T., Coastal Foods, AP

Mr. Aman Sharma, Dos & Co., RJ

Mr. Rahul Kumar Singh, Millet Break, UP

Rapporteurs: Dr. K. Jayraj Rao, AIC, NDRI & Mr. Sivakumar P., CEO, MABIF

Session IV

03:30 PM – 04:30 PM

Agri Tech revolution – Role of Accelerators in Agri Tech in India

Speakers presentations

Speakers:

Mr. Vipul Patel, Partner - Seed Investing, CIIE, IIM-A

Dr. K. Srinivas, ADG (IPTM), ICAR

Dr. K. Suresh Kumar, President, ISBA

Mr. Jonathan Phil Roy, ICRISAT

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Rapporteurs: *Dr. Suresh*, NRC, Banana & *Dr. Nagaraju Reddy*, Medihub

Session V

04:30 PM – 05:30 PM

Telangana Startup Eco-System Meetup

Chairperson: *Dr. Kiran K. Sharma*, CEO, AIP, ICRISAT

Co-Chair: *Dr. Kalpana Shastri*, AG-HUB, PJTSAU

Speakers: *Dr. Shanta Thoutam*, VP, CIBD, T-HUB

Mrs. K. Rama Devi, President, ALEAP

Mr. Bhubesh Kumar, Director Food & Agri, RICH

Dr. Ramjee Pallela, AIC, CCMB

Ms. Sridevi Nune, Director (Incubation), WE HUB

Mr. Prashant Sinha, BITS Pilani, Hyderabad

Rapporteurs: *Dr. Hulas Pathak*, IGKV, Raipur & *Dr. Nikhil M.*, CEO, AIC SRS, NDRI

05:30 PM – 07:00 PM

Valedictory Session

05:30 PM – 05:35 PM

Welcome Address: *Dr. B. Dayakar Rao*, CEO, Nutrihub

05:35 PM – 05:40 PM

Opening Remarks: *Dr. Vilas A. Tonapi*, Director, ICAR-IIMR

05:40 PM – 06:00 PM

Address by Guests of Honour:

- *Dr. K. Srinivas*, ADG, IPTM
- *Dr. C Anandharamakrishnan*, Director, IIFPT
- *Dr. Chindi Vasudevappa*, VC, NIFTEM
- *Dr P. Chandra Shekara*, DG, MANAGE
- *Dr. S. Hanuman Singh*, IPoS DG, NIPHM
- *Smt. Divya Devarajan*, IAS, Spl. Secretary WCD, Govt. of Telangana
- *Dr. Tilak Raj Sharma*, DDG, Crop Science, ICAR
- *Mr. Tomio Shichiri*, FAO Representative in India

06:00 PM – 06:15 PM

Graduation Ceremony of Incubates

06:15 PM – 06:30 PM

Felicitation Ceremony

- *Dr. Vilas A. Tonapi*, Director, IIMR
- *Joanna Kane Potaka*, ADG, ICRISAT

06:30 PM – 06:45 PM

Award Ceremony

- Startup Awards
- Lifetime Achievement Awards

06:45 PM – 06:50 PM

Special Address by Mrs. Amala Akkineni, Chairperson & co founder BlueCross India

06:50 PM – 06:55 PM

Chief Guest's Address: *Shri G. Kishan Reddy*, Minister of Tourism, Culture and Development of North-Eastern Region of India

06:55 PM – 07:00 PM

Vote of Thanks: *Dr. Raman Ahuja*, FAO-India

National Anthem
Farewell