

Press Release

MOFPI Millet Mahotsav Series Culminating in World Food India Event at Pragati Maidan

Shree Anna Mela Jammu to be Held on 29th September 2023 in association with IIM Jammu & DICCI



19th Sept 2023, Jammu: In a groundbreaking move towards enhancing agricultural incomes and promoting millets, Ministry of Food Processing Industries (MoFPI) in collaboration with Indian Institute of Management (IIM) Jammu & DICCI, convened a high-level meeting on 18th Sept 2023 at IIM Jammu permanent Campus, Jagti under the able leadership of IIM Jammu Director, Prof. B.S. Sahay. The meeting brought together key stakeholders, including Shri Gaurav Gupta from Theta Foundation for Development, along with several eminent dignitaries from industry, Industry bodies and experts.

The primary objective of this momentous gathering was to plan a Regional Conference dedicated to the promotion of Millets and FPOs in the Union Territory of Jammu and Kashmir. Scheduled for September 29, 2023, at Hotel Radisson Blu, Jammu, the conference is expected to provide a stage for fostering exchange and collaboration opportunities within the realm of millets. It will witness participation from top Bureaucrats, Heads of the Educational Institutes, Government leaders, Researchers, Farmers, Entrepreneurs, and Industry associations, to discuss strategies, innovations, and best practices for the promotion of millets and the growth of FPOs. The conference will witness the distinguished presence of eminent personalities from the field of administration, Industry, and Farmer's collectives. Shri Milind. P. Kamble, Founder of DICCI and Chairman of the Board of Governors of IIM Jammu will also grace the occasion.

The meeting was attended by Shri Aagam Jain, General Secretary, Laghu Udyog Authority, Shri Arun Manas, J & K State Agro-Indo Development Corporation Ltd (Online), Shri C.M. Sharma, LEAD Network, Dr. Jyoti Kachroo, In-charge Incubation, SKUAST, Shri Kamal Kaul & Mr. T.S. Reen, from Federation of Industries, Shri Manik Batra, Shri Bhupesh Gupta & Shri Amit Khajuria of ASSOCHAM, Shri Kanav Padha, Jammu and Kashmir Angle Network, Sh. Gagan Jain from NUTRAJ, Mr. Abhimanyu from Jai Organics, Cmdr Kesavan Baskaran (R), Chief Administrative Officer (CAO), IIM Jammu and Dr. Vivek Sharma, Chief Innovation Officer, IIM Jammu. The participants chalked out a plan to discuss and finalize the way forward regarding the upcoming Conference.

Speaking on the occasion, Prof. B.S. Sahay, Director, IIM Jammu, mentioned that *“As we embark on this transformative journey to promote millets and empower Farmers in association with Govt. of India and DICCI, we recognize the immense potential these initiatives hold for our region and beyond. Millets are not only nutritious but also ecologically sustainable, offering a solution to both food security and environmental challenges. With the upcoming Regional Conference, we aim to shine a global spotlight on millets as 'the world's emerging smart food' and create a collaborative platform that fosters innovation and partnership. Together, we can cultivate a brighter, more sustainable future for agriculture in the Union Territory of Jammu and Kashmir.”*

The collective vision and dedication of these distinguished individuals reflect the earnest commitment to propel the promotion of millets and FPOs to new heights. As preparations for the Conference for the promotion of Millets and FPOs continue, it is expected that this initiative from MoFPI, IIM Jammu and DICCI will serve as a catalyst for transformative change in agriculture, contributing to agricultural incomes and farmer welfare in Jammu and Kashmir and beyond.

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