COMPENDIUM

G20 भारत 2023 INDIA

INTERNATIONAL YEAR OF MILLETS 2023

Azadi Ka Amrit Mahotsav

FICCI

COMPENDIUM ON INTERVENTIONS IN MILLETS

Industry, Startups and FPOs





Disclaimer

The comprehensive compendium of "Intervention in Millets"-Industry, Startups & FPO's is prepared by Federation of Indian Chambers of Commerce and Industry (FICCI). This report is a compilation of best practices received from Millet Startups featured in the FICCI Awards, FPOs and Industry Stakeholders. The case studies of the few awardees and nominations of Startup Awards are published in the report. It is a testament to the innovation, collaboration, and dedication that characterize the efforts within the millet sector.

This publication may not be reproduced, wholly or partly in any material form, or modified, without prior approval from Federation of Indian Chambers of Commerce and Industry (FICCI).

It may please be noted that this report is for information purposes only. Though due care has been taken to ensure the accuracy of the information to the best of the Federation of Indian Chambers of Commerce and Industry (FICCI's) knowledge and belief, it is strongly recommended that the readers should seek specific professional advice before making any decisions. Please note that the Federation of Indian Chambers of Commerce and Industry does not take any responsibility for outcome of decisions taken as a result of relying on the content of this compendium. Federation of Indian Chambers of Commerce and Industry shall in no way, be liable for any direct or indirect damages that may arise due to any act or omission on the part of the Reader or User due to any reliance placed or guidance taken from any portion of this publication.

Rights and permissions

The material in this publication is copyrighted. Reproduction/ transmission of all or any part of this work without acknowledgement may be a violation of the applicable law. Please acknowledge the source of this report while producing portions of this work.

Inquiries in this regard can be addressed to FICCI Agriculture Division, at agriculture@ficci.com

COMPENDIUM

COMPENDIUM ON INTERVENTIONS IN MILLETS

Industry, Startups and FPOs







Table of CONTENTS

CONTENTS

INDUSTRY

1	Corteva Agriscience	3
2	HarvestPlus	6
3	Reliance Retail Limited	9
4	Marico Ltd.	11
5	Britannia Industries Ltd.	12
6	ITC Limited - Agri Business Division (ABD)	14
7	Jubilant Foodworks Limited	18
8	Godrej Tyson Foods Ltd.	20

STARTUPS

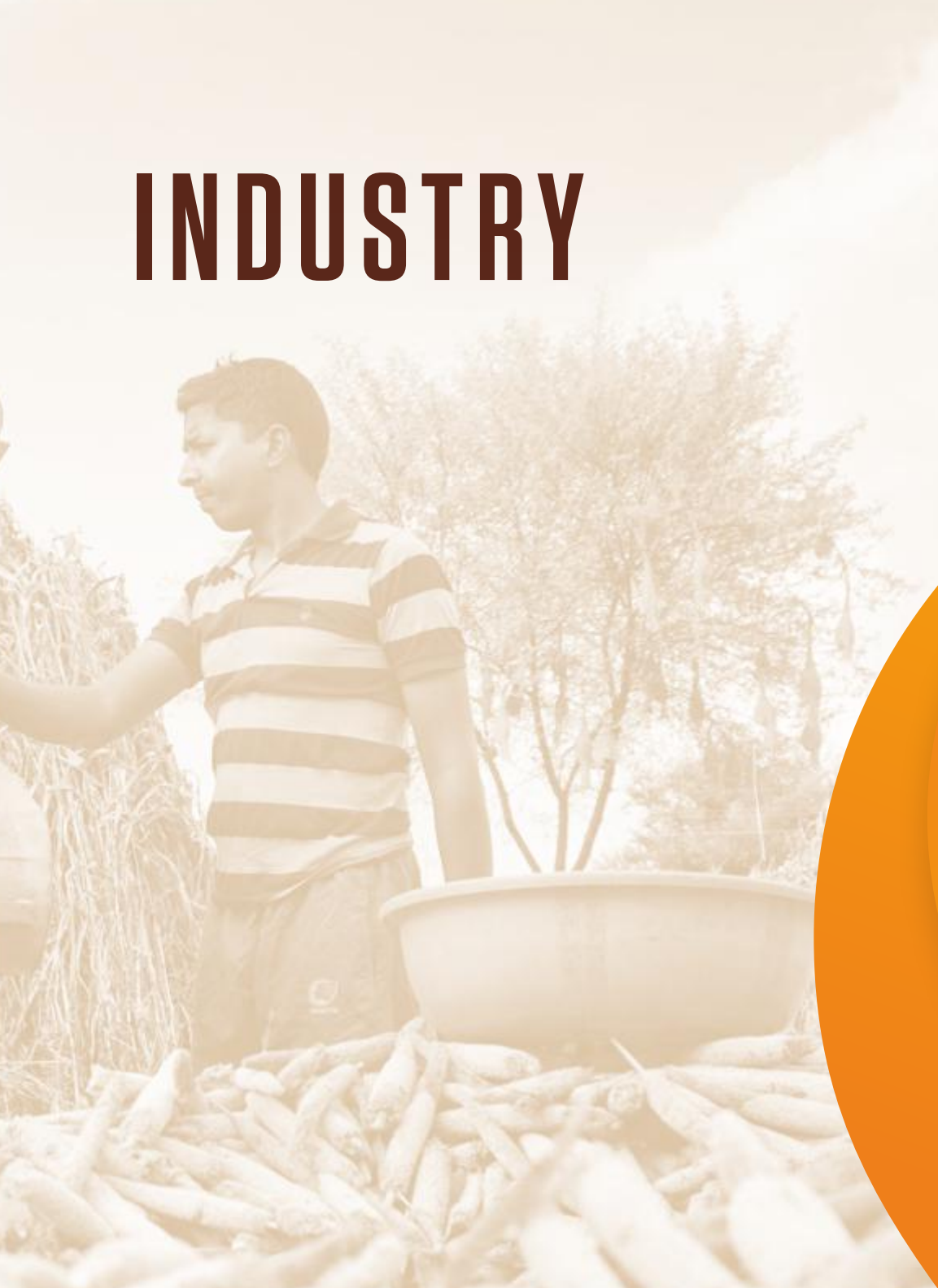
9	Just Organik	25
10	Wholsum Foods Private Limited	27
11	Mighty Millets	29
12	Millet Mart	31
13	MunchFit	34
14	Sresta Natural Bioproducts Limited	36
15	Minkan Agro Industries Pvt. Ltd.	38
16	Bewust Foods Pvt. Ltd. (Bazic)	41
17	M Capital Services LLP	43
18	AgroZee Organics Pvt. Ltd.	44
19	Sattva Millets and Food Products	46
20	Harika Foods	47
21	Ancient Golden Mill	49
22	H.W. Wellness Solutions Pvt. Ltd.	51
23	Sankalp Atma Group	54
24	Herbomill Nutrolites	56

FPO's

25	Araikkal Agriculture FPO	61
26	Kazhani FPO	62
27	Basudha FPO	63
28	Chhedlagan FPO	64
29	Karunda FPO	65
30	Annai Kaveri CFPCL	66



INDUSTRY







Name of Organization: Corteva Agriscience

Year of Incorporation	:	2019
Geographical Area of Operations	:	Pan India
Area of Operations	:	Agri Inputs

Brief description of the business model

Corteva, Inc. (NYSE: CTVA) is a publicly traded, global pure-play agriculture company that combines industry-leading innovation, high-touch customer engagement, and operational execution to profitably deliver solutions for the world's most pressing agriculture challenges. Corteva adopts a farmer-centric approach and gives considerable attention to understanding the current and future needs of the crop and the farmers. Accordingly, farmer-focused innovative products are developed through the company's best-of-class technologies & R&D program.

Corteva generates advantaged market preference, together with its balanced and globally diverse mix of seed, crop protection, and digital products and services. With some of the most recognized brands in agriculture and a technology pipeline well-positioned to drive growth, the company is committed to maximizing productivity for farmers, while working with stakeholders throughout the food system as it fulfills its promise to enrich the lives of those who produce and those who consume, ensuring progress for generations to come.

Connect with number of Millet farmers in India: 30 lakh Pearl Millet farmers (approx.)

Presence in key Millet:

Pearl Millet (Bajra)

New product launched

- **86M94 -** This is a high yielding hybrid with 7-9 days early maturity, can survive in water & heat stress conditions and has excellent disease tolerance.
- **86M95 -** Highest Yielding Hybrid under managed condition
- **85M36 -** This is a Short Duration (70 days) hybrid with excellent heat, water & salinity stress tolerance. It has high disease tolerance and is suitable for Western Rajasthan (Thar Desert Area).

Challenges and opportunities:

- **Counterfeit products:** R & D in agriculture is a long process that requires substantial investment and commitment over time to develop and introduce new products in the market. The multi-year, multi-environment evaluations and selections require extensive farmland, infrastructure, a skilled workforce, and updated data capture and analysis, all of which are endeavors with heavy investment. This process is carried on with the objective of offering safe and high-quality products for agriculture. However, the growing number of counterfeits in the market is a big challenge. This not only has a negative impact on farmers but also for industry. Farmers often unknowingly purchase counterfeits which later leads to huge economic losses for them. Counterfeit products are also a big challenge to the environment as they are not safe compared to original products which are tested before being authorized for use.
- Need to promote hybridization in Pearl Millet: There is considerable scope to further accelerate the efforts on the hybridization program in Pearl Millet. Government support in this regard is crucial as this will further lead to improvement in farmer expectations from the crop, improve ROI and thus lead to income augmentation.
- There is an immense opportunity to further enhance the consumption of this superfood. The momentum that Government has created should be intensified and pave the way toward a sustainable future for these miracle crops.

Future of Millets :

With the Government of India's keen focus on the Millet mission and celebrating 2023 as the International Year of Millets, the demand for millets is increasing globally and an increasing number of people are waking up to the benefits of these miracle grains. These climate-smart crops have the capacity to empower farmers while ensuring food, nutrition, feed, fodder, and water security.

Current initiatives and future priorities:

Corteva Agriscience offers products that deliver outstanding performance and better yield for Pearl Millet (Bajra). Corteva's Research Centre at Jaipur, Rajasthan, India undertakes a breeding program in Millets. A few ongoing initiatives and future priorities of Corteva in Pearl Millet are as under:

- Working towards sustainability, the focus is to develop new hybrids with shorter maturity and shorter plant height, which need less water and other inputs, but are high yielding.

- Disease tolerant hybrid: DM tolerant varieties and high-stress tolerant varieties to handle the extremely dry & harsh climate of Western Rajasthan.
- Millet silage: This is a unique initiative for Gujarat, Rajasthan & Haryana farmers where they are able to get locally produced high-quality silage
- Developing hybrids with low rancidity to increase the storability & life of Pearl millet grain & flour









Point of Contact	
Name: **Shweta Singh**	Designation: Strategy Marketing Lead
Email id: shweta.singh@corteva.com	

Name of Organization

International Food Policy Research Institute/ HarvestPlus

Year of Incorporation	:	2003
Name of founder	:	Howarth "Howdy" Bouis
Geographical Area of Operation	:	Along with its implementation partners, HarvestPlus is producing Iron biofortified pearl millet in Uttar Pradesh, Haryana, Jharkhand, Maharashtra, Karnataka and Rajasthan.
Connect with number of Millet farmers	:	89,665 farmers

Top three millets :

HarvestPlus supports the Indian Council of Agricultural Research-National Agricultural Research System (NARS), state agricultural universities (SAUs), and international agricultural research organisations such as ICRISAT in breeding, testing and release of millets. Top three millets are:

- Iron enriched Pearl Millet
- Calcium-enriched finger millet
- Zinc-enriched sorghum

New product launched: Iron & Zinc-enriched Little Millet

Facts & Figures :

Improvement from last year

- **Production -** Seed Production improved from 286 MT in 2021 to 334 MT in 2022; Grain Production improved by 17%

Challenges:

Supply Chain- Similar to the millet supply chain, IPM also suffers from inconsistent supply and demand preventing its commercial viability. Lack of public awareness about the nutritional benefit of biofortification and of millets has led to its limited adoption.

Procurement- Post-harvest segregation and storage of biofortified crops is also an issue, preventing farmers from realizing a premium over regular millets.

Policy & Advocacy- In comparison to wheat and rice, millets lack institutional arrangements to be promoted under social security schemes such as PDS, MDM, and ICDS.

Current initiatives:

Overview & Outreach:

Biofortification is the process of breeding nutrients into staple food crops; it is a cost-effective and sustainable agricultural investment that can help to reduce mineral and vitamin deficiencies, especially in the diets of the rural poor.

By 2022, HarvestPlus and its partners in India have supported the release of ten varieties of conventionally bred iron biofortified pearl millet, 89,665 households are growing it, and almost half a million people are consuming it. Given the current trends, it is expected that 114 million people would be consuming IPM (on-farm) by 2030.

Market Establishment:

The British Standards Institute (BSI) and HarvestPlus have released the first-ever international standards for Iron enriched biofortified crops, paving the way for global and national trade and ensuring rapid adoption of nutrient- enriched grains in commercial food systems. These standards can help overcome the barriers to scale and be a game-changer for the commercialization of biofortification, which is a powerful technique for addressing malnutrition.

In addition to this, in India Food Labeling and Marketing Provisions for Iron Pearl Millet have also been released. This brochure aims to increase the growth of IPM and ZW food sector enterprises in India by advancing product marketing and labeling, processes and research models through market research and linkages.

HarvestPlus is also working with multiple startups and has already launched a range of Ready-to-Eat like cookies, ladoos, crackers and Ready-to-Cook snacks noodles, idli & upma mix, etc into the market under the biofortified logo.

Certification logo for Biofortified Grains





Considering the varieties preferred by the Indian palate, HarvestPlus is also working on the nationwide release of calcium-enriched finger millet and zinc-enriched sorghum.

Future plans:

- Introducing millets into social security programs like the Public Distribution System (PDS) and Mid Day Meals (MDM)
- Implementing and publishing an Acceptability study of Millet-based products with Akshay Patra
- Introduction of millet-based snacks in select schools of Maharashtra, Rajasthan and Uttar Pradesh
- Address growing urban demand and the challenges
- Working on improving the taste and introducing better recipes to get millets on everyone's plates and make them part of everyday food consumption.
- Encourage food processors to incorporate millet enriched food products across their portfolio
- Improvement farmer awareness & acceptance of nutrient enriched millets
- Create platforms and plan for events to address the myths and misconceptions if any

Partner with implementation agencies to ensure the reach of nutrient enriched millets to the vulnerable sections



Point of Contact

Name: **Ravinder Grover**
Designation: Regional Coordinator-Asia
Email id: r.grover@cgiar.org

Name of Organization

Reliance Retail Limited

Year of Incorporation	:	1998
Name of founder	:	Shri Mukesh Dhirubhai Ambani
Geographical area of operations	:	PAN India
Area of Operation	:	Retail

Top three millets :

- Little Millet
- Kodo Millet
- Foxtail Millet

New product launched:

Barnyard Millet & Proso millet in 500 G pack. Jowar, Bajra and Ragi in 2kg packs

Facts & Figures:

Improvement from last year

1. Production- 50%
2. Productivity- 50%

Challenges :

- Procuring unpolished millets without any foreign particles is a huge challenge, because of the lack of state of art production facilities.
- Difficult to store because of easy infestation
- Price Volatility
- Lack of awareness on usages of millets

Current initiatives:

- Pushing sales of millets in stores as a part of 'International year of Millets'
- Promoting millets as a healthy alternative in meals through in store promotions and panels.
- Availability of millets in both Reliance's own brand and Manufacturer's Brand in all Reliance stores.
- Wet Sampling in stores
- Innovative packagings with QR code for various Millets' based recipes

Future plans:

- Introduction of new products - Parboiled millets, Poha Millets, Millets flakes
- Introduce parboiled Millets Pan India
- Millets flakes of major Millets
- Promote Millets based Vermicelli & Noodles
- Pearl Millet based Sweets (Laddo)
- Ready made Millets Chapati (for new age housewives)
- Puffed Millets
- Other healthy millet based Snacks



Point of Contact

Name: **Dilip Mohanty** Designation: Sr. Vice President

Email id: Dilip.Mohanty@ril.com

Name of Organization — Marico Limited

Year of Incorporation	:	1998
Name of founder	:	Harsh Mariwala
Geographical area of operation	:	All Over India
Area of Operation	:	FMCG company dealing in Personal care, skin care and convenience food
Connect with number of Millet farmers	:	Not working directly with farmers

Top three millets :

- Sorghum
- Finger Millet
- Pearl Millet



New product launched:

Saffola Munchiez Ragi Chips - With Ragi Flour as an ingredient

Saffola Karara Crunch - With Jowar Flakes, Ragi Flakes & Bajra Flakes as ingredients

Saffola Oats Gold - With Jowar Flakes as an ingredient

Challenges :

- We are trying to do technology improvements in Millet Flaking/Puffing. And also do shelf life improvements in Value Added Millet Products
- Currently flour and flake shelf life is 2 months. We are trying to get ingredients with 4-6 month shelf life.
- On procurement of flakes and puffs, we want to get introduced to processors as our requirement is Over 100 MT per month. We also want to gain insights into doing processing in-house and setting up a unit.



Current initiatives:

We are adding millet flakes as an ingredient in our Saffola Masals Oats

Future plans:

We are planning to do inhouse flaking of millets

Point of Contact

Name: **Abishake Koul/Pravin Patil** Designation: Manager/Head

Email id: abishake.koul@marico.com

Name of Organization

BRITANNIA INDUSTRIES LTD.

Year of Incorporation	:	1918
Name of founder	:	Mr. Nusli Wadia
Geographical area of operations	:	India
Area of Operation	:	FMCG packaged food

Top three millets:

- Raagi (Finger millet)
- Jawar (Sorghum)
- Bajra (Pearl millet) besides Kangni (Fox Tail millet), Kodo (Kodo millet), Kutki (Little millet)

New product launched











Challenges:

- Palatability issues & acceptance by consumers
- Processability as there is no gluten
- Stability of flours/ rancidity
- Uniform raw material quality
- Few large, consistent suppliers

Current initiatives:

Introduced millets in the snacking category. Offering healthier snacking choices for the consumers, best tasting and best quality food products.

Future plans:

Breakfast space: Britannia is continuously innovating and reformulating food products with better nutrition offerings and millets is one of the key ingredients. Millets are packed with nutrition and protein, are gluten-free, healthier than other grains and can be used in various breakfast options. We are committed to develop new and exciting variants for different palettes of the population.

Point of Contact

Name: **Rohit Awasthi**
Designation: Head – Scientific & Regulatory Affairs
Email id: rohitawasthi@britindia.com

Name of Organization: ITC Limited - Agri Business Division (ABD)

Year of Incorporation	:	1910
Geographical area of operations	:	22 States

Area of Operation:

ITC Limited is one of India's foremost private sector companies with a Gross Revenue of 69,481 crores and Net Profit of 18,753.31 crores (as on 31.03.2023). ITC has a diversified presence in FMCG, Hotels, Packaging, Paperboards & Specialty Papers and Agri-Business. ITC's aspiration to be an exemplar in sustainability practices is manifest in its status as the only company in the world, of its size and diversity, to be carbon, water and solid waste recycling positive. In addition, ITC's businesses and value chains create sustainable livelihoods for more than 6 million people, a majority of whom represent the poorest in rural India.

Brief description of the business model

ITC has diversified presence in following sectors:

FMCG: Businesses spanning Foods, Personal Care, Stationery Products, Agarbattis & Matches

Agri Business: Agri commodity sourcing from 22 states, supporting over 20 value chains, digitizing agriculture through ITCMAARS.

Paperboards & Packaging: Services industry requirements - from FMCG cartons to electrical insulation papers to Bio-based Barrier Coated Board, to decorative laminate base to writing and printing papers.

Hotels : World-class properties under 6 brands - ITC Hotels, Mementos, Welcomhotel, Storii, Fortune and WelcomHeritage

Information Technology: ITC Infotech, a wholly owned subsidiary and a leading global technology services and solutions provider.

Connect with number of Millet farmers :

ITC has a elaborate farmer connect through its e-Choupal programme that has empowered 4 million farmers in the last two decades, and this farmer connect is being leveraged to promote best package of practices, input recommendation and digital assistance on advisory and credit through ITCMAARS, for Millet Farmers in Madhya Pradesh, Maharashtra, Uttar Pradesh, Rajasthan and Kranataka.

Top three millets :

- Sorghum (Jowar)
- Pearl Millet (Bajra)
- Finger Millet (Ragi)

New product launched

To cater to the diverse needs of consumers, ITC has launched products across traditional and modern formats viz. 'Gluten Free Flour', 'Multi-Millet Mix', 'Ragi Flour', and Vermicelli & Biscuits under the 'Aashirvaad' and 'Sunfeast' brands respectively. ITC has also designed products that suit every meal occasion like millet idlis for breakfast, biscuits & cookies for snacking and noodles & pasta for other meals. The thrust on millets is further exemplified by the Hotels Business creating easy-to-try recipes with millets to help encourage individuals experiment with the taste and texture of millets. Moreover, Hotels division is also serving various millet delicacies to their guests/customers regularly.

ITC has recently launched 'ITC Mission Millets' - an initiative to develop an innovative 'good-for-you' range of millet-based products for new-age consumers that caters to every meal occasion, age group and formats which are being progressively introduced in the market.

Challenges :

Various challenges are faced during the introduction and promotion of Millets among the farmers as a part of ITC's interventions, as there is resistance among the farmers to adopt new crop, technology, and machinery. Farmers lean towards growing paddy, wheat and other regional staple crops, owing to their relatively high demand and net income, as compared to Millets that have not been established as a profitable crop yet in the Indian Agriculture scenario.

There is a gap in proper knowledge and technology transfer among the farmers. Lack of promotion of superior seed material and best package of practices has pushed the framers towards other staple crops. Less commercialization and mechanization of farm operations, along with the lack of availability of farmgate machinery for post harvest processing leads to low price realization of the millets in the market. Poor market linkages and unavailability of support for value addition is another factor contributing to low adoption of Millet by the farmers. The socioeconomic condition of most framers with small land holding does not allow them to adopt Millets instead of the conventional crops that provide them relatively better returns and have ample of extension services available.

ITC ABD has made its efforts in dealing with these challenges by providing technical know-how of the practices in Millet framing through its extension & capability building efforts such as Choupal Pradarshan Khets, farmer meetings, field days, village meetings and handholding the farmers through ITCMAARS. ITC also intends on helping to set up the market linkages for the farmers and facilitate the financial support under different govt scheme and through various in-house programs. Earlier, ITC-ABD has also implemented PPP programmes in Maharashtra and Andhra Pradesh in collaboration with IIMR, Hyderabad and Govt. of Andhra Pradesh respectively, where farmers were encouraged to undertake millet cultivation, provided post harvest processing machinery, promoted value addition and facilitated market linkages.

Future plans:

ITC plans on development of a Millet Value Chain development in its existing and new geographies with the help of its farmer connect. The main focus will be on providing end-to-end support to farmers from land preparation to post-harvest handling of the produce and market linkages. This will be achieved with the help of mass awareness & training campaigns, village meetings, field days, interactions with subject matter specialists and one-on-one interaction with the farmers. Advertising through Wall painting, Van campaign and social media drive will be crucial in spreading the awareness among the farmers.

ITC is focusing on formation & promotion of FPOs in identified regions to create clustures of region specific millets. These FPOs are being faciliatated with input, advisory and credit support. These farmers are also a part of Crop Development Programmes where Millet demonstrations disseminate improved PoPs, technologies with the help of digital support and increased service offering through ITC MAARS platform which provides crop advisory services such as PoPs, Crop calendar, 'Crop Doctor' and millet focussed articles, information about schemes, initiatives. This, along with the liaising with Institutes, R&D agencies, Govt. Departments for advisory and extension will help bringing Millets to the forefront of current agricultural scenario.





Point of Contact

Name: **Mr. Sachin Sharma** Designation: Vice President – Channel Operations & Dairy

Email id: sachin.sharma@itc.in

Name of Organization

Jubilant Foodworks Limited

Year of Incorporation	:	1995
Name of founder	:	Mr S S Bhartia and Mr H S Bhartia. Public Listed Company
Geographical area of operations	:	PAN India
Area of Operation	:	Input

Business model

Jubilant FoodWorks Ltd is India's largest Food Service Company and is part of the Jubilant Bhartia Group. Jubilant FoodWorks has 1800+ restaurants of Domino's Pizza in around 390 cities. Apart from that, Company also operates Dunkin' restaurants, Popeyes restaurants and Hong's kitchen.

Jubilant FoodWorks has 08 Food Processing Plants in different parts of the country.

Top three millets :

- Finger Millets / Ragi

New product launched

In July 2023, Jubilant FoodWorks Limited launched the Innovative Millet Pizza i.e. NEW RAGI SUPER CRUST Pizza in Gujarat. The Hon'ble Chief Minister of Gujarat Shri Bhupendrabhai Patel, graced the event. As a brand, renowned for its innovation and customer satisfaction, Domino's latest menu addition aligns with the United Nations' declaration of 2023 as the International Year of Millets.





Challenges:

Supply Chain challenges like seasonality & availability of crops, right quality and building Customer demand.

Current initiatives:

Extend/Launch of Millet Pizza at National level.

Supporting FSSAI initiative of promoting Millets through Eat Right Millet Mela at various places. We've already conducted following three events in the past.

- Eat Right Mela, Noida : Jan'23.
- Walkathon: Millets Shree Anna at AIIMS on 26th March'23.
- Walkathon: Millets Shree Anna at Katra, J&K on 7th April'23.

Future plans :

Continue to focus on developing innovative products from other Millet family and building awareness about Millet Pizza and its benefits. Currently, we're exploring Pearl Millet and Sorghum.



Point of Contact

Name: **Mukesh Mehta**

Designation: General Manager – Corporate Affairs

Email id: mukesh4@jublfood.com

Name of Organization

Godrej Tyson Foods Ltd

Year of Incorporation	:	2008
Name of founder	:	Godrej Tyson Food Ltd is a joint venture of Godrej Agrovet Limited and Tyson Foods, U.S.A
Geographical area of operations	:	Pan India

Give a brief description of the business model:

Godrej Yummiez has its own breeding and rearing farms which supply chicken to its factories. Post processing at plants, the products reach consumers via widespread network of distributor and retailers. Keeping the consumer sensitivity in mind, Yummiez has separate plant for veg (Ludhiana) and non Veg (Hozkote)



Top Two millets :

- Jowar
- Bajra

New product launched:

Godrej Yummiez, a leading brand of frozen ready-to-cook products from Godrej Tyson Foods Limited (GTFL), unveiled the all-new Yummiez Millet Patty - a preservative-free ready-to-cook snack. Godrej Yummiez has developed the millet patty as an innovative snack option. It is made with the goodness of millet such as Jowar (Sorgum) and Bajra (Pearl Millet). Godrej Yummiez Millet Patty is a yummy, crispy, and tasty snack made using Individual Quick Freeze (IQF) technology that keeps it fresh without the use of any preservatives. With high fiber content and vitamins of millet blended with a flavorful mix of herbs and spices, these patties make snacking enjoyable as well as tasty and healthy.



Godrej Yummiez Millet Patty is made from excellent quality ingredients and is ready to cook. It can be deep-fried, air-fried or shallow-fried and served hot. This product is now available across online and offline retail outlets in a pack of 37O gms (10 pieces) at MRP of INR 180.

Facts & Figures:

- Production - 30% growth
- Exports - 3X growth

Challenges:

Since the frozen products require -18^{0} C temperature to stay fresh, supply chain feasibility is still a challenge in the sector. It creates challenge while expanding to new cities or penetration in existing markets.

Current initiatives :

The Yummiez Millet Patty was showcased at 'Eat Right Millet Expo' organized by Food Safety and Standards Authority of India (FSSAI) on the sidelines of the G20 India Health Ministers' Meet that took place Aug 17-19 in Gandhinagar, Gujarat.

Godrej Yummiez Millet Patty is distributed as part of the breakfast on legacy trains like Rajdhani and August Kranti. This one-month activity is done by Godrej Yummiez in partnership with Indian Railway Catering and Tourism Corporation (IRCTC).

Future plans:

Godrej Yummiez will continue to work on making every household embrace the goodness of millets with our extensive distribution.

This will transform them into heartwarming and quick meals we all love- a true embodiment of 'ghar ka fast food'

We will continue work on our commitment to innovation, nutrition and convenience.







Point of Contact

Name: **Deepak Kapoor**

Designation: Manager – Corporate Brand & Communications

Email id: deepak.kapoor@godrejinds.com



STARTUPS







Name of Organization

Treta Agro Pvt. Ltd (Just Organik)

Year of Incorporation	:	2013
Name of founder	:	Pankaj Agarwal/Richa Agarwal
Geographical area of operations	:	India, USA, Singapore, UAE and Europe
Connect with number of Millet farmers	:	Around 5000 farmers

Area of Operation:

From sourcing of Raw Material to Processing of the Material (Millets) for primary processing like dehusking, grading, sorting and secondary processing like flouring and roasting, then selling all over the world to retail as well as bulk customers. B2B, B2C, B2G, Farm to Kitchen.

Top three millets :

- Finger Millet
- Barnyard Millet
- Amaranth

New product launched:

- Multi Millet Melange (millet based dalia that is ready to cook)
- Millet soup (instant soup made of millets)
- Millet Muesli
- RTE based upon Millet
- Millet Thandai

Facts & Figures :

Improvement from last year

- Production - 100%
- Productivity - 30%
- Exports - 35%





Challenges:

The biggest challenge is the availability and consistency of the quality. Being very local the quality and specs change with the change in geographical location and hence it becomes difficult to anchor the product specs with millets.

Current initiatives:

Working on the supply side and ensuring the consistency of the quality and material. Exports is a lucrative market but that needs consistent quality and commitment on the quantity. With our initiatives we are trying to do that.

Future plans:

We are working with the farmers and other organizations that are connected with the farmers to make sure that the awareness about certain expectations is created. We are also working with govt and institutions to support the collection from the farm gate to further ensure the quality and quantity.









Point of Contact

Name: **Pankaj Agarwal** Designation: MD

Email id: pankaj@justorganik.com

Name of Organization

Wholsum Foods Private Limited

Year of incorporation	:	2013
Name of Founders	:	Meghana Narayan, Shauravi Malik, Umang Bhattacharyya
Geographical Area of Operations	:	Pan India (office in Gurgaon)
Connect with number of Millet farmers	:	We are working on a few initiatives, the first of which goes to market this Diwali. For this initiative, we are working with an FPO named Mavim that works with over 1600 farmers in Ratnagiri, Maharashtra

Area of Operation: Millet Based Commodity as well as Value Added products

Top three millets :

- Jowar
- Ragi
- Foxtail Millet

New product launched:

We are always working on launching new products. Our most recent launch includes 3 variants of millet milk mix for kids

- Vanilla
- Berry Blast
- Chocolate

Facts & Figures:

Sales grew by 150% from FY 2021-22 to FY 2022-23

Challenges :

Procuring grains and other raw material at competitive pricing is a major challenge. Our current price of procurement is so high that it is impossible for us to price match with competitors. Any support from the government in this will be sincerely appreciated.

Current Initiatives:

- **Awareness:** We are working on building awareness about millets and their health benefits. We have a strong online presence for both our brands, Slurrp Farm and Mille A Supergrain Co
- **Working with FPOs:** We want to work directly with farmers and farmer organisations. Under this initiative, we are launching a box this Diwali that will have products made with millets sourced from small scale farmers in Ratnagiri, Maharashtra



Future Plans:

- We will continue building awareness about millets in the country
- Increase adoption of millets in households across India by launching easy to consume value add products (eg Millet Flakes, Millet Noodles, etc)
- We will work towards building stronger relationships with farmers and FPOs and work on creating sustainable sourcing models that keep the farmer's welfare at the forefront.













Point of Contact

Name: **Prianka Sen**

Designation: Manager, PR and Corporate communications

Email id: prianka.sen@wholsumfoods.com

Name of Organization

Mighty Millets Lifestyles Pvt. Ltd.

Year of Incorporation	:	2019
Name of founder	:	Sahil Jain & Dr Meena Jain
Geographical Area of Operations	:	India
Area of Operation	:	Marketing and procurement
Connect with number of Millet farmers	:	Through manufacturers (+200)

Top three millets :

- Pearl Millet
- Sorghum
- Ragi

New product launched:

Millet Cookies (in process), number of Nutrition Bars and Savouries (In process)



Facts & Figures :

Improvement from last year

- Production - Our production has doubled from the last year for certain SKU
- Exports - We are exploring leads for initiating exports. We have a fully equipped facility for the same.

Challenges :

- We are currently facing a challenge in reaching out to new/ potential clients (lead generation).
- Lack of funds in penetrating the B2C sector.
- Shelf life of the products is limited considering they are natural and preservative free.

Current initiatives:

Enter into new institutional sectors and leveraging IYoM23 for creating awareness and sales. Expanding our product portfolio. In the process of initiating a digital marketing campaign.

Future plans:

To increase institutional sales and create a strong foothold in B2C. Our focus will be on innovation, ensuring our offerings remain at the forefront of healthy and sustainable food trends. Additionally, we plan to implement a robust distribution network to reach more institution/sectors and explore strategic partnerships to enhance our market presence.





Point of Contact	
Name: **Sahil Jain**	Designation: CEO
Email id: sahil@mightymillets.com	

Name of Organization

Millet Mart Ventures Private Limited

Year of incorporation	:	2023
Name of Founders	:	Satyanarayanan Raman & Parthasarathy Iyengar
Geographical Area of Operations	:	India and GCC countries
Connect with number of Millet farmers	:	10+ FPOs

Area of Operation: Export of all Millets and Millet Value added products

Top three millets :

- Sorghum
- Jowar
- Little Millet

New product launched: We are providing Services in Dubai our Services to Map MOIAT's Industrial Technology Transfer Index (ITTI) which ensures Industry 4.0 Compliance to Industries.

Challenges :

- **Traceability:** The lack of traceability in the millet supply chain creates uncertainty among buyers regarding the origin and quality of the products. This hampers global trade and limits the market reach for Indian millets.
- **Credibility:** Credibility is a significant concern for buyers looking for consistent quality and adherence to food safety standards. Without a robust credibility system, Indian millets struggle to compete in the global market.
- **Fair Pricing:** Farmers often face the challenge of selling their millet produce at lower prices due to the absence of proper storage and processing facilities near the farm gate.

This leaves them at the mercy of intermediaries and reduces their bargaining power.

Current initiatives:

- **Global Agri Value Chain:** Millet Mart Ventures could be actively involved in building a global agri value chain for millets. By collaborating with various stakeholders like farmers, processors, manufacturers, and exporters, they can create a seamless network that facilitates the smooth flow of millet products across international markets.
- **Smart Farming with AI & IoT:** Leveraging the power of artificial intelligence and Internet of Things (IoT), Millet Mart Ventures may have developed smart farming solutions. These technologies can optimize agricultural practices, improve crop yields, and enhance overall farm productivity.

- **Promoting Millet-based Value-Added Products:** Millet Mart Ventures might be actively promoting value-added products derived from millets, such as millet-based snacks, flours, and ready-to-eat meals. This initiative aims to increase the consumption of millets by offering innovative and convenient products to consumers.
- **Quality Maturity Model (QMM) Accreditation:** Millet Mart Ventures could have obtained accreditation from Breakthrough Management Quality Registrar, UK, for their Quality Maturity Model (QMM). This recognition signifies their commitment to maintaining high-quality standards in millet production and processing.
- **International Collaborations and Partnerships:** Millet Mart Ventures may have entered into collaborations and partnerships with international organizations, research institutions, or governments to promote millet cultivation, consumption, and export on a global scale.
- **Capacity Building and Training:** The company might be actively involved in capacity building and training programs for farmers, processors, and other stakeholders. These initiatives can help enhance their skills and knowledge in millet cultivation, processing, and marketing.

Please note that the above information is speculative and based on general trends in the millet industry.

Future plans:

Traveling with APEDA to nearly to 20 Roadshows in various countries.

Millet Mart Ventures, driven by a vision of becoming a global leader in millet value-added product exports, has set ambitious targets for the coming years. With strategic planning, industry mentoring, and a focus on quality adherence, the company aims to achieve remarkable growth in its export capabilities. Let's delve into our future plans:

- **Export Targets:** Millet Mart Ventures is steadfast in its commitment to expanding its export volume. By March 2024, the company aims to export approximately 25 tons of millet value-added products per month. Bolstered by this progress, their long-term goal is to elevate their export capacity to an impressive 250 tons per month by March 2025.
- **Industry Mentoring and Hand Holding:** Recognizing the value of experience and knowledge, Millet Mart Ventures plans to engage in industry mentoring initiatives. They will seek guidance from seasoned professionals, trade experts, and veterans in the export domain. This mentorship will provide invaluable insights, best practices, and growth strategies, enabling the company to navigate international markets more effectively.
- **Foolproof Promotion Plans:** To amplify their presence in both domestic and international markets, Millet Mart Ventures has devised comprehensive promotion plans. Leveraging the power of radio jockeys (RJs), they will launch captivating radio campaigns to reach a wider audience. Additionally, the company will actively engage in in-shop promotions, collaborating with brand owners to create enticing displays and marketing experiences that captivate customers.
- **Emphasis on Quality Adherence:** Millet Mart Ventures understands that quality is the cornerstone of sustainable growth in the export market. To fortify their position, the company will place a strong emphasis on strict quality adherence throughout their production and supply chain.

Implementing advanced quality management systems, they will ensure that every millet value-added product meets international standards, earning the trust of global consumers.

- **Mapping to International Compliance:** To facilitate seamless trade and overcome barriers in international markets, Millet Mart Ventures will meticulously map its value-added products to various international compliance standards. This will include certifications such as HALAL, USFDA, and other relevant compliances, reinforcing the credibility of their products and facilitating smooth global market access.
- **Sustainable Growth Strategies:** Millet Mart Ventures is committed to sustainable growth and will adopt environmentally friendly practices throughout their operations. As a responsible player in the industry, they will prioritize eco-friendly packaging, ethical sourcing, and resource conservation, showcasing their dedication to social and environmental stewardship.

In pursuit of their bold vision, Millet Mart Ventures remains unwavering in its determination to drive the millet value-added product export revolution. With a customer-centric approach, a focus on quality excellence, and strategic partnerships, the company is poised to shape the future of millet exports and promote the goodness of millets worldwide. As we embark on this transformative journey, Millet Mart Ventures is dedicated to creating a lasting impact on the global millet industry.



Point of Contact

Name: **Sathyanarayanan Raman** Designation: Chief Operating Officer

Email id: coo@is360milletmart.com

Name of Organization

Magnum Foods & Snacks Pvt Ltd (Munchfit)

Year of Incorporation	:	March, 2021
Name of founder	:	Ms. Shubhangi Sawant and Mr. Fazal Ahmed
Geographical area of operations	:	Pan India
Area of Operation	:	Value added millet products
Connect with number of Millet farmers	:	Through FPOs

Top three millets :

- BAJRA
- RAGI
- JOWAR

New product launched: Multimillet Cookies

Facts & Figures:

Improvement from last year

Production - 70 Lakhs **Productivity - 70 Lakhs/Hectare** **Exports - Under Process**

Challenges :

SUPPLY CHAIN /PRODUCT DEVELOPMENT

- Since millets are coarse grains, despite processing, they cannot match the taste and ease of cooking of conventional wheat or rice-based products. As a result, many enthusiastic customers abandon the product.
- Support system for Millet & Startups from Governments & institutions. - Initiative to encourage millet-based food products, and their benefits to people at large. This challenge will promote the use of millet as part of a healthy and diverse diet through certified eat-right campuses.
- Production of millet, processing, value addition, marketing, and consumption.
- No access to funding
- Supply chain issues

- Regulatory roadblocks & policy gaps
- Lack of Awareness and Perception, despite their immense nutritional value, millets have long been overshadowed by other cereal crops like rice and wheat. Misconceptions surrounding millets as a food source have hindered their widespread acceptance. Consumers often lack awareness and understanding of the numerous health benefits associated with millets. It is crucial to address these misconceptions and enhance consumer knowledge to boost the demand for millet-based products

Current initiatives:

- We are reaching out to the farmers to source the raw materials .
- Attendenting B2B meetings at the events
- Creating awareness for millets & its benefits .

Future plans:

- To expand market reach in the domestic markets
- Start exports



Point of Contact	
Name: **Ms Shubhangi Sawant**	Designation: Co-Founder & Managing Director
Email id: shubhangi@munchfit.in	

Name of Organization

Sresta Natural Bioproducts Limited

Year of incorporation	:	2004
Name of Founders	:	Rajashekar Reddy Seelam
Geographical Area of Operations	:	India and in 34 countries globally including USA, Canada, GCC Region, certain European countries, certain South East Asian countries, Australia and Singapore
Connect with number of Millet farmers	:	Over 1000 farmers

Area of Operation: Export of all Millets and Millet Value added products

Top three millets :

- Sorghum
- Finger Millet
- Pearl Millet

New product launched:

Developed innovative products using millets: Ready to Cook products like Ragi Idli,Millet Dosa, Vermicelli, Multigrain flours, and Snacks. We are one of the first brands to take Ragi, Jowar & Bajra into mainstream retail in India & other countries by promoting them at various levels.

Challenges :

The biggest challenge is to create awareness about millets and make millets a part of daily meals. This requires sustained efforts over a long period of time. Farmers are willing to produce if there is a market and prices are remunerative vis-à-vis other crops. Value addition and convenience are impact factors, to remove the drudgery, appropriate processing technologies and equipment are required.

Current initiatives:

Sresta since its founding in 2004 works with the farmers in promoting proper crop rotations and crops which are optimal for the agro ecology and economic conditions of the farmers in various regions. More than 70% of our projects are in rainfed areas. Millets form an integral part of the cropping system in these regions and contribute to sustainable food production.

- Sresta has been at the forefront of promoting Millets in these regions given their drought resilience. We promote Sorghum (jowar), Finger Millet (Ragi), Pearl Millets(Bajra), and minor millets like Foxtail Millet, Proso millet, Barnyard Millet, Little Millet, Brown top millet etc. We have been investing on the brand & popularizing organic foods and millets. We are one of the first brands to take Ragi, Jowar & Bajra into

mainstream retail in India & other countries by promoting them at various levels. Sresta has also been working with Indian Institute of Millet Research, ICRISAT and the Millet mission to identify suitable cultivars and contributing to create the right policy framework for millets.

- Sresta has also been at the forefront to develop appropriate processing technologies including parboiling of millets to increase the shelf life, improve taste and conserve the nutrition. We have developed Ready to Cook products using millets. Ragi Idli, Millet Dosa, Vermicelli, Multigrain flours, Snacks etc are some of the millet products sold in India and worldwide under the '24 Mantra' Brand name.

Future Plans:

Sresta has always addressed issues of creating communities for farmers who are committed to the cause of organic farming, ensuring continuing means of livelihood and building mutually beneficial relationships. Also, in all our future endeavours our intent is to transform food habits of India to healthier and organic options remains steadfast. We continuously work on developing innovative and healthy food products using millets and other grains.

Point of Contact

Name: **Ambica Vankamamidi**
Designation: Senior Manager, Corporate Communications
Email id: ambica.v@srestaorganic.com

Name of Organization

Minkan Agro Industries Pvt. Ltd.

Year of incorporation	:	2021
Name of Founders	:	Vishalakshi Reddy Vuyyala
Geographical Area of Operations	:	Hyderabad, Telangana
Connect with number of Millet farmers	:	500 plus Farmers, Micro Processing Units and Rural Artisans

Area of Operation:

Food & Agri Sector

- Millet Value Added Products
- Market Integration

Top three millets :

- Foxtail Millet
- Little Millets
- Finger Millets

New product launched:

Millet Bank has 32 plus SKU's in our portfolio currently. Our range of products include;

- Millet Noodles
- Millet Pasta's
- Millet Fills
- Millet Cookies
- Millet Muesli's
- Millet Breakfast Mixes - Dosa, Pongals

Recently launched Millet Instant Noodles and are in the process of launching Millet Cereals.

Facts & Figures :

Improvement from last year

- **Production -** 500% increase in the production of value added products for the financial year 2022-2023 compared to 2021- 2022
- **Productivity -** Not applicable for us
- **Exports -** Last 2 years we focused on strengthening the supply chain. This year, we are working on several enquiries from USA, Canada and GCC.

Challenges, if any (in your sector such as Product development/Procurement/ Supply Chain/any other):

PRODUCTION LEVEL CHALLENGES

Millets, also known as Shree Anna, have been cultivated for thousands of years, serving as a staple food globally. However, commercial agriculture disrupted the ancient millet food chain within a short span of 50 years, breaking a 4,500-year-old food culture. Small and marginal farmers, particularly women, primarily cultivate millets in dryland agricultural regions with limited water resources, leading to economic vulnerability. These regions pose complex challenges within the supply chain, including insufficient quality seeds, low yields, labor-intensive practices, inadequate processing facilities, storage constraints, and limited market access. Addressing these issues requires an integrated approach, as singular interventions may not effectively resolve the underlying problems.

PROCESSING LEVEL CHALLENGES

Many millet-processing techniques are labor-intensive and time-consuming, hindering large-scale production and commercialization. Though the market demand is increasing, the latest technology is not being adopted by many players due to affordability issues. Millet grains and processed products may have shorter shelf lives, leading to potential food losses if proper storage facilities are not available.

MARKET LEVEL

- Many consumers are unfamiliar with millets and their health benefits. The lack of awareness about millets' nutritional value and versatility in cooking can deter people from including them in their diets. Many consumers also do not know the cooking process of Millets.
- In some regions, millets have historically been considered as food for the poor or marginalized communities. This perception may create a stigma around millets and discourage consumers from incorporating them into their regular meals. However, thanks to the International Year of Millets, there is a shift in this thinking.
- Despite their numerous benefits, millets may not be readily available in mainstream grocery stores or supermarkets. Limited accessibility can hinder consumers from trying out millet-based products. Onboarding charges of products and high commissions of the modern trade is an issue for start-ups to reach the market.
- The price of millet products can sometimes be higher than other grains, making them less affordable for price-sensitive consumers.
- In fast-paced urban environments, convenience and time constraints often lead consumers to opt for familiar and quick-to-cook foods, which may not include millets.
- Globalization and the influence of Western diets may result in a shift away from traditional, locally-sourced grains like millets.

Current initiatives:

- **Millet Bank Brand - Millet Based Value-Added Products**

  Millet Bank engages in the formulation, branding, packaging, and distribution of value-added millet products. By adding value to millets, the organization aims to create market opportunities and increase the consumption of millet-based products. We have launched about 32 product

SKU's including a variety of noodles, cookies, pasta's, breakfast mixes and a dessert section. we are distributing through various channels across India.

- **Krisayu Brand - Sustainable Gifting**

  We promote consumer awareness through sustainable gifting and experiential activities and content. By educating consumers about the nutritional and environmental benefits of millets, the organization aims to create a demand for millet products and foster a shift towards a millet-centric food culture.

Future Plans:

- **Grain Box -** a hyper-local, circular & sustainable agri-supply chain infrastructure (at Village Level): Grain Box, inspired by decentralized granaries, operates on a "Design, Build, Activate, operate" model and blended financing to create self-sustainable infrastructure at grassroot level. Through 1-10-acre prototypes customized to local needs, it integrates people, infrastructure, technology, and markets at all levels. Grain Box brings numerous benefits: improved income, efficiency, work-life balance, crop diversity, and health for farmers; easy connectivity, high-quality products, and streamlined logistics for buyers; optimized technology for social good and grants for soil health improvement by the government; and quality food and farming practices understanding for consumers. Our first pilot is in process.



Point of Contact

Name: **Vishalakshi Reddy Vuyyala** Designation: Founder
Email id: vishala@minkan.in

Name of Organization

Bewust Foods Pvt Ltd (Bazic)

Year of incorporation	:	2019
Name of Founders	:	Dr Tanu Shree Singh, Dr Reema Rathore, Sonia Grover
Geographical Area of Operations	:	Pan India
Connect with number of Millet farmers	:	Over 1000 farmers

Area of Operation: Food Processing

Top three millets :

- Pearl Millet
- Sorghum
- Finger Millet

New product launched:

Developed innovative products using millets: Ready to Cook products like Ragi Idli,Millet Dosa, Vermicelli, Multigrain flours, and Snacks. We are one of the first brands to take Ragi, Jowar & Bajra into mainstream retail in India & other countries by promoting them at various levels.

Facts & Figures :

Improvement from last year

- Production: a 150% increase in production
- Productivity: a 150% increase in productivity
- Exports: 100% increase in exports



Challenges:

- Quality control of bajra crop at the farm level
- Logistics cost
- The popularity of the grains
- Clinical trial evidence of millets which can be utilized in brand communication and customer outreach

Current Initiatives:

- Launched Bajra Bistro in Fortis Hospital, Jaipur
- Launched two more products with millets and jaggery



Future Plans:

- A fully automated plant to undertake complete millet processing.
- Launching the brand into offline retail chains
- Launch 'bajra bistros' in more Indian states
- Launching a fully-fledged bakery segment in 100% millets





Point of Contact	
Name: **Dr Tanu Shree Singh**	Designation: Founder and CEO
Email id: tanu@bazic.in	

Name of Organization

M Capital Services LLP, Chennai

Brands under the Company	:	1. Brand Saaral : www.saaralfood.com 2. Brand Raajali : www.raajalifoods.com 3. Brand HAiKU : www.haikufood.com 4. Brand Friends Millet Kitchens : www.friendsmilletkitchens.com
State of Operation	:	Tamil Nadu, Karnataka and Exports to Malaysia, Singapore and Australia
Connect with number of Millet farmers	:	Millets Processing Farmers : 50 approx.

Top three millets :

- Pearl Millet
- Finger Millet
- Foxtail Millet



New product launched:

Millet Based Meals (Breakfast,Lunch and other Foods), Millet Chapatis, Millet based Breads, millet based Cookies, Millet Based Savories and Millet based Sweets.

Facts & Figures :

Improvement from last year

- Production - 150 %
- Productivity - 70 %
- Exports - 5 %



Challenges :

- Awareness of Millet Usage
- Millet Rates volatility
- Easy Availability

Current initiatives:

Conducting Awareness Programs related Millet Products and the overall benefits of millets through advocacy and media campaigns, awareness workshops, etc.

Future plans:

Continuous R & D is on to introduce more Millet Based Products

Point of Contact

Name: **I.S.A.K.Nazar**

Designation: Chairman, M Capital LLP, Chennai

Email id: nazarisak@gmail.com

Name of Organization

AgroZee Organics Pvt. Ltd.

Year of Incorporation	:	2021
Name of founder	:	Mahesh Londhe
Registered Office	:	Pune
Geographical area of operations	:	Pan India
Area of Operation	:	Value chain of millet
Connect with number of Millet farmers	:	5000

Top three millets :

- Pearl millet
- Barnyard millet
- Kodo millet

New product launched:

Iron rich pearl millets (Iron rich Nutri Bar)

Facts & Figures :

Improvement from last year

- Production - 125 tonnes
- Productivity- 140 tonnes
- Exports - 10 tonnes

Challenges:

Lack of Raw material millet, Shelf life millets, Packaging of product

Current Initiatives:

AgroZee Organics Pvt Ltd is working to improve the livelihood of rain-fed area farmers. AgroZee Organics adds value to the millets grown by these marginal and small landholder farmers through women's self-help groups. We market value-added healthy millet-based products to increase the demand for millets, which provides a better rate to the millet-growing farmers of rain-fed areas and helps to tackle malnutrition.

We are providing innovative millet-based recipes to rural women's self-help groups to enhance the nutritional value in daily diet, which helps to tackle malnutrition. We have made innovative recipes like millet-based Cookies, Vermicelli, Laddoos, Flakes, Nutribar, Sprouted flour, Natural millet grain, etc. AgroZee Organics works with rural WSHG to make these products and help to market them.

Future Plans:

Create 100 Cr. company with supporting from 25000 Lakhapati Millet Farmer by June 2033.



Point of Contact

Name: **Mahesh Londhe** Designation: Founder

Email id: agrozeeorganics2021@gmail.com

Name of Organization

Sattva Millets and Food Products

Year of Incorporation	:	2019
Registered Office	:	Nandyal, Andhra Pradesh
Geographical area of operations	:	Only India
Area of Operation	:	Millet Value Chain (outputs)
Connect with number of Millet farmers	:	500 Farmers and 4 FPOs

Top three millets :

- Foxtail Millets
- Sorghum
- Finger Millets



New product launched: Ashwagandha based Millet Blend

Facts & Figures:

Improvement from last year

- Production - 40%
- Productivity- 10%

Challenges:

The millet demand has increased due to initiatives of the International Year of Millets 2023. But the production of millets is at the same pace. This led to an increase in millet prices by 25% in the market. There is an urgent need to focus on increasing the cultivation of millets to make the millets affordable to every one.

Current initiatives:

Introducing Millet based Cloud Kitchen at Hyderabad and spreading the franchise model across the Country.

Future Plans:

Launching Nutritional blends based on age group and Gender

Point of Contact

Name: **KV Rama Suba Reddy** Designation: Managing Partner

Email id: kvrs.reddy@gmail.com

Name of Organization

Harika Foods

Year of Incorporation	:	2014
Name of founder	:	E. Kiran Kumar and E. Suneetha
Registered Office	:	Secunderabad, Andhra Pradesh
Geographical area of operations	:	Pan India
Area of Operation	:	Value Chain (outputs)
Connect with number of Millet farmers	:	5

Top three millets :

- Finger Millet
- Sorghum
- Pearl Millet

New product launched:

Gluten Free Millet Biscuits at Rs 10/-, Rs 15/- & Rs 20/- . Millet Peanut Butters, Locarb Millet Snack Bar at Rs 15/-



Facts & Figures :

Improvement from last year

- Production - 1000 kgs per month Previous year. 2000 Kgs Per Month (Biscuits) this year

Challenges:

- Lack of public awareness so many consumers are still unaware of millet based products' benefits.
- Placement of millet products in supermarkets is a limitation: They are demanding a lot of money for vendor registration(non refundable). So many startups cannot afford to keep the products in supermarkets.
- One Consumer stall at major railway stations/bus stations: It will be helpful for startups if they can place millet products in these stalls and sell to consumers. There should be no listing fees.
- Millet grains prices have increased drastically in the last 1 year. There should be a mechanism of natural growth for all agri products prices. Otherwise affordability and consumer usage will be less.



Current initiatives:

- We have developed our No Wheat, No Maida millet biscuits at prices Rs 10/- & 15/- and promote to PAN India consumers telling "healthy biscuits & Affordable". We are the first company to introduce gluten free millet biscuits at these prices in PAN India.
- We are giving our biscuits free as an attachment to non-millet based products. That way some percentage of consumers will try millet products and they come back to buy or inquire about millet products availability at stores or online.
- With our affordable biscuits we are reaching low/mid-level consumers at towns/villages through our network of known distributors.
- We are the first company to develop and launch Ragi Peanut Butter & Jowar Peanut Butter.
- We are based in Hyderabad: Even though logistics are expensive we are reaching consumers(At the same MRP prices) in Delhi, Amritsar, Gurdaspur(Punjab), Pathankot(Punjab), Dharamshala(HP), Raipur, Thiruvananthapuram, Vijayawada etc.















Future Plans:

We will continue to research, develop and package millet products at affordable prices so that we can reach consumers in PAN India through our distribution network.

Point of Contact

Name: **E Kiran Kumar** Designation: Partner

Email id: sales@harikafoods.in

Name of Organization

Ancient Golden Mill

Year of Incorporation	:	2021
Name of founder	:	Shubhangi Singh
Registered Office	:	New Delhi
Geographical area of operations	:	International
Area of Operation	:	International
Connect with number of Millet farmers	:	18000+ in 5 Northern states - 300+ FPOs across India

Top three millets :

- Foxtail millet
- Barnyard millet
- Little millet

New product launched: Health mix, pancake mix (gluten free), energy bites etc

Facts & Figures :

Improvement from last year

- Production - 220 T additional
- Productivity- 270% jump & 30+ products
- Exports - to three countries





Challenges:

- **Supply chain-** Rise of grain price, fluctuations of supply, hoarding by traders because lack of MSP has been the biggest issue for manufacturing. As the price increases exponentially so as the value added product pricing is affected.
- **Machinery & adaptation of new technologies. -** Cost for research in machines has been directly effecting the production.
- No proper supply channels, Big companies are not adhering to norms, wrong informations are given to consumers as a result people are not sure what is good.
- Lack of Stock/Warehouse/ agri purchase financing services.

Current initiatives:

- Working to revive millet farmers in 5 northern india states & northeast.
- Helping private labels & anaganwadi about millets and its consumptions
- research based products for private labelling for big companies.



Future Plans:

- Expanding in offline stores and bringing ease of availability to almost 1 lakh people by the end of 2023.
- Export based production facility with latest technology & easy packaging options.
- Expansion to 500T/ Month with almost 100+ products.





Point of Contact

Name: **Shubhangi Singh** Designation: Founder
Email id: info.satgurusuperfoods@gmail.com

Name of Organization

H.W. Wellness Solutions Pvt. Ltd. (True Elements)

Year of Incorporation	:	Legal entity 2013 but the brand True Elements was born in 2016
Name of founder	:	Puru Gupta and Sreejith Moolayil
Registered Office	:	Pune
Geographical area of operations	:	India and few international markets
Area of Operation	:	Value Chain (outputs)
Connect with number of Millet farmers	:	150 farm families through FPO

Top three millets :

- Sorghum
- Finger Millet
- Pearl Millet

New product launched:

Cereal Biscuit Jowar, Jowar Poha, Jowar Upma, Millet Mix, Millet Chikki

Facts & Figures:

Improvement from last year

- **Production:**
  Consumption of raw material increase by 70% as compared to last year and we closed the year with a total consumption of 3200 tonnes
- **Productivity:**
  Shift to pre-printed packaging to produce at a very large scale and , improved productivity by 50%
- **Exports:**
  We only used to sell via Amazon USA till FY2022. In FY2023 we started new locations such as Nepal, Dubai, Mauritius and Singapore

Challenges:

Making Millets 'tasty'

To make millets mainstream, we need it to compete and even replace rice and wheat. This is only possible if we are able to bring Millet based products to the masses without compromising on the taste that they expect or are used to.

Unpredictable demand

Demand consistency is a challenge due to new channels, price of sourcing goes up due to last minute sourcing which creates pressure on the bottom line and in some cases leads to unfulfilled demand.

Rise of 'Sri Anna'

Sudden rise in demand for millets from MNCs and FMCG giants has led to increase in price of these super grains as well led to an unexpected supply shortage too.

Current initiatives:

Using 'Whole Grain'

We use millets as a Whole Grain in its unpolished form and not process it into flour. This is to ensure 100% nutritional integrity

Sustainability with millets

We use 100% of the plant including grains, stem and leaves thereby reinforcing our focus on Sustainability

On the go snacking

Very few brands have been able to incorporate millets as a snack in their portfolio without involving cooking. We have cracked this with Cereal Biscuit - Jowar

Vocal for local

We have taken regional delicacies into consideration and launched products such as Jowar Poha, Jowar Upma, Ragi Huri Hittu, Dosa Mix appealing to the diverse Indian taste palette

Future Plans:

Making millets mainstream

We aim to make Millets mainstream by ensuring it tastes similar to refined flour (Maida) without much processing and comes at the price point of wheat/ rice

Millets in every Indian kitchen

We want urban Indian households to have at least 2 meals a week which are made using 100% Millets and our products have the endeavor to do that

Made in India for the world

Take our homegrown Super Grains to the West through product innovation such as Pancake Mixes and Multigrain Breakfast Mixes















Point of Contact	
Name: **Apurva Kamat**	Designation: Brand Marketing Associate
Email id: apurva@true-elements.com	

Name of Organization: Sankalp ATMA Group

Year of Incorporation	:	2019
Name of founder	:	Bindu S.
Registered Office	:	Kerala
Geographical area of operations	:	India & few International locations
Area of Operation	:	Value Chain (outputs)
Connect with number of Millet farmers	:	18000+ in 5 Northern states - 300+ FPOs across India

Top three millets :

- Little Millet
- Foxtail millet
- Barnyard millet

New product launched:

Millet-mushroom instant drink, millet halwa

Facts & Figures :

Improvement from last year

- Production - 1 ton per month
- Productivity- 1 ton per month
- Exports - 200 kg per month

Challenges :

Millet cultivation is less in kerala , we procure millet from other states so we face a difficulty in collecting identical grains with the same maturity. We cannot connect with the farmers or FPOs. For developing a new product , it takes too much time for R&D to develop a product and catalyse investment in time and funds for market valuation.

Current initiatives:

We plan to start millet cultivation in 14 districts of kerala with a pool of farmers, we have plan to give them have variety of seed obtained from karnataka and andhra pradesh

Future Plans:

Regular procurement of millet seeds from farmers and increase our production capacity and identify the most suitable products among our current products and find more export destinations











Point of Contact	
Name: **Bindu S**	Designation: Founder
Email id: bindusdharan46@gmail.com	

Name of Organization

Herbomill Nutrolites

Year of Incorporation	:	2023
Name of founder	:	Anusheela V., Anandajothi M.
Registered Office	:	Coimbatore
Geographical area of operations	:	Pan India
Area of Operation	:	Food processing
Connect with number of Millet farmers	:	50 farmers

Top three millets :

- Finger Millet
- Kodo Millet
- Barnyard Millet

Facts & Figures :

Improvement from last year

- Production - Increased the production capacity to 2 tonnes per month

Challenges :

- Delaying in procuring raw materials due to non availability of sustainable stock in millet FPOs
- So we have to search for alternative source
- Packaging cost is invariably high
- Retail margin and promotion cost is also high



Current initiatives:

- We have customized our products in small size i.e. 20g pockets cost of Rs.10 which would be affordable to all class people and expand our customer reach
- Networking organic shops and distributors

Future Plans:

Planning exports to USA and Gulf Countries









Point of Contact	
Name: **Anusheela V**	Designation: Founder
Email id: sheelasai007@gmail.com	

FPO's





Name of Organization

Araikkal Agriculture Farmers Producer Company

State of Operation	:	TAMIL NADU
Connect with number of Millet farmers	:	800

Top three millets :

- Pearl Millet
- Finger Millet
- Foxtail Millet

New product launched: KARUPU KAVUNI DOSAI MIX AND MURINGA LADDU

Facts & Figures :

Improvement from last year

- Production - increased on a land area of 250 Acres
- Productivity - Increased by 100 tons
- Exports - Exports to Washington

Challenges:

Shorter shelf life, lack of well maintained storage unit, poor business advertising and low levels of awarness

Current initiatives:

Giving traditional and good healthy food without adding any preservatives

Future plans:

More exports

Point of Contact

Name: **R.Tamil Selvan** Designation: Managing Director

Email id: Araikkalnamakkal@gmail.com

Name of Organization

Kazhani Farmers Producers Company Limited

State of Operation	:	TAMIL NADU
Connect with number of Millet farmers	:	200

Top three millets :

- Finger Millet
- Pearl Millet
- All Minor Millets

New product launched:

Millets Value added products like Instant Multi Millets Dosa Mix, Pearl Millets Dosa Mix, Finger Millets Dosa Mix, Millets Health Mix, Millets Chapathi Mix, Dia Health Mix etc..

Facts & Figures :

Improvement from last year

Production - Millets Rice - 10000 kgs Millets Value added 4500 kgs

Challenges:

Marketing

Current initiatives:

Cane Jaggery Millets Cookies

Future plans:

Millets Noodles and Pasta

Point of Contact

Name: **K.P.Kavitha** Designation: CEO

Email id: kazhanifpcl@gmail.com

Name of Organization

Basudha Farmer Producer Company Limited

State of Operation	:	Odisha
Connect with number of Millet farmers	:	204

Top three millets :

- Finger Millet
- Pearl Millet
- Little millet

New product launched:

Under guidance of SEWAK NGO, brand name "Adibhumi" have been launched in Sundargarh District and value added products are sold.

Facts & Figures:

Improvement from last year

- Production - Production has increased by 50% due to FPO creating awareness among members

Challenges :

Government Schemes and Manpower to fulfill the demand in Market

Future plans:

To set up larger processing unit and Bakery Unit

Point of Contact

Name: **Bishal Banchhor** Designation: CEO

Email id: basudhafarmerpra@gmail.com

Name of Organization

Chhedlagan Farmer Producer Company Limited

State of Operation	:	Odisha
Connect with number of Millet farmers	:	250

Top three millets :

- Finger Millet
- Foxtail Millet
- Pros Millet

New product launched:

Millet Cookies, Millet Ladoos, Millet Mixture, Millet Papads

Facts & Figures :

Improvement from last year

Production - Increase in Production as farmer involvement has increased from 70 to 250 farmers.

Challenges :

Lack of Institutional Players for Market Linkage

Current initiatives:

Own Branded Products in the name "Adibhumi"

Future plans:

To export the value-added products of Millets

Point of Contact

Name: **Gangadhar Kisan** Designation: CEO

Email id: chhedlaganfpcl@gmail.com

Name of Organization — Karunda Farmer Producer Company Limited

State of Operation	:	Odisha
Connect with number of Millet farmers	:	708

Top three millets :

- Finger Millet
- Little Millet
- Foxtail Millet

New product launched: Finger Millet Noodles

Facts & Figures :

Improvement from last year

- Production - 200 Qtl to 800 Qtl
- Productivity - 4 Qtl to 10 Qtl per farmers in finger Millet
- Exports - 800 Qtl Finger millets Export in last year

Challenges :

Challenges in Foxtail and Little Millets there is lack of processing unit and lack of training regarding value addition of the products and do not have potential market in our areas.

Current initiatives:

Recently we have partnered with Odisha Millets Mission linkages with farmers and making them incentivize to improve the area coverage and productivity.

Future plans:

To promote the improved package of practice and productivity of all minor millets and to make value addition of Millets.

Point of Contact

Name: **Aditya Pratap Singhdeo** Designation: Managing Director

Email id: karundafarmersproducercompany@gmail.com

Name of Organization

ANNAI KAVERI CFPCL

State of Operation	:	Tamil Nadu
Connect with number of Millet farmers	:	150

Top three millets :

- Finger Millet
- Pearl millet
- Little millet

Any new product launched: Savouries

Facts & Figures :

Improvement from last year

- Production - 100 acres
- Productivity - 75 tonnes

Challenges :

Improving products by increasing shelf life using traditional methods

Current initiatives:

improvement of new product with good keeping quality from traditional method

Future plans:

millets @ every door step

Point of Contact

Name: **SUGAVANAM RS** Designation: CEO

Email id: kolathurcfpcl2020@gmail.com

Federation of Indian Chambers of Commerce and Industry

Established in 1927, FICCI is the largest and oldest apex business organisation in India. Its history is closely interwoven with India's struggle for independence, its industrialization, and its emergence as one of the most rapidly growing global economies.

A non-government, not-for-profit organisation, FICCI is the voice of India's business and industry. From influencing policy to encouraging debate, engaging with policy makers and civil society, FICCI articulates the views and concerns of industry. It serves its members from the Indian private and public corporate sectors and multinational companies, drawing its strength from diverse regional chambers of commerce and industry across states, reaching out to over 2,50,000 companies.

FICCI provides a platform for networking and consensus building within and across sectors and is the first port of call for Indian industry, policy makers and the international business community.

Team's Contribution to the Compendium

The entire process of development of the FICCI Compendium on “Intervention in Millets”- Industry, Startups & FPO’s has been executed by the FICCI Agriculture Division- Ms. Jyoti Vij, Deputy Secretary General, FICCI; Ms. Sarita, Team Lead & Consultant - Agriculture, FICCI, Ms. Neha Mathur, Consultant, Agriculture Division, FICCI; Ms. Priya Singh, Executive Officer, Agriculture Division, FICCI

CONTACT US

Agriculture Division, FICCI, Federation House,
Tansen Marg, New Delhi-110001, India

agriculture@ficci.com ; neha.mathur@ficci.com

+91-11-23487415

http://www.ficci.com

