



The Mega Event for Millet Stakeholders & Ecosystem

- Cultivation
- Promotion
- Processing
- Machinery
- Marketing
- Launches
- Products
- Exports and more



www.indiamilletts.in



All Thanks to Hon PM Shri Narendra Modi ji

"Millets are beneficial for the farmers, especially the small farmers. The crop gets ready in a very short time & does not require much water. Millets contain plenty of protein, fiber & minerals.

Many people even call it a superfood. Millets have many benefits. Along with reducing obesity, they also reduce the risk of diabetes, hypertension & heart diseases. They are also helpful in preventing stomach & liver ailments. Millets are very beneficial in fighting malnutrition, since they are packed with energy & protein".

- Hon PM Narendra Modi in Maan Ki Baat

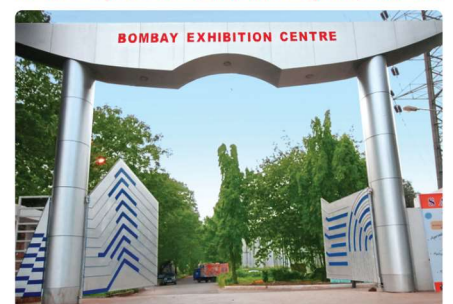
TRINITY



3 GUINNESS
WR HOLDERS



**13 - 15 MARCH 2024, BEC
NESCO, GOREGAON (E), MUMBAI**



2023 - INTERNATIONAL YEAR OF MILLETS (IYoM)

It's come-back time to rediscover the magic of millets - an ancient superfood - but much forgotten. Millets are mentioned in some of India's oldest Yajurveda texts, indicating millet consumption was common since 4,500 BC, pre-dating to the Indian bronze age. Around 3,500 - 2,000 BC, there is evidence of millet cultivation in the Korean Peninsula dating to the Middle Jeulmun pottery period. Yajurveda mentions foxtail-millet/priyangava, Barnyard-millet/aanava and black-finger millet/shyaamaka dating to prehistoric ages.

India's proposal supported by 72 countries has been accepted by the United Nations General Assembly (UNGA) which has declared 2023 as the International Year of Millets - a great achievement, but also a national responsibility. The Government right from the Hon. PM Narendra Modi ji downward has thrown its might to popularize millets domestically and internationally.

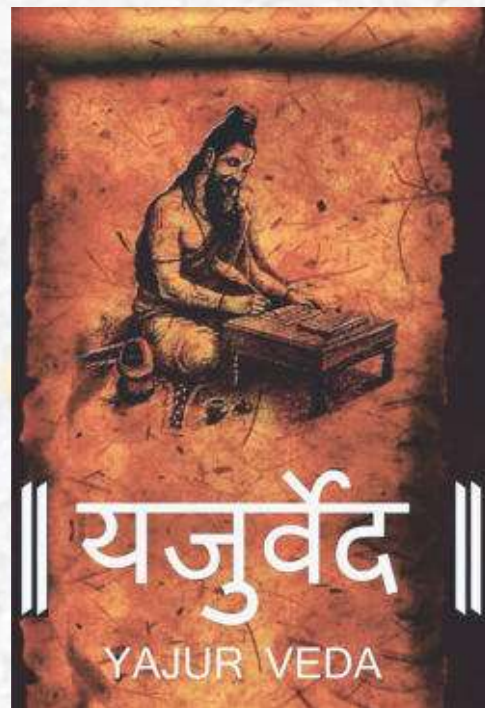
In the 2022-23 union budget the Finance Minister speaks of the increase in allocation and measures being taken. On 19th July 2022, NITI Aayog and World Food Program have taken initiative for millets mainstreaming in Asia and Africa. A compendium of good practices will be prepared for scaling up the production and consumption of millets. The commonly grown varieties include Jowar/sorghum, Bajra/pearl millet, ragi/finger millet, Jhangora/barnyard millet, Barri/Proso or common millet, Kangni/foxtail or Italian millet, Kodra/Kodo millet etc.

In the wake of globalisation, eating habits of Indians like the world have changed greatly, bringing to the forefront processed foods or grains like rice and wheat. However, the UN FAO's (Food and Agricultural Organization) latest report titled 'The State of Food Security and Nutrition in the World 2022: Repurposing Food and Agriculture Policies to Make Healthy Diets More Affordable' says about 71% of the Indian population cannot afford a nutritious diet. Hence, a number of Government of India initiatives are in place to aid & increase millet cultivation. Some of these look at enhancing millets' share in food grain production like - National Food Security Mission and Initiative for Nutritional Security through Intensive Millet Promotion.

OBJECTIVES OF INDIA MILLETS World Expo, Summit & Awards

The overall objective of the INDIA MILLETS World Expo, Summit & Awards is to support the FAO's effort internationally and assist in fulfilling Hon PM Narendra Modi ji's vision to use millets as a means to alleviating poverty, hunger, malnutrition, food insecurity, lifestyle diseases & climate-change - not just domestically, but for the planet as a whole - One Planet, One Health. Our promotional material for this mega showcase will be disseminated to reach lakhs of decision-makers who are just the target-audience. It will be done through the official website, social media, mass emailers (EDMs), printed brochures and invitations to attend.

It will be a opportunity for all stakeholders to galvanize for action - industry, governments, cultivators, international organizations, agro-food processing sector, HoReCa-Tourism-Hospitality industries, NGOs with general public, etc. Much food is lost or wasted due to lack of facilities for food processing, storage & transportation, exports & market limitations or simply because it is not branded and presented in a manner that is appealing. INDIA MILLETS World Expo, Summit & Awards will strive to display the options available that can be taken advantage of. Over 3 days, thousands of business visitors are sure to attend from the response received thus far.



MULTI-PRONGED WORLD MARKETING



Social Media & Telecom



Associations & Chambers



Media Briefings



English Newspapers



Special Invitations



Radio FM



Vernacular Dailies



TV & Cable Channels



In Venue Displays



Outdoor Publicity



Online Marketing



Business Visits

COST-EFFECTIVE RATES



- Raw Space - ₹16,500 /- per sq.mtr ● Built-up Shell - ₹17,000 /- per sq mt
- Overseas Exhibitors (Tariffs in US \$ or Euros) • Space - US \$ 200 or Euro € 170 per sq mt. • Shell - US \$ 215 or Euro € 185 per sq mt.
- Shell includes table, chairs, lights, panels, carpet, fascia, plug, etc.
- 15 - 20 % Premium on Corner Stalls. 18% GST applicable.

PROFESSIONAL ORGANIZERS



TEAM TRINITY

The Trinity Group incorporated in 1994, has over the last almost 25 years emerged as India's pioneers and premium producers of International B2B exhibitions and specialized events. Trinity has been official event managers for many world shows, including for the Government of Sri Lanka's TRADMED Expo and also produced India Trade Fair with the Government of Mauritius, inaugurated by H.E. Vyapoori, the Mauritian President to be repeated in 2020. Trinity has always received the support of various Government of India and the States for its mega shows and this one is no different.

Trinity Ventures is an ISO 9001 : 2015 company, recognised by the American National Standards Institute (ANSI) for "organising trade and business exhibitions, event management, media and publications". Trinity events for MSMEs / SSIs (Micro, Small & Medium Enterprises) are supported by NSIC (National State Industries Corporation) subsidies. Trinity is also a member of number of trades, professional and industrial associations – European Union Chambers of Commerce, All India Association of Industries, Mahratta Chamber of Commerce, Industries and Agriculture, etc. and works actively with these agencies.



CENTRAL GOVERNMENT INITIATIVES

The Extension Division of ICAR has also launched two special programmes viz. Nutri-sensitive Agricultural Resources and Innovations (NARI) and Value Addition and Technology Incubation Centers in Agriculture (VATICA) for up-scaling the biofortified varieties through its Krishi Vigyan Kendras-KVKs.

The central government policies have included Integrated Cereals Development Programmes in Coarse Cereals ICDP-CC, Initiative for Nutritional Security through Intensive Millet Promotion – INSIMP (Part of Rashtriya Krishi Vikas Yojna - RKVY) and Rainfed Area Development Programme – RADP, also a component of RKVY.



BIOFORTIFIED MILLETS

Biofortified foods consumption helps to overcome micronutrient deficiency and are also cost-effective. Biofortified food systems can be holistically catalysed by ensuring supply, demand, advancing enabling environment and marshalling evidence. Currently more than 340 varieties of biofortified crops have been released in 40 countries with many more in the pipeline.

ICAR- IIMR's concerted efforts in collaboration with other national and international initiatives have led to the development of 12 varieties of pearl millet (8), finger millet (3) and small millet (1). The Prime Minister of India has dedicated 3 biofortified varieties of 2 millet crops to the nation on the occasion of the 75th Anniversary of the Food & Agriculture Organization (FAO) and the United Nations. In spite of the superior quality of millets, only pearl millet has been prioritized as the crop of choice for iron biofortification in India. Therefore, the vast potential exists to utilize the minor millets for biofortification. The Finger varieties CFMV 1 and 2 are rich in calcium, iron and zinc, and the Small Millet variety-CCLMV1 is rich in iron and zinc. High Iron biofortified pearl millet improves cognitive function in Iron deficient Indian adolescents.



WHY MUST YOU EXHIBIT?

Exhibitions combine benefits of internet, conferencing, direct marketing & other media. Thousands of your target audience - Talks, touches, feels, checks & enquires - one on one networking. Here is why exhibiting even in a small way with a booth can't be missed:

- Almost anyone interested in your product/service will be there.
- Get branded as an integral major player of the industry.
- It is more cost-effective & better than advertising.
- Exhibitions are a marketing medium like no other.
- Your target-audience comes to you in thousands.
- It can be a game changer for your business.
- Franchise or set up distribution channels.
- Forge new alliances & renew old tie-ups.
- Set up shop in a 5 star like ambience.
- Launch products & evaluate response.
- Reinforce your brand & get recall.
- A year's business in 3 days!



EXHIBITOR PROFILE

- | | |
|------------------------------------|----------------------------------|
| ● International Organizations | ● Organic Millet Products |
| ● Central Government Sector | ● Food Processing Companies |
| ● State Government Agencies | ● MNCs & Foreign Agencies |
| ● Farming Machines | ● International Institutions |
| ● Processing Equipment | ● Healthy Food Brands |
| ● Millet Producers | ● World & Indian NGOs |
| ● Research Institutes | ● Foreign Trade Missions |
| ● Technology Providers | ● Export Promo & Dev Auth. |
| ● Storage Solutions Providers | ● Trade & Commerce Sector |
| ● Product Manufacturers | ● Scientists & Academicians |
| ● RTE/RTS Daily Food Items | ● Agro Industry/ Agripreneurs |
| ● Packaging Possibilities | ● R & D Start-Ups & Institutions |
| ● Certification & Service Agencies | ● Semi-finished Product |



"Millet Challenge" for startups, with a seed grant of Rs 1 crore each to 3 winners, who will help design and develop innovative models for & across the millets value chain.

Rs 25 crore funding by the National Bank for Agriculture and Rural Development under Rural Infrastructure Development Fund (RIDF) to University of Agricultural Sciences, Raichur, for establishment of Millet Value Chain Park, incubation centre for processing, value addition & capacity building for millet promotion.

**- Union Finance Minister
Hon Smt Nirmala Sitharaman**

- Manufacturers
- Beverage & Food Industries
- Brewing & Alcobev Sector
- Dealer/Distributor Channels
- Machinery



VISITOR PROFILE

Agri-business
 Farmers & FPOs
 Buyers & Sellers
 Processors & Producers
 Wholesalers & Retailers
 Nutritionists/Dieticians
 Food & Beverages Manufacturers
 Chefs, Caterers & Culinary Experts
 Central & State Government Officials
 R & D institutions / Agricultural universities
 Exporters, Importers and Trading Companies
 Star Hotels, Restaurateurs & Hospitality Industry
 Health-conscious consumers, retailers & end-users
 National & International Millets Experts & Speakers
 Supermarkets, Departmental & Specialty Chain Stores
 Service Providers (certification, agri-institutions & consultants)



MINISTERS IN CHARGE



Union Cabinet Minister for Agriculture
SHRI NARENDRA SINGH TOMAR



Union Minister of State for Agriculture
SMT. SHOBHA KARANDLAJE



Union Minister of State for Agriculture
SHRI KAILASH CHAUDHARY



WHY VISIT?

- It's an Industry Event
- Get the Latest Updates
- Venture into New Markets
- Sign Joint-Ventures/Tie-ups
- Benefit from Product Launches
- Expand Your Business Portfolio
- Attend Demos & Collect Samples
- Check-out the International Edge
- Network with Industry Specialists
- Connect with the Market-Leaders
- Survey & Evaluate Market Conditions
- Meet One-on-One with Professionals
- Witness New Technologies & Equipment
- Source or Offer Raw Materials & Supplies
- Be There for Free Workshops & Presentations
- Learn, Educate & Keep Abreast of Developments
- Presence of Indigenous Businesses & Foreign Experts
- Interact with MNCs, Suppliers, Distributors & Retailers
- Opt for Dealerships, Buy at Best Prices or Benefit from Offers
- Compare & Save - Time, Costs, Energy & Resources with New Initiatives



"You may have heard of super-foods; foods that are super nutritious. Millets are this and more, they are basically smart food that is good for you, good for the farmer and good for the planet."

- Joanna Kane-Potak,
Executive Director, Smart Food
Initiative, International Crops
Research Institute for Semi
Arid Tropics- ICRISAT



OBJECTIVES OF INDIA MILLETS World Expo, Summit & Awards

This agri-business industry event brings under one roof all stakeholders with specific aims to:

- Be a platform for Organic, MNC/FMCG & Branded Millets
- Highlight new opportunities for millet farming & processing
- Contribute towards food & nutritional security through millets
- Showcase central & state government incentives/schemes for millets
- Assist buyers, sellers, producers, consumers & policy-makers interaction
- Display & sell processed millet food products creating awareness on benefits
- Catalyze a viable millet ecosystem, value chain, B2B network and promote exports
- Educate the general public on the health, nutritional & economic advantages of millets
- Demonstrate technology-enabled food production through latest machines & equipment

Supporting international events such as INDIA MILLETS World Expo, Summit & Awards is crucial for making the INTERNATIONAL YEAR OF MILLETS (IYoM) 2023 - a grand success. This is because it strives to:

- Involve all stakeholders - government, practitioners & general public.
- Deliberate on the opportunities and challenges to making IYoM 2023 a success
- Focus on exports, awareness, technology, market development, global interaction for millets

According to UN, The International Year of Millets (IYoM) stands to provide a unique opportunity to increase global production, ensure efficient processing and consumption, promote a better utilization of crop rotations, and encourage better connectivity throughout food systems to promote millets as a key component of the food basket. The IYoM will (i) elevate awareness of the contribution of millets for food security and nutrition (ii) inspire stakeholders on improving sustainable production and quality of millets; and (iii) draw focus for enhanced investment in research and development and extension services to achieve the above two aims.



EXPORT PROMOTION

India stands is positioned today to increase output and drive exports for a growing world millets market. The Global Millets Market was valued at \$9.95 Billion in 2020 and is projected to reach \$14.14 Billion in 2028, growing at a CAGR of 4.49% from 2021 to 2028. India is the 5th largest exporter of millets in the world and accounted for nearly 41% of total global production in 2020. It produces 12 million MT of millets annually and exported millets worth US\$ 16.97 million in 2020-21. During 2019-20, India exported sorghum mostly to the Philippines, Saudi Arabia, Kuwait, United Arab Emirates, Japan and Taiwan. During 2019-20, India exported Bajra mostly to Saudi Arabia, followed by UAE, Namibia, Tunisia and Yemen. The major export destinations of ragi from India are Nepal, Sri Lanka, Malaysia, United Arab Emirates and the USA. Between 2010-11 and 2019-20, while the export of Ragi grew steadily at an average rate of +5.78 % other varieties of millets reduced their share.



SOME HIGHLIGHTS

- 3 Business Days
- World Class Venues
- 5000 Key Purchasers
- Industry's Best Brands & Awards
- Demos, Displays & B2B Meetings
- Professionals Luncheon Networking
- Allied Industries & Product Launches
- International Marketing & Delegates
- Cutting-edge Technologies & Machines
- MNC/FMCG/Indian Market Industry Leaders
- Interaction with Government & Stakeholders
- Gala Networking Lunch/Dinner for Delegates



SPECIAL THANKS TO VVIPs WHO ATTENDED OUR EVENTS



President of Mauritius & CMD of Impex Chamber



Sri Lankan Minister & Kerala Health Minister



India's Minister Shripad Naik lighting the traditional lamp



India's Minister R Teli & Congo Ambassador



India's Minister PS Patel presented floral tributes



India's Minister Suresh P. & Vijay K. AIAI President



Union Secretary, A Sharan & Dr. Nagendra, PM's Guruji



Governor of Maharashtra & Impex Chamber MD



H. E. Governor Rao & CM Fadnavis of Maharashtra



H. E. PSS Pillai, Governor of Goa & MD of Chamber



H. E. Dr. Smt. M Sinha, Governor of Goa



Hon Chief Minister of Goa & Impex Chamber Mg. Dir.



Maharashtra Industry Min S. Desai & Chef HS Sokhi



President of Goa Chamber of Commerce welcomed



Hotels & Restaurants Association President

* All designations are of when the VVIPs interacted with the organizers of this mega show

SUPPORTED BY CHAMBERS, ASSOCIATIONS & EXPERTS

This event is being organized with support from various Chambers, Professional Organizations, Business & Trade Associations, Media, etc. To illustrate with one example: The Chamber for Import, Export (Impex), Traditional & Integrated Health, registered for promotion of commerce, recognized by Union Ministry of Corporate Affairs & other Government of India agencies.

The IMPEX & HEALTH CHAMBER Registered Objects include -

1. To represent & promote all stakeholders and
2. To better bilateral relations between India and other countries promoting:
 - 2a - Foreign exchange, 2b - Better sourcing, 2c - Indigenous production, 2d - Export promotion, 2e - Import substitution, 2f - Knowledge sharing, 2g - Technology upgradation, 2h - Cost-effective technologies, 2i - Pollution-free equipment, 2j - Human resource development.

The IMPEX & HEALTH CHAMBER undertakes activities like:

- 3a - Organizing events, (expos, tours, seminars, workshops, conferences);
- 3b - Liaising with stakeholders (Govt & authorities/organizations in India & overseas);
- 3c - Publishing material & creating linkages between related sectors;
- 3d - Recognizing & honouring individuals & organizations with awards, certificates...



**The Chamber for
Import, Export, Integrated
& Traditional Health**

www.impexandhealthchamber.com

TRINITY EVENTS ARE SUPPORTED BY UNION & STATE GOVERNMENT PAVILIONS

Union Government Ministries Pavilions



Ministry of Agriculture
& Farmers Welfare



Ministry of AYUSH



Ministry of Commerce
& Industry



Ministry of Food
Processing Industries



Ministry of Health &
Family Welfare



Ministry of Micro, Small
& Medium Enterprises



Ministry of Science
& Technology



Ministry of Skill Dev.
& Entrepreneurship

Central Government Agencies Pavilions



APEDA



CCRAS



CCRH



CCRS



CCRUM



CCRYN



COCONUT BOARD



COFFEE BOARD



COIR BOARD



CSIR



CSIR-IIIM



FSSAI



ICAR



IIFPT



KVIC



MPEDA



NAM



NEHHDC



NIFTEM



NIS



NMPB



SKILL INDIA

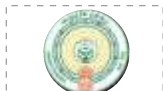


SPICES BOARD



TEA BOARD

Major States Pavilions



ANDHRA PRADESH



ARUNACHAL



ASSAM



BIHAR



CHANDIGARH



CHATTISGARH



DELHI (NCT)



GOA



GUJARAT



HARYANA



JAMMU & KASHMIR



JHARKHAND



KARNATAKA



KERALA



LAKSHADWEEP



MADHYA PRADESH



MAHARASHTRA



MANIPUR



MEGHALAYA



MIZORAM



NAGALAND



ODISHA



PUNJAB



RAJASTHAN



SIKKIM



TAMIL NADU



TELANGANA



UTTARAKHAND



And many more

Special Thanks



Government
Boards & Depts



All India Association
of Industries



All India Food Processors'
Association (AIFPA)



Association of Food
Scientists & Technologies



Federation of Hotel &
Restaurant Associations of India



Hotel And Restaurant
Association (Western India)



Retailers
Association of India



Western India
Culinary Association



Hospitality Purchasing
Managers' Forum



Association of Hotel
And Restaurant India



I Professional
Housekeepers Association



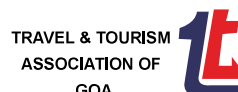
Poona
Hoteliers Association



Culinary Forum
of Goa



Goa Chamber of
Commerce & Industry



Travel & Tourism
Association of Goa



Goa Hotel & Restaurant
Association

And
many
more

Professional Producers



3 GUINNESS
WR HOLDERS

PROMOTED BY



TRINITY

Certified by



American National Standards Institute
International Conformance Veritas



REGISTERED
COMPANY



SUBSIDY
POSSIBILITY



PATRON MEMBER
EU INDIA CHAMBERS



ASSOCIATE
MAHARATTA CHAMBER



IMPORT - EXPORT
& HEALTH CHAMBER

www.indiamillets.in | +91 9769555657 | trinity.cmd@gmail.com