



**MILLETS &
ORGANICS
2024** INTERNATIONAL
TRADE FAIR

05-07, January 2024

TRIPURAVASINI, PALACE
GROUND, BENGALURU

www.organics-millets.in

Millets and Organics: Cultivating Tradition, Nourishing Future



Sorghum



Brown Top Millet



kodo Millet



Foxtail Millet



Barnyard Millet



Pearl Millet



Finger Millet



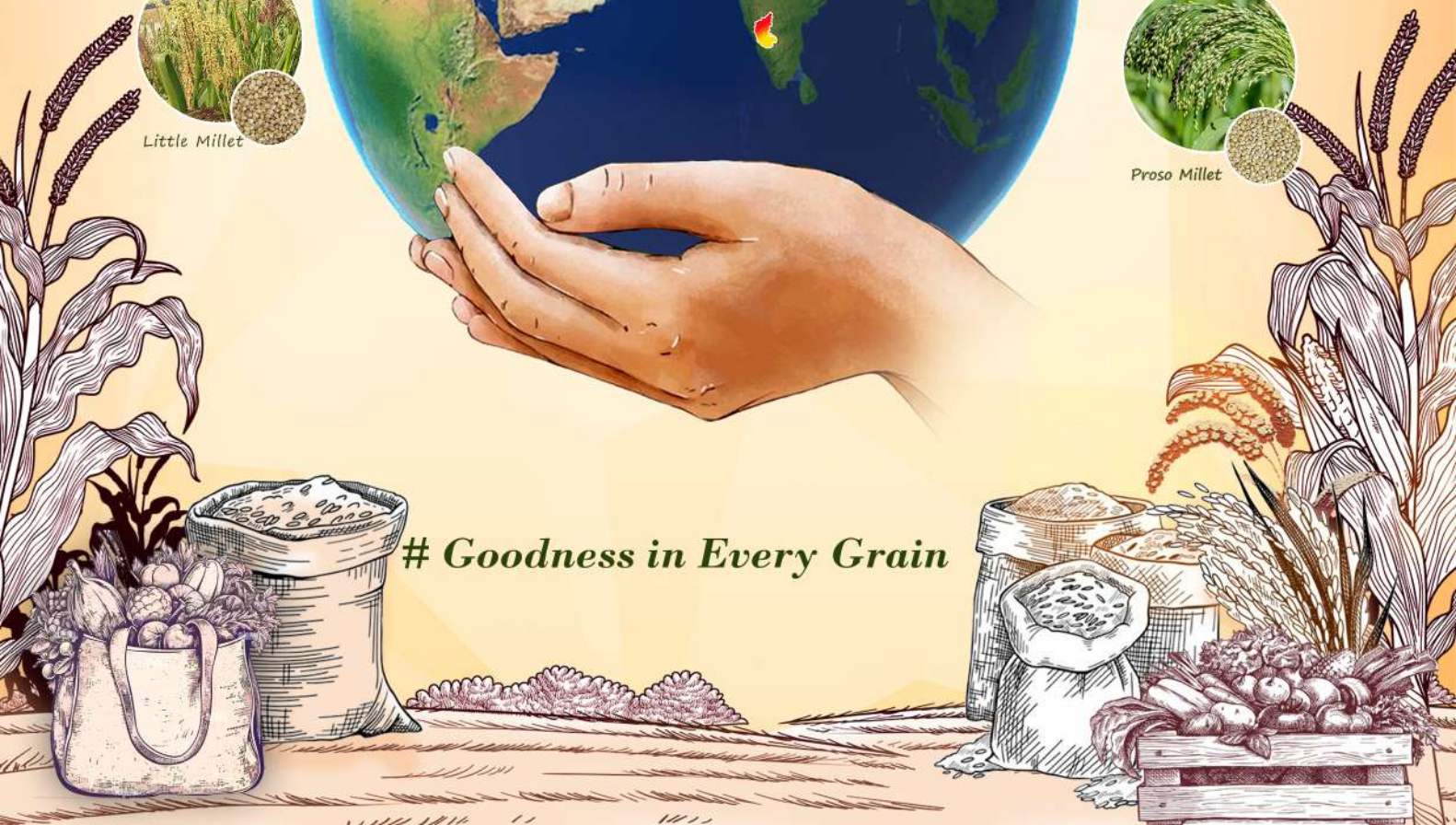
Little Millet



Proso Millet



Goodness in Every Grain



MILLETS and ORGANICS 2024 INTERNATIONAL TRADE FAIR

JANUARY 05-07, TRIPURAVASINI, PALACE GROUND, BENGALURU

The fifth edition of Millets and Organics, 2024 - International Trade Fair is organized by the Department of Agriculture, Government of Karnataka. It will be a platform for farmers, farmer groups, domestic and international companies, central and state institutions in the organic and millet sector to connect and explore opportunities in Agri-horticulture, processing, machinery and Agri-technology.

The organic farming and food industry has seen a major boost in the post-pandemic world. Despite the disrupted supply chains and distress to farmers worldwide during the pandemic, India registered the highest growth by adding about 360,000 hectares of organic land.

The Government of Karnataka has been a leader in the promotion of organics and millets with the First Organics and Millets trade Fair being held in 2017, and subsequently the second, third and fourth editions in 2018, 2019 and 2023 respectively in Bengaluru.



ORGANIC AGRICULTURE

- India stands 1st with 44,30,000 organic producers. (Source: Economic survey, (2022-23))
- India is 6th in World's organic agricultural land i.e. 26.60 lakh hectares. (Source: Economic survey, 2022-23)
- India's organic land increased by 18.77 lakh hectares in the last decade. (FAOSTAT)
- Total area under organic certification process in India is 101.70 lakh hectares. (APEDA Statistics)



LET'S MILLET

- India produces over 50.9 million tonnes (as per fourth advance estimate) of millet which accounts for 80 per cent of Asia's and 20 per cent of global production.
- On an average, India's yield of millet is 1239 kg/ha, compared to the global average yield of 1229 kg/ha.
- Millets are the traditional foods for more than half a billion people in Asia and Africa.

NATURAL FARMING

- India has 1 million hectare cultivated land under natural farming as of 2022 (Source: NMNF)
- The total number of farmers practising natural farming is estimated to be 16.78 lakhs.
- India aims to bring 10 million farmers to adopt natural farming over the next three years. (Source: NMNF)

KARNATAKA'S JOURNEY

- Govt of Karnataka initiated promotion of organic farming as a sound and viable alternative way back 2 decades ago
- An exclusive organic policy was brought out way back in 2004 to address self reliance, rural development and nature conservation.
- Various Organic farming promotional programmes were initiated under the policy in the State.
- Frequent droughts during later part of the last decade compelled the state government to look out for alternative crops.





- A revised organic policy was brought out in 2017, emphasizing on millets. Since then the State government has been promoting traditionally & organically grown millets as the “Smart Foods” as they cater to the most important three objectives ;
 1. Good for the farmer as they have multiple uses (food, fodder, fuel) and as a good risk management strategy in times of drought.
 2. Good for the consumer to overcome some of the biggest nutritional and health problems (iron, zinc, folic acid, calcium, diabetes and more) and
 3. Good for the environment as they have a low water footprint, arable to survive in the hottest driest climates and will be important in coping with climate change, and more.

The Ultimate objective of the State is to popularize “organic produce and millets” as “Traditional Super Foods to Nourish Future Generations”.

Presently, Karnataka ranks eighth in the country in terms of certified organic area (82015.56 hectares) and fourth in terms of total certified organic annual production (237091.43 MT).

(APEDA Statistics)





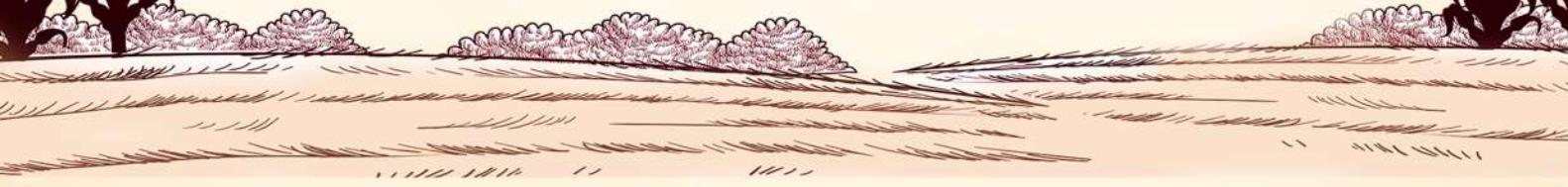
Encouragement to millet farmers:

- To enhance area under Minor Millets/nutri-cereals viz., Foxtail millet, Little millet, Indian barnyard millet, Kodo millet, Brown top millet and Proso millet in the state, Raithasiri scheme was initiated during 2019-20 which has benefitted a total number of 100604 farmers with financial expenditure of Rs.81.54 crores since inception.
- Production incentive of Rs: 10,000/- per hectare based on the crop survey data to encourage millet growing farmers through DBT
- Distribution of 21840.92 Qtls of Ragi, 998.24 qtls of Bajra, 132.33 Qtls of sorghum and 53.53 Qtls of FoxTail seeds to farmers during Kharif 2023.

Promotion for Millet Processing

The state government has been encouraging cultivation of millets to expand millet area in the state for the past few years, by creating awareness amongst the farmers, processors, marketers and consumers regarding the health benefits of millets.

Further, recognizing the lack of modern processing facilities as one of the major drawbacks in processing of millets, the State intends to support the establishment of millet processing units besides facilitating market linkages for millets grown in the State.





- Processing of millets is still a challenge & processed millets have poor shelf life. Hence, encouragement is being given at Farm gate level.
- An assistance of 50% or maximum of Rs.10.00 lakhs subsidy provided end to end millet processing machineries (Processing, Grading, Value addition, Packing and Branding machineries) by inviting applications from interested.
- Millet centre of excellence established in the University of Agriculture Sciences, Raichur & Bangalore provides training & incubation facilities.
- Karnataka perceives minor millets as 'Siridhanya' or "Rich grains".

Total area under Millets = 15.61 lakh ha.

- *Major Millets = 15.26 lakh ha (Ragi –8.28 lakh ha, Jowar – 5.67 lakh ha & Bajra - 1.31 lakh ha)*
- *Minor Millets - 0.35 lakh ha (Foxtail millet, little millet, kodo millet, prosomillet, barnyard millet & browntop millet all together)*

Efforts to provide Market linkages to State's Millet & Organic produce:

- Organic farmers associations registered for organic certification were federated to form 15 regional organic federations throughout the State.
- 10 regional organic federations engaged exclusively into procurement, processing & marketing of millets.

- Regional organic/millet federations assisted to take up production, collection, processing, grading, value addition and marketing related activities.
- State organises highest number of Organic/Millet Exhibition /Melas or Santhe's at Taluk/ District/ State level.
- Market linkage programmes (along with B2Bs) through Organisation /Participation in Mela's/Trade fairs at various levels including district/state/national/international level.
- Support for Establishment of market outlets.

Trade Fair Event Components :

1. Trade and Promotion
 - Exhibition > 300 Stalls
2. Knowledge Sharing Platform:
 - Millet Conferences
 - Farmers Workshops
3. B2B and F2B
 - Buyers & Sellers Meet
4. B2C
 - Consumer Connect programmes
 - Millet Food courts

Global Awareness & market linkages :

- Organics and Millets, 2017-National Trade Fair during April 28-30, 2017.
- Organics and millets, 2018 - International Trade fair during Jan 19 to 21, 2018
- Organics and millets, 2019- International Trade Fair during Jan 18-20, 2019
- Millets and Organics, 2023- International Trade Fair during Jan 20-22, 2023

Major Processed Millet Products in State

- Processed & cleaned millets
- Millets Flour
- Millets Rava
- Multi grain flour
- Millets Vermicelli, noodles, pasta
- Millet flakes
- Popped/puffed
- Malt powder/ millet based health mixes
- Bakery products viz. cookies, chikkis, ladoos, chakkli, nippattu, pappad,
- Fermented foods
- Ready to cook mixes viz., dosa, idli, upma, bisi bele bath, payasam, kitchdi etc





Consumer Awareness Campaigns:

- a. Workshops for chefs, Dieticians, Nutritionists, Fitness and Food Bloggers, Canteen Caterers etc
- b. Millet Run, Panel discussions, Recipe sharing through mass media, Recipe books, cooking Competitions etc
- c. Trainings/webinars on millet value chain technologies to millet stake holders
- d. Exhibitions and Food Courts
- e. Road shows in important cities of State /country
- f. Celebrity talks/Radio jingles/Hoardings /Mass Media etc
- g. Malls, Metro and Airport branding

Karnataka is the millet capital of India and the Government of Karnataka has been a leader in promotion of millets - The first Organics and Millets Fair was held in 2017, the second, third and fourth editions in 2018, 2019 and 2023 respectively in Bengaluru. Now the Fifth Edition is scheduled from Jan 5 to 7, 2024.

ITF 2024 Highlights

- 300+ air-conditioned stalls
- 1,00,000 sqft dedicated space
- Millet and Organic food court
- International exhibition and Conference
- Buyer seller meets
- Consumer Connect
- Farmers Workshop
- Cultural events



TARGET VISITORS

- Organic and natural farmers & producers
- Wholesalers, retailers, traders and SHG
- Exporters & importers
- Restaurants and caterers
- Academicians, researchers, experts
- Food manufacturers and processors
- Service organisations
- Students
- Nutritionists
- Consumers



PRODUCTS ON DISPLAY

- Millets, Organic and Natural range
 - » Spices & herbs
 - » Fresh fruits & vegetables
 - » Oil seeds, nuts, dry fruits and coconut
 - » Organic cereals & pulses
- Certified wild-harvest produce
- Indigenous livestock Products–Dairy, poultry, honey
- Indigenous textiles, cosmetics, personal care items
- Millet processing machinery
- Eco-friendly products

HIGHLIGHTS FROM THE RECENT PAST

2023 International Trade Fair

- 300 Stalls with 276 Exhibitors
- 07 International Delegates
- 45 Processors / companies
- 16 Food courts displaying millet and organic recipes and food products
- Exclusive Karnataka Pavilion with 84 Stalls
- 139 B2B meetings with 43 agreements
- Business worth INR 2.02 billion
- More than 2,00,000 Visitors



2019 International Trade Fair

- 402 Exhibitors
- 10 Countries
- 20 International Buyers
- 200,000 Visitors
- Business worth INR 1.1 billion



2018 International Trade Fair

- 402 Exhibitors
- 10 Countries
- 20 International Buyers
- 200,000 Visitors
- Business worth INR 1.1 billion

2017 National Trade Fair

- 194 Exhibitors
- 75000 Visitors
- 14 Organic Farmer Federations
- Business orders worth INR 1 billion



FOR MORE INFORMATION, CONTACT

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For details visit www.organics-millets.in

