

# IMC

Chamber of Commerce and Industry

# IMC JOURNAL

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## International Year of Millets

2023 | *Reviving the  
forgotten Super Food*



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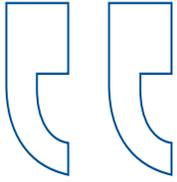
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## *From the President's Desk* *Mr. Anant Singhania*

The year 2023, as designated by the United Nations, is the International Year of Millets — an initiative led by the Government of India and supported by numerous countries worldwide. The core purpose of this campaign is to raise awareness, promote consumption, enhance policy intervention, encourage value-add products, and increase the shelf life of millet products.

To begin, it is critical to raise awareness about the environmental and nutritional advantages of millets. These drought-tolerant crops can be grown in semi-arid areas and demand far less water than conventional crops such as rice and wheat. Nutrient-wise, millets surpass many cereals with their high protein, fiber, and micronutrient contents. This dual advantage can serve as a robust solution to both environmental and nutritional challenges.

A 2021 study published in “Food and Nutrition Bulletin” reported that almost 20% of Indian households are both food insecure and vulnerable to climate change. The Government of India plans to reach more than 200 million people with information about millets’ merits through a series of webinars, workshops, and media campaigns in 2023. Promoting the consumption of millet is another key objective. India is the largest producer of millets, with a production of over 170 lakh tons in 2020-21, which is almost 40% of the world’s production. Despite this, the per capita consumption of millets is low due to factors such as changing food preferences and limited availability of ready-to-eat millet products.

Addressing this issue, the government launched the “Kuposhan Mukh Bharat” (Malnutrition-Free India) campaign in 2020, with the hopes of achieving that reality by 2025. The aim is to integrate millets into the

public distribution system, reaching more than 800 million beneficiaries. The initiative also seeks to incorporate millets into school meal programs, potentially impacting the health of over 100 million children.

Policy intervention is essential to incentivize farmers to grow millets. To this end, the Cabinet Committee on Economic Affairs (CCEA), chaired by **Hon. Prime Minister Shri Narendra Modi**, has revised the Minimum Support Price per quintal for millets such as bajra and ragi, from Rs 2,350 to Rs 2,500; and from Rs 3,578 to Rs 3,846. For pulses tur, moong, and urad, the MSP per quintal was hiked from Rs 6,600 to Rs 7,000; from Rs 7,755 to Rs 8,558, and from Rs 6,600 to Rs 6,950 respectively. This policy change intends to enhance farmers’ income and encourage them to expand their millet acreage.

The government is supporting small and medium enterprises (SMEs) through technology and training for developing innovative millet products. Enhancing the shelf life of millet products is another critical aspect. Currently, the Central Food Technological Research Institute (CFTRI), Mysore, is conducting research on extending the shelf life of ready-to-eat millet products. Initial approaches target the lipase enzyme in millets, which if made inactive, would enhance shelf life.

In conclusion, the International Year of Millets 2023 provides a platform to advocate for these wonder crops. As India is at the forefront of this initiative, it has the potential to revolutionize its agrarian landscape, improve nutritional outcomes, and strengthen climate resilience. It’s a golden opportunity to transform the “nutri-cereals” from “orphan crops” to “crops of the future” by promoting their cultivation and consumption



on a massive scale. The path to a sustainable and nutritious future can be paved by harnessing the full potential of these resilient crops.

In our small way, IMC Agriculture & Food Processing Committee organised a full day interactive conference on **Accelerating the Growth of Agriculture Value Chains in Maharashtra** in three different crops namely Cotton, Oil Seeds and Millets in the month of May that was inaugurated by **Shri Abdul Sattar, Hon. Agriculture Minister of Maharashtra** where several ideas of promotion, value addition, enhancing productivity and climate resilience were deliberated in detail. Millets and nutrition go hand in hand and the members enjoyed the sumptuous Millet-only meals that were served during the course of the day. **Dr. Dayakar Rao B, Principal Scientist, ICAR, Indian Institute of Millets Research (IIMR)** also participated in the event. A beautiful Rangoli of different Millets was made by artist **Shri Vivek Donde**, to signify the Maharashtra Millets Mission.



The month of May 2023 also witnessed several conferences including the IMC flagship event - **the 13th Annual Banking and Finance Conference - Harnessing Banking and Finance to Drive India's Growth**". The Chief Guest for this conference was **Hon'ble Finance Minister of State, Dr. Bhagwat Karad** who spoke about financial inclusion and digital banking that led India to the top of the pyramid in terms of the digital stack - the JAM trinity and UPI becoming the game changer for quick, reliable and instantaneous digital payments. The Conference brought together leaders from industry and government to explore a variety of themes relevant to the financial sector. Panelists and moderators from firms including State Bank of India, Bank of Baroda, Axis Bank, HDFC Bank, Federal Bank, J P Morgan Chase Bank-India, Shriram Finance Ltd., Profectus Capital, Tata Capital, CRISIL, Deloitte, etc., discussed topics such as technology, insurance, mutual funds, credit flow and co-lending with banks.

IMC's Ease of Living Committee organised its **3rd Ease of Living Conference "Ease of Living - Basic right of citizens - Making Cities & Towns Better Place to live"** at the Darbar Hall of Raj Bhavan. **Shri Ramesh Bais, Hon'ble Governor of Maharashtra** presided over the event speaking about the need for civic sense and a need for awareness to improve the Ease of Living along with **Shri Vivek Phansalkar, Commissioner of Police, Mumbai** who spoke about cyber safety and security of common man. The address by **Municipal**

**Commissioner of Indore, Ms. Harshika Singh** who has bagged the cleanest city in India for the last 6 years and the fact that Indore city had done away with dustbins was an eye opener. The talks on traffic management and the plans of increasing the buses fleet threefold by BEST in the next 3 years was a revelation for all.

The **Ambassador of Mongolia to India, H. E. Mr. Ganbold Dambajav** visited the Chamber and invited the IMC Members to his beautiful country to visit and to invest into agriculture, minerals resources, renewable energy, infrastructure, education, information technology etc. IMC was invited to host the President of Mongolia in his ensuing visit to India in 2024.

Similarly, the **Ambassador of Guatemala to India, H.E. Mr. Omar Lisandro Castañeda Solares** visited the Chamber with a small delegation highlighting the need to strengthen trade relations between the two countries. Guatemala's favourable location in Central America can be harnessed to target both the domestic market as well as the North and South American market due to the proximity to these markets and duty-free access.

The day long detailed technical hybrid Seminar on **TDS - TCS Provisions** held jointly with **Bombay Chartered Accountants' Society and The Chamber of Tax Consultants** was very successful with over 300 participants taking benefit of the experts who presented the various changes and explained the nuances of the compliances. There was a need found to

streamline and simplify the provisions and reduce the costs of compliances.

The **IMC CEO CONCLAVE - Transforming the MSME Sector to achieve India's USD 10 Trillion GDP Goal** was held in the first week of June 2023 at the Jio Convention Centre, BKC and the keynote address was given by **Dr. Tirthankar Patnaik, Chief Economist, National Stock Exchange of India Ltd** on India's strengths and the emerging trends towards India's exponential journey towards a 10 Tn \$ economy. The session on the Circular Economy was very interesting and so was the **CEO's round table** discussions on the challenges faced by the MSME's and the solutions found by India INC in overcoming the same.

The month ended with the **3rd IMC YLF Youth Conclave** organised on a virtual platform by the IMC Young Leaders' Forum. The theme chosen was **"(EKTA) One South Asia |One Earth, One Family, One Future"** coinciding with India's G20 Presidency. Guest of Honour, **Shri. Amitabh Kant, G20 Sherpa, Government of India** in his address mentioned the importance of skill development, educational opportunities, and collaborations between Government and private entities for the youth to enhance the capacity to create innovative solutions. **Shri. Jayant Sinha, Honorable Chairman, Parliament Standing Committee on Finance** in his address said that climate change issues must be addressed and there is necessity of following a net zero development model that creates millions of green jobs not only in India but also in South Asia. And the valedictory address was delivered by **Shri Anurag Thakur, Hon. Union Minister of Information and Broadcasting; Youth Affairs and Sports** who highlighted the key factors that can drive the youth of the G20 countries to work together for a better future and set new milestones that will have a global impact.

I thank all the readers and the IMC members my very best as I pen my last note as the President of the most prestigious IMC Chamber of Commerce and Industry.

Thank you.



# A case for mainstreaming Millets in India

**Mr. Aashish Barwale**

Director, Mahyco

Millets which are regarded as superfoods with significant nutritional benefits for the consumers, friendly to environment and to the farmers are cultivated for centuries in India. Major millets are Sorghum (Jowar), Pearl Millet (Bajra), and Finger millets. Minor millets comprise of Foxtail, Baryard, Kodo, and others. While Millets are largely cultivated as part of subsistence farming, and as a staple for relatively poorer section of the population, there is a greater realization in the recent years about the remarkable benefits of these grains relative to major cereal crops of rice, and wheat.

A store of house of Nutrition: Millets have relatively better nutrition. Apart from good amounts of protein, they also are better sources of dietary fiber, iron, calcium and other minerals, making them preferable over other cereals. The low glycemic index of millets with higher dietary fiber makes them a better choice particularly for those with diabetes, as it helps in slower release of dietary sugars on consumption. Millets also contain several bioactive phytochemicals including phenolic compounds. There are many studies confirming the role of polyphenols in antioxidant, anti-inflammatory, and neuroprotective actions which have beneficial impact in minimizing the chances of many diseases.

Millets – a friend of small holder farmers: Millets are generally cultivated in arid regions with low rainfall and low irrigation potential. The dryland small holding farmers

cultivate millets as it is less input intensive, and therefore require less capital. Millets would respond well with good yield even with much less water and fertilizer compared to major cereal crops of rice and wheat. They can also be harvested in about 60 to 90 days' time depending on the type of Millet crops compared to 100 to 140 days' time of fine cereals like rice and wheat. They also require hardly any plant protection chemicals to pest and disease controls as they are hardy crops, making them easier to cultivate.

Millets – environmentally most sustainable crops: Millets are regarded as very friendly to the environment, as they can be cultivated with minimum inputs compared to many other crops. Millets can be cultivated in the dryland receiving only 300 to 400 mm of annual rainfall or with only one or two rounds of irrigation. They also have the natural ability of climate resilience to withstand high temperatures even during reproductive growth. Nature has also conferred on the Millets a mechanism of drought escape, where in the early experience of the drought by the plant triggers the quickening of the reproductive cycle to shorten the crop, resulting in better crop yield compared to other cereal crops under similar circumstances. Millets are also carbon neutral crops as they require very little fertilizer and absorb far more carbon dioxide compared to rice and wheat. Being C4 crops, they have much more efficient photosynthetic systems, producing

more biomass per unit of inputs. All these factors make millet crops climatically the most sustainable and therefore, preferred crop to promote in the face of looming threat of rapid climate changes.

Mainstreaming of Millets: In spite of a host of beneficial impact for the consumers, farmers and on the environment, Millet form a miniscule part of food basket of the world. For instance, in India, Millet production is less than 4 percent of the annual food grains production, and the acreages under millets are in downward trend. Therefore, urgent steps are needed to mainstream millets by both demand and supply side actions.

The Govt of India has been taking many positive steps to improve the awareness and to popularize the consumption of Millets in the last few years. The year 2018 was declared as the national year of millets to promote millets for nutritional security. At the instance of Govt of India, United Nations has declared 2023 as the international year of Millets. Apart from improving awareness, there is also a need to work on the post-harvest processing of millets to make it convenient to use in Indian preparations. The absence of gluten in the millets makes it difficult to use as a wheat substitute in making rotis. The relatively lower shelf life of Millets after harvesting and processing needs to be addressed. The consumer preference for readily available cereal grains needs to be changed

## Knowledge

through demonstration of better or equally tasting preparations. The perception of Millets as coarse grains being a poor man's food also needs to be changed through effective communications. The current steps of the GOI in encouraging private sector food companies for these efforts are in the right direction, and these efforts can be amplified going forward by suitable policy initiatives. It would also be helpful to include Millets in the many of the public funded feeding and foodgrains distribution programs. Encouraging primary processing of Millets, and development new food products acceptable to Indian palate would be other important requirements to part replace fine cereals in the food basket of Indian consumers with millets.

On the supply side, Millets are receiving lesser interest from farmers due to relatively poor profitability of these crops in comparison to competing crops like pulses, sunflower, cotton, certain oilseeds. There is a need to increase research efforts to develop high yielding varieties / hybrids in Millets to help these crops become more remunerative to farmers. Incentivizing breeding research in millets and encouraging public private partnerships would be useful in this direction. GOI has done well to increase the MSP of major Millets during recent years significantly. In addition, if there are institutional mechanisms to ensure procurement of these millets at MSP, it will help to minimize the

price and market uncertainties for the Millet farmers.

In sum, Millets are smart foods with many advantages for farmers and consumers. Greater cultivation and consumption of millets would not only be helpful to the farmers and consumers, but also to the health of our planet. We need to speed up on the initiatives mentioned above, so that we can ensure Millets moving to the center of food plates of many more of us as soon as possible.

*Aashish Barwale, the author is the Director of Mahyco. Mahyco is the first company in India to introduce hybrids in Jowar and Bajra five decades back to improve farm yields of the millets.*

*(Views are personal)*



# Food System Revolution: Biofortified Millets Drive Sustainable Human Nutrition



**Mr. Binu Cherian**  
Senior Country Manager,  
HarvestPlus

***HarvestPlus improves nutrition and public health by developing and promoting biofortified food crops that are rich in vitamins and minerals and providing global leadership on biofortification evidence and technology. HarvestPlus works across CGIAR as part of the International Food Policy Research Institute (IFPRI).***

Millets have been staple foods in ancient civilizations and continue to be dietary powerhouses in many parts of India and Africa. Packed with essential nutrients, including carbohydrates, proteins, dietary fibers, vitamins, and minerals, millets offer a gluten-free solution to nutritional needs. Moreover, they serve as a vital source of animal feed and fodder, supporting livestock nutrition in areas with limited grazing resources. Millets are hardy and adaptable crops that are suitable for arid and semi-arid regions, where other grains struggle to thrive. Millets are tolerant to diseases and pests and are more resilient to climate shocks than other cereal crops.

Micronutrient deficiencies affect an estimated two billion individuals globally, presenting substantial challenges to health and development. Malnutrition remains a critical challenge in India, posing a significant impact on the socioeconomic, health indicators and well-being of its population. Millets,

historically cultivated for thousands of years, are emerging as key players in the global biofortification movement.

HarvestPlus, a global program of the CGIAR, has been recognized for its outstanding achievements in addressing global nutritional challenges. The program was honored with the prestigious **World Food Prize in 2016** and, more recently, the **Borlaug Field Award in 2022**. HarvestPlus focuses on combating malnutrition through the implementation of biofortification, an innovative agricultural technology that enhances the nutritional content of staple food crops by plant breeding. Enhancing the levels of vital micronutrients and vitamins (iron, zinc, and vitamin-A) in commonly consumed crops like rice, wheat, pearl millet, finger millet, lentils, and cowpeas, when consumed daily can provide a measurable impact on health. This cost-effective approach holds significant potential to address widespread nutrient deficiencies and promote better health outcomes.

Biofortification offers distinct advantages in addressing micronutrient deficiencies. Its long-term cost-effectiveness and ability to reach underserved rural populations make it a practical solution. Biofortification empowers farmers by integrating high-yielding millet varieties that are rich in micronutrients and this approach

places the solution directly in the hands of farmers. These biofortified crops, after fulfilling household requirements, can be integrated into rural and urban consumer supply chains. Biofortification complements the existing available interventions like fortification and supplementation. It offers a sustainable approach that aligns with existing food systems, requiring minimal changes in farming practices.

As a technology, it benefits particularly economically disadvantaged families, who rely on the produce from their farms, as well as women and children with higher micronutrient needs. Over the past two decades, biofortification has gained significant momentum, resulting in the release of more than **420 varieties of biofortified crops in over 20 countries for cultivation**. This global movement has positively impacted the lives of **100 million people in Asia, Africa, and Latin America**.

The potential of biofortification in Asia, including India, is especially promising, as evidenced by the endorsement and recommendation of **biofortified crops by Honourable Prime Minister Modi** who has suggested the potential of incorporating these crops into the large-scale public food and nutrition programs of the country, recognizing their immense value in addressing

malnutrition. **The African Union has endorsed biofortification as an effective strategy** to address malnutrition and improve public health.

In India, HarvestPlus collaborates with CGIAR institutions, NARES, private, and public sectors, and community organizations, focusing its efforts on developing and promoting biofortified millet varieties with enhanced nutritional content, particularly in iron and zinc. HarvestPlus collaborates with 135 partners to scale these nutritious varieties. These biofortified millets have significantly higher levels of these micronutrients compared to conventional varieties, making them powerful allies in the battle against micronutrient deficiencies. Under this collaborative biofortified pearl millet research program supported by HarvestPlus; key partners include ICRISAT, ICAR, SAUs, and the private sector, 8 biofortified high iron hybrids, and two open-pollinated varieties -OPVs (AHB 1200Fe, AHB 1269, Phule Mahashakti, RHB 233, RHB 234, HHB 299, HHB 311, GHB 1129, Dhanashakti, ABV 04) were developed by various state agricultural universities- VNMKV-

Parbhani, CCSHAU-Hissar, SKNAU-Jobner, MPKV- Dhule, ARS, ANGRAU, Ananthapuramu, JCFMVAU, Jamnagar. Other biofortified millet varieties that are available for cultivation are 3 biofortified finger millet with high calcium (CFMV1 (Indravati), CFMV 2, VR 929 (Vegavathi) developed by NAU, Waghai, and ARS ANGRAU; sorghum (Parbhani Shakti) with higher iron and zinc content developed by ICRISAT, VNMKV-Parbhani and little millets, CLMV1 released by ICAR-IIMR.

Nutrition studies conducted by HarvestPlus, and its partners (Cornell University and SNDT University) in Maharashtra demonstrate the efficacy of biofortified iron pearl millet in improving the nutrition status of target populations. Iron-deficient adolescent boys and girls showed a significant improvement in serum ferritin and total body iron after consuming biofortified pearl millet Bakri twice daily for four months. The prevalence of iron deficiency was reduced significantly in the high iron biofortified pearl millet group. Those children who were iron deficient at baseline were significantly (64%), more likely

to resolve their deficiency by six months. It also demonstrated that consuming high-iron biofortified pearl millet improved cognitive function in iron-deficient Indian adolescents in a six-month, randomized controlled efficacy trial.

HarvestPlus in partnership with Nirmal Seeds commercialized the first biofortified pearl millet variety Dhanashakti in Maharashtra along with Mahabeej, Karnataka State Seed Corporations (KSSC) in Karnataka, and various FPOs and community organizations. Various activities like field demonstrations, farmers' meetings, capacity-building training programs for retailers and distributors, and innovative communication materials and nutrient messages for marketing in the target markets have helped to create awareness of the benefits and demand of biofortified crops.

HarvestPlus works comprehensively across the value chain to develop sustainable markets for biofortified crops. By integrating biofortified millets into the food processing industry, there is an opportunity to generate increased demand and provide consumers with access to nutritious food options. HarvestPlus support key stakeholder to analyze the micronutrient contents of seeds and grains at its state-of-the-art laboratory. By incorporating biofortified millets into these processed food items, manufacturers can contribute to improving the overall nutrition profile of their products, promoting better health outcomes. The private sector holds immense potential in driving the sustainable production of millets by providing crucial support, including access to financial assistance, higher investment in R&D, advanced farming equipment, innovative technologies that enhance millet processing, and digital technologies



to develop efficient and traceable supply chains.

In addition to market integration, favorable policies play a crucial role in enhancing the impact of biofortification on nutrition. Implementing policies that prioritize the inclusion of biofortified crops for safety net programs and public distribution channels can significantly improve the cost-effectiveness of nutrition interventions. Such policies create a steady demand for biofortified crops, incentivizing farmers to grow them and facilitating their access to vulnerable populations. The policy developed by ICAR-IIMR establishes clear guidelines and minimum standards for essential micronutrient content in new crop varieties. These standards serve as benchmarks to ensure that the released varieties are nutritionally enhanced and contribute to addressing micronutrient deficiencies. HarvestPlus collaborated with British Standards Institute (BSI) to develop the Publicly Available Standards (PAS) for zinc maize, rice, and wheat, iron (beans, pearl millet), and vitamin A (maize, cassava, sweet potato). In the realm of biofortification, the establishment of standards plays a pivotal role in ensuring quality assurance throughout the value chain. These standards provide clear guidelines and specifications that crop varieties must adhere to, guaranteeing the delivery of nutrient-rich products to consumers.

By focusing on both market integration and policies, a sustainable ecosystem not only boosts demand for biofortified millets but also ensures their availability and affordability to consumers. This multifaceted approach contributes to the overarching goal of combating malnutrition and improving public



health through the consumption of nutrient-dense food products.

The year 2023 is a momentous milestone for HarvestPlus to celebrate the 20th anniversary of a groundbreaking nutrition-agricultural innovation that has revolutionized the way we approach food security and public health. In India, more than 366,000 people benefit from biofortified millet and an estimated 1 million smallholder farmers grow and consume biofortified crops.

Biofortified millets can be a game changer with its potential to address micronutrient deficiencies, improve nutrition and enhance food security in the face of climate change particularly in resource-limited settings. The cultivation and consumption of these nutrient-rich crops offer a sustainable and cost-effective approach to increasing the availability of essential nutrients in the diets of vulnerable populations.

*(Views are personal)*

# Millets' processing and value addition



**Dr. Dayakar Rao B**

*Principal Scientist ICAR,*

*Indian Institute of Millets Research IIMR*

## Millets' scenario in India

Millets are the traditional food crops that ensure food, nutrition, feed, fodder and fuel security of the planet, while the income security for the marginal farmers of the dry land regions. Millets are the food crops adapted to dryland agro ecologies of the arid and semi-arid tropics.

India is the largest producer of millets in the world with about 20 per cent of global share in production (2022) which is largely cultivated in 21 States in the country. There is a major impetus in Rajasthan, Maharashtra, Karnataka, Andhra Pradesh, Tamil Nadu, Kerala, Telangana, Uttarakhand, Jharkhand, Madhya Pradesh, Haryana, and Gujarat. In India, millets are cultivated in an area of 12.45 million hectares, producing 15.53 million tonnes with a yield of 1247 kg/ha. Sorghum is the fourth most important food grain in India after rice, wheat, and maize in terms of area (3.84 Mn. ha) and production (4.31 Mn. MT). Bajra 7.05 m ha) is contributing more than 50 per cent of the country's area under millets with nearly equal percentage of production. It is interesting to note that, India is the topmost producer of Barnyard (99.9%), Finger (53.3%), Kodo (100%), Little millet (100%) and pearl millet (44.5%), producing about 12.46 million metric tonnes from an area of 8.87 million ha. Among the different states in India,

Rajasthan has the highest area under millets cultivation (29.05%) followed by Maharashtra (20.67%), Karnataka (13.46%), Uttar Pradesh (8.06%), Madhya Pradesh (6.11%), Gujarat (3.94%) and Tamil Nadu (3.74%).

## Processing and value-added technologies in Millets

Processing of grains enhances the consumer acceptability and adds to its convenience. A decrease in millet consumption is found to be proportional to an increase in expenditure. Besides, increased income is accompanied by increased consumption of wheat and rice, as products made from these fine cereals are easy to prepare and have better keeping quality. At the same time, people now tend to eat a greater variety of foods. Technological change could perhaps change the scenario for millets, improving its production and utilization. Processing also improves the food value in terms of increasing the variety of products and improving carbohydrate and protein digestibility.

## Pre-processing of Millets

The harvesting process followed for millets is mostly carried in a traditional manner wherein a lot of refractions such as immature grains, chaffs, mud particles, stones, admixed gains as well as obnoxious material, dust, etc. will be mixed. For this, de-stoners, graders, and

aspirator systems suitable for millets are available and millet processors are using them effectively. Traditionally, much of this process is done at farmers' level in the threshing floor itself.

## Primary processing

The primary processing of millets is a vital step to convert the grain into edible form and thereby enhancing their quality and consumer acceptability. Among the millets, sorghum, pearl millet and finger millet grains are naked as almost all the glumes get detached from the grains during harvesting; however, a few traditional varieties do retain the glumes randomly with the seeds which can be detached by mild abrasion in cereal (emery) pearler. On the other hand, the processing of Little, Proso, Kodo, Barnyard, Browntop and Foxtail millets are complicated as they have non-edible husk that needs to be removed, followed by the de-branning to a desirable extent through primary processing. This involves the removal of inedible layer, the husk through dehulling. The raw grain is processed into edible grain through primary processing.

## Secondary Processing

It involves the conversion of the primary processed raw grains into different Ready-to-Eat (RTE) and Ready-to-Cook (RTC) millet products.



Although the hulled and de-branned millets are largely used for cooking and consumption like milled rice, they are pulverized into flour and suji to prepare into roti and other foods similar to rice/wheat flour and semolina. Through these technologies, millet products with enhanced taste, convenience and nutritional quality have become a possibility. Millet-based RTE foods – puffs, flakes, muesli, extruded snacks, cookies, murukus, etc., and RTC foods – vermicelli, pasta, millet semolina (medium, fine & coarse), instant mixes, etc., were developed, including millet-plus-milk-based beverages.

### Conclusion

The demand creation through social behaviour changes communication methods and product promotions can increase in consumption and crop diversification. The country needs evidence-based research on how millet can benefit different categories of people with validated

health benefits. ICAR, SAUs and other research organizations including national and international institutions may engage in research and collate evidence to promote the millets and pass on the goodness of millets. The nutrition and health benefits of millets need to be known to each household. It would require harnessing available social capital potentials like Anganwadi Centres, local government bodies, self-help groups, cooperatives, and human capitals like Anganwadi workers etc. There is a need to create synergy between production, processing, consumption, promotion, and policy aspects for developing linkages would expand the millets reach to various communities and make it to reach the food plates of common man. In the recent times, millet business has emerged as an opportunity for aspiring entrepreneurs to set up their business and tap the potential of millets at national and international levels. Government is supporting

the start-up ecosystem with several schemes through the establishment of incubation centres under DST-NIDHI, RKVY-RAFTAAR, BIRAC-BIONEST etc. The startups can avail the benefit under any of these schemes.

Nutrihub-TBISC, the commercial façade of ICAR-IIMR has a state-of-the-art facility for incubation centre and is supporting the millet-based startups in the country under its flagship programs like NEST and NGRAIN by facilitation of the grant-in-aid up to ₹ 25 lakhs alongside providing them incubation and technology licensing. Any aspiring entrepreneurs with innovative business ideas may contact Nutrihub, ICAR-IIMR to avail 360° handholding for scaling up the business and orient towards export markets to tap the potential at national and international markets in the wake of International Year of Millets, 2023.

*(Views are personal)*

# International Year of Millets 2023 – Reviving the Forgotten Superfood



**Mr. G. Chandrashekhar**  
Economic Advisor, IMC

## The Genesis and the Game Plan

The United Nations has declared 2023 as the International Year of Millets. The initiative for this global recognition of this largely-ignored super food came from India, the world's largest producer of a variety of millets.

Millets benefit stakeholders in multiple ways. Millets are good for the growers, good for the consumers and good for the environment. Several corporate houses have recognized the commercial benefits of millets business and have entered the fray.

The genesis of the IYM initiative may be traced back to 2012. In September 2012, at the request of the Indian Agricultural Research Institute (IARI) this writer (G. Chandrashekhar) authored a White Paper titled 'Mainstreaming Coarse Cereals through Welfare Programs' for the government of India.

On October 12, 2012 a National Consultation was held at IARI at Pusa complex in New Delhi with the theme: 'Improving Food and Nutrition Security by Mainstreaming Coarse Grains into Public Funded Welfare Programs' where this writer presented the highlights of the White Paper he authored.

The National Consultation was presided over by the then Union Minister for Women and

Child Development and many government officials, scientists, industry representatives and others participated.

Presenting the highlights of the White Paper, the author made the following points:

- There is a strong need to make production of coarse grains remunerative for growers and consumption fashionable for consumers.
- Coarse cereals have multiple uses or applications as Food, Feed, Fodder / Forage, Fuel and Ferment.
- There are not many crops with so much varied utility; and market exists for each one of the applications.
- Coarse cereals are well positioned to meet the challenges of water shortage and climate change.
- The tag of 'inferior crops' that unfortunately got attached to coarse cereals is unwarranted and undeserved.
- In fact, coarse cereals are anything but 'coarse'. They have been known for their rich nutrient content and drought resistant nature. They are ideal candidates for dry-land agriculture.

## The White Paper presented a set of Policy Prescription, Implementation Strategies and Action Plan.

**Guiding Principles:** In view of the emerging challenges facing fine cereals rice and wheat as well as emerging nutrition security challenge confronting hundreds of millions, the guiding principles to address them ought to be:

- Food, more specifically nutritious food, should become a basic human right;
- The threat of nutrition insecurity and pervasive malnutrition / under-nutrition deserves to be addressed with great urgency;
- Nutritional status of the predominantly young population deserves to be improved in order to draw the 'demographic dividend';
- Several welfare programs (in which food is an integral part) currently in operation must aim to include locally grown / available cereals that are at once economical and nutritious;
- For millions of growers, improved marketability of the crop and more remunerative returns will result;

- For the industry, a market opportunity beckons.

**Implementation Strategies:**

- Recognise the close relationship between agriculture, nutrition and health;
- Encourage growers with policy support in the form of procurement by government agencies for eventual distribution through various welfare programs;
- Support consumers, especially the vulnerable and really needy, by delivering nutritious grains (nutri-cereals) or incorporating them in foods under welfare programs like TDPS, MNREGA, ICDS, MDM;
- Incentivise R & D for expanded utilization of nutri-cereals by the food processing industry;
- Evolve an effective communication strategy to disseminate the health benefits of nutri-cereals and make consumption of nutri-cereals ‘fashionable’;
- If mainstreaming nutri-cereals involves a subsidy, so be it.

**ACTION PLAN**

To Support Production:

- Raise Minimum Support Price for nutri-cereals to make cultivation remunerative;
- Improve marketability of crop through assured procurement by State agencies;

- Incentivise crop rotation in fine cereal (rice and wheat) mono-cropping regions with nutri-cereals to address natural resource risks;
- Accelerate seed tech transfer to substantially improve yields;

To Support Utilization

- Mandate that nutri-cereals procured by State agencies are distributed through welfare schemes and incorporated in food supplies;
- Accelerate R & D efforts to preserve quality of stored grains in a decentralized manner;
- Encourage scientific and cost-effective milling of nutri-cereals;
- Encourage processing industry to establish backward linkages with nutri-cereal growers;
- Incentivise processing industry to step up utilisation of nutri-cereals in a range of food products including ‘health foods’;

General:

- Recognise the critical importance of nutri-cereals in ensuring food and nutrition security;
- Dovetail the welfare programs of different ministries for a unified approach to advance nutrition security by mainstreaming nutri-cereals in such programs;
- Evolve a national communication plan – if



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need be, with regionally differentiated approach – to make production and consumption of nutri-cereals fashionable;

- Highlight the nutrition and health benefits of nutri-cereals, especially in regional languages;
- Consciously use the term ‘nutri-cereals’ instead of coarse grains in all communication.

In our country, there’s a new moniker for millets, now called Shree anna. This author strongly believes the expression Shreeanna is a misnomer. Millets should actually be referred to as Shreya Anna translated as Glorious Grains.

*(Views are personal)*

# International Year of Millets 2023 – Reviving the forgotten Super Food



**Dr. Khadar Valli**  
*Millet Man of India*

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## The Global Agricultural Crisis

A crisis looms over global agriculture. The industry is sabotaged, in a sense, by corporate food companies that continuously promote the consumption of rice, wheat, and sugar - staples that don't make scientific sense as an optimal diet. These corporations' dominance influences dietary habits globally, leading to less nutritious food choices over healthier alternatives like millets. This distortion in the agricultural food chain has spawned a sense of insecurity around our food systems, while also destabilizing the agricultural industry. For the past three decades, the troubling trends in this sector have drawn my attention and spurred us to action.

## The Potential of Millets for Food Security

Against this backdrop of agricultural sabotage and dietary imbalance, millets emerge as a beacon of hope for sustainable food security. Unmatched in their ecological and nutritional efficiency, minor millets demand only 200 liters of water per kilogram, compared to the exorbitant 8000 liters required for rice. This translates to 40 times less water consumption for equivalent production. Moreover, the ability of minor millets to satiate hunger is far greater, with a kilogram feeding twice the number of people compared to the same quantity of rice. This

highlights how rice weighs heavily on our planet's resources, with an 80 times greater impact. Further enhancing millets' appeal is their adaptability. They can flourish even on barren lands, making them a truly global crop that doesn't necessitate the construction of multiple dams or the tampering of natural ecosystems.

## The Health Benefits of Siridhanya

Beyond their environmental benefits, millets also hold immense health potential. A group of five minor millets, collectively known as Siridhanya - including Kodo, Foxtail, Barnyard, Browntop, and Little Millet - exhibit exceptional health benefits. Their low carbohydrate-to-fiber ratio aids in maintaining optimal health and has been found to effectively reverse numerous diseases. Since 1997, we have campaigned for its use as staple food, witnessing firsthand the considerable health and wellness benefits these minor millets can bring. The widespread adoption of a Siridhanya-rich diet could revolutionize public health, ultimately leading to a significant reduction in healthcare expenditure.

## Encouraging Higher Minor Millet Production

Realizing the potential of millets, both for food and nutrition security, necessitates encouraging their production at a larger scale. In

India's Karnataka state, farmers have begun to embrace minor millet farming, encouraged by attractive prices and successful crop yields. The Government of India, recognizing the immense potential millets hold, has also spearheaded a global millets campaign. Still, the journey hasn't been easy. Convincing farmers to adopt new crop strategies and urging city dwellers to change dietary habits required considerable effort. Yet, the successes we see today reflect the power of collective responsibility in saving our agriculture and, ultimately, our planet.

## Promoting Millet Consumption and Ecological Restoration

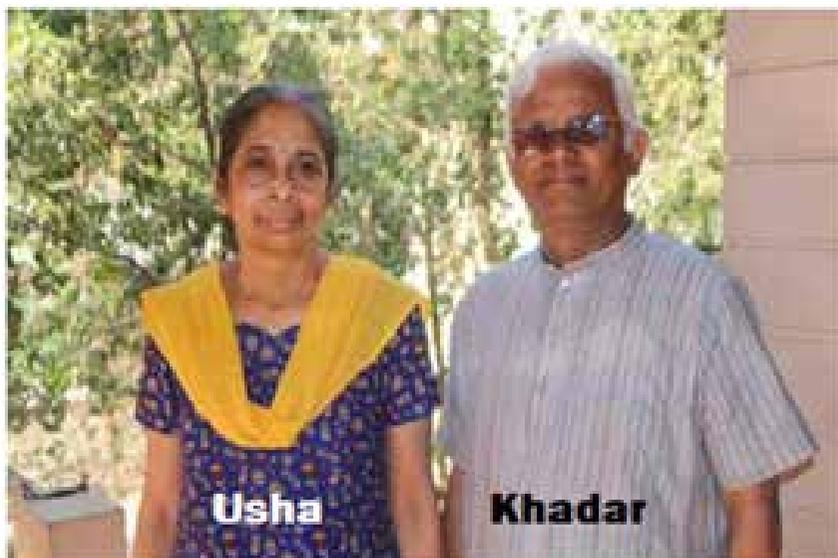
To fully harness the potential of millets, we need a comprehensive strategy to popularize their utilization. This endeavor is particularly crucial in urban areas where health conditions are deteriorating. We propose establishing wellness centers that host residential courses and exclusively serve millet-based meals. Within 10 to 15 days of such a diet, people can experience noticeable health improvements. This firsthand experience can catalyze demand and boost supply. However, the path towards this vision hasn't been devoid of challenges. Millets have been systematically sidelined and negatively portrayed as 'coarse grains' by

corporate agriculture entities. To counter this, we're committed to developing an ecological model that blends food security, health improvement, and environmental restoration. By embracing millets and the agricultural practices they necessitate, we can begin to roll back the environmental damage caused by current agricultural food practices.

### Policy Support, Civic Education and Research for Millet Promotion

Enhancing millet production and utilization requires not just robust policy support from the Government of India (GOI) but also strategic educational initiatives and dedicated research institutions. Policy makers must guide research institutes to uphold food sovereignty and security, ensuring they aren't compromised under the guise of patents and intellectual property rights.

- Firstly, the government should consider exempting millet foods from the Goods and Services Tax (GST). This could promote millet consumption, making these nutrient-rich grains more affordable for the masses.
- Secondly, subsidies currently given to chemical fertilizer companies should be redirected towards millet farmers. This financial redirection would aid farmers transitioning to millet cultivation, promoting environmentally friendly farming practices.
- Thirdly, a dedicated Ministry for Rainfed Agriculture could address the specific research and development needs



for crops like millets. This specialized focus could spark advancements in sustainable millet farming methods.

- Fourthly, government agencies should serve millet-based meals, fostering a culture of millet usage as food. This directive should extend to large private organizations, the Army, paramilitary forces, and police departments.
- Fifthly, promoting millets should begin in schools. Incorporating millets into mid-day meals could facilitate a gradual dietary shift towards this nutritious grain.
- Sixthly, financial incentives for millet farmers could stimulate production and provide income stability for those transitioning to millet cultivation.

In addition to these policy changes, there should be a strong focus on research and education. Research institutes dedicated to studying millets need to be established. These centers would be invaluable

for developing advanced, sustainable millet farming techniques and studying their nutritional benefits more closely.

Moreover, the importance of millets and their benefits should be introduced into educational curriculums at the school and college levels. Students should learn about different types of grains, their nutritional profiles, and their impact on environmental sustainability. This knowledge could foster a new generation of informed consumers and passionate advocates for millets.

However, while the government plays a significant role in initiating these changes, the success of these efforts also relies on the public's acceptance and support. Therefore, alongside policy changes and educational initiatives, there needs to be an ongoing public awareness campaign promoting millets' benefits. The collaboration between policy, education, and public awareness can lead to a healthier and more sustainable future for all.

*(Views are personal)*

# How millets can make India a food superpower

**Mr. Monomoy Mukherjee**  
Chief General Manager, NABARD



For centuries, millets were the mainstay of the Indian family's diet. Then, in the 1960s, the ushering in of the Green Revolution witnessed the shifting of focus towards the cultivation of refined grains, including wheat and rice, as they were considered more profitable for farmers and preferred by consumers. The government policies subsidised the consumption of rice and wheat and incentivised and promoted its production. Gradually, millets were relegated to the sidelines and branded as 'ethnic' food.

However, over the years, the accent on sustainable agriculture, the increased prevalence of lifestyle diseases, and the need for a nutritious diet has made the world sit up and notice the merits of including millets in the regular diet. India's geography, topography, and agricultural ecosystem place it in a prime position to lead the millet revolution.

## The benefits of growing millets

Warm-weather and small-grained cereals, millets belong to the grass family and can be grown more than once a year. The common and significant variants grown in India include Jowar (Sorghum), Bajra (Pearl Millet), Ragi (Finger millet), and small millets such as Kodo (Kodra, Arikelu), Proso (Cheena), Barnyard (Varai, Sawa), Fox tail (Kangni/Korra), and little millet (Kutki).

Millets are resilient crops that can withstand harsh weather conditions. With minimal water, they can be grown even in poor soil conditions, which is the primary reason for their cultivation in semi-arid and tropical areas, mostly by resource-poor farmers such as tribal communities. Millets are also native to these regions due to their resistance to drought and other unfavourable environmental conditions. The cereal's attributes give it an in-built resilience to the impacts of climate change, making it the ideal crop in a fast-warming world.

Increasing temperatures can impact the cultivation and productivity of most cereals, threatening food security globally. Millets, instead, can help the world move away from intensive and resource-heavy cultivation of cereals such as rice, maize, and wheat, thus reducing the depletion of finite and precious resources, including water. Focus on millets can reduce the dependence on refined grains by creating a robust substitute.

## A 'poor man's grain no more

Labeled by many as the 'poor man's food' owing to its high energy content and low prices, millets are much more than that.

Millets are highly nutritious. Gluten-free and non-allergenic, millets are rich in dietary fibre and protein and contain essential fatty acids,

B-Vitamins, and minerals such as calcium, iron, zinc, potassium, and magnesium. Consumption of millets is known to decrease triglycerides and C-reactive protein, thereby preventing cardiovascular disease.

Contrary to common belief, millets can be consumed daily just like other refined grains. Millets can be a fabulous addition or substitute for conventional material in traditional Indian breakfast dishes such as *idlis*, *upmas*, vermicelli, etc. as well as traditional Indian rice preparations such as *Khichdi*, *Pongal* and *Pulav*, etc. Snacks such as *Rajgeera Laddoos*, *chikkis*, etc., are already popular in many parts of India, especially during the fasting season.

Millets' health benefits and India's advantageous position in positioning millets as a staple grain have motivated our Central Government to popularise the consumption of the super cereal.

## Focused efforts

In 2018, the Central Government notified millets as 'nutri-cereals'. Further, in 2021, it requested the United Nations General Assembly (UNGA) to create an 'International Year of Millets' to popularise the consumption of the nutrient-rich grain, globally. Seventy-two nations supported India's request leading to UNGA proclaiming 2023 as the International Year of Millets (IYoM-2023).

Subsequently, in 2022, the honourable Union Finance Minister announced a provision in the Union Budget for activities related to post-harvest value addition, boosting domestic consumption, and national and worldwide branding, to popularise millet goods.

Accordingly, various entities, including NABARD (National Bank for Agriculture and Rural Development), have come together to fulfill millets' promise. The millets ecosystem is now witnessing pilot initiatives, stakeholder consultations, capacity-building workshops, awareness camps, and the publication of various papers, etc. Millet conclaves to address issues of production and productivity enhancement,

entrepreneurship promotion, marketing support and introduction of millets into nutritional programs pan India are being conducted with great zeal. Zero Budget Natural Farming (ZBNF) is encouraged and value-added products are developed and promoted. In watershed development projects and wadi (orchard) development for promotion of sustainable livelihood among tribals, millet cultivation has proved to reap great benefits.

However, more needs to be done to ensure a thriving millets ecosystem. Farmers have to be provided access to high-quality seeds, financial assistance, and training on best agricultural practices for growing millets. The coarse cereal also needs

infrastructure and an organised value chain. Inspired by the Central Government's thrust, various agencies are now working cohesively in the said regard.

Millets has the potential to position India as a food grain superpower. The grain's health benefits further provide a compelling reason to ramp up efforts to make it an integral part of diets, worldwide. India is leading the efforts to ring in a potential food revolution in the world with millets. We are confident that if millets occupy a dominant position on India's food tables, it will lead to a healthier and more sustainable tomorrow.

*Disclaimer: The views expressed are personal*

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# Promoting Millets: From Nutritional Powerhouse to Sustainable Farming Solutions



**Mr. Prashant Parameswaran**  
 MD & CEO  
 Tata Consumer Soufull Private Limited

Millets, often referred to as “wonder crops,” due to their undeniable position as superfoods have gained significant attention in recent years due to their numerous health benefits and adaptability to diverse agro-climatic conditions. It is crucial to raise awareness about millets, promote their consumption, to incentivise greater coverage of millet farming. Additionally, exploring the value-added millet products, the enhancement of shelf life, and the overall benefits that millets offer to various stakeholders, including Indian industry and business leaders, exporters and importers, ministries, diplomatic missions, industry associations, and international institutions.

**Understanding Millets - Nutritional and Environmental Benefits:** Millets are a group of small-seeded grasses that have been cultivated for thousands of years. They are nutritionally dense and rich in dietary fibre, protein, vitamins, and minerals. Millets have a low glycemic index, making them an ideal choice for individuals with diabetes or those seeking to maintain stable blood sugar levels.

From an environmental standpoint, millets are resilient crops that require less water, fertilizer, and pesticides compared to traditional staple grains. They are known for their ability to adapt to harsh conditions, including drought and poor soil fertility. By promoting millet cultivation, we can reduce pressure on water resources, decrease greenhouse gas emissions, and enhance overall sustainability in agriculture.

**Raising Awareness and Promoting Consumption:** Raising awareness about the nutritional benefits of millets is crucial to promote their consumption. Educational campaigns, nutritional labelling, and public-private partnerships can play a significant role in this regard. By highlighting the health advantages of millets through media platforms, health professionals, and community outreach programs, we can encourage consumers to incorporate millets into their diets.

Additionally, introducing millet-based products in schools, hospitals, and public institutions can create demand and acceptance among diverse consumer groups. Collaboration with food companies and restaurants to develop innovative and appealing millet-based recipes can also help popularize these crops.

**Policy Intervention and Incentivising Millet Farming:** Policy intervention is essential to incentivise farmers to embrace millet cultivation. Governments can provide subsidies for millet seeds, equipment, and irrigation systems. Promoting millet cultivation through farmer cooperatives, encouraging contract farming, and providing access to credit can also contribute to the expansion of millet farming.

Furthermore, research and development initiatives can focus on developing high-yielding millet varieties and improving post-harvest infrastructure. This would enable farmers to store, process, and market millets effectively, increasing their economic viability.

**Value-Added Millet Products and Shelf Life Enhancement:** Value addition is key to expanding the market for millets. Millet-based products such as flour, flakes, pasta, cookies, and snacks like muesli and oats can cater to different consumer preferences and dietary needs. Collaborative efforts between agricultural and food processing industries can help develop innovative millet-based products that are convenient, nutritious, and appealing to a wider consumer base.

To enhance the shelf life of millet products, advancements in processing techniques, packaging technologies, and storage facilities are necessary. Investment in research to develop appropriate storage methods and the application of natural preservatives can extend the shelf life of millet-based products, ensuring their availability and quality.

Millets offer a multitude of benefits, including their nutritional value, environmental sustainability, and adaptability to diverse farming conditions. To mainstream millets effectively, it is significant to raise awareness about their benefits and promote their consumption through educational campaigns and public-private partnerships. Policy intervention is essential to incentivize farmers to embrace millet farming and it is imperative for industry leaders, policymakers, and various stakeholders to come together to support the mainstreaming of millet and realize its incredible benefits for individuals, communities, and the planet.

*(Views are personal)*



# Mainstreaming Millets for Improved Sustainable Food and Nutritional Security

**Dr. R. Ananthan**

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## Millet in Food System

Our current food systems are increasingly homogenized due to rapid urbanization, in a way that is not healthy for humans as well as the planet. Only a few crops (rice, wheat, maize and potato) contribute to more than 60 per cent calory requirements of the world's population. But cultivation and consumption of many staple agricultural crops were in past traditional practice. Among them, millets are the one, cultivated and consumed in many parts of India as a traditional staple crop and they also require less maintenance for cultivation. They are also climate resilient-smart crops providing farmers with high return value in terms of income. However, the cultivation and consumption of millets have been drastically reduced in the four decades due to various reasons.

## Nutritional importance of millets

Nutritionally millets are equivalent or superior to other staple food like rice, wheat, maize etc. Millets are a good source of protein (7-12%), dietary fibre (15-20%) vitamins, minerals and many phytochemicals. Minerals such as iron, zinc, calcium, phosphorus and magnesium are abundantly found in millet which is comparatively higher than in rice and wheat. Millets also contain a

good amount of B-vitamins especially B2 (riboflavin), B3 (niacin) and B9 (folic acid). Millets are found to be rich in phytochemicals which include phenolic acids, flavonoids, tannins, xylo-oligosaccharides (XOs); insoluble fibres, vitamin E and carotenoids, which act as strong antioxidants. Millets also contain a high amount of linoleic acid, oleic acid, palmitic acid and tocopherols which help in regulating blood cholesterol and blood pressure and reduce the risk of developing cardiovascular disease. Millets can meet the maximum daily physiological iron requirement of the average person from less or minimally processed millet foods.

## Health benefits of millets:

Millets are gluten-free and thus serve as an excellent alternative for people with celiac diseases. Due to elevated levels of dietary fibre and reduced glycaemic carbohydrates, millets are reported as low Glycaemic Index (GI) food (<55 GI). We also have reported in our recent systematic reviews, the regular consumption of millet helps in regulating blood sugar levels and is beneficial for people with diabetes. Consumption of millet was shown to reduce the risk of and/or managing type 2 diabetes. Blood glucose levels were lowered by 12% and 15% in the

diabetic individuals for fasting and post-meal respectively. HbA1c (blood glucose bound to haemoglobin) was lowered by an overall average of 15%. One of our other meta-analysis reports highlights the consumption of millet has improved iron and haemoglobin status and reduced anaemia. Haemoglobin level was increased up to 2.7% in millet consuming groups compared to rice consumers. Reduced anaemia in adolescents fed millet-based meals who went from moderately anaemic to normal (from  $10.8 \pm 1.4$  to  $12.2 \pm 1.5$  mg/dl haemoglobin). Consumption of millet reduced total cholesterol by 8% and was also found lowering of cholesterol in study subjects from high to normal levels. Around 10% decrease in 'bad cholesterols' (low and very low-density cholesterol and triacylglycerol levels) observed in blood while, it led to a slight increase (6%) in 'good cholesterols' (high-density lipoprotein cholesterol). Despite the huge health benefits, studies also have revealed that there is a huge knowledge gap among consumers regarding the health benefits of millet. Most people consume millets when they suffer from health problems to resolve the issue and only a few health-conscious people have identified the potential health benefits of millet foods.

## Limitations of millet consumption

Millets are also reported to contain anti-nutrients (in particular phytic acid) like all other cereals and legumes, which interferes with the absorption of minerals such as iron, zinc and calcium. But studies also have clearly shown that processing methods like soaking, cooking, parboiling, and fermentation help in reducing phytic acid content thereby improving mineral bio-accessibility. Therefore processing/preparation methods are considered as one of the important factors for millet-based intervention programmes to get maximize the nutritional value of these grains. Millets have a poor shelf life because of high lipase activity causing rancidity and developing off flavours which is a major hindrance in their storage and distribution. Moreover, lower acceptability due to poor sensory characteristics, lack of public demand and limited market leads to less return to farmers which discourages millet cultivation.

## Mainstreaming of millets

Traditionally millets are consumed as rice with pulses or vegetables, porridge or rotis (Indian flat bread). Various cooking/processing methods are applied for the preparation of millet such as pressure cooking, boiling, fermentation, steaming, microwave cooking etc. It was observed that millet consumption in India has declined over the years. This can be mainly attributed to the consumption of rice and wheat as major staples and the distribution of rice and wheat through government policies. The Indian government has taken many initiatives to increase the production and consumption of millet (Shree Anna). The National Food Security Mission (NFSM) has laid down specific operational guidelines focusing on increasing the production and distribution of quality seeds, releasing high-yielding and bio-fortified varieties and demonstrations and training on modern agricultural technologies for increased millet production.

The Department of Agriculture and Farmers Empowerment, Government of Odisha launched Odisha Millet Mission (OMM) in 2017 to bring back millet in fields and on plates, which is a huge success. Other states namely Telangana, Tamil Nadu and Karnataka have also started initiatives to revive millet cultivation. Making millets available through PDS at subsidised rates like rice and wheat will encourage the inclusion of millets in daily diets. Further, the introduction of millet in government initiatives such as Mid-day Meal Scheme (MDM) in schools and ICDS programs will help in improving micronutrient deficiency in the vulnerable population.

Nevertheless, mainstreaming the millet as main food certainly improves the food and nutrition security of our population. The inclusion of millet in our regular diet along with other staple crops such as rice and wheat improve the dietary diversity which will lead to benefit not only the health of humans but also the planet.

*(Views are personal)*





# Millets are “Smart Food”

**Dr. Saikat Datta Mazumdar**

*Principal Scientist [Cluster Leader Nutrition, Dietary Behaviour and Smart Food and Chief Operating Officer, NutriPlus Knowledge (NPK) Program Agribusiness and Innovation Platform (AIP)]*

Millets were among the first plants to be domesticated and serve as a traditional staple crop for millions of farmers in Sub-Saharan Africa and Asia. According to Food and Agriculture Organisation (FAO) of the United Nations, millets encompass a diverse group of cereals including pearl, proso, foxtail, barnyard, little, kodo, browntop, finger and guinea millets as well as fonio, sorghum (or great millet) and teff.

Millets are called “Nutri-Cereals” due to their high nutritional content compared to commonly grown cereals like wheat, rice or corn. Besides, being gluten free and energy dense (source of protein, fat and carbohydrates) millets are rich in minerals (iron, zinc, calcium, phosphorus, magnesium etc.), vitamins and antioxidants. Millets are a rich source of sulphur containing amino acids (methionine and cysteine) that are low in pulses. Hence, millets complement pulses (good source of the amino acid lysine. Lysine is low in millets), to provide balanced and sustainable diets, especially to the underprivileged communities. Thus, millets have the potential to contribute to both human and animal health. Specifically, millets have the potential to be used in developing

nutritious food products to address both malnutrition and lifestyle diseases. Millets are the right choice along with pulses to be included into nutritional intervention/community and school feeding programs to address the intergenerational cycle of malnutrition. The ongoing nutritional intervention initiative, being undertaken by International Crops Research Institute for the semi-arid tropics (ICRISAT) titled “Giri Poshana for Particularly Vulnerable Tribal Groups (PVTGs)”, using nutritious millet-pulse based food products involving children, adolescent girls, pregnant women, and lactating mothers from tribal communities in Telangana State, India is one such example of mainstreaming millets into local food systems, to promote food and nutritional security.

“**Smart Food**” is a Global initiative conceived and led by the ICRISAT, along with its partners in Asia and Africa. “Smart Food” is food that fulfils 3 major criteria: “good for you”, “good for the planet” and “good for the farmer.

**Millets are “good for you”**, scientific evidence<sup>1</sup> generated by ICRISAT along with Harvest Plus show that millets have nutritional

and health benefitting potential, towards: a) reducing iron deficiency anaemia by improving haemoglobin levels. It is important to highlight that ICRISAT has also developed and released the first iron and zinc bio-fortified (iron 70–75 mg kg<sup>-1</sup> and zinc 35–40 mg kg<sup>-1</sup>) variety of pearl millet, ‘Dhanashakti’, in India<sup>2</sup> b) managing & reducing the risk of developing diabetes, as millets are rich in dietary fiber, and have higher amounts of slowly digestible starch (low glycaemic index-GI) c) delaying gastric emptying time and helping in managing blood lipid profile levels d) increasing the calcium retention in humans, thereby having potential in addressing calcium deficiencies. Finger millet is a rich source of calcium. Millets are also a good source of prebiotics and probiotics<sup>3</sup>, and hence beneficial for promoting gut health.

**Millets are “good for the planet”**, as they contribute to environmental sustainability. Environmental sustainability, especially with respect to agricultural practices directly relates to choice of alternative and climate resilient crops. These climate resilient crops ideally should: produce less greenhouse gases, must be less resource-intensive, and should

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be a good source of macro and micronutrients and having other health benefitting properties required for our well-being. Millets have most of the desirable attributes as mentioned when compared to other major crops (e.g., wheat, rice and maize). Millets are C4 crops; i.e., they have the higher capacity to fix carbon from carbon dioxide in the atmosphere, especially under high temperatures and low transpiration rates. Further, research has shown that millets release less greenhouse gases, which is beneficial in reducing the contributions of the agri-food sector to global warming<sup>4</sup>. The maximum Carbon equivalent emission(CEE)<sup>5</sup> reported<sup>6</sup>, for different crops show that millets have the lowest CEE (878 kg C ha-1), followed by sorghum with 916 kg C ha-1. The highest CEE reported for wheat and rice are 4900 kg C ha-1 and 4600 kg C ha-1, respectively. Furthermore, different predictive models have inferred that climate change (elevated temperatures and increased level of carbon dioxide), would reduce production of major cereal crops, except for millets due to their ability to grow in variable climatic conditions and ability to efficiently use carbon dioxide.

Millets are “good for the farmer” as millets are hardy cereal crops (tolerant to biotic and abiotic stresses) with short growth periods

that are roughly between 70–120 days, depending on the variety. Millets are drought-tolerant crops, requiring comparatively less amount of water as compared to rice and wheat and can be grown under a wide range geographical conditions, especially in the semi-arid regions. Millets can grow on soils with little inputs, are relatively more resistant or tolerant to many crop diseases and pests, as compared to wheat and rice, and can survive adverse climatic conditions. Thus, being climate smart - ability to survive drought and extreme temperatures, needing less fertilizer and pesticides (less resource intensive) and potential to increase yields, multiple uses - food, fodder, brewing, biofuels etc., millets are “good for the farmer”.

The genetic diversity of millets offers opportunities for economic development through income generating activities in the food sector or in niche markets for specific industrial applications (therapeutics, pharmaceuticals, specialty chemicals etc.). The ICRISAT Genebank established in 1979 at Hyderabad, India serves as a world repository for the collection of germplasm for millets: sorghum, pearl millet, finger millet, foxtail millet, little millet, kodo millet, proso millet and barnyard millet. This collection of the millet germplasm is an opportunity, for

the different stakeholders especially the private sector food and food ingredient industry, to discover various nutritional, nutraceutical, and functional ingredients, while leveraging the climate-smart and sustainable nature of millets.

In summary, given the International Year of Millets 2023 (IYM23), provides the right opportunity to promote millets for crop diversification, especially in the regions where food insecurity prevails, as a way forward towards ensuring climate resilient and sustainable nutri-sensitive food systems. Further, appropriate policy support to promote creation of “demand pull” for millets through development and creation of value addition infrastructure and machinery, to be owned and run by smallholder millet farming communities, especially women and youth; providing handholding and business incubation support to promote millet-based entrepreneurship, capacity building in the areas of millet processing, food safety regulations and guidelines and creating awareness on the nutritional and health benefits of millets is critical to mainstream millets in a sustainable manner, beyond IYM23.

Website: [www.icrisat.org](http://www.icrisat.org)

*(Views are personal)*

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# Two lesser-known millets

**Ms. Rujuta Diwekar**

Nutritionist

Millets have been an integral part of our culture and agriculture, with almost all regions of the country growing their own local millet and millets being part of stories, songs and rituals. With the growing uncertainty around climate change, soil quality and the need to feed a growing population, millets are poised for a come-back. The big 3; bajra, jowar and ragi are already taking their due place on your plate, slowly but steadily, but it's the lesser-known millets, hyper-local millets, you can call them, that need more spotlight.

Here are two such lesser-known millets and how I found about them -

## 1. Kuttu

Trekking in the remote Himalayas may seem no more than an adventure activity that burns off tons of calories, but for me, it's a journey that drives home the philosophy of simplicity, or 'eat local, think global'. On my trek to Jolingkong in 2015, a lake at the base of Adi-Kailash mountain in Kumaon, right on the Indo-Tibetan border, I stayed in the wood-and-stone village of Kuti for a couple of nights, mainly to acclimatise to the high altitude. It was there that I tasted the same rotis that sage Vyas, who authored the Mahabharata and lent the valley his name, ate every single day, centuries ago. Made out of kuttu ka atta (buckwheat flour), they were not only rich in calcium, magnesium, iron, fibre, essential fatty acids and Vitamin B, but were also flavourful. I ate them with curd that had a tadka of jeera, and local greens similar to mustard leaves. It is pretty much this food which nourished the sage, who is revered for his understanding of not just the Vedas, but warfare, geography, ethics and politics.

Little wonder then that men and women with real insight have the wisdom to eat simple, local food. Kuttu ka atta has all the nutrients to keep the brain sharp, joints lubricated and skin protected from

dryness and sun damage. Also, the phytonutrients in kuttu strengthen arteries and lower blood pressure, thus aiding acclimatisation. There's a reason why local food is better than its exotic avatar: it helps you cope with local environmental challenges, be it altitude, heat, cold or humidity. So take a leaf out of rishi Vyas's book and go back to eating local.

## 2. Kong

You probably haven't heard of it. At least I hadn't till 2019, when my client gifted it to me, fresh from his farm. Not too many of us in Gujarat grow this now, he said. 'Ab iska bhaav nahi nikalta,' demand is low, only few families still eat it.

Kong, a millet, looks and tastes like a cousin of vari, Samo or jhangora. It's eaten as an alternative to rice during fasts, especially during festivals like Navratri. You can make it like Khichdi or a Gujarati speciality called Khais, where it is cooked with buttermilk.

Millets are important for everyone because of their Vit B, fibre and mineral profile. It helps children with their immunity, older adults with bone density and even works as a cardio protective agent.

But in peri and menopausal women it is most useful. It has:

- Phenolics that protect the skin from discolouration and ageing
- Lignans that protect from hormone-based cancers
- Vit B6 & B1 can prevent migraines, bloating and inflammation.

### Box: A quick seasonal guide for millets

1. Bajra and Makai are for the winters - eat them with jaggery and ghee
2. Jowar is better for summers - eat it with a chutney
3. Nachni/ Ragi is the grain for rains. You can eat it as porridge, bhakri or even a papad.

4. The lesser-known millets like rajgeera, samo, etc., are usually eaten during change of seasons.

*Note that Ragi can be eaten year around and can even be turned into a dosa, laddoo etc.*

### Box - Ragi

Nachni or mandua in Hindi, this red or finger millet will grow in the hardest of soil and bring you not just minerals that strengthen the spine but adds to the biodiversity of the farmland too. Cook it with milk as a porridge for breakfast (great for kids, especially for the girl child), it beats every health drink—especially the ones targeted for kids—in terms of its nutritional profile and the benefits of height growth, strength, and stamina. You can roll it into steamed balls and have it with peanut chutney, make laddoos with jaggery and coconut or simply make it into a roti and have it with a sabzi.

### Box - Making a Millet bhakri

Is there a way for us to eat millets where we can access all of their nutrients and create no ecological waste? Yes, there is. And it is a well-known one. Just use your millets and convert them into a bhakri/rotla. Eat them with a sabzi, dal, or chutney. I know that it's tough to make the rotlas and that they break but I am going to share a kitchen secret on how to roll them without breaking - Add warm water while kneading the atta and then hand press them before you put them on your iron tava.

Moving away from traditional foods reduces farming of traditional foods, which in turn has an adverse effect on soil health and ecology, putting not just our health but our entire future at risk. Bring back the millets in your plate, especially the lesser known ones.

*Please note - Millets are not a replacement for rice and wheat, which you should continue having.*

*(Views are personal)*

# Millets: Unlocking the Potential for Sustainable Agriculture and Economic Growth



**Dr Tarun Bajaj**

Director

The Agricultural and Processed Food Products Export Development Authority (APEDA)

*“Shree Anna is emerging as a holistic development medium in India.” It is tied to both Gaon and Garib (village and poor).” Shree Anna is a key to prosperity for the country’s small farmers, Adivasi Community, and a big foundation for chemical-free farming as well as a major assistance in the fight against climate change.”*

Millets, are regarded as “ Shree Anna’ which means the best among all the food grains,” they are a group of small-seeded grasses that have been cultivated for thousands of years. In recent times, there has been a renewed interest in millets due to their nutritional benefits, low environmental impact, and potential for enhancing food security. Millets are known for their exceptional adaptability to diverse agro-climatic conditions, including arid and marginal lands. Their cultivation requires minimal water and fertilizers compared to traditional crops like rice and wheat, making them environmentally sustainable and climate-resilient. Promoting millet cultivation can contribute to water conservation, soil health improvement, and carbon sequestration.

Despite their numerous health benefits, millets have often been overshadowed by other cereal crops such as rice and wheat. Raising

awareness about the nutritional value of millets is crucial to promote their consumption. Millets are gluten-free, rich in dietary fiber, minerals, and antioxidants, and have a low Glycemic index, making them an excellent choice for individuals with gluten intolerance, diabetes, or those seeking a healthier diet. APEDA has taken the lead in developing a strong ecosystem, leveraging relationships with startups, academic and research institutions, embassies, processors, retailers, and exporters to promote Indian millets in the global market, emphasizing Indian millets as “Good for you and the Planet”, through product display and wet sampling, social media campaign, cooking demonstrations, and collaborations with international chefs.

Expanding the range of value-added millet products can create new avenues for entrepreneurship and enhance the profitability of millet cultivation. Millet-based snacks, ready-to-cook mixes, breakfast cereals, and bakery products have gained popularity among health-conscious consumers. APEDA is mobilizing start-ups for export promotion of value-added products in the Ready-to-Eat (RTE) and Ready-to-Serve (RTS) categories, APEDA in association with ICAR-

IIMR working on Fine-tuning of Millets value Chain for Export Markets to overcome the challenge of limited shelf life of millet-based products.

APEDA is not only focusing on promoting value-addition, marketing and branding, but has also actively engaged in capacity building, awareness creation and knowledge sharing amongst international stakeholders. In this regard organizing Virtual Buyer Seller Meets, capacity building program, collaborating with state millet mission programs, conducting FPO meets.

A separate Millet specific web portal has been developed containing information about Millets, health benefits, production and export statistics, millet exporter’s directory. APEDA has also released a comprehensive global marketing campaign assessing India’s potential and accordingly E-catalogues of 30 importing countries and 21 millet producing states have been developed.

A Virtual trade fair (VTF) for millets has been designed and made available for exporters and importers from across the globe, a single platform to interact and negotiate business deal, VTF is operational for 24X7, 365 days.

APEDA organized Pre-launch event of International Year of Millet 2023 on Dec5th 2022 involving all stake holders of supply chain, Ambassadors of targeted countries and importers. Around 35 importers, 50 Mission heads from different countries, approx 100 exporters including 60 millet and its value-added product entrepreneurs, FPOs, participated in B2B meeting and 75 Indian Embassy representatives joined the conclave virtually. The conclave was a step forward to take India ahead and create awareness amongst the identified countries by displaying a wide range of value-added innovative products of millets with different nutritional values, inviting buyers to showcase unique products that India has to offer and to ultimately secure a space for Indian millets in every diet and every meal across the globe.

Under the visionary leadership of Hon'ble Prime Minister Shri Narendra Modi, APEDA organized the Global Millets (Shree Anna) Conference at New Delhi to stimulate the exports of millets from India and provide market linkage to the producers. Around 100 Indian millet exporters / start up from different parts of the country and equal number of international buyers from various countries participated at the Conference. The Conference organized by APEDA provided a platform for B2B meetings between International and National Buyers, Exporters, Progressive Growers, FPOs of millets to explore direct marketing and export opportunities for millets and its value-added products.

APEDA is participating in identified International trade fairs / B2B meetings along with exporters, start ups and FPOs to promote export of Millets and its value added products like flour, noodles, pasta, flakes, pan cakes, ready to eat breakfast cereals mix, biscuits, cookies, snacks, sweets, ready to cook mixes like dosa, idly, khichri, daliya, etc, also organizing tasting campaigns, sampling of millet products during the events.

In a move aimed at giving a major boost to the export of millets and products in G20 TWIG meetings, APEDA has planned at millet experience zones as the sidelines of Ministerial at Jaipur in August 2023 is contributing effectively in the experience zone at Bangalore, Mumbai, Kevadi, which are the meeting venues. In addition millets products were also promoted in the G20 Agriculture Deputies Meeting held at Indore and Chandigarh.

As a part of International Year of Millet Celebration, APEDA is associating with Indian Missions in importing countries to promote millets and value added products. Millets products were sourced from various Start ups, exporters and sent to Embassy of India in various countries like Qatar, Italy, Uzbekistan, Bahrain, Malaysia, Russia, Tokyo, Indonesia, Republic of Korea Saudi Arabia, Perth, Denmark, Argentina, Egypt, Canada, Guatemala, Algeria, Reykjavik and China for promotion during the Republic Day celebrations and also for promotion of Indian Millet during the celebration of IYOM 2023. APEDA has sent Millet Value added products to Indian missions for celebrating International Yoga day 2023.

By participating in the opening ceremony of the International Year of Millets 2023 organized by FAO at its HQ in Rome, Italy APEDA displayed different varieties of Millets and value-added Millet products that India has to offer for the global market.

India is exporting millets to various countries across the globe. Major destinations are U A E, Saudi Arab, Nepal, Bangladesh, Japan, U S A, Germany, Libya, Oman and Egypt. During the year 2022-23, India exported millets of worth USD 75.46 Million, against USD 64.32 Million 2021-22.

Pearl Millet (Bajra) , Sorghum ( Jowar) and Finger Millet (Ragi) constitute the major share in Millet exports of around 31%, 30 % and 11% respectively. APEDA is also focused on export promotion of Millet based value added products, with it's the constant efforts a positive growth in Millets and its products exports will be seen in the coming years.

Millets offer immense economic opportunities, both domestically and globally. India, being the largest millet producer, has the potential to become a global leader in millet trade. By expanding millet cultivation and developing robust value chains, the country can enhance its export potential, leading to increased foreign exchange earnings and employment creation. Moreover, millets can contribute to food security by providing a nutritious and alternative to conventional staple crops as well as reducing carbon footprint and increasing soil health.

*(Views are personal)*

# The Story of Millets – A Phoenix Rising From The Ashes



**Dr. Venkatram Vasantavada**  
 Managing Director & CEO  
 SeedWorks International Pvt. Ltd.

COVER STORY

In a world that we are living in which is marked with depleting natural resources and climate exigencies, millets can emerge as the much-needed solution of our times to achieve food security. To fulfill the nutritional requirements in an impactful and sustainable manner, the ground level agrifood systems can be transformed with better production of millets and in turn offer lucrative livelihood opportunities to small scale farmers. In such a context, it is important to understand the origins of this humble crop. Did you know that millets were the first crops to be domesticated for food? The earliest evidence can be traced back to the Indus Valley Civilization around 3000 BC.

Despite being the first domesticated crop, what could have been the reasons behind the decline of millets? It could be attributed to the fact that other crops turned out to be staple crops over the course of time due to the preferences of consumers. This must have resulted in lesser efforts into improving millets productivity as crops as well as in processing & food technology development. Eaten by the elderly and marginalized communities to some extent, preference of tastes, poor convenience of cooking, for example making rotis from millets is a challenge compared to making wheat rotis are some of the many reasons of the possible decline of millets as a crop. Lower demand and less monetary returns on its cultivation as a crop could be another reason. Millets as we know is a

climate resilient crop with advantages to the growers/ farmers and a highly nutritious food for consumers when we as a nation are struggling to meet the nutritional requirements of our population (India is facing the triple burden of malnutrition, obesity, and micronutrient deficiencies. The country is home to 224.3 million undernourished people, according to a report released by the Food and Agriculture Organization in 2019-2021).

NUTRITIONAL CONTENT IN MILLETS					
Millet	Iron (in mg)	Calcium (in mg)	Minerals (in g)	Fibre (in g)	Protein (in g)
Pearl millet	16.9	38	2.3	1.3	10.6
Finger millet	3.9	344	2.7	3.6	7.3
Foxtail millet	2.8	31	3.3	8.0	12.3
Proso millet	0.8	14	1.9	2.2	12.5
Kodo millet	0.5	27	2.6	9	8.3
Little millet	9.3	17	1.5	7.6	7.7
Barryard millet	15.2	11	4.4	10.1	11.2

Despite numerous advantages to both the growers and consumers this crop is stagnating, one reason could be that there is no incentive to the farmer to grow this crop on large acreages. Farmers grow this crop in areas which are under severe climate stress to meet their fodder and food requirements. We have witnessed acreage shifts to other staples in large areas of agriculture land where this was grown and could be grown.

### Global Scenario of Millets

Regions	Area (Lakhs ha.)	Production (Lakhs Ton)
Africa	489 (68%)	423 (49%)
America	53 (7%)	193 (23%)
Asia	162 (23%)	215 (25%)
Europe	8 (1%)	20 (~ 2%)

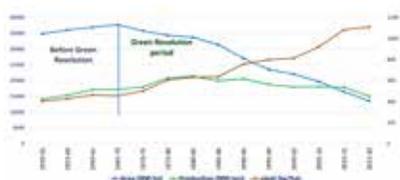
Australia & New Zealand	6 (~ 1%)	12 (~ 1%)
<b>India</b>	<b>138 (20%)</b>	<b>173 (20%)</b>
WORLD	718	863

- India produces > 170 Lakh ton (80% of Asia's & 20 % of global production)
- Global average yield: 1229 kg/ha, India (1239 kg/ha)

Since the Green Revolution, the policies and incentives favored production and consumption of wheat and rice. Resultantly, millets had been put through a substantially disadvantaged position. In the last seven decades, the cultivation of millets has declined by 70% but on the other hand their production has not been affected as the productivity was enhanced in some of the key millets such as Pearl Millet, Sorghum and Ragi by more than 2.5 times during the same period. The diversion of area under millets to other crops requiring more water has resulted in over-exploitation of groundwater and reduction in the on-farm diversity, making agricultural production system more vulnerable to ever-changing climate. Currently, there is renewed interest in millets due to their in-built tolerance to water stress and supra-optimal temperatures, and capacity to grow well and produce good yields on soils with low fertility. Moreover, millets, being highly nutritious, have an important role in achieving nutritional security. Therefore,

Government of India declared millet crops as ‘NutriCereals’. The year 2023 has also been declared as the ‘International Year of Millets’ globally. There has been a renewed interest in the consumption of millets, some commonly eaten snacks, desserts and breakfast items also have a millet component added. With increasing emphasis on adopting healthier lifestyles, millets are gaining popularity because of their innumerable benefits.

**Millets: Area, Production & Productivity Trends in India**



**Area decreased (56%), productivity has increased (228%) due to adoption of high yielding varieties/ hybrid.**

It is interesting to note that millets are not only good for human consumption and farming community but also for our planet. This crop is high on stress tolerance, drought resistance and can survive the hottest and driest of climates with low carbon and water footprints. Coming to the nutritional aspects, millets are easily digestible, help prevent cardiovascular diseases, reduce the incidences of diabetes mellitus & gastrointestinal tract disorders. Millets counter obesity, cancer and aging and are good for gluten intolerant people. With respect to farmers, millets need only 60–90 days to mature while fine cereals take 100–140 days. Improved farm conditions result in increased yields up to three folds. Millets suffer no loss in drought seasons and will serve as one of the sustainable future food sources amidst worsening conditions.

In such a milieu, there is an immediate and urgent need to

increase millet in public distribution system. A decentralized approach based on the principle of local production, local storage, and local distribution with the support of government needs to be adopted. Productivity enhancement of the rainfed lands through special watersheds on millet plants and government employment programs can be beneficial. Bringing this crop under the PDS system by the Government will help us solve the issue at both the grower and consumer level, farmer will be assured of procurement of the grain and will increase his/her acreages in areas where the crop is grown, and new areas will come under cultivations for this crop. We can also address the issue of nutritional security by ensuring distribution of millet grains to large population through the PDS system. We should also have a premium to the farmer for growing Millets fortified with Zinc and Iron, here again the farmer is not encouraged to grow hybrids addressing these critical nutritional requirements as there is no incentive and hence the industry is also not encouraged to bring in more innovation. There needs to be a significant increase in the R&D efforts towards millet areas and

issues and promote initiatives led by farmers.

Private Seed Industry has immensely contributed to Sorghum and Pearl Millet seed development by bringing in Hybrids addressing the yield, fodder, and maturity requirements of farmers, we also have hybrids fortified with Zinc and Iron. More than 75% of the varieties/hybrids sold in this country come from the Private seed Industry. The industry is committed to continue its investments in research to bring in superior seeds addressing the changing needs of farmers due to climate change and partner with the Government to increase the penetration of millets in the country.

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COVER STORY



# Trans-Caspian East-West-Middle Corridor Initiative and India



**Mr. Cüneyt Yavuzcan**  
Consul General of Türkiye

Currently, there are three main inland transport routes connecting Asia and Europe: the Northern Corridor (through Russia), the Southern Corridor (through Iran), and the Middle Corridor (through Central Asia and South Caucasus).

The unavoidable spillover effects of the ongoing military conflict in Ukraine have brought to the fore issues of the safety of freight traffic along the Northern Corridor, while cargo transportation along the Southern Corridor is problematic due to sanctions against Iran in the crisis-prone Middle East, thus increasing the significance of the Middle Corridor of Türkiye, which runs through Central Asia, the Caspian Sea, the Caucasus, and further into Europe.

Türkiye, in line with its geographical location between continents and regions, supports the development of regional transportation projects. In this regard, Türkiye aims to sustain not only commercial, economic and investment relations but also political and cultural relations between and beyond her surrounding regions.

Trans-Caspian East-West-Middle Corridor Initiative shortly named as “The Middle Corridor”, which begins in Türkiye and passes through the Caucasus region via Georgia, Azerbaijan, crosses the Caspian Sea, traverses Central Asia and reaches China, is one of the most important component of the efforts to revive the ancient Silk Road.

It passes by rail and road respectively through Georgia, Azerbaijan and

Caspian Sea, (crossing the Caspian transit corridor) and reaches China by following Turkmenistan-Uzbekistan-Kyrgyzstan or Kazakhstan route. On this route, ports of Baku/Alat (in Azerbaijan), Aktau/Kuryk (in Kazakhstan) and Turkmenbashi (in Turkmenistan) are the main points of multimodal transport on Caspian transit corridor.

These ports provide multimodal transport capabilities, which allow for the seamless movement of goods across different modes of transportation, such as rail, road, and sea. This, in turn, makes a cost-effective and efficient route for trade, particularly for landlocked countries in the region that rely heavily on transportation networks for international trade.

Another advantage of the Middle Corridor in comparison to the Northern Corridor is the fact that it is 2,000 kilometers shorter. Also, the Middle Corridor benefits from favorable climate conditions and shortens travel time by 15 days when compared to sea routes. This fact is of crucial importance due to the fact that about 96 % of China’s container trade with Europe went via sea routes.

The integral part of the Middle Corridor is the Southern Gas Corridor – a significant energy project. It connects gas fields in Azerbaijan via a pipeline which connects Azerbaijan’s vast natural gas fields on the Caspian Sea with the EU via Georgia, Türkiye, and

eventually reaching Italy via the Mediterranean.

Yet another major factor affecting the geopolitical mix of the region is the emerging role of the relatively new union – the Organization of the Turkic States (OTS). With the exception of Georgia all states connecting China with Europe via Middle Corridor are Turkic states. The OTS has adopted the common policy regarding the issue and has been very busy implementing practical steps to increase its overall effectiveness in very near terms.

## Connecting the Middle Corridor to India

The Middle Corridor consists of two lines: The Northern line which is routed as China-Kazakhstan-Caspian Sea-Azerbaijan, and the Southern Line as China-Kyrgyzstan-Uzbekistan-Turkmenistan-Caspian Sea-Azerbaijan. In addition to these lines, there is another extension of the Middle Corridor which is the “Lapis Lazuli Corridor”, known as the Türkiye-Georgia-Azerbaijan-Turkmenistan-Afghanistan Transit Transport Corridor.

Lapis Lazuli Corridor offers Afghanistan an opportunity to reach the seas and to open up to the world. Actually, the name “Lapis Lazuli” is derived from the historic route that Afghanistan’s lapis lazuli and other semiprecious stones were exported along to the Caucasus, Russia, the Balkans, Europe, and North Africa along the ancient Silk Road.

The corridor begins from Torghundi in western Herat Province of Afghanistan, and continues to the port (on the Caspian Sea) of Turkmenbashi in Turkmenistan; after passing the Caspian Sea, the route continues on to Baku, capital of Azerbaijan, and then connects onward to Tbilisi, capital of Georgia, as well as the Georgian ports of Poti and Batumi; finally, the corridor will connect to the cities of Kars and Istanbul, Türkiye, at the entrance of Europe.

While the global dynamics are changing today and the world's geopolitical, geostrategic and geoeconomic power is shifting from the West to the East, India, which has turned into one of the production hubs of the world, needs safe and

low-cost supply corridors to export the goods it manufactures.

Taking into account India's expectations from the development of the International North-South Transport Corridor (INSTC) to reach Russia and Europe, combining INSTC and Lapis Lazuli will provide significant advantages.

For Lapis Lazuli to reach India, it has to pass through Afghanistan and Pakistan. The extension of this route to India will bring various gains in terms of economy and security.

In today's world, where the importance of the Middle Corridor is increasing, the inclusion of the growing powers of Asia such as India will increase the potential of the corridor. In this way, India will be able to reach Russia via Central Asia,

and Europe via the Caspian Sea and the Caucasus at the least cost, in the shortest time, and via the most stable line.

On the other hand, Afghanistan is the most important source of threat for both Central Asia, South Asia and Eurasia. The economic and humanitarian crisis in the country brings radicalization with it. The said threat carries significant risks, especially for Pakistan and India. The inclusion of Afghanistan in regional cooperation projects is the healthiest way to end the humanitarian crisis and possible threats in the country.

Decreasing tension in the region and consequential economic recovery will contribute to the improvement of the security environment and prevent radicalization.

*(Views are personal)*



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**DR. R. RAMAKRISHNAN**

Chairman and Managing Partner

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Dr. R. Ramakrishnan is the Chairman and Managing Partner of Transformia Advisors LLP and has had a successful career spanning 40+ years as a Professional Manager and Leader across Polycab Group for 8 years as the Vice Chairman, Joint MD and Chief Executive, Bajaj Electricals for 13 years as the President, COO and Executive Director and at Asian Paints for 18 years culminating in the position of General Manager

May 22, 2023

**Honourable Shri Narendra Modi ji**

Prime Minister of India  
Prime Minister's Office  
South Block  
New Delhi – 110 011.

**Honourable,**

**Sub: Suggestions for KYC requirements to address Prime Minister Modi's direction for ease of living and ease of doing business**

Greetings from IMC Chamber of Commerce and Industry (IMC), Mumbai.

Currently, an individual has to undergo KYC with Central KYC (CKYC) for his/her bank account and then **AGAIN** with KRA (KYC Registration Agency) for investing in shares, mutual funds, etc. Additionally, every individual is typically required to resubmit **PHYSICAL** documents (such as self-certified AADHAR copy OR PAN Card copy) for **EVERY ACCOUNT** a person has, and has to do so **REPEATEDLY** even if the data has not changed; banks ask for such resubmissions with **THREAT** of freezing of the account (and sometimes *after* freezing the account), necessitating loss of wage-earning/productive time for the hapless individual, needless work for the bank/broker/mutual fund and risk of misuse of documents.

**The current practice goes against your directive of ease of doing business. Indeed, you had asked in September 2020 why there could not be automatic renewal if things had not changed.**

The possible reason for the dual KYC regime is that CKYC does not mandate an In-Person Verification and PAN.

**Proposal:**

A simple solution to this challenge could be to include PAN and In-Person Verification(IPV) as optional fields in CKYC. A person intending to invest in securities would be required to mandatorily provide PAN and undergo IPV. If at the time of initial KYC these details were not provided, they can be updated as and when a requirement is felt based on needs of the investor. There should be no need for the customer to resubmit periodically any documents unless there is any change. The onus to keep the KYC updated and valid should be on the customer. And banks/mutual funds etc must simply ask for authorisation of the customer to access the KYC when they require and not intimidate the customer nor ask for physical copies nor for periodical resubmissions by the customer.

This will ensure a seamless experience for investors, reduce complaints and will also help in reducing costs for securities market intermediaries. This will also help in increasing retail participation. As per publicly available information, about 80% of Indians above 15 years have a bank account and a simplified KYC will help them in participating in the ever-growing Indian capital market.

This will be in conformity with the Prime Minister's directive that the validity of the renewals should be increased and lighten the compliance burden. Besides, as India is pushing for transition to green energy and committed to Net Zero emission by 2070, eliminated paperwork in KYC process wherever possible would contribute towards this goal of the government of India.

We would be grateful if you could grant us a meeting to allow us to discuss the issue in detail.

With regards,



**Anant Singhania**  
President, IMC

**Similar recommendation sent to:**

- **Shri Shaktikanta Das**  
Governor  
Reserve Bank of India  
Mumbai-400 001.
- **Ms. Madhabi Puri Buch**  
Chairperson  
Securities and Exchange Board of India (SEBI)  
Mumbai-400051.
- **Dr. P. K. Mishra (IAS (Retd.))**  
Principal Secretary to Hon'ble Prime Minister  
Prime Minister's Office  
New Delhi-110 011
- **Shri Deepak Mohanty**  
Chairperson  
Pension Fund Regulatory & Development Authority  
New Delhi-110016

May 31, 2023

**Shri. Abdul Sattar**

Hon'ble Minister of Agriculture  
Government of Maharashtra, Mantralaya, Mumbai

**Honourable Shri. Abdul Sattar ji,**

**Sub: IMC recommendations for Accelerating the Growth of Integrated Agriculture Value Chains in Maharashtra**

We extend warm greetings from the IMC Chamber of Commerce and Industry.

IMC Chamber of Commerce and Industry organized an **Agriculture Conference on Accelerating the Growth of Integrated Agriculture Value Chains in Maharashtra on May 15, 2023.**

We are grateful to you for your gracious presence and Inaugural Address and interaction with the stakeholders at the sidelines of the Conference.

The daylong conference had eminent speakers and domain experts who engaged in in-depth discussion on a range of sub-themes including policy, technology, market linkages, challenges, opportunities, investment and so on especially in 3 crops that are important for Maharashtra- **Millets, Oilseeds and Cotton.**

We share with you a set of recommendations that emanated from the discussions during the webinar. It is important that we create a conducive policy environment that encourages infusion of technology and investment. It will be in the long-term interest of the country. All stakeholders including growers, exporters, service providers and related others will benefit.

We request you to consider implementing the set of recommendations attached for overall benefit of all the stakeholders in agriculture ecosystem Maharashtra. We would be happy to meet with you for a detailed discussion.

Warm regards,

**Anant Singhania**  
President, IMC

**Similar recommendation sent to :**

- **Shri Eknath Shinde**  
Hon'ble Chief Minister of Maharashtra  
Chief Minister's Secretariat, Mantralaya, 6th Floor, Mumbai - 400 032.
- **Shri. Eknath Dawale**  
Principal Secretary-Agriculture & ADF Dept  
Department of Agriculture, Government of Maharashtra, Mumbai 400 032
- **Shri. Vijay Waghmare**  
Secretary, Food and Civil Supplies Consumer Protection Department, Government of Maharashtra, Mumbai 400032



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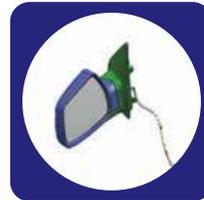
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# 13<sup>TH</sup> BANKING & FINANCE CONFERENCE

Harnessing Banking and Finance to Drive India's Growth

12th May, 2023



The IMC Banking, NBFC and Finance Committee organised its 13th annual Banking and Finance Conference on the theme “**Harnessing Banking and Finance to Drive India's Growth**” at IMC. **Dr. Bhagwat Kishanrao Karad**, Hon'ble Union Minister of State for Finance delivered the opening address in the presence of distinguished banking and finance luminaries.

The Conference brought together leaders from industry and government to explore a variety of themes relevant to financial sector. Panelists and moderators from firms including State Bank of India, Bank of Baroda, Axis Bank, HDFC Bank, Federal Bank, J P Morgan Chase Bank-India, Shriram Finance Ltd., Profectus Capital, Tata Capital, CRISIL, Deloitte, Kiya.ai, Mahindra Group Technology, SettleMint India, and India First Life Insurances companies discussed topics such as technology, insurance, mutual funds, and credit flow and co-lending with banks. The day-long conference provided useful insights on how to create a more equitable financial ecosystem in India.

At the inaugural address, **Dr Bhagwat Karad** said that India has made significant economic gains in recent years, making it the

fifth biggest economy on the global stage. In response to the Covid-19 pandemic, Indian government introduced a number of measures under the leadership of **Hon'ble Prime Minister Narendra Modi** and **Hon'ble Finance Minister Nirmala Sitharaman** in order to bring relief to various industries. The MSME sector has benefited greatly from the steps taken by the government to promote financial inclusion. Prior to FY 2014, there were very few banking accounts available. Through PM Jan Dhan Yojana and zero balance accounts, banks have been able to penetrate remote areas, villages, and colonies that were previously unbanked and underserved. The JAM trinity (Jan Dhan Account-Aadhaar-Mobile) has facilitated faster Direct Benefit Transfers (DBTs) of welfare subsidies into bank accounts of people in need. In addition, schemes such as Mudra and Pradhan Mantri Swanidhi Yojana are actively helping to drive economic growth at a local level and bolster the financial ecosystem across India.

Introducing the theme of the session, **Mr. Arijit Basu**, Chairman, Banking, NBFC and Finance Committee, Chairman, HDB Financial Services and former MD, SBI stated that banking and finance play a very

important part in harnessing the potential of our economy and take it forward.

**Shri Anant Singhania**, President, IMC, said that as India aspires to assume a global leadership role, this conference provided an opportunity to discuss potential strategies for making Indian banking and financial sectors beneficial for sustained growth. The modernised financial infrastructure has seen advancements like digital payments, neo-banking, NBFCs and FinTechs that have greatly improved India's inclusivity of financial services and helped fuel the credit cycle. We hope to utilize our industry strengths in order to reach this goal.

**Shri Arpit Kabra**, Chairman, WIRC of ICAI opined that we need a CTC, Confidence, Trust and Certainty to harness a banking ecosystem for producing some electrifying results in terms of financial spaces.

**Mr. Ajit Mangrulkar**, DG, IMC stated that a vibrant and resilient banking sector is at the foundation of India's economic growth. The investments that banks make today will not just guide their future but it will also help them institutionalize innovation amidst a potentially turbulent global macro-economic scenario.

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Moderator, **Ms. Rumki Majumdar**, Economist, Deloitte India moderated the panel on **Setting the context - state of the economy and the role of the banking and financial sector**. Panelists for the session included **Shri Dharmakirti Joshi**, Chief Economist, CRISIL, **Shri Madan Sabnavis**, Chief Economist, Bank of Baroda, **Shri Saugata Bhattacharya**, Executive Vice President and Chief Economist, Axis Bank and **Dr. Soumya Kanti Ghosh**, Group Chief Economic Advisor, State Bank of India.

A panel on **Technology in the financial sector - opportunities and challenges** was moderated by **Shri Madhav Nair**, Country Head & CEO India, Mashreq Bank. As panellists, **Shri Anshuman Bhaduri**, SVP and Head – Digital Experience, GIB and CSC Business, HDFC Bank Ltd. **Shri Avinash Raghavendra**, President & Chief Information Officer, Axis Bank, **Shri Jinesh Jain**, Digital Lead at Mahindra Group Technology Office, **Shri Rajesh Mirjankar**, Managing Director & CEO, Kiya.ai and **Shri Shahzad Fatmi**, CEO, SettleMint

India (Belgian CBDC) participated in the session.

**Dr. M. Narendra**, Co-Chairman, Banking, NBFC and Finance Committee, IMC & Former CMD, Indian Overseas Bank was moderator for Panel on **Credit Flow to MSME Sector from NBFCs and Co-Lending with Banks**. For the session, the other panellists were **Shri K.V. Srinivasan**, Executive Director & CEO, Profectus Capital Pvt. Ltd., **Shri Sarosh Amaria**, Managing Director, Tata Capital Financial Services Ltd., **Shri Shachindra Nath**, Executive Chairman & Managing Director, U Gro Capital Ltd., **Ms. Vandana Aggarwal**, DGM (NBFC Alliances), State Bank of India and **Shri Y. S. Chakravarti**, MD & CEO, Shriram Finance Ltd.

A panel on **Role of Insurance and Mutual Funds in driving growth** was moderated by **Shri Soumya Dwibedi**, Partner, Consulting, Deloitte India. Among the other panelists were **Shri D P Singh**, Dy Managing Director, SBI Funds

Management Ltd., **Shri Mahesh Kumar Sharma**, MD & CEO, SBI Life Insurance and **Ms. R.M. Vishakha**, MD & CEO, India First Life Insurance Co. Ltd.

**Shri Arijit Basu** moderated the panel on **Bank CEO Round Table: Can banks play a pivotal role in driving the economy**. Panelists for the session included **Shri Challa Sreenivasulu Setty**, Managing Director (International Banking, Global Markets & Technology), State Bank of India, **Shri Joydeep Dutta Roy**, Executive Director, Bank of Baroda, **Shri Shyam Srinivasan**, MD & CEO, Federal Bank Ltd. and **Shri P. D. Singh**, CEO, JP Morgan Chase Bank NA, India.

The concluding remarks was given by **Shri Mahesh Thakkar**, Co-Chairman, Banking, NBFC and Finance Committee, IMC & Director General, Finance Industry Development Council (FIDC). The Conference was attended by over 150 dignitaries, who included businessmen, bankers, chartered accountants and other professionals and the cream of the financial community.



(L-R): **Shri Mahesh Thakkar**, Co-Chairman, Banking, NBFC and Finance Committee, IMC & Director General, Finance Industry Development Council (FIDC), **CA. Arpit Jagdish Kabra**, Chairman, WIRC of ICAI, **Shri Anant Singhania**, President, IMC, **Shri Arijit Basu**, Chairman, Banking, NBFC and Finance Committee, IMC, Chairman, HDB Financial Services Ltd., Former MD, SBI, **Shri Ajit Mangrulkar**, DG, IMC, **Dr. M. Narendra**, Co-Chairman, Banking, NBFC and Finance Committee, IMC & Former CMD, Indian Overseas Bank



On Screen **Dr. Bhagwat Kishanrao Karad**, Hon'ble Union Minister of State for Finance, On Panel (L-R): **Shri Ajit Mangrulkar**, DG, IMC, **Shri Anant Singhania**, President, IMC, **Shri Arijit Basu**, Chairman, Banking, NBFC and Finance Committee, IMC, Chairman, HDB Financial Services Ltd., Former MD, SBI, **CA. Arpit Jagdish Kabra**, Chairman, WIRC of ICAI



## Looking back is the best way to look forward.

On our fiftieth birthday, our timeline is filled with: the relationships we've formed, the trust we've honoured, the fairness we've played by, the lives we've touched, the lessons we've learned and the values we've passed on. Today, we pause and yet we keep moving on. At each step, we continue to be guided by the hands of yesterday.

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# AGRICULTURE CONFERENCE

## Accelerating the Growth of Integrated Agriculture Value Chains in Maharashtra

15th May, 2023

IMC's Agriculture and Food Processing Committee organised **Agriculture Conference on Accelerating the Growth of Integrated Agriculture Value Chains in Maharashtra.**

**Hon'ble Shri Abdul Sattar**, Agriculture Minister, Government of Maharashtra, emphasized on adoption of agriculture value system and employment of digital technology in agriculture sector. He highlighted that the focus of Maharashtra government on developing efficient value chain for millets, cotton, soya, oilseeds which are critical crops for the state. He also mentioned that government has allocated INR 1000 Crore for improving value chains from the field to final consumption. Additionally, Maharashtra Projects on Climate Resilient Agriculture (PoCRA) is working on identifying and addressing climate change-related challenges faced by the sector by introducing technologies. He added that his Ministry's focus is to ensure creating agriculture value system such that farmers of the state get better income and are not driven towards committing suicide. He requested IMC for report after the conference on steps that the government

should take to achieve no suicide objective.

**Mr. Anant Singhania**, President, IMC in his welcome speech, mentioned that unlocking the true potential of agriculture and allied activities requires continued efforts and strategies including infusion of technology in production, processing and supply chain management. IMC is instrumental in planning and providing a platform for the like-minded voices in the agriculture industry to voice its opinions and new strategies

for helping the farmers in getting benefits faster and in a transparent manner.

**Mr. Suresh Kotak**, Chairman, Kotak Co Pvt Ltd, Guest of Honor was of the view that strengthening the Cotton Value Chains are sure going to help all the stakeholders. He also emphasised that cotton is nature's gift to India, and we should make cotton India's gift to the world.

Guest of Honor, **Mr. Nadir Godrej**, Chairman and MD Godrej



**Mr. Sanjay Mehta** DDG, IMC; **Ms Sheetal Kalro**, DDG, IMC, **Mr Aashay Doshi**, Co Chairman Agriculture and Food Processing Committee IMC; **Mr. Suresh Kotak**, Chairman, Kotak Co Pvt Ltd. **Mr. Samir Somaiya**, President-Elect, IMC, **Mr. Anant Singhania**, President, IMC; **Hon'ble Shri. Abdul Sattar**, Agriculture Minister, Government of Maharashtra **Mr. Nadir Godrej**, Chairman and MD Godrej Industries Ltd. **Mr. Ajit Mangrulkar**, DG, IMC; **Dr. Sudhir Kumar Goel**, Freelance Consultant, Former Additional Chief Secretary Agriculture and Marketing, Government of Maharashtra



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Industries Ltd through his poetic rendition captured the essence of farm related opportunities and enthralled the delegates.

The conference discussed topics like resilient agriculture, promotion and inclusion of millets, millets research, strategies for cotton and oilseed, technology in farming, different programmes initiated by Government of India for the sector and similar.

**Dr. Dayakar Rao B**, Principal Scientist ICAR, Indian Institute of Millets Research IIMR delivered the keynote address for the session on **MILLETS: Reviving the forgotten Super Food: Where do we stand and where do we Go?** The key panellist for the session were **Dr. Raj Bhandari**, Member, National Technical Board on Nutrition- NTBN and **Dr. Venkatram Vasantavada** CEO Seedworks International Pvt Ltd. The session was moderated by **Mr. G Chandrashekhar**, Economic Advisor IMC and Director IMC ERTF. According to speakers, Millets should once again become an integral part of Indian Thali. Millets deserve to be promoted because they are nutritious and also help in advancing

sustainability. Consumption of Millets can be made fashionable with appropriate value addition and ineffective communication strategy. The consumption of millets will improve the nutritional status of India and help advance the nutritional security of the nation.

**Ms. Roop Rashi**, Textile Commissioner, Ministry of Textiles delivered keynote Address for the session on **How to ensure Sustainable Growth in Indian COTTON**. The key panellist were **Mr. Rajendra Barwale**, Chairman, Mahyco Pvt Ltd; **Mr. Prashant Wani**, Crop Manager (Cotton) UPL Ltd **Mr. Manish Daga**, MD, Cotton Guru and the session was moderator by **Dr. Sudhir Kumar Goel**, Freelance Consultant, Former Additional Chief Secretary Agriculture and Marketing, Government of Maharashtra. The speakers highlighted that Cotton is an important cash crop that lend itself to multiple applications. There is a scope to improve yield through technology infusion and building efficiency in the supply chain. Cotton deserves more focused policy attention, research support and investments because of its potential for great value addition.

Session on **Strategies to become Atmanirbhar in the OILSEED Sector** was moderated by **Mr. Santosh Sreedhar**, Partner, Avalon Consulting. They key Panelist were **Mr. G Chandrashekhar**, Economic Advisor, IMC and Director, IMC ERTF; **Mr. Sandeep Bajoria**, Chairman, All India Cottonseed Crushers' Association and **Dr. Prabodh Halde**, Head Regulatory Affairs, Marico Ltd. Speakers emphasised that in oilseeds there is strong case for reducing our alarming dependence on vegetable oils. There is need to creatively disrupt the existing ecosystem by adopting Strategies to boost domestic oilseed production and by regulating unchecked vegetable oil import. Infusion of technology is called for India should consider replacing a part of vegetable import with oilseeds which will help utilise ideal processing capacity as well as provide feed to the livestock sector.

**Mr. Ajit Mangrulkar**, DG, IMC while giving concluding remarks said the Conference endeavored to gather different perspectives from experts and their participation was highly inspiring and motivating.



**Mr. Anant Singhania**, President, IMC felicitating **Mr. Nadir Godrej**, Chairman and MD Godrej Industries Ltd and standing (right) **Mr. Ajit Mangrulkar**, DG, IMC



**Mr. Anant Singhania**, President, IMC felicitating, **Mr. Suresh Kotak**, Chairman, Kotak Co Pvt Ltd and standing (middle) **Mr. Samir Somaiya**, President-Elect, IMC, Hon'ble **Shri. Abdul Sattar**, Agriculture Minister, Government of Maharashtra (right)



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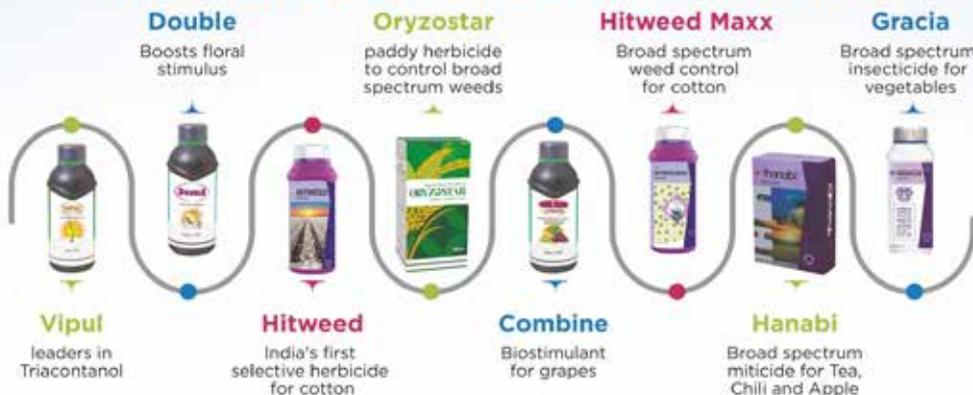
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# IMC 3rd Ease of Living Conference “Ease of Living – Basic right of citizens – Making Cities & Towns Better Place to live”

19th May, 2023

IMC's Ease of Living Committee organised its 3rd Ease of Living Conference “Ease of Living – Basic right of citizens – Making Cities & Towns Better Place to live” at Darbar Hall of Raj Bhavan.

Chief Guest, Hon'ble **Shri Ramesh Bais**, Governor of Maharashtra addressed the conference with an insightful speech on the “Role of Governance in providing an Ease of Living” for all citizens. He highlighted the importance of supporting underprivileged individuals, who are often overlooked or left behind, and build and inclusive ease of living culture beginning from the grassroots level of the society. His commitment to achieving a fully inclusive and sustainable growth was evident throughout his speech.

The Hon'ble Governor also emphasized the significance of “ease of living” for our nation's overall prosperity. He further added an example of Bhutan's “Gross National Happiness Index,” which measures the country's collective wellbeing across nine domains and 33 metrics and highlighted how this model can provide helpful insights for other nations. He highlighted the importance of developing a smart city culture that embraces inclusivity, safety, resilience, and sustainability and shared the successful example of Naya Raipur Smart City project.

**Shri Vivek Phansalkar**, I.P.S., Commissioner of Police also addressed the conference and discussed the tireless contribution of the police fraternity for providing safety to the citizens round-the-clock and contributing to their ease of living index.

**Shri Anant Singhania**, President, IMC said that this conference on “Ease of Living - Basic Right of Citizens - Making Cities and Towns of India better Places to Live” was an endeavour by the IMC to contribute to the framework to assess increased wellbeing of citizens”. He added that the ultimate goal of development is to facilitate liveability.

**Ms. Harshika Singh**, IAS, Municipal Commissioner, Indore, discussed the history and journey of Indore as one of the best cities in cleanliness in the last eight years. An important feature of Indore's model is Jan Bhagidari, which has now reached a point when we think of Indore as a zero waste city.

**Ms. Amrita Chowdhury**, Director, Gaia Smart Cities said that there is an institutional framework for economic governance that focuses on employability. In order to define ease of living, there are several factors, including the identity of the city, the culture, health, safety, and security that offer affordable housing, public space, green spaces, solid waste management, water waste management, transportation, and pollution, etc.

**Shri Dilip Shekdar**, Advisor Planning, Mumbai Port Authority &

Former Expert Advisor, Naya Raipur Development Authority briefed about the Naya Raipur Experience – Smart Living wherein the city which is anchored in the principles of Sustainable Development, Land procurement, Living with Greens: Green Belt and Green Finger Plan, Easy Accessibility: Transit Oriented Development (TOD), Infrastructure: Transportation-Regional connectivity, Active Plantation for Greening Naya Raipur, Opportunities materialized and thriving Economy and Employment, etc.

**Shri Shailesh Pandey**, Chief Sales Officer, Fino Payments Bank stated that the financial inclusion is nothing but a basic savings account that can be used for savings, investments, credit, etc. He discussed the challenges the Fino Payments Bank had while making the process of banking for rural life easier.

**Shri Lokesh Chandra**, IAS, General Manager, Brihanmumbai Electric Supply & Transport Undertaking discussed about the challenges while operating BEST, launch of BEST 2.0, initiatives taken by BEST for enhancing travel experience for the ease of the citizens.



(L-R) : **Shri Samir Somaiya**, President-Elect, IMC, **Shri Anant Singhania**, President, IMC, **Shri Ramesh Bais**, Hon'ble Governor of Maharashtra, **Shri Vivek Phansalkar**, I.P.S., Commissioner of Police, Mumbai and **Shri M.K. Chouhan**, Chairman, IMC Ease of Living Committee.



(L-R) : **Shri Ramesh Bais**, Hon'ble Governor of Maharashtra, **Shri Vivek Phansalkar**, I.P.S., Commissioner of Police, Mumbai, **Shri M.K. Chouhan**, Chairman, IMC Ease of Living Committee and **Shri Anant Singhania**, President, IMC

## Networking



**Ms. Harshika Singh**  
IAS, Municipal Commissioner, Indore, MP



**Ms. Amrita Chowdhury**  
Director, Gaia Smart Cities



**Shri Dilip Shekdar**  
Advisor Planning, Mumbai Port Authority & Former Expert Advisor, Naya Raipur Development Authority.



**Shri Shailesh Pandey**  
Chief Sales Officer, Fino Payments Bank



**Shri Lokesh Chandra**  
IAS, General Manager, Brihanmumbai Electric Supply & Transport Undertaking



**Shri Pravinkumar Padwal**  
IPS, Joint Commissioner of Police, Traffic, Traffic Police Head Quarters

**Shri Pravinkumar Padwal**, IPS, Joint Commissioner of Police, Traffic, Traffic Police Head Quarters discussed about the challenges faced by their team for traffic management, road maintenance challenges in the rainy season, etc. Further, he explained the advantages of using technology apps, including Echallan, MTP App.

**Shri M.K. Chouhan**, Chairman, IMC Ease of Living Committee

and Chairman, Mahendra & Young Knowledge Foundation said while giving overview of the Conference that “EOL is a framework to assess improved wellbeing of citizens, since the end goal of development is to improve livability. The Index examines livability of 114 Indian cities across a set of 3 pillars, which include a total of 14 categories and 50 indicators. The three pillars are: Quality of Life, Economic

Ability and Sustainability. Quality of Life includes (Education, Health, Housing and Shelter, WASH and SWM, Mobility, Safety and Security, Recreation etc.

**Shri Samir Somaiya**, President-Elect, IMC while giving concluding remarks said the Conference endeavored to gather different perspectives from experts and their participation was highly inspiring and motivating.

NETWORKING SERIES



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## Meeting with Ambassador of Guatemala to India H.E. Mr. Omar Lisandro Castañeda Solares

26th May, 2023

A meeting with Ambassador of Guatemala to India, **H.E. Mr. Omar Lisandro Castañeda Solares** was scheduled during his visit to Mumbai. The objective of the meeting was to emphasize the aim to strengthen trade relations between India and Guatemala in multiple ways and increase exports. Ambassador was accompanied by the Minister Counsellor, **Mr. Esmaylin Thomas Daniel Gomez Escobedo** from the Guatemala Embassy.

During the meeting **Mr. Anant Singhania**, President, IMC updated the Ambassador on the various activities and initiatives taken by the Chamber to develop bilateral relations between India and countries. Mr. Singhania informed the Mission about the recently concluded annual flagship Conference and invited the Ambassador's participation and support in the 25th year of IMC India Calling.

While giving an overview on the bilateral trade between India and Guatemala IMC President, Mr. Singhania mentioned that India and Guatemala have strong trade relations, and there is potential for collaboration in multiple sectors, providing opportunities for further strengthening bilateral

ties between the two countries. India's development cooperation with Guatemala has been strong, and this cooperation presents an opportunity to further enhance bilateral relations between the two countries, emphasised IMC President in his speech.

While thanking IMC for organising the meeting, Ambassador in his address mentioned that Guatemala has been actively supporting India in various forums and at multilateral levels, indicating a strong bilateral relationship between the two countries. Although there is currently no Free Trade Agreement (FTA) between India and Guatemala but efforts are being made to establish a centre dedicated to developing bilateral relations, indicating the commitment to foster closer economic ties, updated the Ambassador.

While acknowledging India's leadership in Pharma and IT sectors, Ambassador said that India has emerged as a leader in the pharmaceutical sector and particularly in information technology (IT), with notable initiatives like UPIs (Unified Payments Interface). Guatemala expresses a keen interest in adopting India's strategies to

enhance its growth, with a focus on cooperation in the agriculture, IT, and pharmaceutical sectors, said Ambassador in his address.

Guatemala presents attractive opportunities for investment and business due to its favourable geographical location in Central America, we would like to invite a delegation from IMC to explore various opportunities that country offers, said Ambassador.

It is with pleasure to note that the IMC has already signed MoUs with various regions in Latin and Central America, I would like to propose that IMC should consider signing a MoU with a Guatemala-based Chamber to expand bilateral ties, thereby further enhancing economic cooperation between the two countries, emphasized Ambassador in his address.

Ambassador also expressed his interest to work closely with the IMC to facilitate initiatives aimed at developing and strengthening bilateral relations between India and Guatemala.

President assured IMC's support in developing bilateral relation during the meeting.



(L-R) : **Mr. Sanjay Mehta**, DDG, IMC **Mr. Ajit Mangrulkar**, DG, IMC, **Mr. Anant Singhania**, President, IMC, **H.E. Mr. Omar Castañeda Solares**, Ambassador, Embassy of the Republic of Guatemala in India, **Mr. Esmaylin Gomez Escobedo**, Minister Counsellor, Embassy of the Republic of Guatemala in India, **Mr. Samir Somaiya**, President-Elect, IMC, **Mr. Dinesh Joshi**, Chairman, IMC International Business Committee, **Ms. Vanita Ghuge**, Joint Director, IMC, **Ms. Namrata Virkar**, Manager, IMC

## Two Days' Advanced Training Workshop in Mediation 30th & 31st May, 2023

IMC Chamber of Commerce and Industry (IMC), under the auspices of its Mediation, Conciliation and Facilitation Committee, organized a Two Days' Advanced Training Workshop in Mediation.

The workshop focused on some add-on skills for mediators. Being a practical workshop, the study material of this workshop was kept to a minimum, as the focus was on a hands-on approach, through demonstration, exercise & role-play.

Chairman of the IMC's Mediation, Conciliation & Facilitation Committee **Mr. Prathamesh D. Popat** was the Trainer for the workshop. Mr. Prathamesh D. Popat (founder: *Prachi Mediation Training Institute*) is an Advocate, an Accredited Mediator and a Senior Mediation Trainer of MCPC (Mediation and Conciliation Project Committee of the Honourable Supreme Court of India). He has mediation experience spanning over two decades and conducts basic and advanced workshops for training mediators. He is an accredited Mediator from LEADR (now Resolution Institute), a

peak Dispute Resolution organization based in Australia.

Mediation is an art as well as a scientific process. The success of the Mediation process depends upon the ability and skill of the Mediator in collaboratively engaging the parties in this process so as to create an environment that encourages a meaningful dialogue focused on addressing the concerns and interests of the disputing parties. The intent and content of this workshop, like other advanced workshops, was to give the participants an opportunity to hone some of the skills introduced to them in the basic training, supported by fresher perspectives, through presentations, exercises and role-plays.

The two-day workshop began with the Trainer welcoming all the participants and inviting their individual introductions. Thereafter, Mr. Popat briefly explained to all the participants some key concepts of Mediation & Conciliation and how these processes are useful for resolving disputes in day-to-day life, be they domestic, commercial or social.

The Trainer then proceeded with the first of the two topics (**Filters** and **Opening Statement**) for which this workshop was scheduled. Through power-point presentations and real-life examples, he demonstrated the play of these *Filters of the mind* in the mediation process. The session was interactive throughout the day.

The second day of the workshop focused on the second topic of the workshop, which was the *Opening Statement* of the Mediator. The required reading material for the day, though minimal, was circulated to the participants the beforehand, so that the day could be spent in a purely 'hands-on' manner. Each of the participants who gave their *Opening Statement* in the workshop received feedback from the other participants as well as the Trainer. The reflections were interspersed with real-life examples and sharing of some of the 'best practices' pursued for this segment of the mediation process.

The workshop concluded with a vote of thanks by the participants to the trainer and by clicking a group photograph.



**Mr. Prathamesh Popat**, Chairman, IMC's Mediation Conciliation & Facilitation Committee along with the participants.

## Meeting with Ambassador of Mongolia in India

31st May, 2023

A meeting with Ambassador of Mongolia to India, **H.E. Mr. Ganbold Dambajav**, was scheduled during his visit to Mumbai. Ambassador was accompanied by Honorary Consul of Mongolia in Mumbai, **Mr. Dilip Dandekar**.

While giving an overview on India –Mongolia trade relation, **Mr. Anant Singhania**, President, IMC mentioned that economic cooperation between India and Mongolia has grown steadily. Trade between the two countries has expanded and the establishment of diplomatic relations between India and Mongolia brought in a paradigm shift in our relationship. Mr. Singhania expressed IMC's desire to explore new avenues of collaboration for its members by working closely with the Mongolian Mission in India.

In his address, Ambassador of Mongolia, **H.E. Mr. Ganbold Dambajav** highlighted that Mongolia offers several business opportunities for Indian entrepreneurs in sectors like Mineral Resources, Renewable

Energy, Infrastructure Development, Agriculture and Food Processing, Information Technology, Education and our Embassy will help IMC members to navigate the business and investment opportunities in Mongolia.

India and Mongolia have cultural and historical linkages that date back centuries. There is also mutual interest in promoting cultural exchanges, particularly in the fields of music, dance, art, and literature, emphasised Ambassador of Mongolia.

During the discussion, Ambassador also informed IMC on the visit of the President of Mongolia next year

to India and expressed his interest on the possibility of IMC hosting the Presidential meeting in Mumbai.

Also present in the meeting, Honorary Consul of Mongolia in Mumbai, **Mr. Dilip Dandekar** expressed his gratitude to IMC for organising the meeting. Over the years, India and Mongolia have engaged in various areas of cooperation, including political, economic, cultural, and educational exchanges, I invite IMC to lead a delegation of their members to Mongolia and explore the opportunity of alliances, said **Mr. Dilip Dandekar**.



(L-R) : **Mr. Sanjay Mehta**, DDG, IMC, **Mr. Ajit Mangrulkar**, DG, IMC, **Mr. Dilip Dandekar**, Honorary Consul of Mongolia in Mumbai and Past President, IMC, **H.E. Mr. Ganbold Dambajav**, Ambassador of Mongolia in India, **Mr. Anant Singhania**, President, IMC, **Mr. Sameer Somaiya**, President-Elect, IMC, **Mr. Dinesh Joshi**, Chairman, IMC International Business Committee, **Ms. Vanita Ghuge**, Joint Director, IMC, **Ms. Namrata Virkar**, Manager, IMC.

## MoU Signing ceremony between IMC and Romania-India Bilateral Chamber of Commerce

1st June, 2023

IMC Chamber of Commerce and Industry signed a MoU with Romania-India Bilateral Chamber of Commerce to promote the trade and investment cooperation between India and Romania on 1st June 2023 during the Romanian delegation's visit to Mumbai.

The MoU was signed by IMC President, **Mr. Anant Singhania**

and President of the Romania-India Bilateral Chamber of Commerce, **Mr. Bogdan Hossu** in the presence of **Mr. Ionut Mircea Viziru**, Economic Counsellor, Embassy of Romania in New Delhi. The objective of the MoU is to enhance bilateral trade and identify areas of mutual interest for collaboration.

Speaking on the occasion, IMC President, Mr. Singhania said both countries have recognized the potential for further enhancing bilateral trade and investment. There have been efforts by the Indian Government to diversify trade and explore new sectors such as IT, telecommunications, renewable energy, agriculture, and tourism and

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with this MOU we aim to explore possibilities of alliances for the benefit of the members of both our Chambers.

Present on the occasion **Mr. Ionut Viziru**, Economic Counsellor, Embassy of Romania in New Delhi gave a brief on India- Romania trade relations and highlighted that the Port of Constanta is the largest port in Romania and plays a crucial role in the country's trade activities. During the discussion, **Mr. Viziru** assured Embassy's support to IMC to strengthen economic cooperation and explore new avenues for India-Romania trade relationship.



(L-R): **Mr. Bogdan Hossu**, President, Romania-India Bilateral Chamber of Commerce, **Mr. Anant Singhania**, President, IMC, **Mr. Ionut Mircea Viziru**, Economic Counsellor, Embassy of Romania in New Delhi, **Mr. Ajit Mangrulkar**, Director General, IMC

**Mr. Bogdan Hossu**, President, Romania-India Bilateral Chamber of Commerce gave an overview on their Chamber and its activities during the discussion.

The Romania delegates represented IT, Finance, Media, Green hydrogen, solar, oil & gas, metal and Auto. The members from the International Business Committee of IMC were also present at the meeting.

## Seminar on TDS and TCS Provisions – A 360° Perspective

2nd June, 2023

IMC Chamber of Commerce and Industry's Direct Taxation Committee, in association with Bombay Chartered Accountants' Society and The Chamber of Tax Consultants, organised a full day seminar on the topic "**TDS and TCS Provisions – A 360° Perspective**". TDS and TCS provisions have changed and compliances have increased substantially in last few years, impacting MSMEs and other tax payers both big and small. These compliances have become an onerous task with serious repercussions. The

consequences of non-compliance or compliance with errors are substantial.

**Mr. Anant Singhania**, President, IMC, welcomed the participants and speakers, and mentioned that there are various areas and issues on which taxpayers are keen to get further clarity in relation to ever-increasing TDS and TCS provisions and compliances

The seminar was hosted in a hybrid mode and it was attended by more than 300 participants. Before initiating the sessions, **Mr. Rajan Vora**, Chairman, Direct Taxation

Committee, IMC, highlighted the need to streamline and simplify the TDS and TCS provisions as well as the related compliances to enable Ease of Doing Business in the true sense.

The First session dealt with **Issues under Domestic TDS & TCS provisions, Issues on TDS under section, 193, 194-O, 194R, 194-Q, 194 BA** etc. The session was moderated by **CA Samir Kanabar** and **Panellist for the session were CA Vikas Agarwal and CA Yogesh Thar**



**Mr. Anant Singhania**  
President, IMC



(L-R): **Mr. Shabbir Motorwala**, Partner, BSR & Co, **Mr. Rajan Vora**, Chairman, Direct Taxation Committee, IMC, **Mr. Sangam Shrivastava**, Principal Chief Commissioner of Income Tax, (IT & TP), West Zone, **Mr. Vijay Shankar**, Commissioner of Income Tax – IT, **CA Kartik Rao**, Tax Director, Growth Markets, Accenture and **Mr. Rutvik Sanghavi**, Partner, Rashmin Sanghvi & Associates

The second session was dealing with **Issues pertaining to Penalty, Prosecution and Compounding procedures under TDS/ TCS regime**, Penal and Prosecution provision and compounding of offences; Belated filing of returns/ belated payment of taxes; Interest u/s 201 and 201(1A) etc. The session was moderated by **CA Atul Suraiya** and panellist for session were **Adv. Ajay Singh, Adv. Taraq Sayed and CA Siddharth Banwat**.

The third session was dealing with **Issues related to TDS u/s. 195 from payments to non-residents** including issues arising on account of increase in rate of royalty/ FTS taxation under Act, by FA 2023 and issues arising for filing of form 10F. **Shri Sangam Shrivastava,**

**erstwhile Pr.CCIT (IT & TP), West Zone** gave the keynote address at the conference. In his address he explained that even after amendment to section 115A by FA 2023, benefit of lower rate as per DTAA will be available to taxpayer instead of 20% (SC+EC) and also emphasised on reducing of litigation and increase dialogue between taxpayer and tax department. The session was moderated by **CA Shabbir Motorwala** and Panellist for the session were **Shri Vijay Shankar, CIT -IT, CA Rutvik Sanghvi, CA Kartik Rao and Mr. Rajan Vora**.

The last session was dealing with **Procedural issues like** portal issues, Rectifications of returns filed; Excess deduction – refund, credit of TDS paid, non-filers checking,

Lower deduction of tax; Mechanism for Clarifications; etc. **Shri Brajesh Kumar Singh, CCIT(TDS), Mumbai** in his keynote address urged professionals to act as guide taxpayers to undertake TDS compliances. He advised the professionals to make Taxpayer cautious that delay in TDS payment is tracked centrally and flagged by system thereby leaving no scope for department to initiate prosecution even in smallest of cases. The key note address was followed by panel discussion which was moderated by **CA Ameet Patel** and panellist were **Mr. Priya Ranjan Ghosh, CIT(TDS)-1, Mr Purushottam Kashyap, CIT(TDS)-2, CA Avinash Rawani and Mr. Rajan Vora**.

The experts focused on the practical aspect of the Income-tax Act and how solutions could be provided.

## THE IMC CEO CONCLAVE

### Transforming the MSME Sector to achieve India's USD 10 Trillion GDP Goal

3rd June, 2023

**I**ndustry and Trade Committee of IMC Chamber of Commerce and Industry organized the second edition of its flagship event '**The IMC CEO Conclave**'. The theme of the conclave was '**Transforming the MSME Sector to achieve India's USD 10 Trillion GDP Goal**'.

The conclave was inaugurated by lighting the ceremonial lamp in presence of **Mr. Anant Singhania**, President, IMC, **Dr. Tirthankar Patnaik**, Chief Economist, National Stock Exchange of India Ltd, **Dr. R Ramakrishnan**, Chairman, Industry and Trade Committee, IMC, **Mr. Samir Somaiya**, President-Elect, IMC, **Mr. Sanjay Mehta**, DDG, IMC and **Ms. Sheetal Kalro**, DDG, IMC.

**Mr. Anant Singhania**, President, IMC Chamber of Commerce and

Industry, said in his welcome address that India offers the most compelling growth opportunities in Asia in the coming years. The next 10 years could be the most important in India's economic history. According to the Center for Economics and Business Research (CEBR) report, India can become a ten trillion USD economy by 2035. He added that the Indian economy is thriving with the creation of businesses as one of the main drivers of the economy. The micro, small and medium enterprises (MSMEs) play a crucial role in strengthening the Indian economy. It is important to strengthen the MSME sector and work on the competitiveness of MSMEs.

**Dr. R Ramakrishnan**, Chairman, Industry and Trade Committee, IMC, in his opening remarks said

that India, as one of the fastest growing economies in the world and in the wake of the government's new policies and reforms, is on the threshold of a global economic revolution. He added that the growth curve of the Indian economy over the last two decades has been largely driven by the small and medium enterprises. He also said that MSMEs contribute to the big picture like GDP and greatly contribute to solving the employment crisis. He stressed that the MSME sector has the responsibility to make India a US\$10 trillion economy and that government support and assistance is crucial.

**Dr. Tirthankar Patnaik**, Chief Economist, National Stock Exchange of India Ltd, said in his keynote address that the global growth slowdown since 2017 has been exacerbated by the COVID

-19 pandemic and the war between Russia and Ukraine. He added that despite the slowdowns, India will remain one of the fastest growing major economies in the world due to strong consumer demand, robust government investment efforts, favorable policies and effective government interventions during COVID. He said that policies on financial inclusion, soft infrastructure, financialization of savings, formalization of enterprises, and enabling market mechanisms to work would have positive long-term effects. MSMEs would remain an integral part of the Indian economy. It is in our interest to promote this segment of the economy.

The Inaugural session was concluded with the Vote of Thanks by **Mr. Samir Somaiya**, President-Elect, IMC. He said that MSME sector in India is one of the most important contributors to the country's GDP. Its importance in India in terms of entrepreneurial development and job creation in the country is evident. He thanked all the speakers for taking the time to address the conclave.

The inaugural session was followed by a panel discussion on 'India's Decade 2023-2032: Decoding the Future'. The panel discussion was moderated by **Dr. R. Ramakrishnan**, Chairman, Industry and Trade Committee, IMC & Chairman, Transformia Advisors LLP. The esteemed panelists were **Mr. Shyamal Malhotra**, Managing Director & Head - Corporate Banking Coverage, Deutsche Bank Group India., **Mr. M. K. Chouhan**, Chairman, Mahendra & Young Knowledge Foundation, **Mr. Sunil Kataria**, Chief Executive Officer - Raymond Lifestyle (India & International), **Mr. Dhanpal Jhaveri**, Vice Chairman, Everstone Group & CEO, Eversource Capital. The panel discussed India's strategy to make the next decade "India's decade". The panel also discussed new global opportunities that have

opened up for Indian companies such as semiconductors, electric vehicles, digitization etc. The panellists also talked about the great opportunities for Indian entrepreneurs and businesses in the climate and environment sector.

The Fireside Chat on 'Circular Economy in India - Current Status and Future Imperatives' was moderated by **Mr. Saurabh Kamdar**, Associate Partner, KPMG India. The esteemed speakers were **Ms. Deeksha Vats**, Group Chief Sustainability officer, Aditya Birla Group (ABG), **Ms. Tejashree Joshi**, General Manager & Head (Environmental Sustainability), Godrej & Boyce Mfg. Co. Ltd., **Mr. Anirudha Jalan**, Co-Founder and Chief Strategy Officer, Recykal. The panel discussed the need for the circular economy to promote the Sustainable Development Goals. The panel also discussed the current status of the circular economy initiative in India, the challenges in its implementation, and the technology, including artificial intelligence, that can enable efficient resource management.

The panel discussion on 'Transforming the MSME sector for tomorrow's India'

was moderated by **Mr. Atul Joshi**, Founder and CEO, Oyster Capital Management and Advisory. The esteemed panelists were **Mr. Shailesh Haribhakti**, Chairman, Shailesh Haribhakti & Associates, **Mr. Nayan Patel**, Executive Director, Packam Controls Pvt. Ltd., **Mr. Bipin Shah**, Vice Chairman, Anuh Pharma Ltd., & President, Thane Belapur Industries Association, **Mr. Ajay Thakur**, Head, BSE SME, BSE Ltd., **Mr. Rahul Priyadarshi**, Chief General Manager - Direct Credit Vertical, Small Industries Development Bank of India (SIDBI), **Mr. Dhanish Kothari**, Head Strategy, Commercial and Rural Banking, HDFC Bank Ltd. The panel discussed the actions that need to be taken for MSMEs to improve their quality, innovation, and productivity, which will ultimately help them increase manufacturing-driven export growth and compete in global markets.

Each session was followed by a question and answer session with the participants. The conclave was well attended with over 120 delegates, including representatives of MSMEs, large companies from various sectors, as well as government officials and representatives of industry associations, etc.



Inaugural Session (L-R): **Ms. Sheetal Kalro**, DDG, IMC, **Mr. Sanjay Mehta**, DDG, IMC, **Mr. Samir Somaiya**, President-Elect, IMC, **Dr. R. Ramakrishnan**, Chairman, Industry and Trade Committee, IMC & Chairman, Transformia, Advisors LLP, **Dr. Tirthankar Patnaik**, Chief Economist, National Stock Exchange of India Ltd, **Mr. Anant Singhania**, President, IMC

## Wellness & Medical Value Tourism Conclave

14th June, 2023

IMC's Travel, Tourism and Hospitality Committee organized a **Wellness & Medical Value Tourism Conclave** at IMC. The interaction was organised with a focus to provide a major boost to medical tourism as well as promote holistic health and the amalgamation of traditional systems of medicine in the healthcare Industry.

The Conclave was addressed by Chief Guest **Shri Mangal Prabhat Lodha**, Hon'ble Minister of Tourism, Skills, Employment, Entrepreneurship and Innovation, Women and Child Development, Government of Maharashtra along with Guest Speakers from Medical & Wellness sector.

**Mr. Ajit Mangrulkar**, DG, IMC in his welcome address emphasized that India has become a significant player in the field of Medical Value Tourism (MVT), as it offers affordable, high-quality healthcare services to patients from around the world. The Medical expertise of India has earned an international reputation, making it one of the most popular medical

tourism destination, with key cities including Chennai, Mumbai, Delhi, Bengaluru, and Kolkata as the top destinations for MVT in India. He also stated that according to the Medical Tourism Association (MTA), every year around 14 million people globally travel to other countries for medical treatment. India is clearly poised for a greater share of the MVT pie. Mr. Mangrulkar also stated that in the MTA's Medical Tourism Index (MIT) India is ranked 10th out of the 46 global destinations, 12th in 20 wellness tourism markets, and 5th in the wellness tourism market in APAC.

Speaking at the event, **Mr. Farhat Jamal**, Chairman, IMC Travel Tourism and Hospitality Committee said that India aims to become the world's top medical tourism destination, tripling its revenue to US\$13 billion in four years. He shared that currently, India, ranked tenth with a score of 69.80 on the Medical Tourism Index, offers over 200 types of medical services ranging from fertility treatments to skincare. Mr. Jamal

highlighted that the most sought-after treatments are cardiovascular surgeries, cancer treatment and organ transplant surgeries, as these are 65-90% cheaper rates when compared to US, Europe, Australia or even Singapore. He also spoke on how Millennials are already driving the hotel and health industries in varied ways, Holistic wellness, One Earth One Health – Advantage Healthcare India 2023 – programme in New Delhi and Exploring the new realms of Public-Private Partnership (PPP). Mr. Jamal emphasized that India needs to work on change in perception for medical tourists, Standardised costs of treatment depending on kind of ailments & procedures required and must ensure the MVT portal is operational & provides a seamless experience for medical travellers.

While addressing the audience, Chief Guest **Shri Mangal Prabhat Lodha**, Hon'ble Minister of Tourism, Government of Maharashtra promised to put it for cabinet consideration if IMC could prepare a draft policy



(L-R) **Mr. Ajit Mangrulkar**, DG, IMC felicitating Chief Guest, **Mr. Mangal Prabhat Lodha**, Hon'ble Minister of Tourism, Skills, Employment, Entrepreneurship and Innovation, Women and Child Development, Government of Maharashtra, **Mr. Farhat Jamal**, Chairman - Travel, Tourism and Hospitality Committee, IMC.



**Mr. Mangal Prabhat Lodha**, Hon'ble Minister of Tourism, Skills, Employment, Entrepreneurship and Innovation, Women and Child Development, Government of Maharashtra along with other esteemed speakers and IMC officials.

of medical value tourism with consultations of all stakeholders. The minister acknowledged there are genuine discussions about need to promote India as preferred destination for medical tourism. The Hon. Minister stated that the Mumbai being hub of availability of most state-of-the art medical facilities and equipment as well as best of doctors, it is important to have a proper policy with clear guidelines to help promote the city as medical treatment destination for patients from world over. On recommendation by Mr. Farhat Jamal, to create a website with comprehensive information of hospitals, treatment available information about doctors, et al, the Hon. Minister assured that the hyperlink to such a website would be put on the ministry's portal but asked that the website should be developed and run by experts or organization like IMC.

The keynote address was followed by a panel discussion on **Specialist's perspective on 'Medical Value Tourism'**. The panel discussion was moderated by **Dr. Ahmad S. Mecklai**, Founder and Chief Executive, AAA Healthcare Consultancy Services Pvt. Ltd. The esteemed panellists were **Dr. Hardikkumar Ajmera**, Medical Director, Saifee Hospital, **Dr. Zainulabedin Hamdulay**, Chairman/ Vice President, GHC, Masina Heart Institute, **Dr. Santoshi Janardan Nagaonkar**, Director Urology, Urological Oncology & Robotic Surgery, Sir H N Reliance

Foundation Hospital, **Dr. Parag R Rindani**, Chief Executive Officer, Wockhardt Hospitals Ltd. and **Dr. Aashish Contractor**, Director-Rehabilitation and Sports Medicine, Sir H N Reliance Foundation Hospital. The panel discussed on various topics such as Medical value travel in India, Transaction of medical value over the years and how to choose the right hospital, Cardiac rehab evolved in India and how well prepared is the Industry to attract Indian patients. The panellists also talked about the quality and safety of Healthcare in India vs the Western World and Quality of critical care post-surgery as that is the need of the hour.

The panel discussion on **'Dialogue with Hospitality & Travel Leaders on Harnessing Strengths of Wellness & Medical Tourism'** was moderated by **Mr. Farhat Jamal**. The esteemed panellists were **Mr. Ajay Prakash**, President, Travel Agents Federation of India, **Mr. Param Kannampilly**, Chairman & Managing Director, Concept Hospitality Pvt. Ltd., The Fern Hotels & Resorts and **Mr. Vivek Braganza**, Assistant Vice President, Shangri-La Group. The panellists shared their thoughts on Medical Tourism in India. The panel also discussed the gaps in Medical Tourism, long stay format having collaboration with medical tourism, role of travel agencies in promoting medical tourism and what are the efforts undertaken by the Industry towards Strengthening Medical Value Tourism.

The panel discussion on **'Tapping the huge potential of India's Wellness Tourism Market'** was moderated by **Ms. Sushmita Sarangi**, Commercial Director - Jiva | niu&nau, The Indian Hotels Company Limited (Taj Hotels). The esteemed panellists were **Mr. Nikhil Kapur**, Managing Director, Atmantan, **Dr. Anjana Laungani**, Founder and Medical Director, Physiorehab Clinics, **Dr. Rajesh Srinivas**, General Manager, Swastik Wellbeing Sanctuary, Unit of Nyati Hotels Pvt. Ltd. and **Dr. Professor Kuldip Raj Kohli**, Former Director of Ayurved, Maharashtra State, Directorate of AYUSH. The panel discussed in detail on consistent delivery of medical and wellness services, transparent communication and documentation, credibility through accreditations to place India on the global map for Medical and Wellness Travel. The panellists also talked about the way forward for the wellness segment, as India has the potential to become a Medical and wellness hub.

Each session was followed by a question and answers session with the participants. The conclave was well attended with over 100 delegates from Travel, Tourism and Hospitality Industry, Wellness Specialists, Doctors, Administrators of Healthcare Facilities, Medical Tourism Facilitators and others associated with the Medical sector.

This thought-provoking Conclave ended with a Vote of Thanks by Ms. **Sheetal Kalro**, DDG, IMC.



# YOUTH CONCLAVE 2023 (Ekta) One South Asia

One Earth, One Family, One Future

28th June, 2023

The 3rd IMC YLF Youth Conclave was organised on a virtual platform by the IMC Chamber of Commerce and Industry's Young Leaders' Forum. The theme chosen was "(EKTA) One South Asia | One Earth, One Family, One Future" i.e. concurrently with India's G20 Presidency. The aim was to bring together the youth and young entrepreneurs from across South Asia on one (virtual) platform in order to discuss the themes of G20 and to use India's/Global South Asian experiences, learnings and inspirations as templates for global solutions.

**Mr. Anant Singhania**, President, IMC, in his welcome Speech, stated that IMC YLF Annual Youth Conclave 2023 is an event that exemplifies a spirit of collaboration, creativity, and innovation. He added that the youth of today hold the key to addressing some of the world's most pressing issues, such as climate change, economic growth and social justice.

Guest of Honour **Shri. Amitabh Kant**, G20 Sherpa, Government of India in his address mentioned the importance of skill development,

educational opportunities, and collaborations between Government and private entities for the youth to enhance the capacity to create innovative solutions. He stated that South Asia's youth possess an innate entrepreneurial spirit driven by their aspirations, resilience, and willingness to take risks.

Speaking about India's Presidency of G20, **Shri Amitabhji** said that the aim is to shape an inclusive and sustainable future for the world, and India has emerged as a major driver of technology and economic growth with its young population and dynamic start-up ecosystem. The number of start-ups in India has grown from 400 to 90,000 in recent years and these start-ups are innovating in fields of agriculture, education, nutrition and health to improve outcomes at large scale and low cost, he added. He also said that India's technology progress and start-up culture positions it to support global solutions and serve as a catalyst for young innovators to have an impact. He highlighted South Asia's technological transformation which has helped youth embrace digital tools and social media, making

them well equipped for the digital age and able to leverage technology for social good.

**Shri. Jayant Sinha**, Honorable Chairman, Parliament Standing Committee on Finance in his address as a Guest of Honour stated that climate change issues must be addressed and there is necessity of following a net zero development model that creates millions of green jobs not only in India but also in South Asia. He also highlighted there is also a need for global south leadership and the opportunity for this region to play a crucial role in addressing climate change. He concluded by saying, net-zero to be net positive if looked at in terms of emissions, GDP growth, job creation, pollution and energy security.

**Mr. Samir Somaiya**, President-Elect, IMC in his closing remarks thanked all the dignitaries, speakers, students and Outreach partners; Asia Society India, WeNaturalist, Festivals from India and Sattva Consultancy. He also thanked Silver Sponsor Quintessence Fragrances Calibre Chemicals Pvt Ltd and Mahindra Holidays & Resorts India Ltd. (MHRIL) and the organizing team of

## Guest of Honour



**Shri. Amitabh Kant**  
G20 Sherpa,  
Government of India



**Shri. Jayant Sinha**  
Honorable Chairman,  
Parliament Standing  
Committee on  
Finance



**Shri Anurag Thakur**  
Hon'ble Union Minister  
of Information and  
Broadcasting; Youth  
Affairs and Sports



**Mr. Anant Singhania**  
President, IMC



**Mr. Samir Somaiya**  
President-Elect, IMC

IMC YLF for their contribution to the success of the event.

Most of the South Asian countries have a population under the age of 25 who have no memory of partition. What can be done to write a new South Asian story? Is it possible to make this the century of South Asia? What can we learn from each other today? What does the common future will look like? This was the focal point of discussion at the Session on **“Fireside Chat: Imagine a Shared Future”** by Author- Mr. Palagummi Sainath. The session was moderated by **Ms. Shlokha Nath**, Chairperson, IMC YLF and CEO India Climate Collaborative.



In the Global North, the creative economy is well defined and understood in academic circles and policy frameworks. However, in South Asia, the conversation oscillates between curiosities to apathy. The Session on **“South Asian Creative Economy: Imagining and Delivering Growth”** highlighted the understanding of the creative economy by examining South Asia’s

current challenges and opportunities that it faces today and its outlook for the future. The session was Moderated by **Mr. Sanjoy Roy**, MD, Teamwork Arts and the Panelist were **Ms. Lily Pandeya**, Joint Secretary, Ministry of Culture, Government of India, **Ms. Nawshin Khair**, CMD, Aranya, Bangladesh, **Ms. Surabhi Chaudhary**, Director, Chaudhary Foundation, Nepal and **Mr. Owen Roncon**, Chief of Business – Live Events, BookMyShow.



Participation of the youth is imminent in climate action around the world. What can informed youth leadership look like towards transformative climate action in south Asian country? This was discussed at length at the Session on **“Climate Action and Green Development: Making Sustainability a Way of Life”** by the Speakers **Ms. Heeta Lakhani**, Founder & Director, ClimAct Foundation, India **Mr. Suvendu Biswas**, Senior Programme Officer, Youth Mobilization and Climate Action, Bangladesh and **Mr. Kavindu Ediriweera**, Deputy Director,

SLYCAN Trust, Srilanka. The session was moderated by **Mr. Amit Banka**, Founder & CEO, WeNaturalist.



A Panel discussion on **“Unlocking the potential of S in ESG: Moving from risk to opportunity”** brought together diverse stakeholders operating across South Asian economies to share experiences of engaging with social risks under the often overlooked S pillar of ESG. It also explored collaborative models that enable inclusive economic growth and help develop united solutions for the South Asian region. Speakers were **Ms. Dipanwita Chakraborty**, Regional Director, Corporate Responsibility & Sustainable Development, Asia Pacific, Cargill, **Mr. Nagasimha Swamy**, ESG Manager, South Asia, British International Investment **Ms.**



**Anjali Krishnan** Senior Programme Manager, IDH. **Ms. Aarti Mohan**, Co-Founder, Sattva Consulting moderated the session.

Entrepreneurial interventions will bring social change in communities, moving towards a collective brighter future. How are leaders using their unique entrepreneurial ventures to solve pressing social problems in the South Asian region, including women empowerment, rural development, jobs and the right to education, in an increasingly interconnected South Asia was fervently discussed at the Session on “**Disruptive Entrepreneurs for Social Change**”. The session was moderated by **Ms. Aarti Wig**, Member, IMC YLF; Co-Founder, Yunus Social Business India and speakers were **Mr. Chevaan Daniel**, Executive Group Director, Capital Maharaja Group, Srilanka Ms. **Suhani Jalota**, Founder, Myna Mahila Foundation, India and **Ms Inakshi Sobti**, CEO, Asia Society India Center



**A Social Fiction Competition: Imagining the Future** was conducted, where 20 shortlisted students from India and International Universities across South Asia ideated for 2.5 minutes each on the themes of G20. The judge for the competition was President Elect IMC, **Mr. Samir Somaiya**.

**Mr. Ajit Mangrulkar**, DG, IMC announced the winners for the Best student Narration of the Social Fiction Competition.

- The Winner for the topic “Climate Refugees and Resilient Communities” was **Mr. Rakshit Agarwal** from the XLRI Xavier School of Management, Jamshedpur.
- The Winner for the topic “Clean Energy Revolution” was **Ms. Lopoli Melo** from Rajiv Gandhi University, Arunachal Pradesh.
- The Winner for the topic “Disruptive Leadership in Social Movements” was **Ms. Namita Pai** from SVKM’s Narsee Monjee Institute of Management Studies, Navi Mumbai
- There was a tie-up for the topic “Inclusive Technology for All”. The winners were **Mr. Mithil Mukesh Vanigota**, HSNC University, Mumbai and **Mr. Cestaranga Adikerta**, University of Indonesia
- There was a tie-up for the topic “Women led social enterprises”. The winners were **Ms. Dechen Spalzes**, University of Ladakh, Jammu and Kashmir and **Ms. Ugyen Dema**, College of Language and Culture Studies Royal University of Bhutan

The valedictory address was delivered by **Shri Anurag Thakur**, Hon’ble Union Minister of Information and Broadcasting; Youth Affairs and Sports. He highlighted the key factors that can drive the youth of the G20

countries to work together for a better future and set new milestones that will have a global impact. He also mentioned that the theme of the IMC Youth Conclave coincides with India’s responsibility of hosting the G20 countries this year. He further mentioned that entrepreneurship and innovation are the driving forces behind the economic growth and job creation and promoting an ecosystem that nurtures and unlocks immense potential of the young entrepreneurs. He added that initiatives such as start-up India and Atmanirbhar Bharat have already shown promising results and further these platforms should be leveraged along with G20 counterparts to foster a cluster of entrepreneurship and provide a necessary support to aspiring young minds.

The magnanimous one day conclave ended with a vote of thanks by **Mr. Yash Chandan**, Co-Chairperson of the IMC’s Young Leaders Forum.

The discussions have brought out many ideas, suggestions and recommendations that demonstrates the creative and aspirational side of our young people. The sessions provided a unique opportunity for engaging in and benefiting from a variety of topics including creative economy, climate action, green & sustainable development, disruptive entrepreneurship, and the importance of collaborating and aligning a range of curated content that offers an expert discussion and key thinking around certain themes and thematic areas, namely IMAGINE, HEAL, UNITE, CREATE and HARMONY across South Asia.

## NETWORKING



Meeting with Shri Sarbananda Sonowal, Union Minister for Shipping & Waterways along with Shri Rajiv Podar, Past President, IMC & Shri Mark Fernandes, Chairman, IMC Shipping and Logistics Committee.



Mr. Anant Singhania, President, IMC with Shri Ravindra Boratkar, President, Maharashtra Economic Development Council, (MEDC) – May 25, 2023



Mr. Anant Singhania, President, IMC with H. E. Arne Jan Flolo, Norwegian Consulate General who were the country supporters for the Hydrogen Conclave – May 25, 2023



IMC Team with Shri Anand Madia, OSD to CM, Maharashtra – May 24, 2023



Meeting with Shri Praveen Pardeshi, IAS, (center) ex BMC Commissioner and heading the Capacity Building Committee, setup by PMO and Mr. Mark Fernandes, Chairman, IMC Shipping Committee – May 2, 2023



Mr. Anant Singhania, President, IMC with Avnit Singh Arora, Director, Ministry of Law & Justice (MLJ), Dept of Legal Affairs, Government of India – June 23, 2023

NETWORKING SERIES



*Mr. Anant Singhania, President, IMC with Shri Amitabh Kant, Sherpa, G20 along with Shri Ashish Kumar Sinha, Jt. Secy, G20 at Sushma Swaraj Bhavan – June 22, 2023*



*Mr. Anant Singhania, President, IMC with Shri Hardeep Singh Puri, Hon. Union Minister for Petroleum and Natural Resources and Housing & Urban Affairs – June 20, 2023*



*Mr. Anant Singhania, President, IMC with Smt Smriti Irani, Hon. Union Minister for Women & Child Development and Minority Affairs – June 20, 2023*

***Glimpses of Roundtables with industry & legislators organised by IMC as part of National Legislators Conference by MIT World Peace University (MIT-WPU) – June 16, 2023***



*Ringling the bell of democracy by Moderators of the four Roundtable discussions at National Legislators Conference*

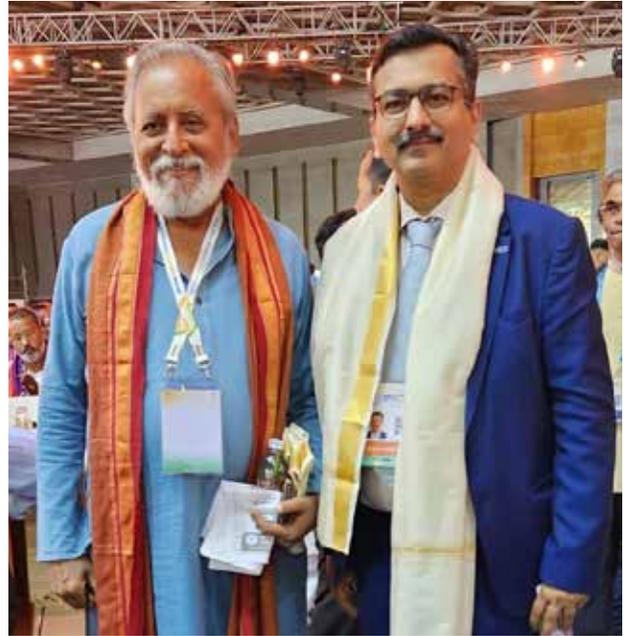


*Pan-India legislators with industry leaders from IMC with Shri Shivraj Patil, Former speaker of Lok Sabha.*

NETWORKING SERIES



Keynote address by Mr. Anant Singhania, President, IMC



Mr. Anant Singhania, President, IMC with Shri Anil Gupta Ji, Padma Shri, and CSIR Bhatnagar Fellow.

NETWORKING SERIES



Mr. Anant Singhania, President, IMC with Dr. R. A. Mashelkar, Dr. Vishwanath Karad, Chancellor MIT and NLC organiser and Dr. Ashok Joshi, Innovator from Utah.



Mr. Anant Singhania, President, IMC with Shri Gian Chand Gupta, Speaker of Haryana Legislative Assembly and Shri Kultar Singh Sandhwan, Speaker of Punjab Legislative Assembly.



Mr. Anant Singhania, President, IMC with Shri Arun Kumar Upreti, Speaker of Sikkim Legislative Assembly



Mr. Anant Singhania, President, IMC with Shri Lalrinliana Sailo - Hon'ble Speaker of Mizoram

## GeNEXT EXPRESSO

3rd May, 2023

**G**eNext Expresso, highlighted the journey of young women entrepreneurs who have paved a path for themselves to create their independent careers. An interesting conversation was hosted with young female entrepreneurs - Ms. Malvika Bhatia - Archive Director, The Citizens' Archive of India, Ms. Nikita Chawla - Founder and Creative Director, Gifts Tell All & The Decor Company and Ms.

Sonam Babani - Celebrity Stylist, Content Creator, and Luxury Consultant. The speakers spoke about their vision, dreams, challenges and releasing their true calling that encouraged them to venture into new realms.

Ms. Samira Shah - Founder and Director of Academics at Le Mark School of Art and Ms. Niraali Parekh - Founder and



**Ms. Nikita Chawla**

- Guest Speaker

**Ms. Malvika Bhatia**

- Guest Speaker

**Ms. Sonam Babani**

- Guest Speaker

Creative Director of Bokaap Design, served as the discussion's moderators.



**Ms. Niraali Parekh**, Founder and Creative Director of Bokaap Design, **Ms. Samira Shah**, Founder and Director of Academics at Le Mark School of Art, **Ms. Amrita Somaiya** - President-Elect, IMC Ladies' Wing, **Ms. Malvika Bhatia** - Archive Director, The Citizens' Archive of India, **Ms. Nikita Chawla** - Co-Founder and Creative Director, Gifts Tell All & The Decor Company, **Ms. Sonam Babani** - Celebrity Stylist, Content Creator, and Luxury Consultant, **Ms. Roma Singhania** - President, IMC Ladies' Wing, **Ms. Neela Parikh** - Chairperson, Business Committee

## Fun Art Spark Workshop

16th May, 2023

**T**he workshop was conducted by Kokuyo Camlin Ltd team, led by Ms. Amisha Shah and her associate from Camlin who showed various easy techniques of tie and dye painting, bottle painting and canvas painting using basic brush strokes, air bag technique and finger prints. The members thoroughly enjoyed the painting workshop.



Members participating in the workshop



**Ms. Radhika Nath** - Advisory, Events Committee, **Ms. Varsha Sheth** - Chairperson, Events Committee, **Ms. Alka Javeri** - Co-Chairperson, Events Committee, Representatives from Kokuyo Camlin Ltd.

## Le Mark Design Week in association with IMC Ladies' Wing \_\_\_\_\_ 2nd June, 2023

IMC Ladies' Wing associated with Le Mark School of Art for their annual fashion week. The budding designing students showcased their designing skills. The Ladies' Wing members – Members - Ms. Amruta Rao, Ms. Bhavana Trivedi, Ms. Bina Mardia, Ms. Camy Sanghvi, CA Sudha Bhushan, Ms. Farhana Vohra, Ms. Malti Jain, Ms. Neela Parikh, Ms. Rina Deora, and Ms. Ummehaani Khorakiwala



IMC Ladies' Wing members participating in Le Mark Fashion Show

participated in the evening of fun and fashion giving support to budding talent and donning the ramp with their grace and style.

## Awards Presentation and Annual General Meeting (2022 - 2023) \_\_\_\_\_ 30th June, 2023

IMC Ladies' Wing honoured **Ms. Sulajja Firodia Motwani** - Vice Chairperson, Kinetic Engineering and Founder & CEO, Kinetic Green Energy & Power Solutions Limited with the coveted Woman of the Year Award for her outstanding contribution in changing the landscape of India; as an entrepreneur, innovative business leader and a philanthropist.

**Ms. Manasi Joshi** - Indian Para-Badminton Player and Former World Champion Olympian was honoured with Keep Going, Keep Growing - Theme of the Year Award for accomplishing many daunting feats with her determination and commendable willpower in Para Badminton.

**Ms. Seema Singh** – Social Entrepreneur and Founder of NGO

Megashrey, graced the occasion as the esteemed Guest of Honour.

The awards ceremony was followed with the Annual General Meeting, wherein Ms. Roma Singhania stepped down as the President of IMC Ladies' Wing after successful accomplishment of her tenure and passed the baton to the new President - Ms. Amrita Somaiya and Vice President – Ms. Jyoti Doshi.



Mrs. Roma Singhania – President, IMC Ladies' Wing



Mrs. Roma Singhania felicitating Guest of Honour – Ms. Seema Singh – Social Entrepreneur and Founder of the NGO Megashrey



Presentation of the Woman of the Year Award to **Ms. Sulajja Firodia Motwani** - Vice Chairperson, Kinetic Engineering and Founder & CEO, Kinetic Green Energy & Power Solutions Limited



Response Speech by **Ms. Sulajja Firodia Motwani**



Presentation of the Keep Going, Keep Growing – Theme of the Year Award to **Ms. Manasi Joshi** - Indian Para-Badminton Player and World Champion Olympian



Response Speech by **Ms. Manasi Joshi**



**Ms. Radhika Nath** – Chairperson, Awards Committee



Awards Committee Members with the guests



**Ms. Amrita Somaiya** – President and **Ms. Jyoti Doshi** – Vice President honouring **Ms. Roma Singhania** – Immediate Past President at the IMC Ladies' Wing AGM Business Session



LADIES' WING

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# IMC

Chamber of Commerce and Industry

## IMC Commercial Examination Board (CEB)

IMC Commercial Examination Board was established in 1927 by late Prof. Sohrab R. Davar for the purpose of offering courses in various Subjects like Advanced Certificate in International Trade (ACIT) and Advanced Certificate in Logistics and Supply Chain (ACLSC). Commercial Examination Certificate course aims to encourage youth to pursue a career in business by providing them with valuable commercial education. The course content is contemporary and takes on board likely future developments.

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Contact: Ms. Suzanne Soans |  [suzanne.soans@imcnet.org](mailto:suzanne.soans@imcnet.org) / [asstceb@imcnet.org](mailto:asstceb@imcnet.org) |  022 71226666/67

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# IMC

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