

# Nutrihub – IIMR

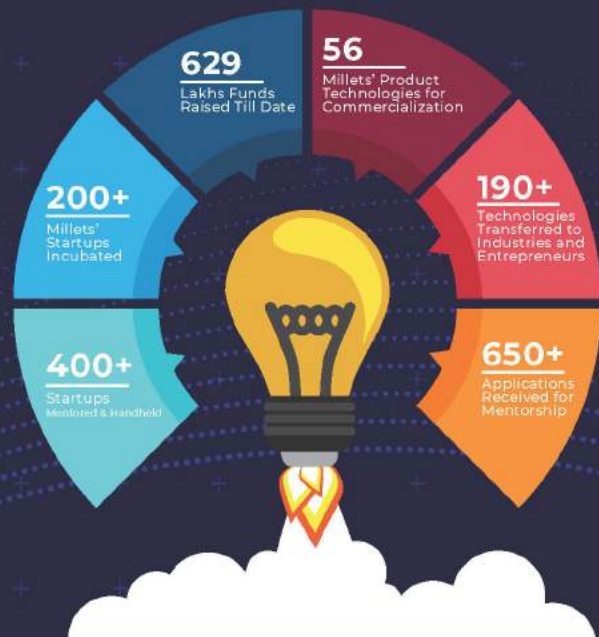
# Nutrihub is the Department of Science & Technology (DST), Govt. of India supported Technology Business Incubator hosted by the Indian Institute of Millets Research, ICAR – IIMR, Hyderabad.

# Nutrihub caters to innovations in the Nutricereals sector in the country. ICAR-IIMR through its TBI would like to contribute to the success of the National Innovation system, by nurturing innovation, technical skills and entrepreneurial talents of thousands of millets' stakeholders.

# Nutrihub is a focal point for entrepreneurs, agriprenuers, start-ups, experts, the academic and the funding agencies converging for creation of a new knowledge-based economy.

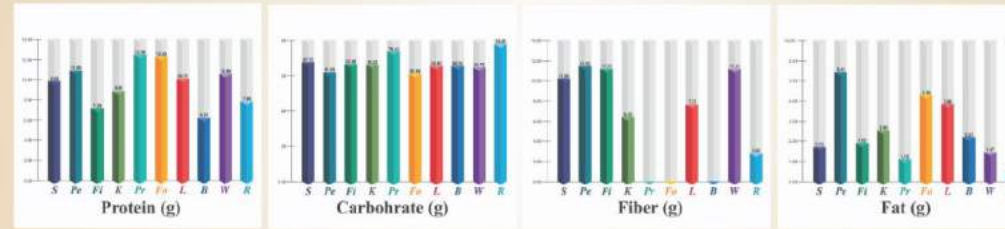
# Nutrihub Incubation Program is designed to help Nutricereal startups by providing them technology and business support system.

# Startups in Millets sector are incubated under NEST & NGRAIN to facilitate funding to idea stage and seed stage funding.

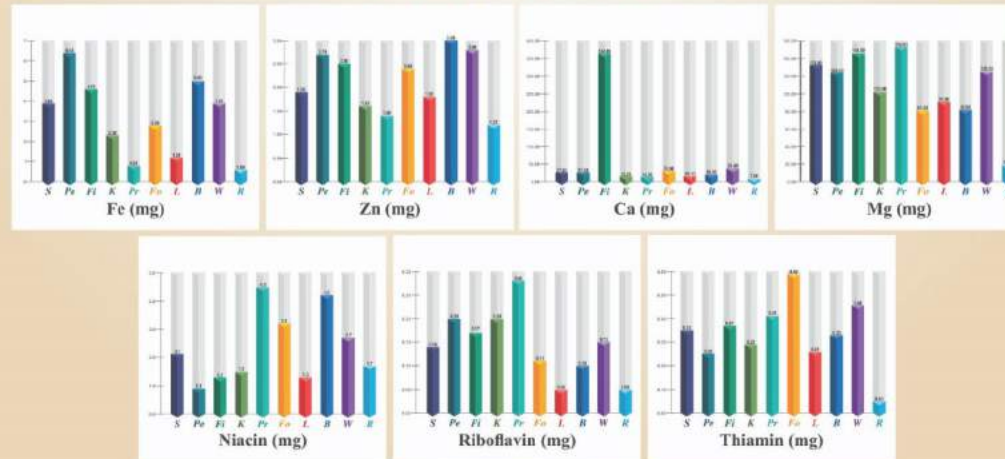


## Nutritional Value Compare To Cereals

### MACRO NUTRIENTS



### MICRO NUTRIENTS



ICAR - Indian Institute of Millets Research (IIMR) Brand and its Products.



### EATRITE PRODUCTS

Nutrihub, ICAR - Indian Institute of Millets Research, Rajendra Nagar, Hyderabad, Telangana, India - 500 030



# INTERNATIONAL YEAR OF MILLETS 2023

Moving Towards Nutritional Security  
*Eat Millets Stay Healthy*

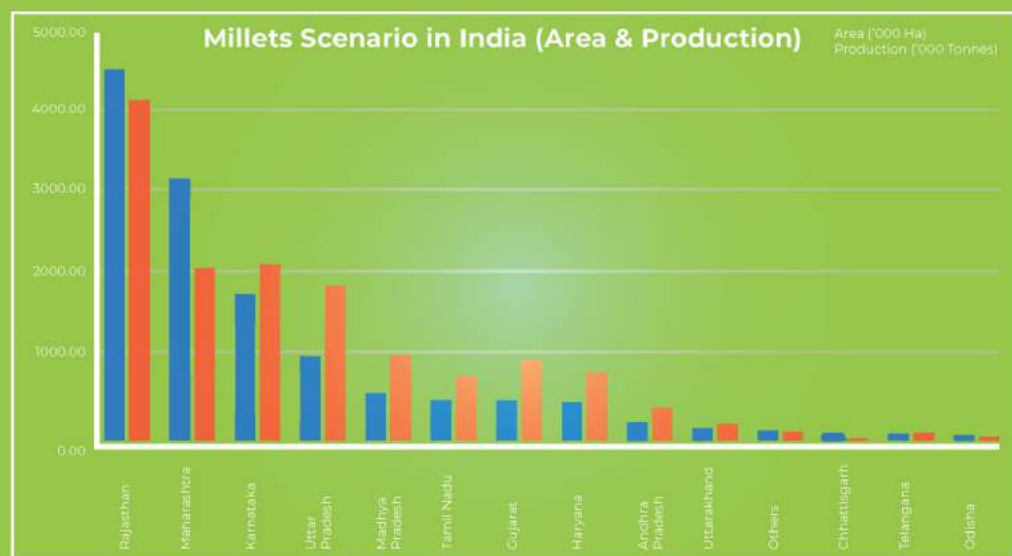
“Millets are one of the oldest crops known to humans and can grow in adverse weather conditions with marginal irrigation requirements. They were first domesticated in Asia and Africa and later spread across the globe as a cereal crop for the evolving civilizations.”



Millets are primarily categorized as major millets, including **sorghum, bajra, and ragi**, and minor millets, including **foxtail, Kodo, barnyard, proso, browntop, and little millet**.

**Sorghum** is the major millet grown globally constituting 55.8% of total millets. During 2010–19, the Sorghum area is near stable between 42.16 million hectares to 40.27 million hectares while production between 60.18 million metric tonnes to 57.89 million metric tonnes.

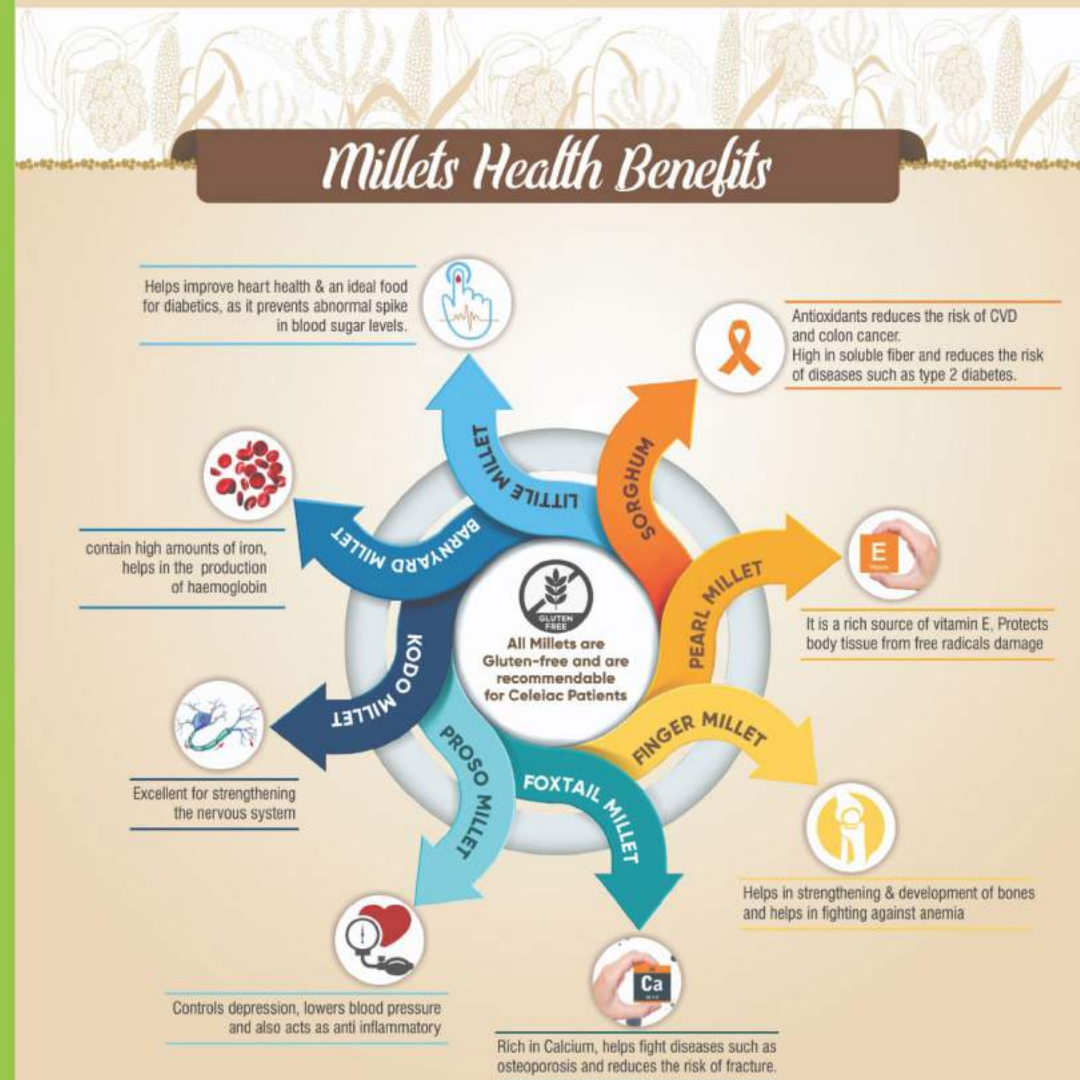
In **India**, millets are cultivated in an area of **13.83 million hectares**, producing 17.26 million tonnes with a yield of 1248 kg/ha. Sorghum is the fourth most important food grain in India after rice, wheat, and maize in terms of area (4.09 m ha) and production (3.47 m Mt). India is the topmost producer of Barnyard (99.9%), Finger (53.3%), Kodo (100%), Little (100%) and Pearl (44.5%), producing about 12.46 million metric tonnes from an area of 8.87 million hectares.



Source: Directorate of Economics & Statistics, Government of India

## Startups

Some of the notable startups incubated under Nutrihub - IIMR incubation programmes are performing well in the industry



Millets are nutritionally superior as their grains contain high amounts of **protein, essential amino acids, minerals, and vitamins**. Millets are known for their high dietary fiber and protein content, and hence preferred as dietary foods for people with **diabetes and cardiovascular diseases**. Millets contain health promoting phenolic compounds which play a vital role in **combating multiple lifestyle related diseases**.



Value added processing can resolve the inconveniences associated with millets due to lack of gluten content with the existing machinery used in rice and wheat needed to make suitable for millet processing.

# Traditional techniques that are commonly used include decortication (usually by pounding followed by winnowing or sometimes sifting), malting, fermentation, roasting, flaking and pounding.

# Value addition in millet processing has high degree of interdependence with forward and backward linkages and hence can play an important role accelerating economic development.

