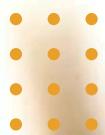




# Millets, Markets & Enterprises

Towards an Inclusive & Climate  
Resilience Food System







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# EXECUTIVE Summary



Millets, long cultivated across India's rainfed and marginal landscapes, are increasingly recognized as strategic crops for addressing the interconnected challenges of climate change, nutrition insecurity, and inclusive rural livelihoods. Traditionally embedded within local food cultures, millet-based systems declined during the post-Green Revolution period as rice and wheat became dominant. Today, renewed policy focus, market innovation, and enterprise-led interventions are repositioning millets as climate-resilient, nutrient-dense cereals central to India's food system transformation.

This knowledge report, developed under the Inclusive Business Future Leaders (IBFL) programme of Ecociate, presents a comprehensive assessment of India's millet ecosystem through a systems lens, spanning production, markets, consumption, and entrepreneurship.

It situates millets not merely as crops, but as enablers of inclusive, resilient, and sustainable food systems in a changing climate.

The report begins by examining the production landscape of millets in India, highlighting their adaptability across diverse agro-climatic zones and their importance in rainfed regions that account for nearly 60% of cultivated area. Detailed analysis of major millets (bajra, ragi, jowar) and small millets reveals diverging trajectories: while productivity gains driven by improved varieties, agronomic practices, and policy support have strengthened bajra and ragi systems, crops such as jowar exhibit declining acreage despite yield improvements, reflecting shifting farmer incentives. Small millets, once in decline, show renewed recovery following their reclassification as nutri-cereals and integration into national and state-level missions.

Building on this foundation, the report maps the market presence of millets in India, documenting their expanding visibility across traditional retail, modern trade, quick-service restaurants, institutional food programmes, lifestyle products, and festive and gifting formats. Rather than evaluating consumer demand alone, this section systematically captures where and how millets appear within everyday and aspirational consumption spaces. Case-based observations from Delhi retail environments and food-service formats illustrate how merchandising strategies, product formats, and placement decisions directly shape millet visibility and engagement.

The report then analyses the consumption landscape, highlighting pronounced regional divergence shaped by cultural continuity, format availability, and supporting market systems. While parts of southern and eastern India retain habitual millet consumption through traditional foods and institutional channels, northern and central regions exhibit structural dietary withdrawal, with millets relegated to niche or occasional use.

Netnographic analysis of online consumer conversations reveals strong health-led perceptions, alongside persistent barriers related to taste familiarity, convenience, and price that limit routine adoption despite high awareness.

A central contribution of this report lies in its documentation of millet-based enterprises, presenting profiles of over 50 ventures operating across processing, product innovation, branding, and market access. These enterprises including farmer collectives, women-led initiatives, startups, and established food brands are actively reshaping millet value chains by translating traditional grains into contemporary, scalable, and market-ready products. Collectively, they demonstrate how enterprise innovation bridges farmers and consumers while embedding nutrition, climate resilience, and livelihood inclusion within commercial food systems.

Overall, the report underscores that the revival of millets in India is not driven by production or nutrition narratives alone, but by the alignment of agronomy, markets, consumer formats, and enterprise ecosystems. Strengthening these linkages through targeted R&D, enabling policies, institutional procurement, and sustained market development is critical to positioning millets as pillars of inclusive, climate-resilient food systems for India's future.



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We are especially thankful to **Santosh Gupta** whose leadership, strategic guidance, and facilitation laid a strong foundation for this work. His vision in positioning millets not merely as traditional crops but as drivers of enterprise-led, climate-smart food systems was instrumental in shaping the overall framework and direction of the study.

Our sincere appreciation also goes to **Kirti Prasanna Mishra**, whose insightful feedback, consistent encouragement, and steadfast support played a pivotal role throughout the research process. His inputs added critical depth across the production, market, consumption, and enterprise dimensions of the millet ecosystem.

This report is the collective outcome of the dedicated efforts of five Inclusive Business Fellows, whose extensive secondary research and field-based observations were key to mapping India's millet landscape. Their work enabled a comprehensive understanding of how millet-based enterprises contribute to climate resilience, nutrition security, farmer inclusion, and sustainable livelihoods across diverse regions.

We are equally grateful to all individuals and organizations who contributed directly or indirectly by sharing data, insights, case experiences, and perspectives across the millet value chain. Their contributions strengthened the analysis of enterprise models, market dynamics, and enabling ecosystems, underscoring the potential of millets to build inclusive, resilient, and future-ready food systems.

We sincerely thank everyone who has been part of this journey and contributed to advancing a more sustainable, inclusive, and climate-resilient future through millets.



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# INTRODUCTION

# INTRODUCTION



Amid accelerating climate change, rising food inflation, and growing nutritional challenges, the resilience of food systems has emerged as a critical policy priority for governments and global institutions alike. In this evolving landscape, **millets** are gaining renewed strategic relevance as climate-resilient, nutrition-rich crops that align closely with public policy objectives on food security, sustainable agriculture, and inclusive rural development.

Historically cultivated in rain-fed and marginal agro-ecological zones, millets require significantly lower water, chemical inputs, and energy compared to water-intensive staples such as rice and wheat. Their inherent resilience makes them particularly valuable in the context of climate adaptation strategies, drought mitigation policies, and risk diversification within national cropping systems. At the same time, millets contribute to improved nutritional outcomes, addressing policy

priorities related to malnutrition, non-communicable diseases, and dietary diversity.

Recognising these benefits, governments most notably in India have begun integrating millets into broader policy frameworks through initiatives such as minimum support price (MSP) coverage, public procurement, inclusion in public distribution systems, and global advocacy platforms.

The declaration of the International Year of Millets (2023) marked an important milestone in repositioning millets from “coarse grains” to “nutri-cereals,” signalling a policy-driven shift towards sustainable and climate-smart food systems. While policy intent around millets is strengthening, parts of the ecosystem are still in a phase of transition and development.

Against this backdrop, millets occupy a complex and evolving position within India's food systems, shaped by the interplay of agro-ecological conditions, market forces, dietary practices, and institutional priorities. Their cultivation continues to be concentrated in rain-fed and semi-arid regions, where production decisions are closely tied to climate variability, input availability, and relative crop profitability. At the same time, shifting policy signals and growing awareness of nutritional outcomes have begun influencing how millets are perceived beyond their traditional geographies.

Across markets, millets are increasingly visible in diverse forms, ranging from raw grains and flours to processed and ready-to-use products, reflecting gradual changes in supply chains and consumption habits. These shifts coexist with persistent challenges related to price volatility, quality standardisation, processing capacity, and consumer familiarity. Consumption patterns remain uneven, shaped by cultural preferences, cooking practices, income levels, and access, highlighting the gap between awareness and regular dietary adoption.

Enterprise activity has expanded alongside these changes, introducing new approaches to aggregation, value addition, branding, and distribution.

While these efforts have contributed to greater visibility and experimentation, they also underscore structural constraints within the ecosystem inclu

-ding fragmented linkages between producers and markets. Together, these dynamics illustrate how millets are embedded within broader transitions in agriculture, nutrition, and climate resilience, reflecting both emerging opportunities and enduring limitations within India's food system.

These dynamics are further influenced by regional disparities in infrastructure, institutional capacity, and market maturity, which shape how millet-based systems evolve across states. In some contexts, public procurement and institutional demand have provided stability, while in others, market access remains largely informal and fragmented. Technological adoption, extension support, and access to finance continue to vary widely, affecting productivity, post-harvest outcomes, and value realization. At the consumer end, perceptions of millets oscillate between traditional staples and modern health foods, creating uneven demand signals. Collectively, these factors highlight the multi-layered nature of millet systems, where agronomic resilience alone is insufficient without aligned market, consumption, and institutional conditions.



# Millets

## Minor Millet      Major Millet

Foxtail Millet  
(Kakum)



Kodo Millet  
(Kodon)



Barnyard Millet  
(Sanwa)



Little Millet  
(Kutki / Shavan)



Proso Millet  
(Chenna / Barri)



Sorghum  
(Jowar)



Finger Millet  
(Ragi)



Pearl Millet  
(Bajra)



## Health and Nutritional Benefits of Millets



\*Values are indicative averages for mixed millets (per 100 g, raw)

Millets are nutrient dense, climate resilient cereals traditionally consumed across many regions, rich in complex carbohydrates, dietary fibre, plantbased protein, essential minerals, and bioactive compounds



Millets promote prolonged satiety, aiding in weight management and metabolic health, while being naturally glutenfree and suitable for individuals with gluten intolerance or celiac disease



They contain antioxidants and antiinflammatory compounds that help lower cholesterol and regulate blood pressure, thereby contributing to improved heart health, immunity, and overall nutritional security.



Millets have a low glycaemic index, helping stabilize blood sugar levels and supporting diabetes management and longterm metabolic health



Their high micronutrient density and adaptability to diverse agroclimatic conditions support food security, sustainable diets, and resilient farming systems



## Why Millets Matter: Building Inclusive and Sustainable Food Systems for the Future

Inclusive food systems are essential frameworks that ensure all individuals regardless of socio-economic status, gender, ethnicity, or location have equitable access to nutritious, safe, and culturally appropriate food. These systems address critical global challenges such as food insecurity, poverty reduction, and environmental sustainability by promoting fairness, participation, and empowerment across the entire food production and consumption spectrum. Inclusive food systems support smallscale farmers, marginalized communities, and vulnerable populations by facilitating their access to resources, markets, and decisionmaking processes, ultimately fostering social justice and economic resilience.



Millets are crucial components within this inclusive framework because they embody nutritional, climate, and livelihood benefits that align with the goals of sustainable food systems. As highly nutritious and drought tolerant crops, millets demand fewer resources such as water and synthetic inputs while thriving on marginal lands, thus making them naturally climate resilient. This makes them invaluable for ensuring food and nutrition security under shifting climatic conditions. Furthermore, their cultivation and value chains provide stable income opportunities for smallholder farmers, especially in dryland and vulnerable regions, thereby contributing to poverty alleviation and local economic development.

Together, inclusive food systems and the promotion of millets are intertwined strategies vital for developing equitable, resilient, and environmentally sustainable agrifood landscapes.

By nurturing millets within inclusive food systems, broader societal goals such as health, nutrition, climate adaptation, and economic empowerment can be achieved collectively, driving transformative impacts for current and future generations.

## Significance of Millets in Food Security and Climate Resilience for Livelihoods

Millets play a vital role in enhancing food and nutrition security, particularly for vulnerable populations living in dryland and marginal environments. These small grains are rich in essential nutrients such as iron, calcium, and vitamins, making them critical allies in combating malnutrition and dietary deficiencies in low-income communities.

Their ability to grow with minimal water, on poor soils, and with low input requirements enables millets to thrive where other staple crops struggle, ensuring a reliable and nutritious food source even under adverse conditions. This adaptability helps reduce dependence on major cereals, diversifies diets, and supports the nutritional well-being of millions globally. Beyond nutrition, millets contribute significantly to climate resilience and rural livelihoods. Their drought tolerance and resilience to erratic weather patterns empower smallholder farmers to maintain stable production levels despite climate variability. Millets also support sustainable agricultural ecosystems by promoting soil health, minimizing the need for chemical inputs, and conserving biodiversity.

Taken together, these attributes position millets as a cornerstone of inclusive and climate-resilient food systems. By integrating millets into production, consumption, and market frameworks, countries can simultaneously address nutrition security, climate adaptation, and rural livelihood sustainability.

As climate risks intensify, millets offer a scalable and future-ready pathway toward building resilient food systems that leave no one behind. Cultivation and value chain development of millets create income opportunities, improve food system diversity, and reduce rural poverty by enhancing the economic stability of farming households. Through these multiple dimensions, millets serve as crucial components of inclusive, climate smart agricultural systems that protect livelihoods, promote sustainability, and build resilience against the challenges posed by a changing climate.



Fig. Climatic Stress on Terrestrial Ecosystems



Fig. Farmer holding millets in his hand



# PRODUCTION LANDSCAPE IN INDIA

# PRODUCTION LANDSCAPE IN INDIA



Millets play an important role in the global food system, with India emerging as the world's largest producer and consumer of these climate-resilient grains. While several African countries, including Nigeria, and Ethiopia, also contribute significantly to millet cultivation, India consistently accounts for over 40% of global production, giving it a central role in shaping world supply.

India's diverse agro-climatic conditions support a wide range of millets, from pearl millet in the arid west to finger and small millets across central and southern regions. Growing global emphasis on sustainable and nutrient-dense cereals has further increased the relevance of India's millet production. Government initiatives, MSP support, and the recognition of 2023 as the International Year of Millets have reinforced India's position as a key driver of the global millet revival.

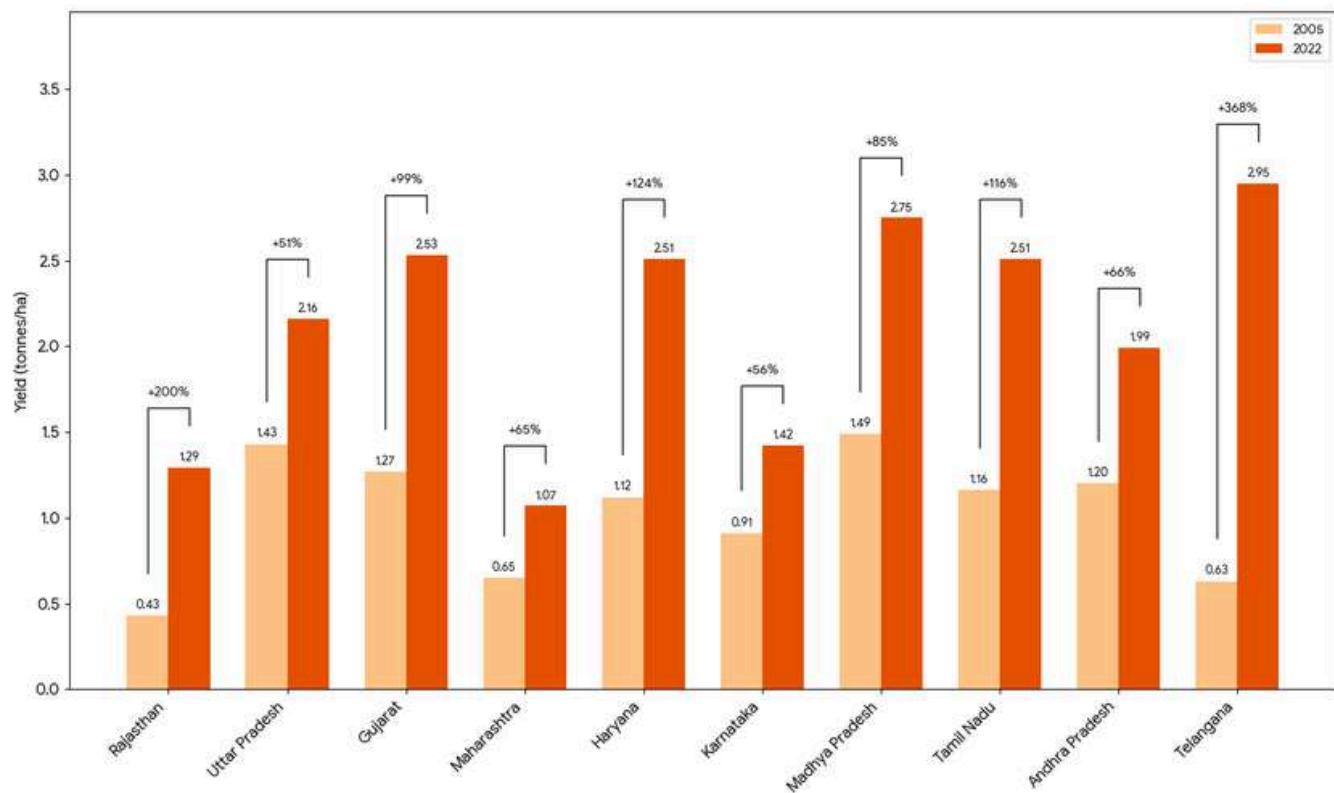
## Production Scenario

India is a leading millet producer, benefiting from diverse agro-ecological conditions that support a wide range of millet varieties. Over the past two decades, production patterns have shifted in response to changing rainfall regimes, evolving market demand, and policy interventions promoting climate-resilient crops. Sorghum and pearl millet continue to dominate semi-arid regions, while nutri-cereals such as foxtail, barnyard, and kodo millets are gaining increased attention for their nutritional value and adaptability. National initiatives including the National Year of Millets (2023) and MSP support have contributed to expansion and productivity gains. The following sections present detailed charts highlighting state- and crop-wise production trends.

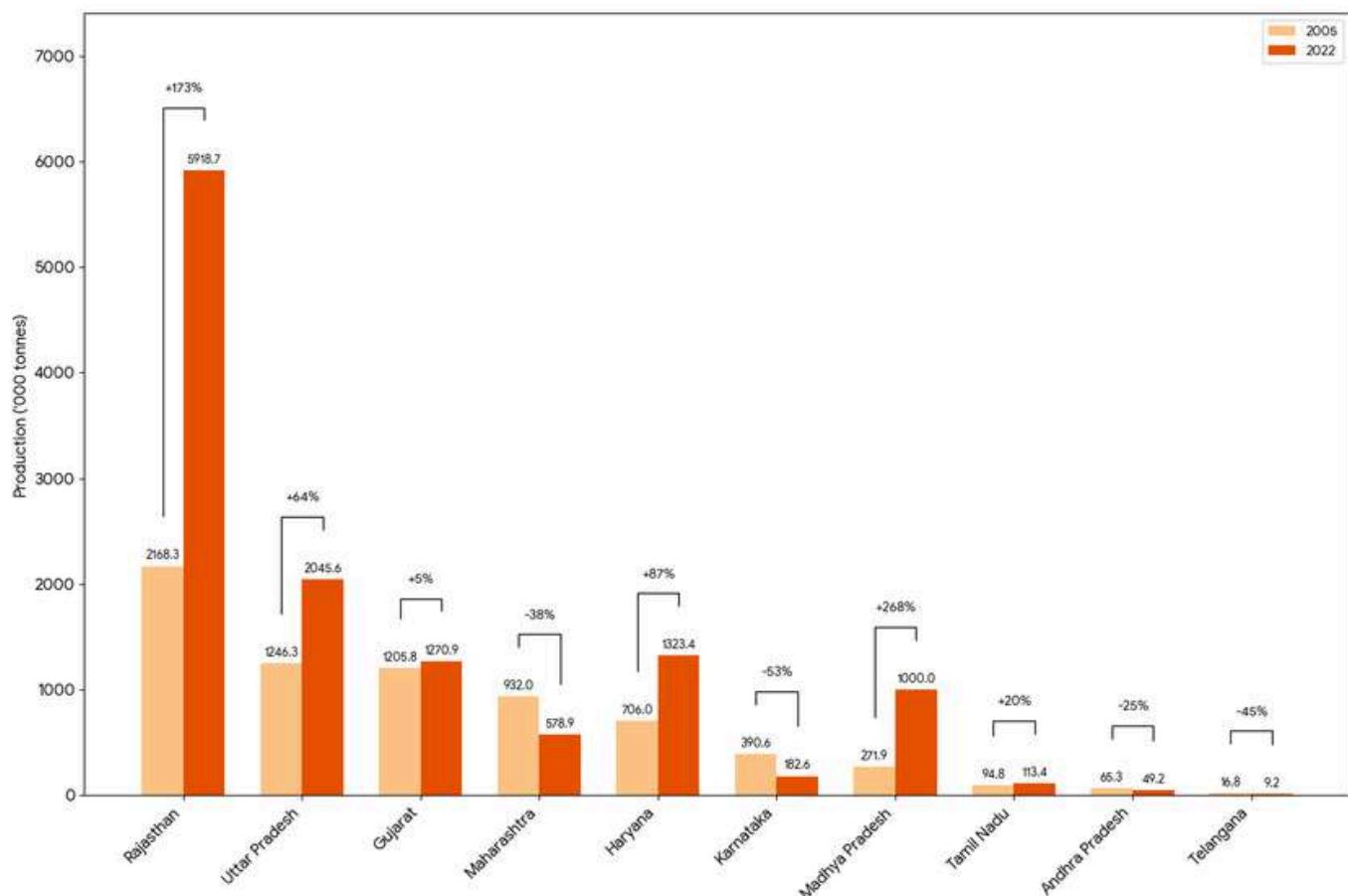
## Production Scenario: Pearl Millet (Bajra)

Pearl millet is a key component of India's millet economy, valued for its adaptability to arid and semi-arid regions. The graphs show state-wise changes in Bajra yield and production between 2005 and 2022.

State wise Bajra Yield (2005 vs 2022) with % Change



State wise Bajra Production (2005 vs 2022) with % Change



## Pearl Millet (Bajra) Production and Productivity Trend in India

The graph reflects Bajra's continued importance as a core dryland cereal, with production increasingly concentrated in Rajasthan, Uttar Pradesh, Gujarat, Haryana, Maharashtra, and Madhya Pradesh. It shows that national output growth has been driven primarily by productivity improvements rather than expansion in cultivated area, indicating a shift toward yield-led growth and regional specialization.

The uniform improvement in yields across states suggests widespread adoption of hybrid seeds and improved agronomic practices, particularly in northern and central India. States such as Rajasthan and Haryana were able to translate these gains into sustained production growth, reinforcing their role as core Bajra-producing regions. Madhya Pradesh and Uttar Pradesh also emerge as significant contributors, indicating that productivity gains, supported by favorable market and policy signals, have aligned with area retention in these states.

At the same time, the graph shows that several states including Maharashtra, Karnataka, Andhra Pradesh, and Telangana experienced declining production despite rising yields. This divergence highlights the impact of land reallocation toward higher-value crops and greater diversification in southern and western regions. In these states, Bajra increasingly functions as a secondary or contingency crop rather than a primary production choice.

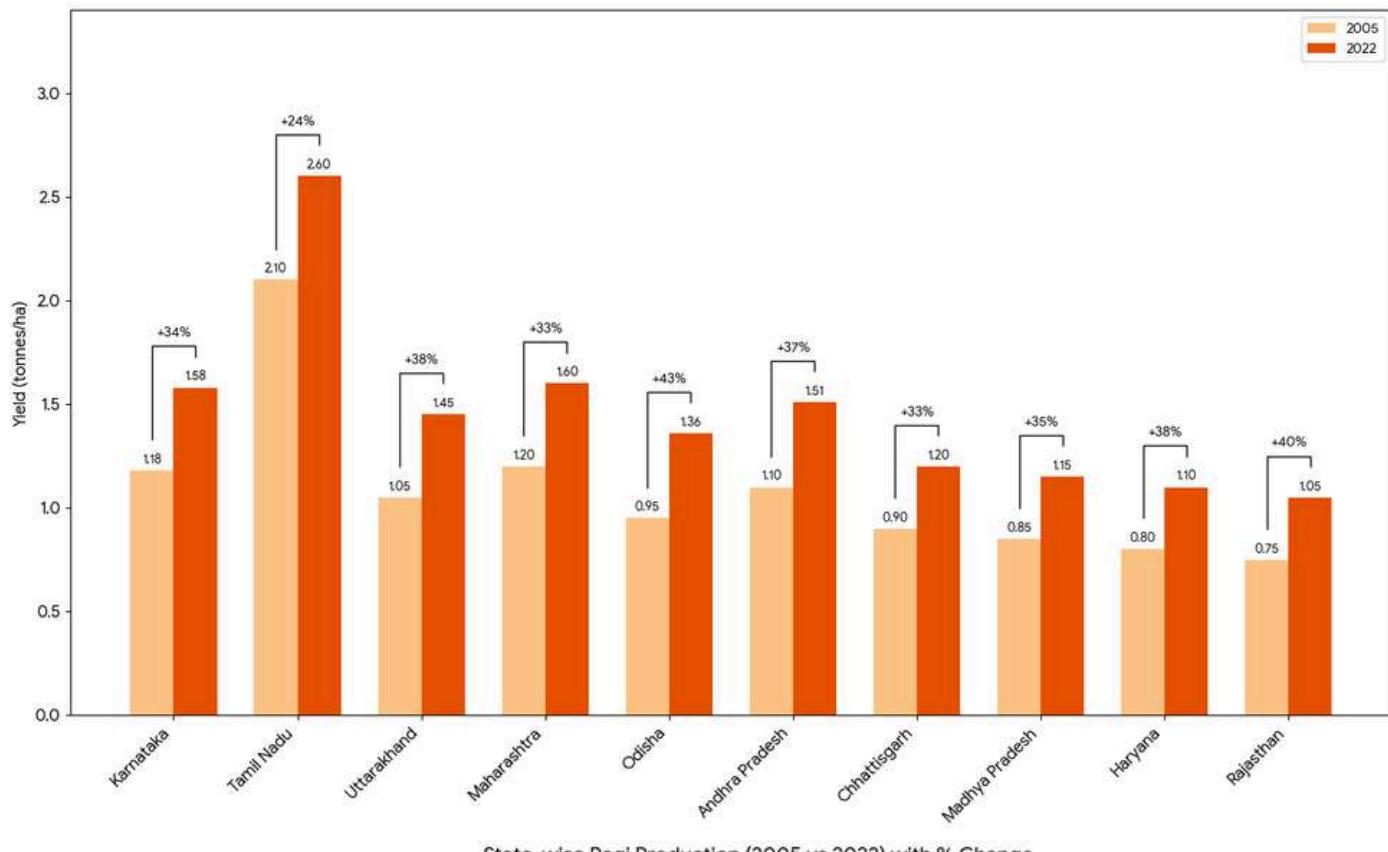
The observed concentration of production is consistent with Bajra's evolving positioning as a climate-smart, low-water cereal. Rising price support, improved market access, and the development of organized value chains have helped sustain production in arid and semi-arid belts, while other regions have shifted toward alternative crops despite technological gains.



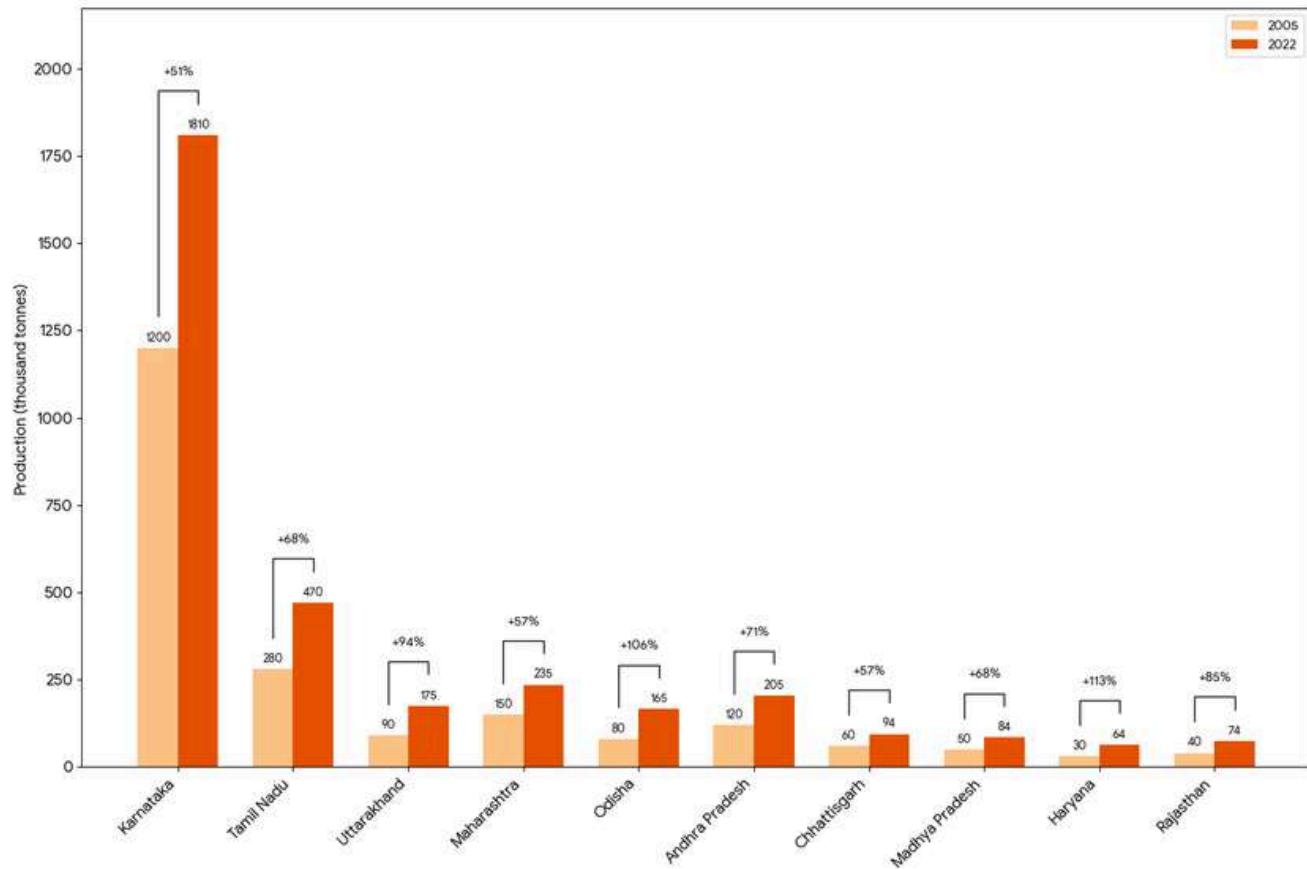
## Production Scenario: Finger Millet (Ragi)

Finger millet, a nutritionally important crop, is concentrated in southern and hill states. The following graphs show state-wise Ragi yield and production from 2005 to 2022, highlighting trends in productivity and output.

State-wise Ragi Yield (2005 vs 2022) with % Change



State-wise Ragi Production (2005 vs 2022) with % Change



## Finger Millet (Ragi) Production and Productivity Trend in India

The graph reflects ragi's continued importance as a climate-resilient, nutrient-dense cereal, with production increasingly concentrated in Karnataka, Tamil Nadu, Odisha, Maharashtra, and Uttarakhand. While national acreage has declined over time, overall output growth has been driven primarily by productivity improvements rather than expansion in cultivated area, indicating a shift toward yield-led growth and regional specialization.

The broadly uniform improvement in yields across states suggests widespread adoption of improved varieties, better crop management practices, and gradual technological diffusion, even in predominantly rainfed regions. Karnataka and Tamil Nadu were able to translate these yield gains into sustained production growth, reinforcing their role as core ragi-producing states. Odisha and Maharashtra also emerge as increasingly significant contributors, reflecting the alignment of productivity gains with supportive policy measures and improved market incentives.

At the same time, the graph shows that in some states, production growth has lagged behind yield improvements. This divergence highlights the role of area contraction and

land reallocation toward higher-value crops, particularly in regions where ragi functions as a secondary or subsistence crop. In such states, rising yields have partially offset shrinking acreage, preventing sharper declines in output but not generating strong production expansion.

The observed concentration of production is consistent with ragi's evolving positioning as a nutri-cereal and climate-smart crop. Enhanced price support, inclusion in public procurement and nutrition programmes, and the development of more organized value chains have strengthened production in traditional and emerging ragi belts, while other regions have diversified despite technological gains.

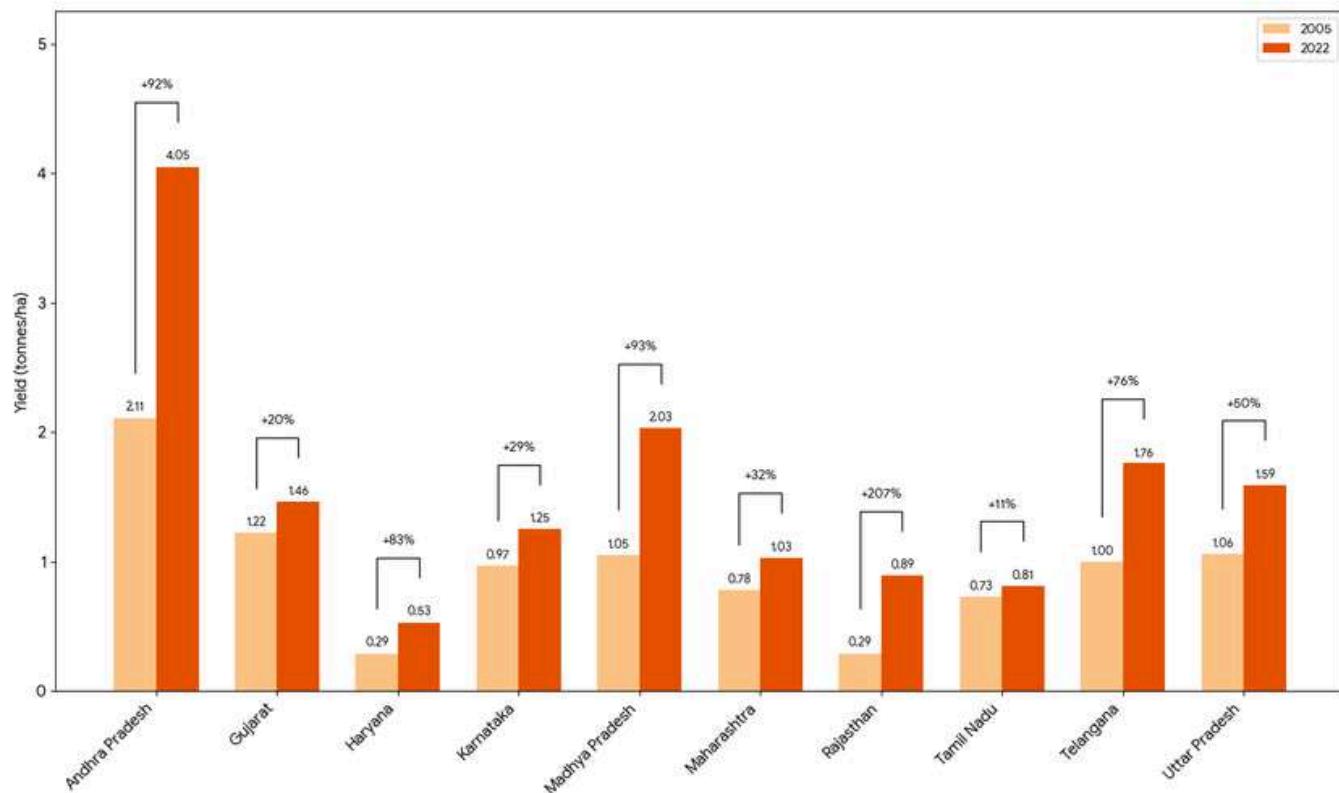
Overall, the graph depicts a system in which ragi productivity has improved across states, but production growth remains uneven and increasingly anchored in a few high-performing, yield-driven regions. This suggests that future gains in ragi output will depend less on further yield breakthroughs and more on policy incentives, market integration, and farmers' land-use decisions, particularly in marginal and rainfed agro-ecologies.



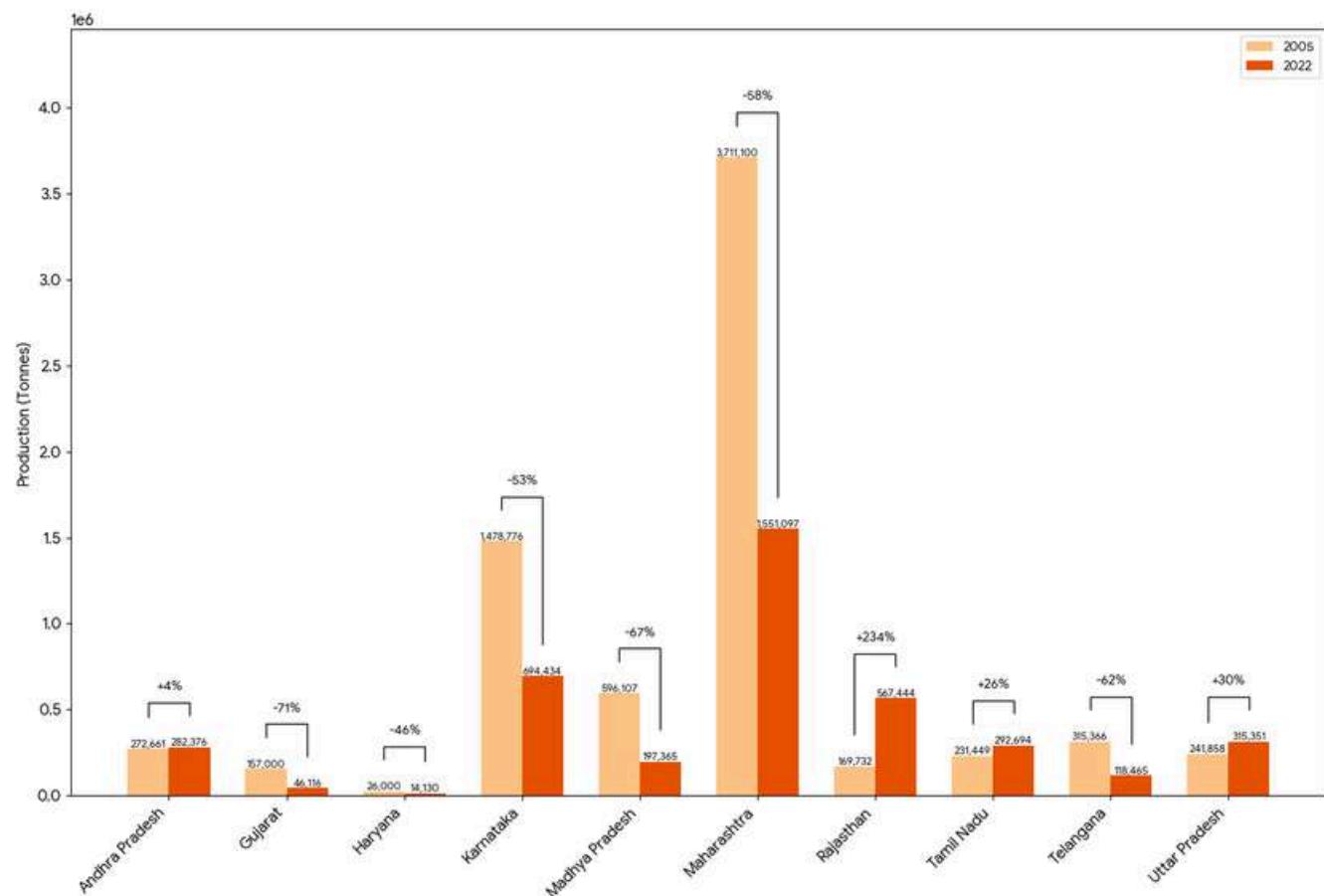
## Production Scenario: Sorghum (Jowar)

Sorghum (Jowar) is a climate-resilient cereal grown in India's semi-arid regions. The following graphs compare state-wise Jowar yield and production between 2005 and 2022, highlighting changes in productivity and output.

State-wise Jowar Yield (2005 vs 2022) with % Change



State-wise Jowar Production (2005 vs 2022) with % Change



## Sorghum (Jowar) Production and Productivity Trend in India

graph reflects jowar's long-standing role as a dryland cereal and fodder crop, with production historically concentrated in Maharashtra, Karnataka, Madhya Pradesh, Rajasthan, Tamil Nadu, and Andhra Pradesh. Over the period shown, national output has declined sharply, consistent with the broader structural shift away from jowar, driven primarily by land reallocation to higher-return crops rather than yield stagnation.

Yield performance across states shows clear and widespread improvement, indicating increasing adoption of improved varieties and better agronomic practices. States such as Andhra Pradesh, Madhya Pradesh, Telangana, and Uttar Pradesh exhibit strong percentage gains in yields, while even traditional producers like Maharashtra and Karnataka show moderate productivity improvements. This confirms that technological progress has continued despite declining crop prominence.

However, the graph highlights a pronounced disconnect between yield gains and production outcomes. In Maharashtra and Karnataka, production has fallen substantially even as yields improved, underscoring the dominant influence of shrinking cultivated area.

This pattern reflects jowar's gradual repositioning from a primary staple to a secondary or strategic crop, retained mainly for fodder security, risk management, or marginal lands rather than commercial grain production.

In contrast, Rajasthan and Andhra Pradesh show a closer alignment between productivity gains and production levels, suggesting greater area retention in ecologically suitable dryland zones. These states illustrate how jowar continues to function as a climate-resilient option where alternative crops face higher risk or water constraints.

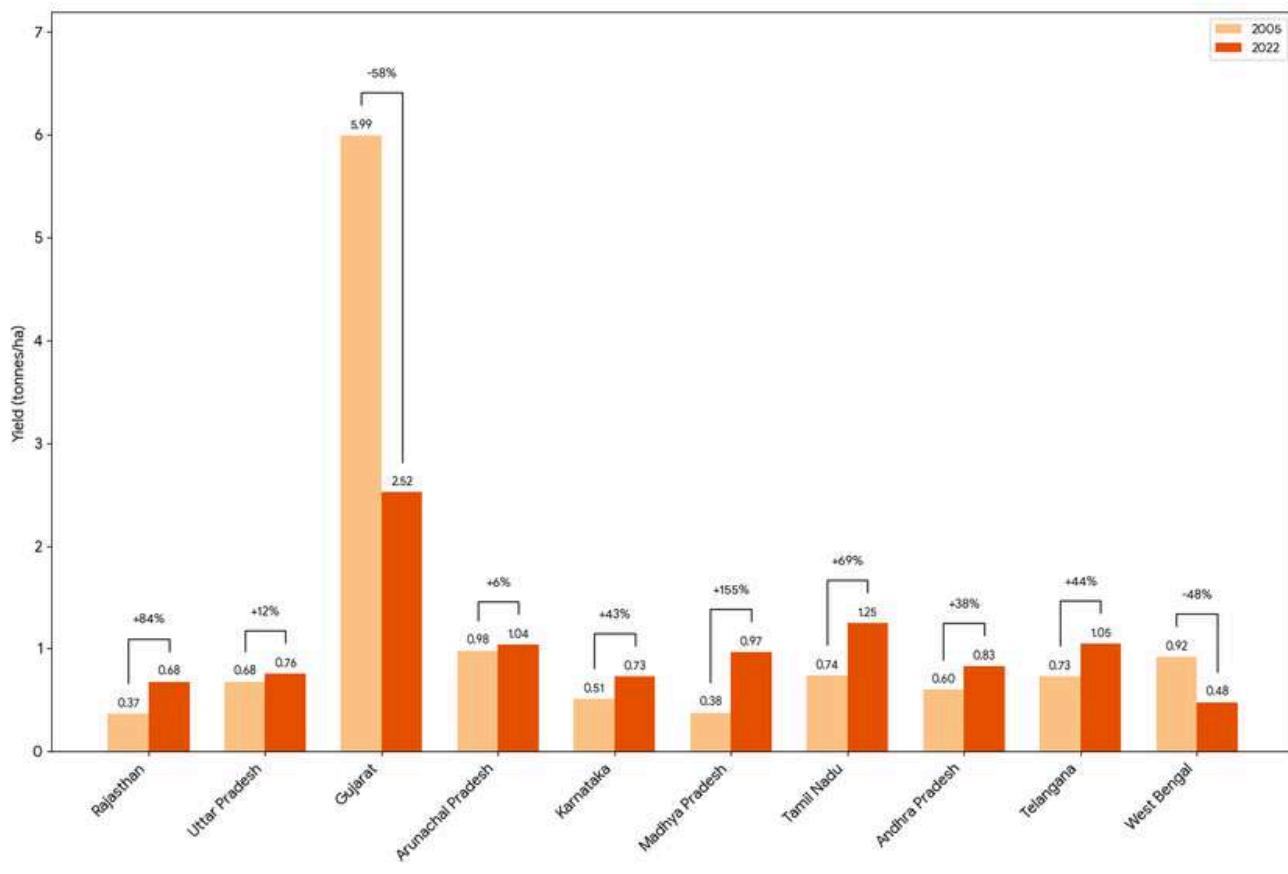
Overall, the graph depicts jowar as a crop undergoing structural consolidation rather than technological decline. While yields have improved nationwide, production is increasingly anchored in a few core dryland regions, reflecting farmer land-use choices, relative crop profitability, and evolving market demand. Future jowar dynamics will therefore be shaped less by further yield enhancement and more by fodder demand, price support, procurement incentives, and its positioning within diversified dryland farming systems.



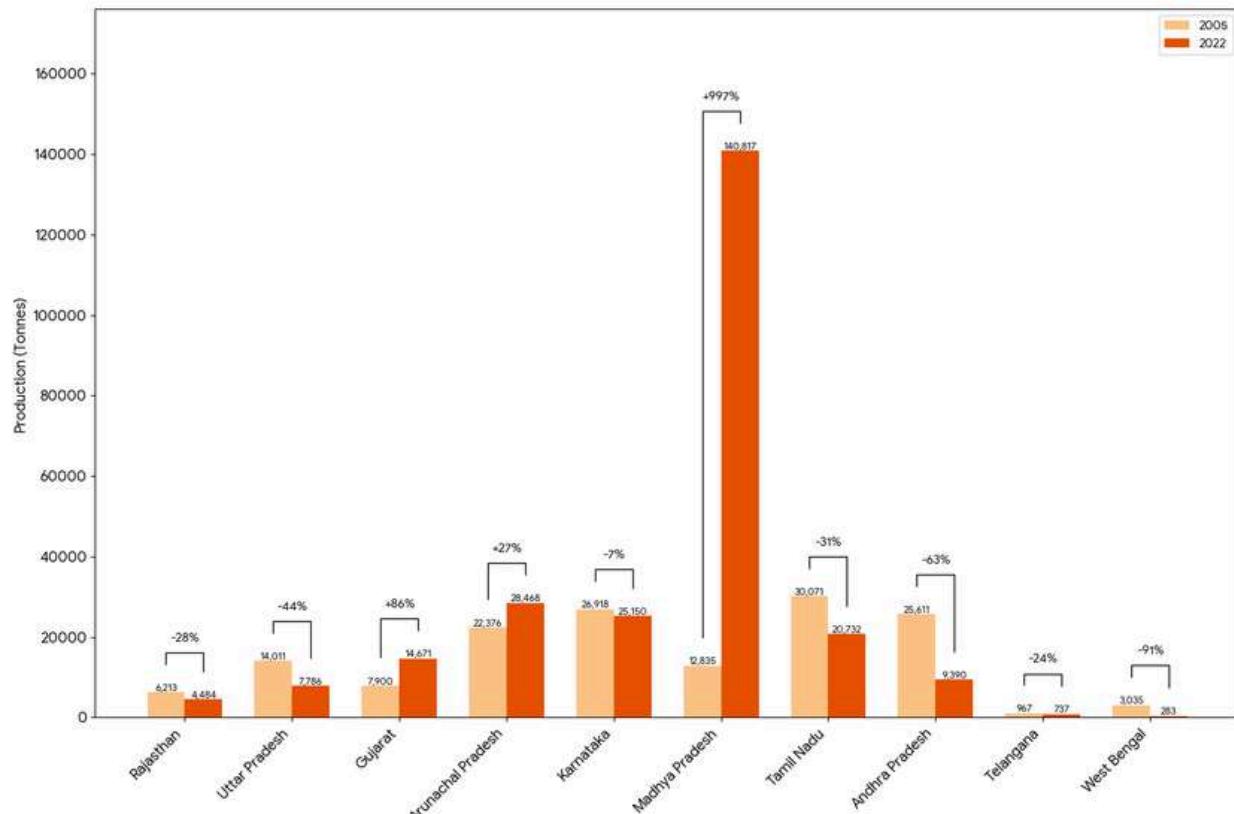
## Production Scenario: Small Millets

Small millets are hardy cereals grown mainly in rainfed and marginal regions of India. The following graphs show statewise changes in small millet yield and production between 2005 and 2022, highlighting regional variation.

State-wise Small Millets Yield (2005 vs 2022) with % Change



State-wise Small Millets Production (2005 vs 2022) with % Change



## Small Millets Production and Productivity Trend in India

The graph reflects the structurally uneven trajectory of small millets including foxtail, little, kodo, barnyard, proso, and browntop which have traditionally supported rainfed and tribal farming systems in Karnataka, Madhya Pradesh, Tamil Nadu, Rajasthan, and Arunachal Pradesh. By the mid-2000s, cultivation was already contracting in many regions, a pattern that continues to shape current production outcomes.

Yield trends show divergent state-level performance. Madhya Pradesh, Tamil Nadu, Karnataka, Rajasthan, and Andhra Pradesh register notable yield improvements, indicating localized adoption of improved practices and renewed agronomic attention. In contrast, sharp yield declines in Gujarat and West Bengal suggest reduced management intensity or exit from small millet cultivation as farmers shifted toward more commercially attractive crops.

Production patterns reinforce the primacy of area dynamics over yield gains. Madhya Pradesh stands out with a dramatic expansion in production, reflecting strong consolidation of small millet cultivation where supportive policies, procurement, and institutional demand have aligned.



Karnataka and Tamil Nadu show relatively stable or moderately rising output, consistent with renewed policy attention and growing nutrition-driven demand. Meanwhile, continued production declines in states such as Uttar Pradesh, Gujarat, Telangana, Rajasthan, and West Bengal highlight the persistence of land reallocation away from small millets despite technological improvements.

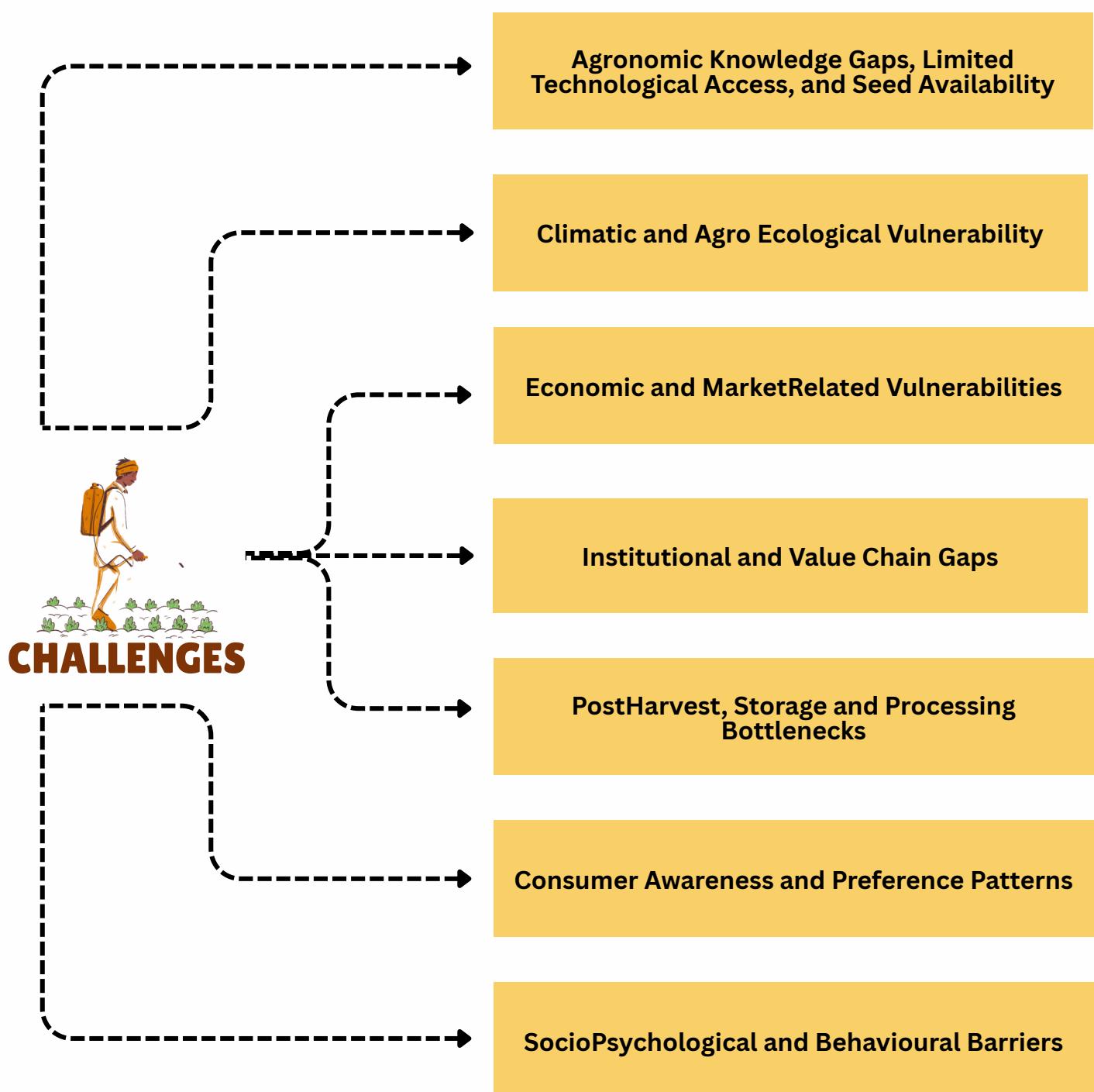
The observed concentration of production underscores small millets' high sensitivity to policy support and local food systems. Where institutional backing, market access, and consumption programmes have strengthened, recovery has been rapid; elsewhere, small millets remain marginal within diversified cropping systems.

Overall, the graph depicts small millets as crops undergoing selective revival rather than uniform growth. Productivity improvements are evident but uneven, while production is increasingly anchored in a few supportive states. Future expansion will depend less on further yield enhancement and more on sustained policy commitment, procurement mechanisms, and value-chain development in rainfed and tribal regions.

## Constraints in Millet Production:

Study on millet cultivation in India indicates that farmers and value chain actors face a complex set of ecological, economic, and institutional constraints. Despite variations across regions, similar patterns emerge in the challenges experienced by producers, processors, market intermediaries, and consumers. To provide a comprehensive understanding, our study organizes these challenges into key categories that capture constraints across millet production, processing, marketing, and consumption.

**The seven major categories of constraints that affect millet cultivation and its value chain:**



## **Agronomic Knowledge Gaps, Limited Technological Access, and Seed Constraints**

Farmers often lack awareness of improved millet varieties and scientific cultivation practices, relying largely on traditional methods. Limited availability of quality seeds particularly of locally adapted and climate-resilient varieties further restricts adoption. Weak extension services, inadequate training support, and poor access to mechanization increase labour dependence and constrain productivity gains.

## **Climatic and Agro Ecological Vulnerability**

Millet cultivation is highly vulnerable to erratic rainfall, frequent droughts and moisture stress, which disrupt crop establishment and reduce yields. These climatic stresses are compounded by pest, disease, weed and wildlife pressures, increasing production risk, particularly for farmers with limited management experience.

## **Economic and Market Related Vulnerabilities**

Rising input and labor costs reduce the profitability of millet cultivation, while price volatility and weak market assurance lead to low and uncertain returns. Limited access to credit and delays in institutional financial support further restrict farmers' capacity to invest in improved practices.

## **PostHarvest, Storage and Processing Bottlenecks**

Inadequate processing infrastructure and storage facilities result in low value addition and postharvest losses. Operational inefficiencies in processing units, including power constraints and scale limitations, reduce processing reliability and market competitiveness.

## **Institutional and Value Chain Gaps**

Poor market linkages, heavy dependence on intermediaries and weak value chain integration limit price realization. Inadequate procurement support, delayed subsidies and weak cooperative functioning further constrain collective efficiency and institutional effectiveness.

## **Consumer Awareness and Preference Patterns**

Limited availability, relatively high prices and consumer preference for polished grains restrict demand for millets. Low awareness of nutritional benefits and declining social acceptance, especially among younger consumers, weaken market expansion.

## **Socio Psychological and Behavioral Barriers**

Limited experience, low confidence and perceived complexity of millet farming discourage adoption and continuation. Generational disinterest further threatens the longterm sustainability of milletbased livelihoods.



# MARKET PRESENCE IN INDIA

# MARKET

## PRESENCE OF MILLETS IN INDIA

Millets in India are no longer limited to traditional consumption patterns or specific geographies. Over the past decade, their presence has expanded across multiple market formats, ranging from local retail outlets and institutional food programs to urban cafés, quick service restaurants, and premium packaged food segments. This shift reflects not only changing consumer preferences but also evolving supply chains, product innovation, and policy driven promotion.

Today, consumers encounter millets in diverse forms such as raw grains, flours, ready-to-cook mixes, ready-to-eat products, and chef curated dishes. These formats are embedded within everyday consumption spaces as well as emerging lifestyle and celebratory contexts. As a result, millets occupy a unique position in India's food ecosystem bridging traditional food systems.

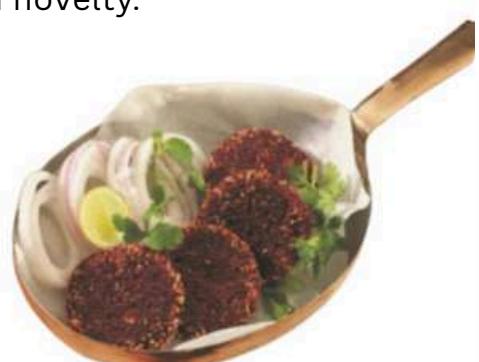
The objective of this section is to visually and descriptively map where and in what forms millets are available in the market. Rather than assessing demand, acceptance, or behavioural drivers, the focus here is on documenting millet visibility across different touchpoints. This provides a foundational understanding of the consumption landscape within which consumer choices and market trends operate.

To map the market presence of millets, we have selected five strategic market spaces: HORECA, Retail, Festive & Gifting Formats, Lifestyle Niches, and E-Commerce. Each space captures unique consumption patterns, demand drivers, and opportunities for expanding millet adoption.

# HORECA

HORECA establishments are trendsetters that give millets prime visibility among urban, health-conscious consumers. QSRs, cafés, and boutique eateries can shift millets from ‘traditional’ to ‘aspirational’ by baking buns, crusts, and fusion bowls. Historically, HORECA built entire ecosystems: cafés normalized coffee culture; pizzerias turned pizza into a mass habit; sushi bars globalized Japanese cuisine; and salad chains mainstreamed “healthy eating” as a lifestyle. The same pathway can work for millets by standardizing recipes, creating signature dishes, training chefs, and generating repeat demand that pulls processing, branding, and farmer supply into a stable value chain across cities and festivals, year-round, at scale.

Premium dining is already demonstrating how this “millet-as-aspirational” shift can be executed at scale. ITC Hotels has mainstreamed millet-based dishes across its restaurants, integrating options such as ragi idlis, millet pancakes, and kodo-millet risottos within a wellness-led culinary positioning. In parallel, Punjab Grill has used a dedicated millet menu festival to showcase versatility through contemporary formats such as puffed-bajra chaat and ragi-based desserts. Together, these examples show how high-end restaurants can validate millets through curated menus, repeatable recipes, and premium storytelling, accelerating consumer acceptance beyond novelty.



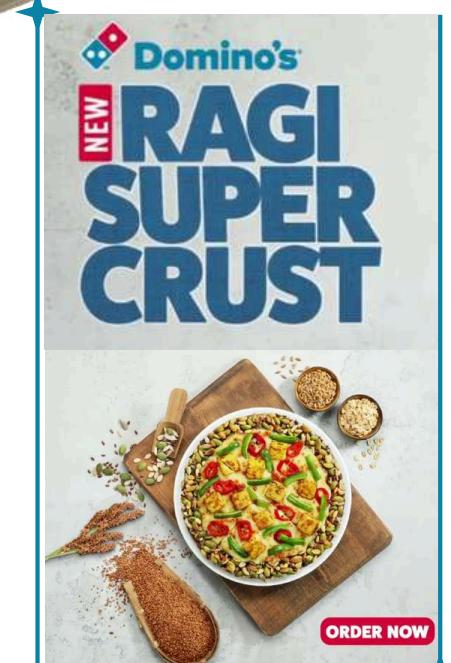
# QSR

## QUICK SERVICE RESTAURANTS

In parallel, QSRs (Quick Service Restaurants) such as burger and pizza chains play a distinct role in scaling millets because they operate on high footfall, standardized menus, and repeat purchases. Their strength lies in converting a niche ingredient into an everyday default by embedding it into familiar, "grab-and-go" formats at affordable price points. When global QSR brands localize with Indian millets, they help normalize millet consumption for mainstream urban consumers while creating demand that can be replicated across hundreds of outlets.

### McDonald's India

- Product: Introduced a MultiMillet Bun made from five millets (Bajra, Ragi, Jowar, Proso, Kodo).
- Strategy: Codeveloped with the government body CSIR-CFTRI for scientific backing.
- Sourcing: Sourcing directly from over 5,000 farmers to support local agriculture.



### Domino's India

- Product: Launched the Ragi Super Crust, a pizza base mixing Ragi flour with wheat, oats, and seeds.
- Strategy: Aligned with the "International Year of Millets" to mainstream ancient grains.
- Market: Targeted health conscious consumers by offering a fiberrich alternative to standard dough.



McDonald's India's Multi-Millet Bun (using five indigenous millets), co-developed with CSIR-CFTRI, signals technical credibility and process standardization within fast food. Domino's India's Ragi Super Crust Pizza similarly reduces adoption barriers by placing millet in a well-known category, linking health positioning with mass habit formation. Together, premium dining and QSR adoption build demand at both aspiration and volume levels.



## Millet Experience Centre

Delhi Haat INA, New Delhi

Extending this logic beyond standardized chains, millet-focused cafés and cloud kitchens play a complementary role by deepening culinary experimentation and repositioning millets as everyday substitutes for rice and wheat rather than niche health ingredients. Initiatives such as the Millet Experience Centre at Delhi Haat exemplify this approach through menus that include Millet Manchurian, noodles, momos, soups, and chaats. By adapting ragi, jowar, and little millet into familiar, frequently consumed meal formats, these eateries demonstrate millet versatility across full meals rather than limiting them to functional snacks.

Located in a high-footfall, culturally diverse destination, the Centre engages a mobile urban middle class and acts as a culinary bridge between tradition and modern taste. Unlike retail shelves dominated by dry, packaged millet products, such cafés integrate millets into popular “wet” street-food formats and global cuisines, replacing refined rice and wheat bases without compromising flavour. This experiential strategy normalizes millets as delicious, habitual staples and reinforces their viability as climate-smart alternatives within everyday diets.

The Millet Experience Centre menu is significant because it re-engineers familiarity rather than forcing novelty. Popular global and local dishes traditionally made with rice and wheat, such as noodles, momos, pizzas, dosas, and chaats, are reformulated using millets, lowering behavioural resistance to adoption. By retaining taste profiles and meal formats while changing the grain base, the menu positions millets as direct functional substitutes rather than niche health foods. This strategy accelerates normalization, proving that millets can seamlessly anchor everyday, aspirational diets without compromising culinary expectations.



Fig. 5 MilletBased Food Menu at a Millet Experience Centre

HORECA is becoming a strong lever to mainstream millets by placing them in high-visibility, trendsetting food spaces. When QSRs, premium restaurants, specialty outlets, and cloud kitchens innovate with millet buns, crusts, and fusion dishes, millets shift from traditional staples to modern lifestyle foods. Millet-focused outlets such as the Millet Experience Centre serve as a proof of concept, showing that revival comes from indigenizing global flavours rather than rejecting them. This creates a circular economy where an urban diner's choice supports smallholder farmers in arid regions. As trust and familiarity increase, demand scales, enabling resilient millet value chains to expand across cities while sustaining local agrobiodiversity.

# Millet Shelf Positioning in Delhi Retail Spaces

Retail (kirana and modern trade) is a critical lever for strengthening India's millet ecosystem because it directly shapes what consumers notice, access, and purchase repeatedly, especially in rural and semi-urban markets. Unlike institutional procurement or exports, retail influences everyday choices through visibility and availability. While nutrition transitions have reduced routine consumption of traditional millet staples, retail still sustains demand via festival/ritual buying and is expanding uptake through branded, packaged, value-added millet products aligned with convenience preferences.



A rapid retail scan in Delhi suggests millet uptake is driven as much by merchandising as by health positioning. Using standard retail principles (entrance capture, eye-level advantage, reach/hand zones, and band blocking), observations indicate that entrance and hand-level placement increases exposure and impulse trials, and mid-shelf band blocking improves shelf salience through clear visual grouping. In contrast, placing millet SKUs in upper or lower low-engagement zones reduces discoverability in dense shelves and weakens competition against more accessible staples.

Retail is therefore not a neutral distribution channel but a demand-shaping arena. Shelf placement and visual organization function as "choice architecture," influencing whether millet products remain niche, occasional purchases or transition into normalized, repeat-consumption staples.



## Golden Fiesta

Lajpat Nagar, New Delhi

At Golden Fiesta, millet cookies and allied “healthy snack” SKUs were positioned at the store entrance on low, hand-level tables. This layout captures the shopper’s first visual field on entry and reduces the physical “cost” of trial through easy reach and quick pick-up. In retail-behaviour terms, the placement strengthens entrance capture and impulse conversion, translating footfall into immediate exposure and a higher likelihood of unplanned purchase. However, the assortment remained narrow: the millet offering was largely limited to a few cookie variants, with minimal category depth beyond similar packaged snacks. This low product diversity restricts cross-trial and repeat buying, as shoppers cannot shift from cookies to staples or alternate formats, keeping millets positioned as a niche “snacking” option rather than a versatile everyday food.





# nature's soul

organic • natural

At Nature Soul, millet crackers and packaged millet products were organised using mid-shelf band blocking, creating a clearly defined and contiguous “millet block” that was easy for shoppers to visually scan in a single glance. Mid-shelf placement lies within the optimal adult eye-and-reach zone, which naturally attracts attention during routine shelf scanning and significantly increases the likelihood of product handling and trial.

Beyond visibility, the deliberate clustering of millet SKUs reduced cognitive effort for consumers by simplifying comparison across brands and formats, encouraging category-level exploration rather than isolated product evaluation. This visual coherence also signalled intentional curation by the retailer, framing millets as a premium, credible health category rather than an occasional or niche alternative. Collectively, these merchandising choices strengthened value perception, brand recall, and category legitimacy, translating health interest into stronger in-store conversion potential.





## Sindhi Dry Fruits

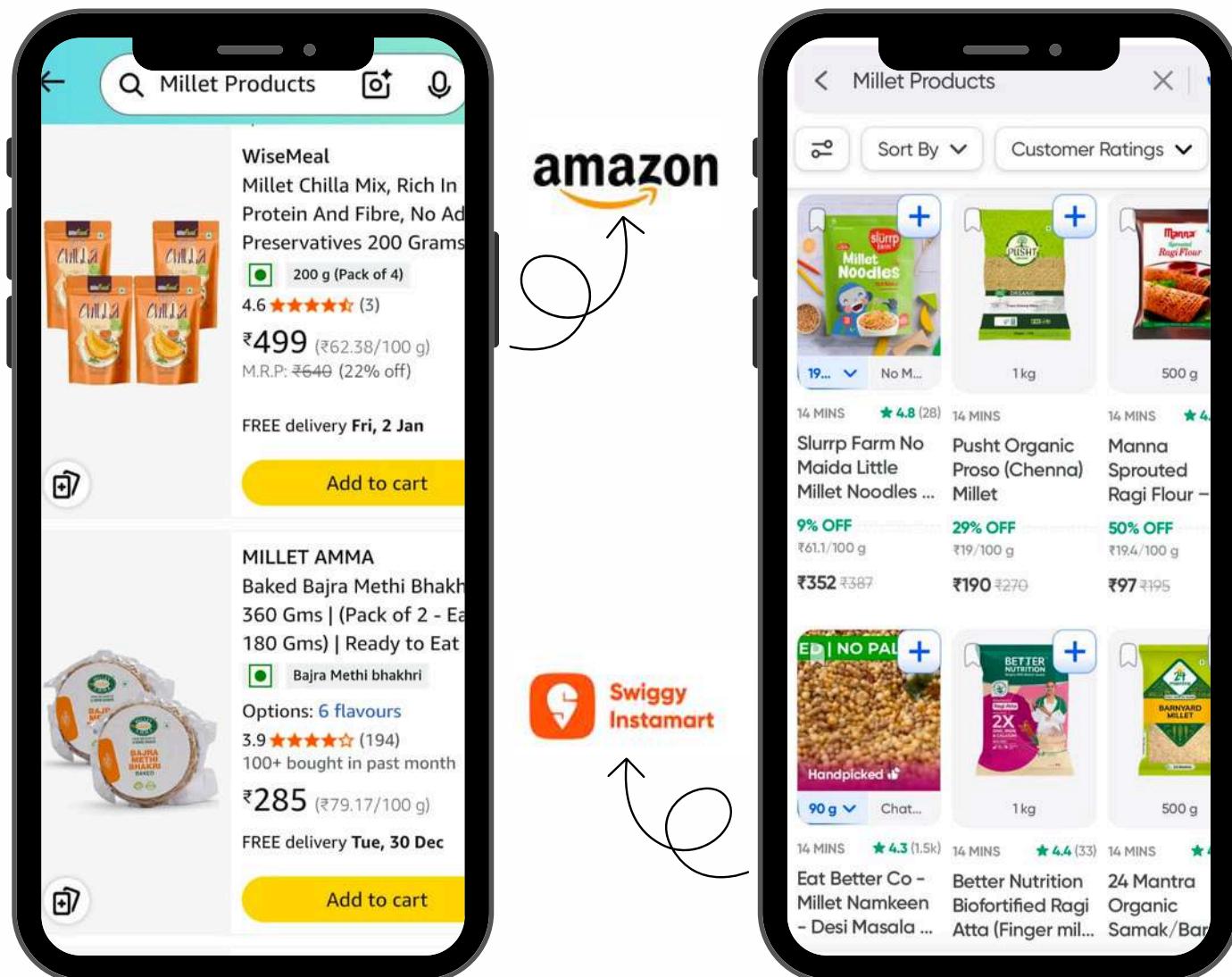
Lajpat Nagar, New Delhi

By contrast, Sindhi Dry Fruits positioned millet items (e.g., millet chips and ragi flour) on top-most shelves, above typical eye level. Such high vertical placement typically functions as a low-engagement zone because it sits outside natural shelf-scan trajectories and requires additional effort (head tilt, stretching, or assistance). In dense, multi-SKU environments, this reduces discoverability and weakens competitive performance when alternative snacks occupy more accessible, hand-level positions.

## E-Commerce & Online Channels

E-commerce and online channels have been examined as a key market space for millet products because they increasingly influence how consumers discover, access, and adopt health-oriented and niche foods. Major platforms including Amazon, Flipkart, BigBasket, Blinkit, Swiggy Instamart, and millet-focused D2C brand websites provide a broad, easily searchable assortment of millet grains, flours, ready-to-cook mixes, and value-added snacks often offering greater variety than physical retail outlets.

E-commerce and online channels reduce geographic barriers, connect regional millet producers to urban consumers, and support innovation through better packaging and product information. With growing digital adoption, they play a key role in expanding markets and positioning millets as accessible, premium offerings alongside retail and HORECA channels.



For example, Amazon and Instamart have emerged as key market spaces for millet products by integrating them into everyday online grocery shopping. Amazon offers a wide range of millet mixes, flours, and snacks positioned through health-led messaging and consumer reviews, while Instamart lists millet grains, flours, noodles, and snacks alongside daily essentials with rapid delivery, normalizing millets as convenient, everyday foods.

## Festive & Gifting Formats

Festive and gifting formats capture the cultural, emotional, and symbolic value of millets, positioning them beyond everyday staples and into moments of celebration. During festivals, weddings, and special occasions, millets are increasingly curated as ethical, health-forward, and environmentally conscious gifts reflecting shifting consumer values around wellness and sustainability.

By integrating millets into festive hampers, ceremonial offerings, and premium gift packs, this space leverages their deep cultural roots while unlocking higher-value and seasonal consumption opportunities. Such positioning reframes millets as premium, yet familiar foods rooted in tradition but aligned with modern aspirations thereby expanding their relevance beyond routine household meals.

Importantly, festive retail formats act as an entry point for new consumer segments who may not regularly consume millets. Exposure through gifting, celebrations, and social rituals helps normalize millet consumption, reinforces cultural continuity, and encourages adoption.



## Lifestyle & Niche Uses

Lifestyle niches include health-focused, functional, and premium millet-based products, such as ready-to-eat cereals, snacks, and beverages. Millets are increasingly featured in health focused lifestyle products and niche uses, positioning them beyond staple foods. Alongside everyday wellness formats, millets are also gaining visibility in festive gifting and specialized culinary contexts, particularly in urban and semiurban markets. IBEF reports highlight that millets are nutritionally dense, rich in fibre, vitamins, minerals, and gluten-free, making them highly attractive for urban, health-conscious consumers. These channels allow for value addition, premium positioning, and brand building, positioning millets as aspirational and wellness-oriented foods. Reviews in food science journals further support their relevance in modern diets that prioritize sustainability and health.

### Common Healthy Formats Observed

- Millet-based energy & nutrition bars
- Millet muesli and breakfast cereal blends
- High protein millet pancake & dosa mixes
- Millet health drink and porridge mixes
- Ready-to-cook and instant millet meals





# CONSUMPTION LANDSCAPE IN INDIA



# CONSUMPTION LANDSCAPE IN INDIA

The consumption of millets in India varies widely across regions, demographics, and consumer motivations. While some households continue to rely on millets as part of their traditional diets, others are adopting them due to rising health awareness, shifting dietary behavior, and the influence of modern food trends. This evolving landscape has also been shaped by broader ecosystem interventions most notably the International Year of Millets (2023), national and statelevel awareness campaigns, inclusion of millets in public nutrition programmes, and the growing presence of milletbased products in retail markets. Together, these factors reveal a dynamic consumption environment driven by cultural familiarity, market access, policy support, and changing lifestyle choices.

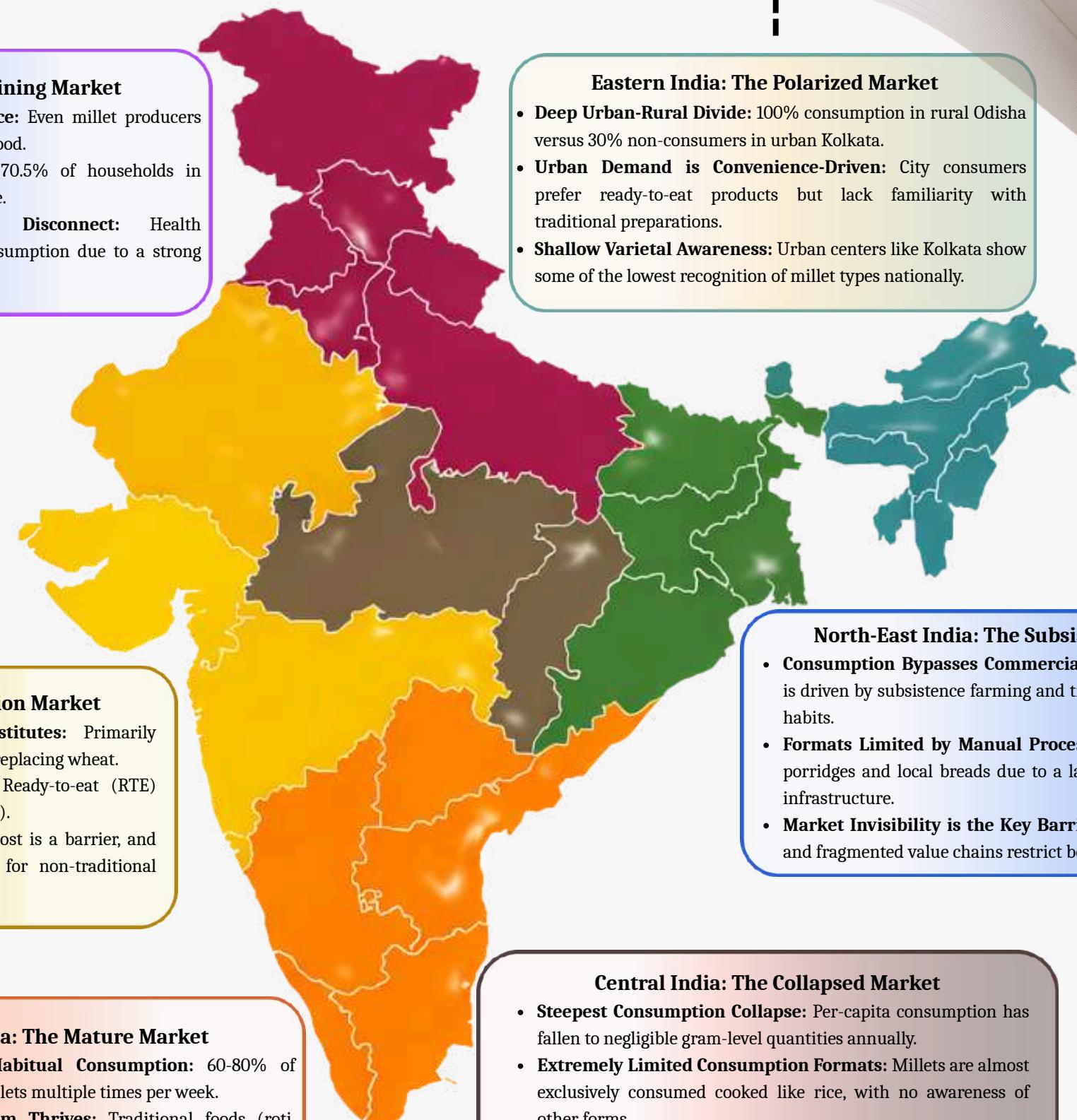
The following subsections break down this landscape into key dimensions regional

differences, urban-rural variations, consumption frequency, consumer segments, and the drivers and barriers influencing millet adoption across the country.

## Consumption Scenario

Millet consumption in India spans both traditional and emerging food spaces. While households in producing regions continue to use millets as staples, urban consumers are increasingly adopting them for health and nutrition. Their presence has expanded through packaged foods, ready-to-cook products, food service outlets, and institutional programmes such as midday meals and Anganwadi schemes. Together, these trends indicate a shift from primarily traditional use toward more mainstream and modern consumption formats.

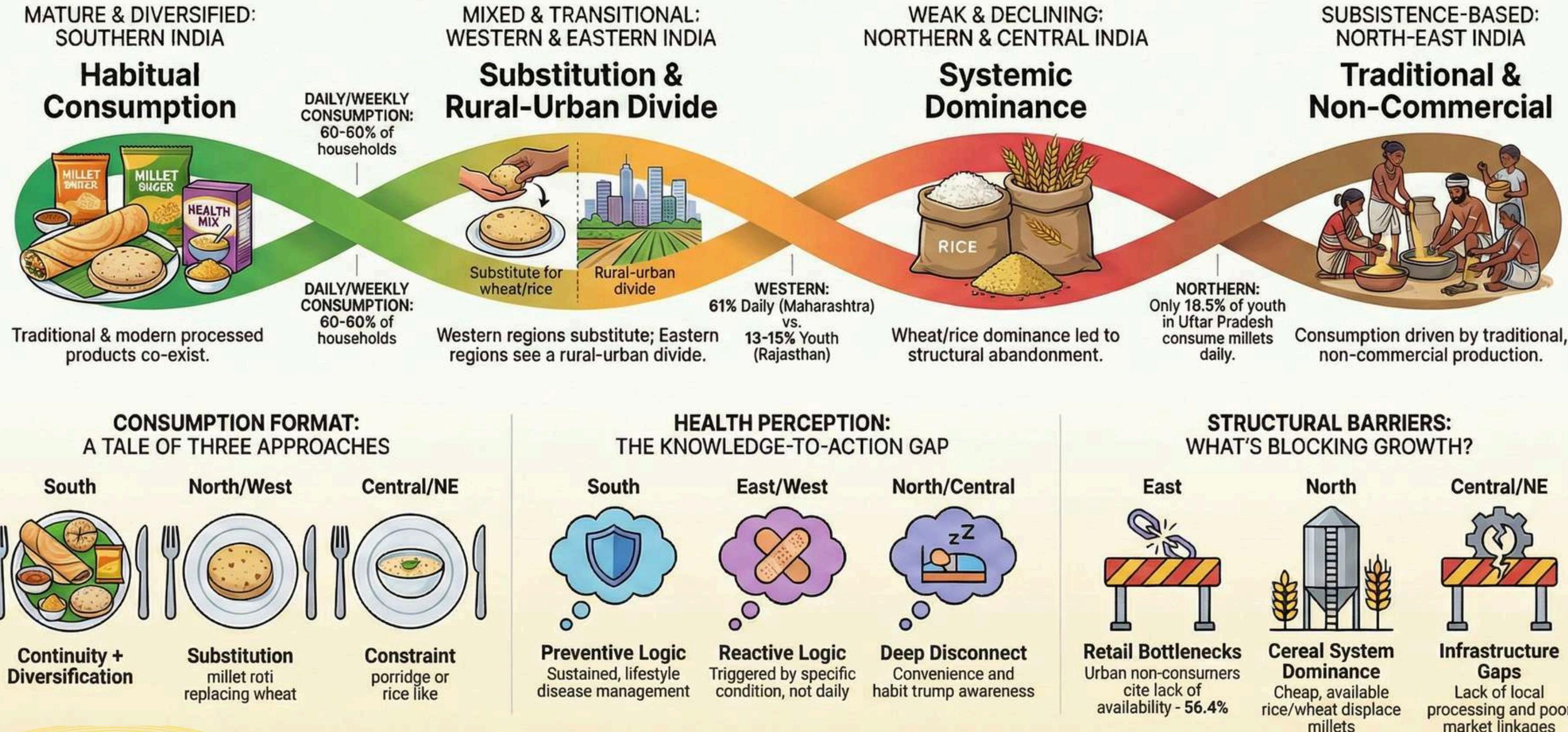
# INDIA'S MILLET MAP



India's millet consumption shows clear region-wise divergence, shaped by the depth of dietary integration, preferred consumption formats, and supporting market systems rather than by income alone. This divergence reflects a six-region maturity gradient where millets persist when they remain "normal" within everyday meal structures and are reinforced by retail availability and local processing. Regions with mature systems combine format continuity (traditional staples) with format diversification (RTC/RTE, snacks, multigrain atta), enabling both habitual use and premiumization. Where cereal systems and public provisioning lock diets into rice-wheat, and processing/recipe ecosystems are weak, awareness does not translate into routine consumption.

# The Great Indian Millet Divide: A Regional Snapshot

Millet consumption in India follows a clear maturity gradient shaped by regional food culture, market infrastructure, and historical habits, creating distinct patterns of adoption and decline.



India's millet consumption follows a clear regional maturity gradient, shaped primarily by food culture, consumption formats, and market systems rather than income alone. Southern India represents a mature and diversified millet economy, where 60-80% of households consume millets weekly, supported by strong continuity of traditional foods (ragi mudde, dosa, idli) alongside growing adoption of processed and convenience products. This dual-format ecosystem enables both habitual consumption and premiumization, with urban consumers willing to pay 1.2-2.5x rice or wheat prices for millet products.

Western and Eastern India sit in a mixed, transitional consumption zone. In the West, millets persist mainly through cereal substitution: chapati/roti is the dominant entry format (76.6% in Rajasthan) and bhakari/roti is common in Maharashtra (~41%), while ready-to-eat preference is low (~5-7%), limiting diversification. In the East, a sharp rural-urban divide persists: rural Odisha reports 100% household consumption anchored in subsistence traditions, but urban Kolkata records only 52.3% weekly consumers, with nearly 30% rare or non-consumers, and demand concentrated in RTE/RTC, health-positioned products rather than staple substitution in everyday meals.

Northern and Central India reflect structural decline. In Uttar Pradesh, only 10.5% of youth consume millets daily, while Central India exhibits extreme format constraint, with millets cooked mainly "like rice" and negligible diversification. Despite production presence, weak processing and demand pull limit consumption. North-East India retains millets within traditional, non-commercial food systems, but manual processing and poor market linkages restrict scale. Overall, the evidence shows millet consumption scales where cultural continuity, retail access, and format flexibility converge, and declines where cereal-system dominance and infrastructure gaps persist.

# India's Millet Consumption Divide: A Regional Snapshot

Comparing key factors driving high vs. low millet consumption across regions, highlighting mature vs. declining market characteristics.

## THE MATURE MARKET PROFILE (SOUTHERN INDIA)

**60-80%**

of households consume millets weekly.

Millets are a habitual and integrated part of the regular diet.

 Consumers willingly pay a premium  
Urban consumers pay 1.2 to 2.5 times the price of rice/wheat.

**Strong institutional and market enablers**

High retail availability and state programs reduce consumption friction.



## THE DECLINING MARKET PROFILE (NORTH & CENTRAL INDIA)

**Consumption has fallen to negligible levels.**

Only 10.5% of youth in Uttar Pradesh consume millets daily.

Millets are accepted mainly as roti or cooked like rice, with little variety.

 Strong price sensitivity and low spending  
66% of Punjab consumers spend less than ₹700/month on millets.



**Systemic dominance of rice and wheat**

Poor processing infrastructure and weak market demand create major barriers.

India's millet consumption exhibits a sharp regional maturity divide, driven less by income and more by food-system structure, cultural embedding, and institutional support. Southern India represents a mature market, where 60-80% of households consume millets weekly through a coexistence of traditional staples and modern value-added products, supported by strong retail and policy enablers. In contrast, North and Central India reflect structural dietary withdrawal, with millet intake reduced to negligible levels, high price sensitivity, and dominance of rice-wheat systems. Regions where millets retain continuity demonstrate that consumption scales when cultural familiarity, retail availability, and format diversity align, underscoring demand-side systems as decisive for millet revival.

## Household Consumption Scenarios



This infographic illustrates how millets naturally fit into different meals across a typical Indian household's day. From breakfast to dinner, millets offer versatile, nutritious, and culturally adaptable options that align with both traditional practices and modern dietary preferences.

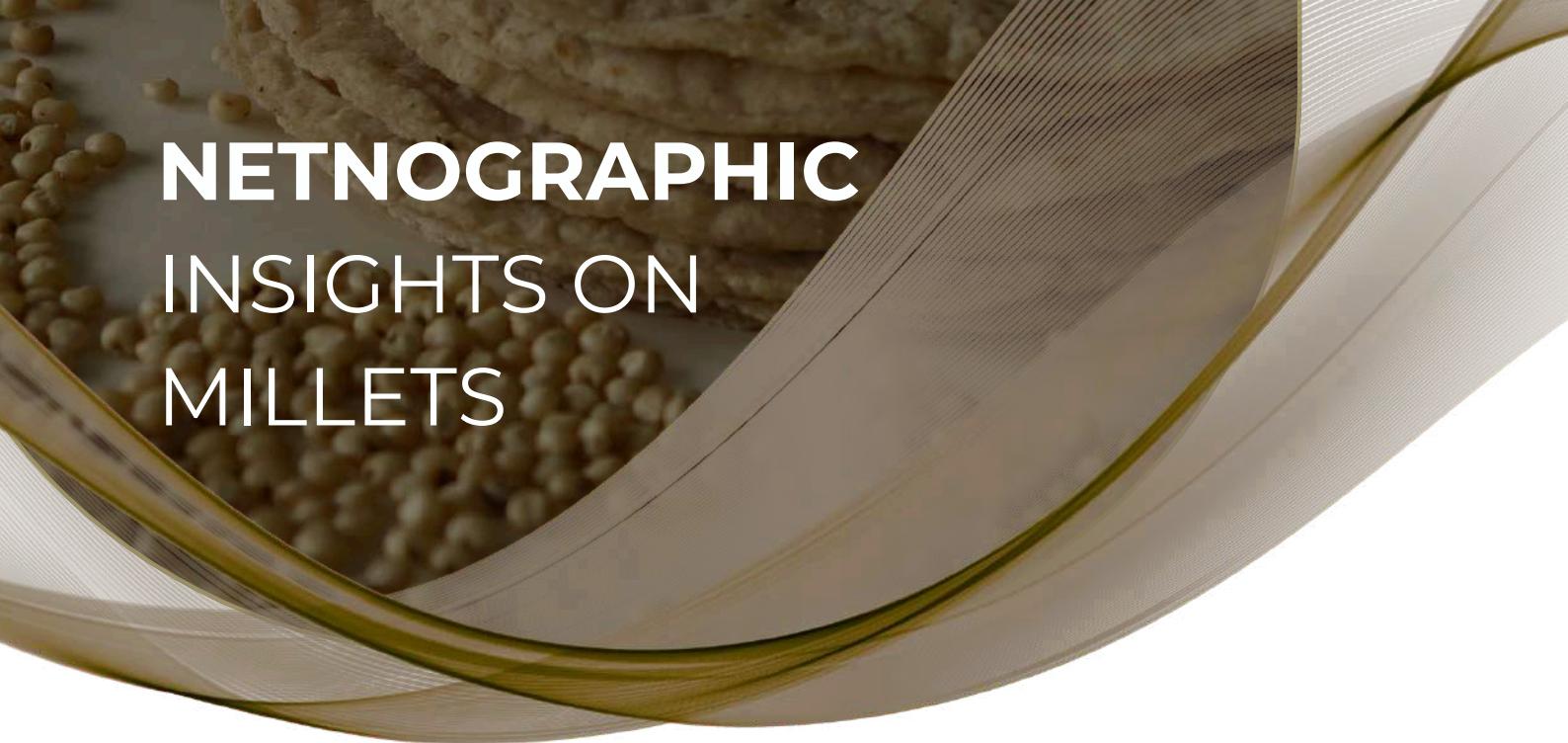
In the morning, millets appear in light, nutrientdense foods such as porridges, smoothies, and cereal bowls appealing to urban consumers seeking quick and healthy breakfast choices. For lunch, traditional staples like jowar and bajra rotis remain popular in milletgrowing regions, while their adoption is steadily rising in urban kitchens due to their fibrerich and diabeticfriendly profile.

During snack time, milletbased mixtures, savories, and baked items provide a healthier alternative to conventional processed snacks, reflecting the growing demand for nutritious convenience foods. By dinner, millet khichdi, upma, and lightly spiced bowls serve as easytodigest, wholesome meals that align with India's shift toward balanced evening diets.

Together, these consumption moments highlight millets' adaptability across cuisines, lifestyles, and cooking styles. The infographic demonstrates that millets are no longer confined to traditional dishes they have become an integral part of daily, diverse eating patterns in Indian homes.

<sup>1</sup> KanePotaka, J. et al. (2021). Assessing Millets and Sorghum Consumption Behavior in Urban India. *Frontiers in Sustainable Food Systems*, 5(680777). <https://doi.org/10.3389/fsufs.2021.680777>

<sup>2</sup> Jalal, P., & Pandey, A. (2024). Exploring the Consumption Pattern of Millets among Rural Women of Udhampur District, Jammu and Kashmir, India. *Asian Journal of Current Research*, 9(4), 1-6. <https://doi.org/10.30547/sjopr2024/v9i4/8835>



# NETNOGRAPHIC INSIGHTS ON MILLETS

As millets re-emerge in India's food landscape driven by health, sustainability, and policy momentum, it is critical to move beyond macro indicators and understand how consumers actually engage with millets in everyday contexts. While production data and market metrics outline scale and potential, they often overlook consumer motivations, friction points, and adoption barriers that shape real demand.

This section presents insights from a netnographic analysis of consumer conversations across platforms such as Google Reviews, e-commerce marketplaces, YouTube, Reddit, and Quora. By analysing unsolicited consumer narratives around health benefits, taste and preparation challenges, pricing perceptions, and lifestyle compatibility, the study surfaces practical, on-ground insights that explain how and why millets are being adopted or resisted by Indian consumers, beyond promotional messaging and policy intent.

## **Methodology: Netnographic Approach**

This study adopts a netnographic approach to examine consumer perceptions of millets in India through the analysis of publicly available online conversations. A total of 399 consumer comments from platforms such as Google Reviews, e-commerce websites, YouTube, and online discussion forums were analysed using purposive sampling to capture a wide range of consumption contexts, user profiles, and usage situations.

The comments were systematically summarised and classified by sentiment and key consumption dimensions, including health, taste, price, convenience, quality, and cultural perception. The analysis focused on identifying recurring themes, dominant narratives, and points of friction, while also complementing secondary data to provide a more grounded understanding of the lived realities, consumer expectations, and constraints shaping millet consumption in contemporary India.

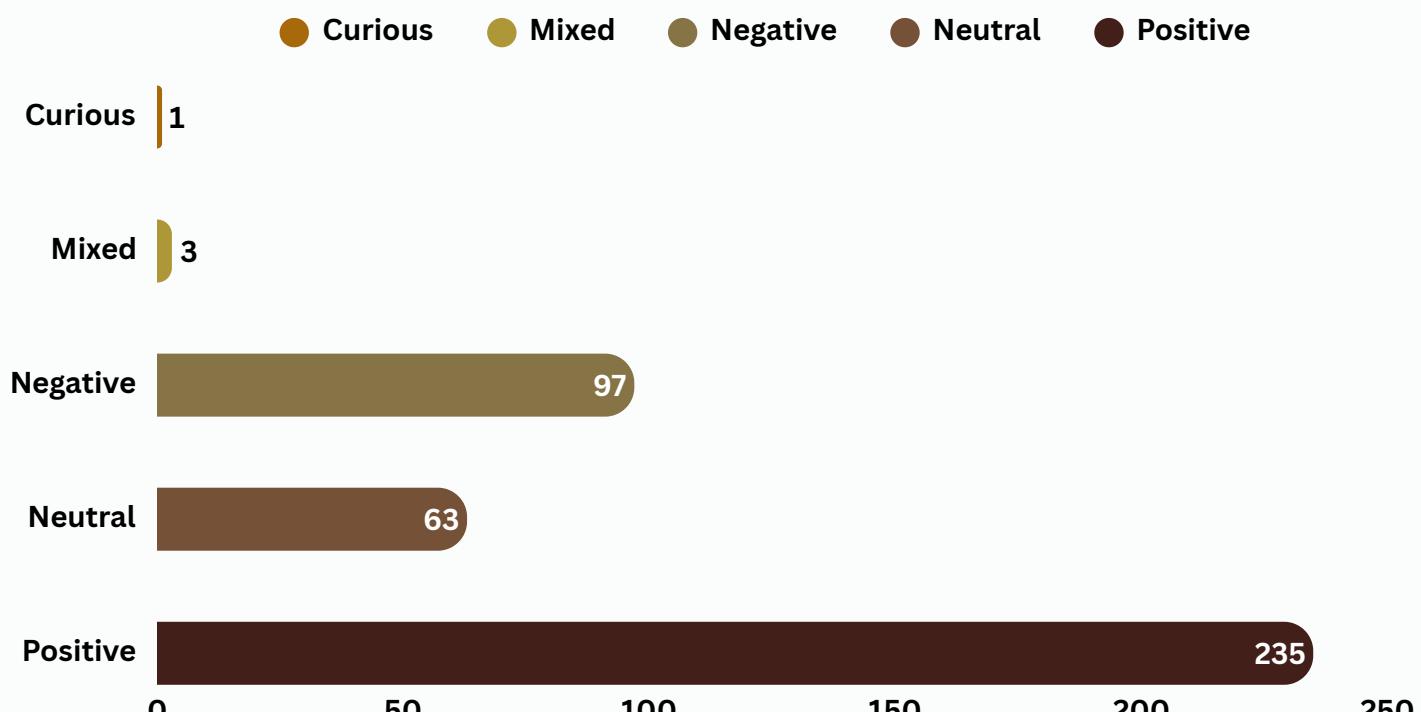
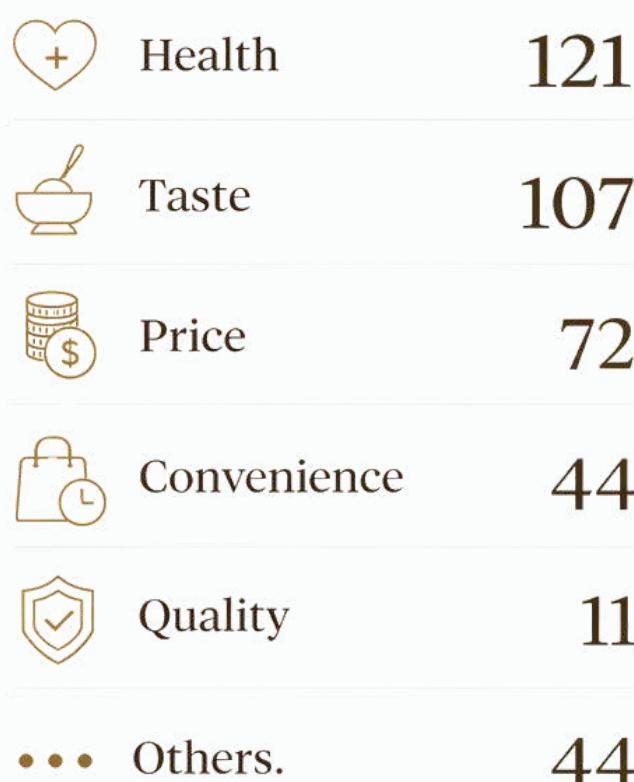


Figure: Overall Sentiment landscape

Consumer conversations around millets are largely positive, driven by health led perceptions. However, the presence of neutral and negative sentiment points to ongoing hesitation linked to taste, convenience, and price, indicating gaps between awareness and regular adoption.



Consumer conversations around millets are primarily driven by health, with millets widely perceived as nutritious and beneficial for wellness and disease management. Taste emerges as a key secondary factor, reflecting mixed experiences and highlighting challenges in adapting to unfamiliar flavours and textures.

Price and convenience further shape consumer decisionmaking, with concerns around affordability and ease of cooking influencing regular adoption. Smaller discussions around quality and cultural factors indicate that while product quality is not a major barrier, inherited perceptions and social meanings continue to influence attitudes towards millets.

Figure: Issues driving the consumers



Figure: A word cloud of the words associated with the millets netnography study

The word cloud highlights the dominant themes shaping consumer discourse around millets in digital spaces. Words such as healthy, taste, good, products, and quality appear most prominently, indicating that health benefits and sensory experience are central to how consumers evaluate millets. The frequent association with terms like nutritious, organic, diet, and consumption suggests that millets are strongly positioned as functional and wellness-oriented foods rather than mere staples.

At the same time, the presence of words such as price, high, money, and alternative points to cost sensitivity and value comparisons with rice and wheat, which continue to serve as reference benchmarks. Taste-related terms like tasty, texture, and experience indicate that acceptance is closely linked to palatability and familiarity in preparation formats such as rotis and dosa.

Overall, consumer preference appears driven by a trade-off between perceived health benefits and practical considerations like taste, ease of use, and affordability. This reflects a gradual but selective adoption of millets, influenced by lifestyle fit rather than ideology alone.

## Consumer Voice Snapshots from Digital Platforms

“I started using millets mainly because of diabetes concerns in my family. Healthwise they seem good, but making them part of daily meals still takes effort”

### Youtube Comment | Health

“The quality is good, but the price feels high for something that used to be a regular grain earlier. I buy it occasionally, not every month”

### Amazon India | Price

“I want to eat millets more often, but cooking them properly is confusing. Ready mixes help, but whole grains are still tricky”

### Amazon India | Convenience

“Millets are healthy no doubt, but daily routine mein fit karna thoda tough hai. Weekends pe try karta hoon, weekdays mein rice hi easy lagta hai”

### YouTube Comment | Convenience & Habit (Raw Hinglish)

“Quality is definitely better than local loose grains, but paying premium price makes you think twice. I mostly buy during discounts or sales”

### Amazon India | Quality & Price

“Doctor advised us to switch to millets after my father’s sugar levels went up. We feel lighter after meals, but honestly it needs planning, can’t just cook it like rice every day”

### Amazon India | Quality & Price





# ENTREPRENEURS IN ACTION

# ENTREPRENEURS IN ACTION



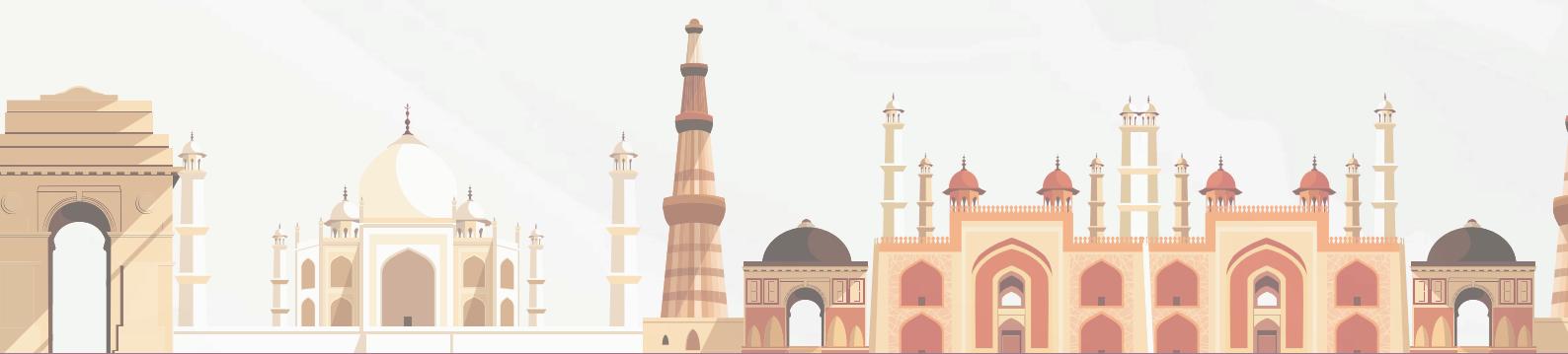
Across India, a diverse group of entrepreneurs is reshaping the millet ecosystem by transforming traditional grains into contemporary food products, scalable enterprises, and sustainable livelihood opportunities. These ventures operate across the millet value chain, including sourcing, processing, product innovation, branding, and market access.

These enterprises reflect the evolving role of millets in India's food system. While millets have long been cultivated and consumed, entrepreneurs are reimagining their potential through modern packaging, convenience-oriented formats, premium positioning, and alignment with health and sustainability trends. In doing so, they bridge traditional agricultural knowledge with contemporary business models, making millets relevant to both local and urban markets.

The entrepreneurs featured here represent diverse approaches, including women led collectives, farmer producer enterprises, early-stage startups, and established food brands. Beyond commercial outcomes, many of these ventures contribute to farmer inclusion, nutrition security, and environmentally resilient food systems.

This section presents concise one-page profiles of over 50 millet-based enterprises, highlighting their business focus, product offerings, market presence, and unique value propositions. Collectively, these profiles illustrate the critical role of entrepreneurship in mainstreaming millets and advancing a more sustainable and inclusive food future in India.

## 5.1 Entrepreneurs by States



# ORGANIC & STAPLE FOCUSSED MILLET ENTREPRENEURS



Organization: The Millet Company

Founder: Mr. Sagar Chitragar

Year Founded: 2019

Headquarters: Kothrud, Pune, Maharashtra



## Functional Area

The Millet Company operates in natural and functional foods, developing millet based products like unpolished grains, presoaked flours, stoneground flours, sprouted flours, and pasta. Its core functions span product innovation (Barnyard, Browntop, Foxtail, Kodo, Little Millet, Ragi, Jowar, Bajra, Buckwheat) and ecommerce distribution, targeting health-conscious consumers seeking traditional nutrition in modern, easy to use formats. .

## Millets Used:

Barnyard, Brown top, Foxtail, Kodo, Little Millet, Ragi, Jowar, Bajra (Pearl Millet), and Buckwheat.

## Flagship Products

- Unpolished Foxtail Millet Grains
- Unpolished Barnyard Millet Grains
- Natural Ragi Grains
- Ragi Pasta



## Sales Channel

- Direct Ecommerce ([themillet.co](http://www.themillet.co) online store)
- Quick Commerce (Zepto platform)

## Contact

- Website <http://www.themillet.co/>
- LinkedIn <https://www.linkedin.com/company/themilletcompany/posts/?feedView=all>



Organization: Conscious Food Pvt Ltd

Founder: Kavita Mukhi

Year Founded: 1990

Headquarters: Mumbai, Maharashtra, India



## Functional Area

Conscious Food operates in the organic grocery segment, developing pesticide free, unrefined products using traditional processing methods. Its core functions span ethical farmer sourcing, sustainable packaging, and omnichannel distribution across India through ecommerce and retail.

## Millets Used:

Ragi (Finger Millet), Jowar (Sorghum), Amaranth(rajgira),

## Flagship Products

- Schezwan Millet Noodles
- Gift Hamper for Millet
- Sprouted Ragi Atta
- Jowar Atta



## Sales Channel

- Ecommerce (BigBasket, Organic Shop, Grofers)
- Modern Retail Stores (Godrej Nature's Basket, Fabindia)
- Physical Retail Stores (Company owned)
- International Online Marketplaces

## Contact

- Website <http://www.consciousfood.com>
- Mobile Number +91 99671 66755
- LinkedIn <https://www.linkedin.com/company/consciousfoodindia/about/>



Organization: 24 Mantra Organic

Founder: Rajashekhar Reddy Seelam, N. Balasubramanian

Year Founded: 2024

Headquarters: Hyderabad, Telengana



## Functional Area

24 Mantra Organic operates in natural and functional foods, developing millet-based products like unpolished grains, presoaked flours, stoneground flours, sprouted flours, and pasta. Its core functions span product innovation (Jowar, Bajra, Ragi, Foxtail Millet, Little Millet, Barnyard, Kodo) and retail distribution. Products are available across major ecommerce platforms and 10,000+ stores in India.

## Millets Used:

Jowar, Ragi and Bajra Flour, Barnyard, Kodo, Little and Mixed millet grains, Foxtail Millet

## Flagship Products

- Parboiled Foxtail Millet
- Kodo Millet
- Barnyard Millet (Samak)
- Mixed Millets



## Sales Channel

- Ecommerce (BigBasket, Flipkart, Zepto)
- Retail Stores (10,000+ outlets across India)

## Contact

- Website <https://farmtofork.24mantra.com/>
- LinkedIn <https://www.linkedin.com/company/srestanaturalbioproductslimited/about/>

Organization: Pro Nature Organics  
 Founder: Mr. Varun Gupta  
 Year Founded: 2006  
 Headquarters: Bengaluru, Karnataka



## Functional Area

Pro Nature Organics (Pro Nature Organic Foods Pvt. Ltd.) is a Bengaluru-based certified organic food brand focused on providing healthier, chemical-free food options sourced from organic farming. The company's product portfolio spans grains & flours, millets, pulses & beans, spices & dry fruits, edible oils & ghee, sweeteners, and processed foods, all certified organic by an internationally recognized body (IMO Control).

## Millets Used:

Foxtail, Kodo, Little Millet.

## Flagship Products

- Foxtail Millet Grains
- Kodo Millet Grains
- Little Millet Grains



## Sales Channel

- Offline Retail Stores
- Quick Commerce (Amazon, Flipkart, BigBasket, JioMart)

## Contact

- Contact No. 76760 14414, 84316 60670
- Website <https://pronatureorganic.com/>
- LinkedIn <https://www.linkedin.com/company/pronatureorganic/>



Organization: Ganesh Consumer Products Limited  
 Chairperson & Managing Director Manish Mimani  
 Year Founded: 2000  
 Headquarters: Kolkata, West Bengal



## Functional Area

Ganesh Consumer Products Limited is an Indian FMCG company headquartered in Kolkata, focused on packaged food staples and grain-based products. The brand has a strong presence across eastern India and caters to everyday household needs through a diversified product portfolio and robust distribution network.

## Millets Used:

Finger millet (Ragi), Pearl millet (Bajra), Foxtail millet, Little millet, Kodo millet,

## Flagship Products

- Millet Flour

## Sales Channel

- Direct-to-consumer (official website)
- E Commerce ( BigBasket, Blinkit, Amazon)

## Contact

- Website <https://ganeshconsumer.com>
- Mobile Number +91 3366336633
- LinkedIn <https://www.linkedin.com/company/ganeshgrainslimited/>



Organization: Organic Tattva

Founder: Kirti Mehrotra, Rohit Mehrotra

Year Founded: 2013

Headquarters: Greater Noida, Uttar Pradesh



## Functional Area

Organic Tattva operates in the organic foods segment with a strong focus on millet-based products. Its millet range includes organic Jowar, Bajra, Ragi, Foxtail, Little, Barnyard, and Kodo millets in whole grain, flour, and ready-to-cook formats. Core functions include organic sourcing, product development, quality assurance, and retail distribution. The brand's millet products are available across major ecommerce platforms and a wide retail network across India.

## Millets Used:

Jowar (Sorghum), Bajra (Pearl Millet), Ragi (Finger Millet), Buckwheat

## Flagship Products

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



## Sales Channel

- Ecommerce (Flipkart, Amazon, Zepto, Blinkit)
- Modern Retail Stores, Speciality food stores



## Contact

- Contact no. +91 120 4260545
- Website <https://www.organictattva.com/>
- LinkedIn <https://www.linkedin.com/company/organictattva/about/>

Organization: Millet Marvels  
 Founder: Dr. A M Bharath Reddy  
 Year Founded: 2020  
 Headquarters: Hyderabad, Telangana



## Functional Area

Millet Marvels operates in the food & beverage sector, focusing on the creation and sale of nutritious millet-based meals and products that promote healthy eating and sustainability.

### Millets Used:

Jowar, Kodo, Little Millet, Foxtail Millet, Barnyard Millets

### Flagship Products

- Millets Grains
- Millets Noodles
- Ready to cook
- Ready To Eat



### Sales Channel

- Direct to consumer (official website)

### Contact

- Website <https://milletmarvels.in/>
- Mobile Number +91 91215 58811
- LinkedIn [www.linkedin.com/company/milletmarvels/about/](https://www.linkedin.com/company/milletmarvels/about/)



Organization: Nutty Yogi

Founder: Pallavi Gupta, Gaurav Jain

Year Founded: 2016

Headquarters: Bengaluru, Karnataka



## Functional Area

Nutty Yogi operates in natural and functional foods, developing millet-based products like unpolished grains, flours, sprouted flours, crackers, vermicelli, rava, and khichdi mixes. Its core functions span product innovation and omnichannel distribution, targeting health-conscious consumers seeking grandmother approved nutrition in convenient, modern formats.

## Millets Used:

Ragi (Finger Millet), Bajra (Pearl Millet), Jowar (Sorghum), and Foxtail Millet.

## Flagship Products

- Multi Millet Flour
- Pearl Millet (Bajra) Flour
- Foxtail Millet Vermicelli
- Foxtail Millet Rava



## Sales Channel

- Direct Ecommerce ([nuttyyogi.com/](https://nuttyyogi.com/))
- Quick Commerce (BigBasket, Zepto)

## Contact

- Website <https://nuttyyogi.com/>
- LinkedIn <https://www.linkedin.com/company/nuttyyogi/?originalSubdomain=in>



Organization: Natureland Organics

Founder: Arvind Godara

Year Founded: 2002

Headquarters: Sri Ganganagar, Rajasthan



## Functional Area

Nature Land Organics operates across key functional areas including organic farming, food processing, and sustainable supply chain management. The company focuses on cultivating, sourcing, and delivering. It also emphasizes research driven agricultural practices, product innovation, and market expansion for organic and healthy food alternatives.

## Millets Used:

Little, Proso, Foxtail and Kodo Millet grains



## Flagship Products

- Organic Barnyard Millet
- Organic Foxtail Millet
- Organic Kodo Millet



## Sales Channel

- Directtoconsumer (official website)
- Ecommerce (BigBasket ,JioMart)

## Contact

- Website <https://naturelandorganics.com>
- Mobile Number +91 96725 20005
- LinkedIn <https://www.linkedin.com/company/naturelandorganics/>

**Organization:** Farmveda Pvt Ltd  
**Founder:** Professor Trilochan Sastry  
**Year Founded:** 2016  
**Headquarters:** Bengaluru, , Karnataka



## Functional Area

Farmveda operates as a farmer owned cooperative brand, sourcing from 45,000+ farmers to create preservative free packaged foods. Its core functions span cooperative procurement, farmer owned processing units, product innovation (ready-to-cook mixes, dals, millets), and omnichannel distribution, with profits returning to farmers.

## Millets Used:

Ragi (Finger Millet), Bajra (Pearl Millet), Jowar (Sorghum), Foxtail Millet, Little Millet (Sama), Barnyard Millet (Kodo), and Koralu

## Flagship Products

- Jowar Flour
- Millet Dosa Mix
- Ragi Flour

## Sales Channel

- Directtoconsumer (official website)
- Ecommerce (BigBasket ,JioMart)
- Health Stores ( Isha Yoga Center , Regional health stores

## Contact

- Website <https://farmveda.in/collections/attariceanddals>
- Mobile Number +919008255519
- LinkedIn <https://www.linkedin.com/company/farmveda/about/>

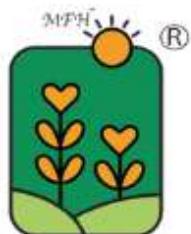


Organization: Millet For Health (Social Enterprise)

Founder: Pallavi Upadhyaya , Rajeev Pandey

Year Founded: 2016

Headquarters: Noida, Uttar Pradesh



MILLETS FOR HEALTH

## Functional Area

Millets for Health works as a social enterprise focused on reviving and mainstreaming traditional millets through value-added products and consumer education. Its core functional areas include sourcing unpolished millets directly from farmers, processing them into flours, grains, snacks, and mixes, and selling them through an online shop and local delivery.

## Millets Used:

Barnyard millet, Browntop millet, Foxtail millet, Kodo millet

## Flagship Products

- Barnyard Millet Flour.
- Browntop Millet Rice.
- Bajra Poha

## Sales Channel

- Directtoconsumer (official website)
- Local delivery and fresh millet food ordering service

## Contact

- Website <https://milletsforhealth.com/>
- Mobile Number +919212791110
- LinkedIn [https://in.linkedin.com/company/milletsforhealth?](https://in.linkedin.com/company/milletsforhealth/)



Organization: True Elements

Founder: Sreejith Moolayil

Year Founded: 2010

Headquarters : Pune, Maharashtra



## Functional Area

The Millet Company operates in natural and functional foods, developing millet-based products like unpolished grains, presoaked flours, stoneground flours, sprouted flours, and pasta. Its core functions span product innovation (Barnyard, Brown top, Foxtail, Kodo, Little Millet, Ragi, Jowar, Bajra, Buckwheat) and ecommerce distribution, targeting health-conscious consumers seeking traditional nutrition in modern, easy-to-use formats..

## Millets Used:

Barnyard, Foxtail, Kodo, Little Millet, Ragi, Jowar, Bajra (Pearl Millet).

## Flagship Products

- Jowar Atta
- Bajra Whole Atta
- Whole Amaranthas
- Qunioa Whole



## Sales Channel

- Direct Ecommerce (themillet.co online store)
- E Commerce (Big Basket, Flipkart, Amazon)

## Contact

- Website <https://trueelements.com/collections/offersat888>
- Mobile Number +91 87671 20120
- LinkedIn <https://www.linkedin.com/company/trueelementste/>



Organization: Samruddhi Organic Farm India Pvt. Ltd

Founder: Prashant Morankar

Year Founded: 2014

Headquarters: Pune, Maharashtra



## Functional Area

Samruddhi Organic Farm India Pvt. Ltd. operates in organic agriculture and Agri supply chain management, aggregating produce from 40,000+ certified farmers across 75,000+ acres into a portfolio of over 200 organic products. Its functional area spans organic farming extension, certification, bulk and export supply, and B2B partnerships with buyers in 17+ countries.

## Millets Used:

Finger Millet, Foxtail, Sorghum, Barnyard, Kodo, Little Millet, Proso, and Pearl Millet

## Flagship Products

- Raw Whole Ragi
- Raw Whole Jowar
- Raw Whole Kodo
- Jowar Atta

## Sales Channel

- Bulk B2B supply
- Exports
- Farmerlinked sourcing programs

## Contact

- Website <https://samruddhiorganic.com/productcategory/organicmillets/>
- Mobile Number +91 20 6727 8581
- LinkedIn <https://www.linkedin.com/company/samruddhiorganicfarmindiaptltd>



Organization: Millet Mantra

Founder: Poojitha Turumalla , Keerthi Kabra

Year Founded: 2019

Headquarters: Hyderabad, Telangana



## Functional Area

Millet Mantra operates in the health food sector, focusing on millet based ready-to-eat products like muesli, flours, rava, rice, snacks, and combos with emphasis on direct ecommerce sales, sustainable sourcing, gluten free/no maida innovation, and consumer health benefits.

## Millets Used:

Foxtail Millet (Kangni), Pearl Millet (Bajra), Sorghum (Jowar), Finger Millet

## Flagship Products

- Millet upma rava
- Millet cookies
- Millet museli
- Millet flour



## Sales Channel

- E Commerce
- Official website

## Contact

- Website <https://milletmantra.co.in>
- Mobile Number 9542858586
- LinkedIn <https://www.linkedin.com/company/milletmantrapvtlmt/about/>



Organization: Just Organik

Founder: Richa Agarwal, Shubhash Chandra Agarwal

Year Founded: 2013

Headquarters: Rudrapur, Uttrakhand



## Functional Area

Just Organik is an Indian organic food brand dedicated to providing chemical free, ethically sourced, and nutritious food products that support healthy living and sustainable farming. The brand works closely with thousands of small farmers in Uttarakhand, promoting organic cultivation practices and offering a wide range of grocery items including millets, pulses, grains, spices, flours, cereals, and ready-to-eat superfood mixes, all certified under India Organic, USDA, and EU standards.

### Millets Used:

Finger millet (Ragi), Pearl millet (Bajra), Sorghum, Proso, Barnyard, Little Millet, Browntop

### Flagship Products

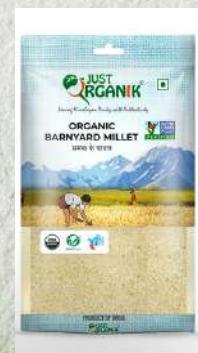
- Multi Soup
- Millet Muesli
- Millet Mélange
- Millet Flour

### Sales Channel

- Directtoconsumer (official website)
- Retail store (Spencer's)
- Quick Commerce (Zepto, Blinkit, BigBasket)

### Contact

- Website <https://justorganik.com/>
- Mobile Number +91 8800798585
- LinkedIn <https://www.linkedin.com/company/justorganik/posts/?feedView=all>



# MILLET VALUE ADDED READY TO EAT, COOK PRODUCTS



Organization: Slurp Farm Pvt. Ltd

Founder: Shauravi Malik & Meghana Narayan

Year Founded: 2016

Headquarters: Bengaluru, Karnataka, India



## Functional Area

Slurp Farm operates in the healthy packaged foods and kids' nutrition segment, developing millet based products focused on clean label, natural ingredients. Its core functions span product innovation, manufacturing, marketing, and multichannel distribution across India and select global markets.

### Millets Used:

Ragi (Finger Millet), Jowar (Sorghum),

Maize, Amaranth, Kodo, Multimillet blends

### Flagship Products

- Millet dosa mixes
- Millet pancake mixes
- Millet noodles (without maida)
- Cookies & snacks made from ragi, jowar
- Cereals & porridges for kids



### Sales Channel

- Ecommerce
- Modern retail stores
- International online marketplaces
- Select offline boutique stores

### Contact

- Website <https://slurpfarm.com>
- Mobile Number +91 95605 90342
- LinkedIn <https://www.linkedin.com/company/wholsumfoodspvtltd/about/>



Organization: Tummy Friendly Pvt Ltd  
 Founder: Sridevi Ashala & Chidanandam Ale  
 Year Founded: 2019  
 Headquarters: Hyderabad, Telangana, India



## Functional Area

Tummy Friendly Foods operates in the organic baby food and infant nutrition segment, developing sprouted grain-based products focused on clean label, chemical free ingredients. Its core functions span product innovation, small batch manufacturing, digital marketing, and omnichannel distribution across India through ecommerce platforms and select coconscious.

## Millets Used:

Ragi (Finger Millet), Jowar (Sorghum), Foxtail Millet, Pearl Millet(Bajra),

## Flagship Products

- Ragi Moong dal Beetroot Cereal
- Millet pancake
- Ragi & Jowar Chips
- Cookies & snacks made from ragi, jowar
- Millet Snacks(Namkeen)



## Sales Channel

- Ecommerce (BigBasket, Zepto, 1mg)
- Selected offline boutique stores



## Contact

- Website <https://tummyfriendlyfoods.com>
- Mobile Number +91 90843 65465
- LinkedIn <https://www.linkedin.com/company/tummyfriendlyfoods/about/>

**Organization:** Eat Millet  
**Founder:** Uderam Vaishya  
**Year Founded:** 2018  
**Headquarters:** Andhra Pradesh, Telangana



## Functional Area

Eat Millet is an Indian brand focused on making millets accessible, nutritious, and versatile for modern diets. It offers a wide range of millet-based foods including millet rava (for idli/upma), millet flours, flakes, instant mixes, and rice packs, featuring varieties like Jowar (sorghum), Ragi (finger millet), Foxtail, Little, Bajra, and multi-millet blends.

## Millets Used:

Finger Millet, Sorghum, Little Millet, Pearl Millet, Foxtail Millet, Barnyard, Buckwheat

## Flagship Products

- Millet Rava
- Millet Flour
- Millet Rice & Rice blends
- Millet Flakes / Instant Mixes



## Sales Channel

- Ecommerce (Amazon, Flipkart, and BigBasket)
- Directly via the brand's online store ([eatmillet.in/](http://eatmillet.in/))

## Contact

- Website <https://eatmillet.in/>
- Mobile Number +91 8688830966, +91 8688830967

Organization: Millet Amma Pvt Ltd

Founder: Ruchika bhuwalka

Year Founded: 2017

Headquarters: Bengaluru, Karnataka, India



## Functional Area

Millet Amma operates in the millet-based nutrition segment, developing preservative free alternatives using organic millets. Its core functions span product innovation (40+ SKUs from batters to cookies), omnichannel distribution and community engagement targeting health-conscious families seeking traditional yet modern millet solutions.

## Millets Used:

Ragi (Finger Millet), Bajra (Sorghum), Kodo, Barnyard, Littel Millet, Foxtail Millet, Browntop

## Flagship Products

- Jowar Millet Noodles
- Rawa Idli Millet
- Millet Kichadi
- Millet Kakra
- Millet Pasta

## Sales Channel

- Ecommerce (BigBasket, Organic Shop, Grofers)
- Retail Stores Company owned (Millet Amma Store)
- Community & Direct Channels (Direct B2B, WhatsApp Groups)
- International Online Marketplaces

## Contact

- Website <https://milletamma.com/collections/milletbasket>
- Mobile Number +91 9880022773
- LinkedIn <https://www.linkedin.com/company/milletamma/about/>



Organization: Phalada Pure & Sure  
 Conceived by Surya Shastry  
 Year Founded: 2011  
 Headquarters: Bengaluru, India



## Functional Area

Pure & Sure is an Indian organic food brand committed to providing clean, healthy, and sustainably produced foods for everyday consumption. With a strong foundation in organic farming, the brand offers a wide range of certified organic grocery and food products, all sourced responsibly from organic farmers and produced without synthetic chemicals or preservatives.

## Millets Used:

Proso, Barnyard, Foxtail millet, Little millet, Kodo millet,

## Flagship Products

- Millet Grains
- Millet Khichdi
- Multi Millet Kheer
- Millet Bisibelle Bhath



## Sales Channel

- Direct-to-consumer (official website)
- E-commerce (Amazon)
- Organic Retailers (Organic2Kitchen, Orgpick, etc.)



## Contact

- Website <https://pureandsure.in/>
- Mobile Number 1800 121 0369
- LinkedIn <http://linkedin.com/company/pureandsure/about/>

Organization: Eat Better Co.

Founder: Mridula Kanoria, Vidushi Kanoria,  
Shaurya Kanoria

Year Founded: 2020

Headquarters: Jaipur, Rajasthan, India



## Functional Area

Eat Better Co. operates in the healthy snacking segment, creating clean label, preservative free snack options crafted from millets, nuts, and natural ingredients. Its core functions include product innovation focused on functional nutrition and omnichannel distribution across ecommerce and premium retail.

## Millets Used:

Ragi (Finger Millet), Jowar (Sorghum), Bajra (Pearl Millet), Foxtail, Kodo, and Little Millet

## Flagship Products

- Protein Energy Balls
- Millet Chocolate Bites
- Ragi Peanut Ladoo
- Jowar Crunch Clusters



## Sales Channel

- Ecommerce (Amazon, Flipkart, Eat Better Co. website)
- Modern Retail Stores (Nature's Basket, Foodhall)
- Premium Health Stores (Wellness Forever, Organic World)
- International Online Marketplaces (Amazon Global, iHerb)



## Contact

- Website [www.eatbetterco.com](http://www.eatbetterco.com)
- Mobile Number +91 98291 88706
- LinkedIn <https://www.linkedin.com/company/eatbetterventures/about/>

Organization: Troo Good

Founder: Raju Bhupati

Year Founded: 2018

Headquarters: Hyderabad, Telangana



## Functional Area

Troo Good operates in the healthy snacking segment, developing millet-based snacks such as energy bars and chikkis made with natural ingredients and minimal processing. Its core functions include product innovation centered on traditional Indian flavors and widespread distribution across retail, institutional, and ecommerce channels.

## Millets Used:

Jowar (Sorghum), Bajra (Pearl Millet), Ragi (Finger Millet), Kodo, and Foxtail Millet

## Flagship Products

- Millet Chikkis
- Ragi Energy Bars
- Jowar Crunch Bars
- Peanut Sesame Bites



## Sales Channel

- Ecommerce (Amazon, Flipkart, BigBasket)
- Modern Retail Stores (Reliance Smart, Spencer's)
- General Trade and Kirana Stores (PanIndia network)
- Institutional and Corporate Partnerships (Offices, Airports)

## Contact

- Website <http://www.troogood.com/>
- Mobile Number 7688868887
- LinkedIn <https://www.linkedin.com/company/troogood/about/>

Organization: Gladful Pvt Ltd

Founder: Manu Sharma

Year Founded: 2021

Headquarters: Gurgaon, Haryana



## Functional Area

Gladful operates in healthy convenience foods, developing instant mixes using millets and sprouted lentils for quick meals. Its core functions span product innovation (pancakes, chillas, dosas, energy bars) and ecommerce distribution, targeting health-conscious families seeking nutritious, ready-to-cook alternatives.

## Millets Used:

Jowar (Sorghum), Bajra (Pearl Millet), Ragi (Finger Millet), and Foxtail Millet

## Flagship Products

- Millet Pancakes Mix
- Amranthas Chilla Mix
- Millet Upma Mix
- Sprouted Ragi Dosa Mix



## Sales Channel

- Ecommerce (Amazon, Flipkart, BigBasket)
- B2B Distribution( Bluk Order, Distribution)

## Contact

- Website <https://gladful.in/pages/aboutus>
- Mobile Number +919351025886
- LinkedIn <https://www.linkedin.com/company/gladful/about/>

Organization: Roasty Tasty Pvt Ltd

Founder: Raj Bagri

Year Founded: 2006

Headquarters: Jaipur, Rajasthan



## Functional Area

Roasty Tasty operates in healthy snacking, developing 100% roasted namkeen and snacks using millets and pulses with authentic Indian flavors. Its core functions span product innovation and omnichannel distribution (website, retail, international), targeting health-conscious consumers seeking guiltfree alternatives to fried snacks.

## Millets Used:

Jowar (Sorghum), Bajra (Pearl Millet), Ragi (Finger Millet), and Foxtail Millet

## Flagship Products

- Jowar Namkeen
- Jowar Chikki
- Millet Mix Namkeen
- Millet Mix Ladoo



## Sales Channel

- Ecommerce (Amazon, Flipkart, BigBasket)
- Modern Retail Stores (Spencers, Reliance Smart Bazaar)
- B2B Distribution (Bulk Order, Distribution)
- Food Delivery (Swiggy Instamart)

## Contact

- Website <https://www.roastytasty.com/collections/allproductsroastedsnacks>
- Mobile Number [+919314483449](tel:+919314483449)
- LinkedIn <https://www.linkedin.com/company/pioneer-non-fried-foods-pvt-ltd/about/>

Organization: Health Sutra

Founder: Mr. Sai Krishna Popuri

Year Founded: 2013

Headquarters: Nacharam, Hyderabad, Telangana



**Health  
Sutra**

## Functional Area

Health Sutra operates in natural and functional foods, developing millet-based products like muesli, cereal flakes, millet biscuits, beverage mixes, and semolina. Its core functions span product innovation and retail distribution, targeting health-conscious consumers seeking traditional nutrition in modern, easy-to-use formats. Products are available across 1,500+ stores in India

## Millets Used:

Bajra (Pearl Millet), Ragi (Finger Millet), Foxtail Millet, Little Millet, and Kodo Millet.

## Flagship Products

- Jowar Flakes
- Ragi Biscuits
- Foxtail Millet Muesli
- Millet Semolina (Rava),



## Sales Channel

- Retail Distribution (1,500+ Stores)
- Modern Trade (MT Chains)



## Contact

- Website <http://www.healthsutra.in/>
- Mobile Number +91 733 734 2200
- LinkedIn <https://www.linkedin.com/company/fountainheadfoodsprivatelimited/?originalSubdomain=in>

Organization: Manna (Southern Health Foods Pvt. Ltd.)

Founder: I.S.A.K. Nazar

Year Founded: 2000

Headquarters: Chennai, Tamil Nadu



## Functional Area

Manna Foods Pvt. Ltd. operates in natural and functional foods, developing millet-based products like multi-millet atta, unpolished grains, health mixes, and instant cereals. Its core functions span product innovation (Ragi, Bajra, Little Millet, Proso, Barnyard) and omnichannel distribution, targeting health-conscious families seeking everyday nutrition in convenient formats. Products are available across ecommerce, modern trade, and pharmacies pan India.

## Millets Used:

Millet Atta, Millet Health Mixes, Millet Based Baby & Toddler Nutrition, Millet Breakfast Foods

## Flagship Products

- Multi Millet Atta
- Health Mix
- Ethnic Millets (Foxtail, Kodo)
- Go Grains Crunchies



## Sales Channel

- Ecommerce (Amazon, Flipkart, BigBasket)
- Retail (Supermarkets, Pharmacies, Modern Trade)



## Contact

- Website <https://www.mannafoods.in/>
- Mobile Number 7358555587
- LinkedIn <https://www.linkedin.com/company/mannafoodsindia/>

Organization: Manna (Southern Health Foods Pvt. Ltd.)

Founder: I.S.A.K. Nazar

Year Founded: 2000

Headquarters: Chennai, Tamil Nadu



## Functional Area

Our Little Joys operates in kids' health and wellness, developing millet-based nutrition products with certified lab reports. Its core functions span product innovation (gummies, powders, snacks) and digital first distribution through its own platform and ecommerce, targeting parents seeking clean label, zero refined sugar alternatives for children.

### Millets Used:

Jowar (Sorghum), Ragi (Finger Millet), Bajra (Pearl Millet), Foxtail Millet

### Flagship Products

- Millet choco Crunch
- Multi Millet Pasta
- Foxtail Millet Laddu
- Millet Pancake Mix



### Sales Channel

- Ecommerce (own website, Bigbasket , Amazon)
- Physical Retail Stores (Company owned)

### Contact

- Website <https://ourlittlejoys.com/shop/all?source=header>
- Mobile Number +91 8976724263
- LinkedIn <https://www.linkedin.com/company/ourlittlejoys/about/>

Organization: Nutriverse Xtreme  
 Founder: Kambhampalli Veeranjaneyulu  
 Year Founded: 2023  
 Headquarters: Bengaluru, Karnataka



## Functional Area

Nutrivate Xtreme operates in natural and functional foods, developing millet-based products like nutri-bars, snacks, and health mixes. Its core functions span product innovation and ecommerce distribution, targeting health-conscious consumers seeking delicious, nutritious alternatives that nourish mind, body, and soul. Products are available across their online platform.

## Millets Used:

Foxtail Millet, Barnyard Millet, Kodo Millet, and Little Millet.

## Flagship Products

- Foxtail Millet Dosa Mix
- Barnyard Millet Khichdi Mix
- Barnyard Millet Upma Mix
- Multi Millet Idli Mix



## Sales Channel

- Direct Ecommerce ([nutrivate.in/](https://nutrivate.in/))
- Marketplaces (Flipkart, JioMart)



## Contact

- Website <https://nutrivate.in/>
- Mobile Number 9880027451
- LinkedIn <https://www.linkedin.com/company/nutrivateextreme/about/>

Organization: Superlet by Taproot Farm

Founder: Gopi Krishna Anumasa

Year Founded: 2023

Headquarters: Bengaluru, Karnataka



## Functional Area

Superlet (Taproot Farms) operates in millet production and processing, developing farm-to-fork products including grains, flours, cookies, and instant mixes. Its core functions span integrated farming, product innovation, and omnichannel distribution, targeting health-conscious consumers seeking traceable millet nutrition.

## Millets Used:

Jowar (Sorghum), Ragi (Finger Millet), Bajra (Pearl Millet), Foxtail Millet

## Flagship Products

- Bajra Flakes
- Barnyard Whole Millet
- Ragi Idle Mix
- Jowar Cookies



## Sales Channel

- Direct Ecommerce (<https://superlet.in/collections/all>)

## Contact

- Website <https://superlet.in/>
- LinkedIn <https://www.linkedin.com/company/taprootfarmsllc/about/>

Organization: Gudmom  
 Founder: Sharmila Jain Oswal  
 Year Founded: 2020  
 Headquarters: Pune, Maharashtra



## Functional Area

Gudmom is an Indian health- and sustainability-oriented food brand that promotes millets and organic farm produce through a wide range of nutritious products. Founded by Sharmila Oswal and recognized among top agriculture startups in India, Gudmom works closely with thousands of organic farmers to source and certify millets and other ingredients, supporting sustainable farming while creating healthier food choices.

## Millets Used:

Pearl Millet, Sorghum, Foxtail Millet, Little Millet, Browntop Millet, Multi Millet blends

## Flagship Products

- Multi Millet Pasta
- Millet Noodles
- Millet Crackers
- Millet Cookies

## Sales Channel

- Quick commerce (Bigbasket, JioMart,)
- Direct E Commerce  
<https://gudmom.com/collections/all>

## Contact

- Website <http://gudmom.com/>
- Contact Number 8669031516
- LinkedIn <https://www.linkedin.com/company/1organic/>



Organization: Troovy Pvt. Ltd

Founder: Mansi Baranwal and Aditya Mukherjee

Year Founded: 2021

Headquarters: Gurugram, Haryana, India



## Functional Area

Troovy Foods operates in the healthy packaged foods and kids' nutrition segment, focusing on millet-based, clean label products, with core functions spanning product development, manufacturing, marketing, and distribution.

## Millets Used:

Ragi (Finger Millet), Jowar (Sorghum), Foxtail Millet, Little Millet, Kodo, Multimillet blends

## Flagship Products

- Millet chips
- Millet puffs, cookies
- Millet pasta
- Multi millet Idli
- Dosa and Upma



## Sales Channel

- Ecommerce
- Modern retail stores
- International online marketplaces
- Select offline boutique stores



## Contact

- Website [troovyfoods.com](http://troovyfoods.com)
- Mobile Number [+91 98102 28072](tel:+919810228072)
- LinkedIn <https://www.linkedin.com/company/troovyabrandbyhonestinnovationsforyou>

Organization: Millet Magic Meal

Directors: Adhi Esawri, Suresh Kumar Velusamy, Aashish

Surender

Year Founded: 2018

Headquarters: Chennai, Tamil Nadu



## Functional Area

Millet Magic Meal is an Indian brand focused on promoting healthy, millet-based eating through a range of ready-to-cook products, snacks, and prepared meals. Made using nutritious millets, the brand emphasizes gluten free, and convenient food options. Millet Magic Meal also operates physical outlets in Chennai, where customers can enjoy freshly prepared millet-based dishes.

## Millets Used:

Ragi, Foxtail, Sorghum, Kodo, and Multimillet blends

## Flagship Products

- Millet Murukku
- Millet Cakes & Cookies
- Millet Chocolate
- Multi Mixes
- Millet Mixtures

## Sales Channel

- Directly via its online store
- Physical restaurant/outlet locations

## Contact

- Website <https://www.milletmaagicmeal.in/>
- Email: ecom.milletmagicmeal.in



Organization: Millet Yard

Founder: Mansi Baranwal and Aditya Mukherjee

Year Founded: 2021

Headquarters: Sagar, Madhya Pradesh, India



## Functional Area

Millet Yard operates in the healthy packaged foods segment, focusing on millet-based staples and value-added products, with core functions covering sourcing, processing, product development, branding, and direct-to-consumer distribution.

## Millets Used:

Foxtail millet, Little millet, Barnyard millet, Kodo millet, Finger millet (Ragi), Pearl millet (Bajra)

## Flagship Products

- Millet rice alternatives (Foxtail, Little, Barnyard, Kodo)
- Multimillet blends
- Readytocook millet mixes
- Milletbased staples for daily meals

## Sales Channel

- Directtoconsumer (official website)
- Online marketplaces (ecommerce platforms)
- Select retail and health food stores
- Bulk and institutional sales (on request)

## Contact

- Website <https://milleyard.com/>
- Mobile Number [+9191117 22217](tel:+919111722217)
- Instagram <https://www.instagram.com/milleyard/>



Organization: Millet 'N' Minutes

Founder: D. Subhashin

Year Founded: 2011

Headquarters: Madurai, Tamil Nadu, India



**Millet 'n'  
Minutes**

## Functional Area

Millet 'N' Minutes operates in the healthy convenience foods segment, focusing on ready-to-cook and ready-to-eat millet-based products. Its core functional areas include product innovation, sourcing and processing, manufacturing, quality assurance, branding, and direct-to-consumer as well as online retail distribution.

## Millets Used:

Finger millet (Ragi), Pearl millet (Bajra), Foxtail millet, Little millet, Kodo millet,

## Flagship Products

- Millet Nutri Bar
- Millet cookies
- Millet Pops & Crisps
- Millet Pasta
- Millet Noodles



## Sales Channel

- Directtoconsumer (official website)
- Select retail and health food stores
- Bulk and institutional orders



## Contact

- Website <https://milletnminutes.com/>
- Mobile Number +91 99949 49473
- LinkedIn <https://www.linkedin.com/company/milletnminutes/about/>

Organization: Millennova Foods Pvt. Ltd.

Founder Sowmya Mandarapu

Year Founded: 2018

Headquarters: Hyderabad, Telangana



## Functional Area

Millennova Foods is an Indian health focused food brand that creates nutritious, ready-to-eat snacks formulated around the goodness of millets blended with fruits, vegetables, and pulses. Their products are designed to be gluten free, trans fat free, and free from preservatives or additives, offering high protein, fiber, vitamins, and minerals as healthier alternatives to conventional snacks, suitable for all age groups. The brand emphasizes sustainable, clean, and flavorful eating while promoting millets as a nutrient dense base ingredient.

## Millets Used:

Foxtail Millet, Sorghum, Finger Millet

## Flagship Products

- Millet Bars
- Millet Snacks

## Sales Channel

- Directtoconsumer (official website)
- E Commerce (Amazon)
- Organic and health retail stores

## Contact

- Website <https://www.linkedin.com/company/millennovafoods/about/>
- Mobile Number 7989587973
- LinkedIn <https://www.millennova.com>



Organization: Millex Pvt Ltd

Founder: Anil Jois and Madhura Jois

Year Founded: 2022

Headquarters: Chikkmagalur , Karnataka



## Functional Area

Millex operates in the millet-based health foods segment, developing multi-millet health mixes and ready-to-cook breakfast products fortified with Ayurvedic herbs, nuts and seeds. Its core functions span traditional recipe-based product innovation, clean label formulation for all age groups, and digital first distribution through its own website and online marketplaces to serve health-conscious Indian households.

## Millets Used:

Ragi (Finger Millet), Jowar (Sorghum), Bajra (Pearl Millet), Foxtail Millet, Kodo Millet, Proso Millet, Little Millet, and Barnyard Millet

## Flagship Products

- Millet Health Drink
- Millet Dosa Mix
- Millet Rawa Idle Mix

## Sales Channel

- Directtoconsumer (official website)
- Ecommerce (Indiamart ,Flipkart ,JioMart)
- Direct Ecommerce (<https://millex.in/>)

## Contact

- Website <https://millex.in/>
- Mobile Number +91 7003305661



Organization: Right Crunch

Founder: Manju Jain, Shreya Jain

Year Founded: 2021

Headquarters: Bhiwandi, Maharashtra



## Functional Area

Right Crunch specializes in snack manufacturing with minimal processing and honest ingredients. Product development emphasizes simple, transparent formulations without additives. It targets health-conscious consumers through ecommerce and retail distribution. Marketing highlights "no fine print" purity and real food values

## Millets Used:

Amaranth (Rajgira/Ramdana), Barnyard Millet

## Flagship Products

- Millet Crackers Bhakarwadi,
- Ceacker Mathri,
- Methi Mathri,
- Thepla



## Sales Channel

- Directtoconsumer (official website)
- Ecommerce (Swiggy Instamart)



## Contact

- Website <https://rightcrunch.com/>
- Mobile Number +91 9930232621
- LinkedIn <https://www.linkedin.com/company/rightcrunchfoods/about/>

Organization: Bites of Bliss

Founder: Ms. Ashnu V. Nichani

Year Founded: 2011

Headquarters: Mumbai, Maharashtra



## Functional Area

Bites of Bliss is a health foods company focused on creating gluten free, clean label snacks such as crackers, energy bars, brownies, and nut seed mixes. Its functional areas include product development and manufacturing of high fiber, protein rich snacks using millets, seeds, nuts, and natural sweeteners, along with direct-to-consumer online sales through its own website.

## Millets Used:

Sorghum (Jowar), Finger Millet (Ragi)



## Flagship Products

- Jowar N Ginger Crackers
- Millet N Chia Seeds Bar



## Sales Channel

- Direct-to-consumer via its official online store ([bitesofbliss.in/](https://bitesofbliss.in/))
- Bites of Bliss products for pan India delivery.

## Contact

- Website <https://bitesofbliss.in/>
- Mobile Number 9004614015
- LinkedIn <https://www.linkedin.com/company/bitesofbliss/about/>

Organization: Snackible Pvt Ltd  
 Founder: Aditya Sanghavi  
 Year Founded: 2015  
 Headquarters: Mumbai, Maharashtra



## Functional Area

Snackible operates in the better for you packaged snacking space, developing healthier alternatives to junk food through baked, multigrain, millet based, and portion-controlled products. It functions as a digital first CPG brand, focusing on product innovation, nutrition, branding, and omnichannel distribution to health-conscious urban consumers.

## Millets Used:

Finger Millet (Ragi), Sorghum (Jowar), and Pearl Millet (Bajra)



## Flagship Products

- Ragi Chip
- Jowar Puffs
- Achari Masala Ragi Stick

## Sales Channel

- Directtoconsumer (official website)
- Ecommerce (Swiggy Instamart, Flipkart, AyurCentral Online)
- Social media–driven sales ( Instagram)

## Contact

- Website <https://snackible.com/collections/oursnacks>
- Mobile Number +919920335511
- LinkedIn <https://www.linkedin.com/company/snackible/about/>

Organization: Kiru Millet

Founder: Mahesh Basavanna & Chandrashekhar Basavanna

Year Founded: 2015

Headquarters: Bengaluru, Karnataka



## Functional Area

Kiru Millet operates in the healthy packaged food segment, specializing in the development and manufacturing of nutritious millet-based snacks. Its functional focus spans product innovation, sustainable sourcing, and corporate wellness-oriented snack solutions.

## Millets Used:

Jowar, Kodo, Little Millet, Foxtail Millet

## Flagship Products

- Millet Crunchies Bayiruchi Masala
- Millet Dry Fruits Bar
- Millet Chikki Bar
- Millet Crunch Bar



## Sales Channel

- Direct-to-consumer (official website)
- Local delivery and fresh millet food ordering service

## Contact

- Website <https://kirumillet.com/>
- Mobile Number +91 63615 43351
- LinkedIn <https://www.linkedin.com/company/kirumillet/about/>

Organization: Millets Now

Founder: Mahesh Londhe , Vidhya Parshuramkar

Year Founded: 2021

Headquarters: Pune, Maharashtra



## Functional Area

Millets Now (by Agrozee Organics) works across the food and agriculture value chain, focused on millet-based nutrition products. Its functional areas include sourcing millets from farmers, processing them into value added foods like cookies, laddoos, premixes, pasta, puffs, flakes, and flours, and selling them through online channels.

## Millets Used:

Finger millet (ragi), Foxtail millet, Kodo millet, Little millet and Barnyard millet

## Flagship Products

- Finger Millet (Ragi) Flour
- Millet Laddu 200 g
- Iron Rich Nutri Dabba
- Assorted Millet Cookies



## Sales Channel

- Directtoconsumer (official website)
- ECommerce Websites

## Contact

- Website <https://milletsnow.com/>
- Mobile Number 9209431336
- Email agrozeeorganics2021@gmail.com



# CULINARY, BAKERY & FOOD-SERVICE LED MILLET ENTERPRISES



Organization: Millet Sisters

Founder: Damanjeet kaur walia, Amandeep kaur walia

Year Founded: 2022

Headquarters: Patiala, Punjab, India



## Functional Area

Millet Sisters operates in the cake segment and cookies, focusing on integrating millets in the exotic cakes and other dessert items. Its core functions include sourcing, processing, product development, branding, and direct-to-consumer distribution.

## Millets Used:

Finger millet (Ragi), Pearl millet (Bajra), Foxtail millet, Little millet, Kodo millet, Barnyard millet, and multimillet blends.

## Flagship Products

- Tea Cakes
- Celebration Cakes
- Millet Pinni and Mithai
- Exotic Millet Cheesecake
- Brownie Cake

## Sales Channel

- Directtoconsumer (official website)

## Contact

- Website [milletssisters.com](http://milletssisters.com)
- Mobile Number +91 98767 96922 / +91 88006 77421
- LinkedIn <https://www.linkedin.com/company/milletssisters/about/>

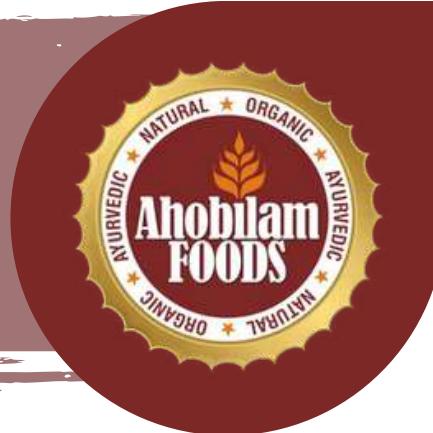


Organization: Ahobilam Foods Pvt Ltd

Founder: Mrs. P. Hemamalini, Mr. Vatsav Varma

Year Founded: 2014

Headquarters: Hyderabad, Telengana



## Functional Area

Ahobilam Foods Pvt. Ltd. operates in natural and functional foods, developing millet based products like laddus, chekkalu, sweets, and savories. Its core functions span product innovation (Ragi, Pearl Millet, multi-millet mixes) and retail distribution through online store and Millet Cafe, targeting health-conscious consumers seeking traditional nutrition in modern, easy-to-use formats. Products are available across their ecommerce platform and physical cafe outlets.

## Millets Used:

Finger Millet (Ragi), Foxtail Millet, Brown top Millet, Barnyard Millet, Little Millet, and Sorghum

## Flagship Products

- Ragi/Finger Millet Laddu
- Sajja/Pearl Millet Laddu
- Foxtail Millet Laddu
- Millet Chekkalu



## Sales Channel

- Direct Ecommerce ([ahobilamfoods.com](https://www.ahobilamfoods.com) with panIndia shipping)
- Food Delivery Platforms (Swiggy for cafe products)



## Contact

- Website <https://www.ahobilamfoods.com/>
- Mobile Number +91 8125450001
- LinkedIn <https://www.linkedin.com/company/ahobilamfoodsprivatelimited/>

Organization: Millet Chef

Founder: Syambabu Vajjavarapu

Year Founded: 2015

Headquarters: Hyderabad, Telangana



## Functional Area

MilletChef is an Indian food brand dedicated to bringing the nutritional benefits of millets into modern eating by creating a wide range of milletbased foods and bakery products. The company focuses on refined wheatfree, refined sugarfree, and ricefree foods, reimaging traditional favorites like cakes, cookies, pizzas, and snacks using millets as the primary ingredient to promote healthier eating.

## Millets Used:

Pearl millet, Finger millet, Sorghum, and Foxtail millet

## Flagship Products

- Millet Cakes
- Millet Pizzeria items
- Millet Doughnuts & Savories
- Millet Cookies

## Sales Channel

- Directtoconsumer via its official ecommerce store
- Franchise & Business collaborations
- Retail outlets & cafe

## Contact

- Website <https://milletchef.com/>
- Mobile Number 9951225588
- LinkedIn <https://in.linkedin.com/in/milletchef.com>



Organization: Karamele by Kanupriya Khanna

Founder: Kanupriya Khanna

Year Founded: 2018

Headquarters: Greater Kailash, New Delhi



## Functional Area

Karamele is an Indian healthfocused bakery and food brand founded by nutritionist and dietician Kanupriya Khanna, offering glutenfree, vegan, and nutritionally conscious baked foods. The brand features a range of breads, cookies, cakes, snacks, and desserts made with wholesome ingredients, including millets, and avoids refined sugar, preservatives, and artificial additives to deliver healthier yet flavorful alternatives.

## Millets Used:

Sorghum ( Jowar)

## Flagship Products

- Sorghum Flour
- Millet bread
- Millet Snacks
- Millet Cookies

## Sales Channel

- Directtoconsumer (official website)
- Retail Store (Nature's Soul)

## Contact

- Website <https://karamele.in/collections/all?page=2>
- Mobile Number 9318390897
- LinkedIn: <https://www.linkedin.com/company/karamelehealthfoods/>



Organization: Mom's Millets & Organics

Founder: Sai Meghana Yalamanchi

Year Founded: 2020

Headquarters: Hyderabad



## Functional Area

Mom's Millets & Organics operates in the health food sector, specializing in millet-based products and organic groceries. Key functional areas include product development of gluten free, sugar free ready to eat items like flours, snacks, vermicelli, and pickles; sustainable sourcing from organic farmers; and sales via ecommerce (momsmilletorganics.com), Hyderabad stores, and delivery apps.

## Millets Used:

Finger millet (ragi), Foxtail millet, Kodo millet, Little millet and Barnyard millet

## Flagship Products

- Multimillet Cookies
- Ragi Cookies
- Foxtail Cookies

## Sales Channel

- Directtoconsumer (official website)
- ECommerce Websites

## Contact

- Website <https://momsmilletorganics.com/>
- Mobile Number +918074872614
- Email [momsmillets1@gmail.com](mailto:momsmillets1@gmail.com)



Organization: The Cinnamon Kitchen

Founder: Priyasha Saluja

Year Founded: 2019

Headquarters: Noida, Uttar Pradesh



## Functional Area

The Cinnamon Kitchen operates in the premium, healthoriented food segment, focusing on spicebased products with emphasis on product innovation, smallbatch production, branding, and directtoconsumer sales.

## Millets Used:

Jowar (Sorghum), Little Millet, Amarnath

## Flagship Products

- Cacao & Walnut Millet Brownie
- Cheddar Millet Bites
- Lime Lavender Millet Cookies
- Crispy Millet Pita Berry
- Banana Millet Granola

## Sales Channel

- Online Sales (Own Website, Amazon)
- App based delivery (Blinkit)

## Contact

- Website <https://cinnamon.kitchen/>
- Mobile Number +91 95828 27019
- LinkedIn <https://www.linkedin.com/company/thecinnamonkitchen/>



# AGRI-PROCESSING & MILLET MACHINERY MANUFACTURERS



Organization: Hindustan Agro Engineering Pvt Ltd

Founder: Mr. Chintan Ratanpara

Year Founded: 2007

Headquarters: Rajkot, Gujarat



## Functional Area

Hindustan Agro Engineering operates in agricultural machinery manufacturing, specializing in designing, producing, and exporting atta chakki plants, industrial grain cleaning machines, gravity separators, and related processing equipment for flour mills and agroprocessing units.

## Flagship Products

- Atta Chakki Plants
- Gravity Separators
- Destoners
- Vibro Graders

## Sales Channel

- Direct B2B sales
- Online presence and inquiries
- Dealers and distributors

## Contact

- Website <https://momsmilletorganics.com/>
- Mobile Number +9197237 36333
- LinkedIn <https://www.linkedin.com/in/hindustanagroengineering199662272/>



Organization: Perfura Technologies Pvt Ltd

Founder: Udhay Gopal

Year Founded: 2014

Headquarters: Coimbatore, Tamil Nadu



## Functional Area

Perfura Technologies operates in agricultural machinery, designing and manufacturing postharvest processing equipment for millets, pulses, and grains. Its core functions span machinery innovation (dehullers, destoners, graders) and B2B sales to FPOs and agribusinesses, supporting millet value chain development.<sup>2</sup>

## Flagship Products

- Millets Processing Machine
- Small Millet Machine
- Millet Cleaning Machine
- Millet Dehuller Machine



## Sales Channel

- B2B Direct Sales
- Online B2B Marketplaces (IndiaMart )
- Government & Institutional Channels

## Contact

- Website <https://ourlittlejoys.com/shop/all?source=header>
- Mobile Number +91 984930009
- LinkedIn <https://www.linkedin.com/company/perfuramachines/>



Organization: Annapurna Agronics Machinery Pvt. Ltd.

Founder: Jatin Anand & Tisha Anand

Year Founded: 2010

Headquarters: Bakoli, Delhi



## Functional Area

Annapurna Agronics Machinery Pvt. Ltd. operates in the agricultural machinery sector, focusing on rice and millet processing equipment with emphasis on innovative manufacturing, millet processing plants, wholesaling, and turnkey services from design to commissioning. Company uses various plants to enhance grain processing efficiency.

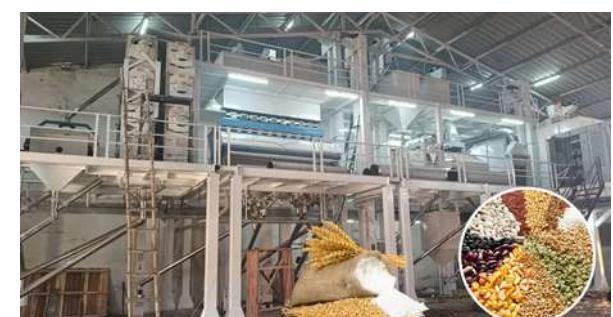
## Flagship Products

- Paddy Separator
- Dry Destoner
- Gravity Separator
- Millet Processing Plant



## Sales Channel

- Direct manufacturing/wholesaling, B2B platforms
- Official website with email  
[sales@annapurnaagronics.com](mailto:sales@annapurnaagronics.com)



## Contact

- Website <https://www.annapurnaagronics.com/milletprocessingplant/>
- Mobile Number 9350646845
- Email: [info@annapurnaagronics.com](mailto:info@annapurnaagronics.com)

# CASE STUDIES



# HIMANSHU KAPOOR

Founder at C. Green Organic Future Foods



This case study highlights the journey of Himanshu Kapoor, the visionary founder of CGrains (often referred to as C Gran in notes), who has transformed the humble millet into a premium, inclusive health brand while empowering rural women.

## BACKGROUND

Himanshu Kapoor, a visionary culinary entrepreneur and nutritionist, recognized the untapped potential of Indian millets long before they gained global momentum. Founded circa 2004-2005, her venture, CGrains, pioneered India's "clean food" movement. Operating between the Himalayan foothills and Delhi NCR, Kapoor bridged the gap between traditional rural farming and the modern urban palate, focusing on "Good Food, Clean Food" for new mothers, children, and gluten sensitive consumers.

## BUSINESS CHALLENGE

- Nutritional Erosion:** By 2011, coarse cereal consumption in India plummeted from 23% to 6% of total caloric intake, causing a 21% net loss in iron intake among rural populations.
- Systemic Marginalization:** Market pressure toward wheat and rice monocropping destroyed biodiversity and stripped smallholder farmers of their food security.
- The Stigma:** Millets were historically dismissed as "poor man's food," creating a massive barrier for entry into urban, "widely travelled" markets.

## BUSINESS MODEL

CGrains operates on a "Decentralized Kitchen" strategy that balances social impact with commercial viability:

- The Kitchen Model:** Instead of a centralized factory, 150+ village women manage 15+ decentralized kitchens within their own communities.
- Sourcing:** A 1:15 sourcing ratio connects each kitchen directly to 15 local farmers, bypassing middlemen and ensuring fair pay.

**Market Strategy:** A 3.5x pricing multiplier sustains fair wages and premium quality. The brand targets high value segments, including Marriott, Hyatt, Hilton, and BlackRock, while maintaining profitability through direct-to-consumer Farmers' Markets.

## GLAMORIZING GRAINS

Ms. Kapoor developed a holistic value chain that modernized millets without compromising their integrity:

- Innovation:** Transformed grains into high end SKUs like gluten free cakes, sourdough, and the flagship "Nani Dadi" energy bars.
- Processing:** Combined Solar Roasting with traditional Chulha (earth oven) methods to create a "melt in the mouth" texture, solving the "chewy" barrier typical of millets.
- Engineering:** Achieved a 6month shelf life through moisture control rather than chemical preservatives, allowing for scalability in luxury retail.

## IMPACT AND LEARNINGS

The venture has transformed over 150 women into microentrepreneurs and preserved soil health by promoting drought resistant crops like Ragi and Amaranth. Kapoor's journey offers three key business insights:

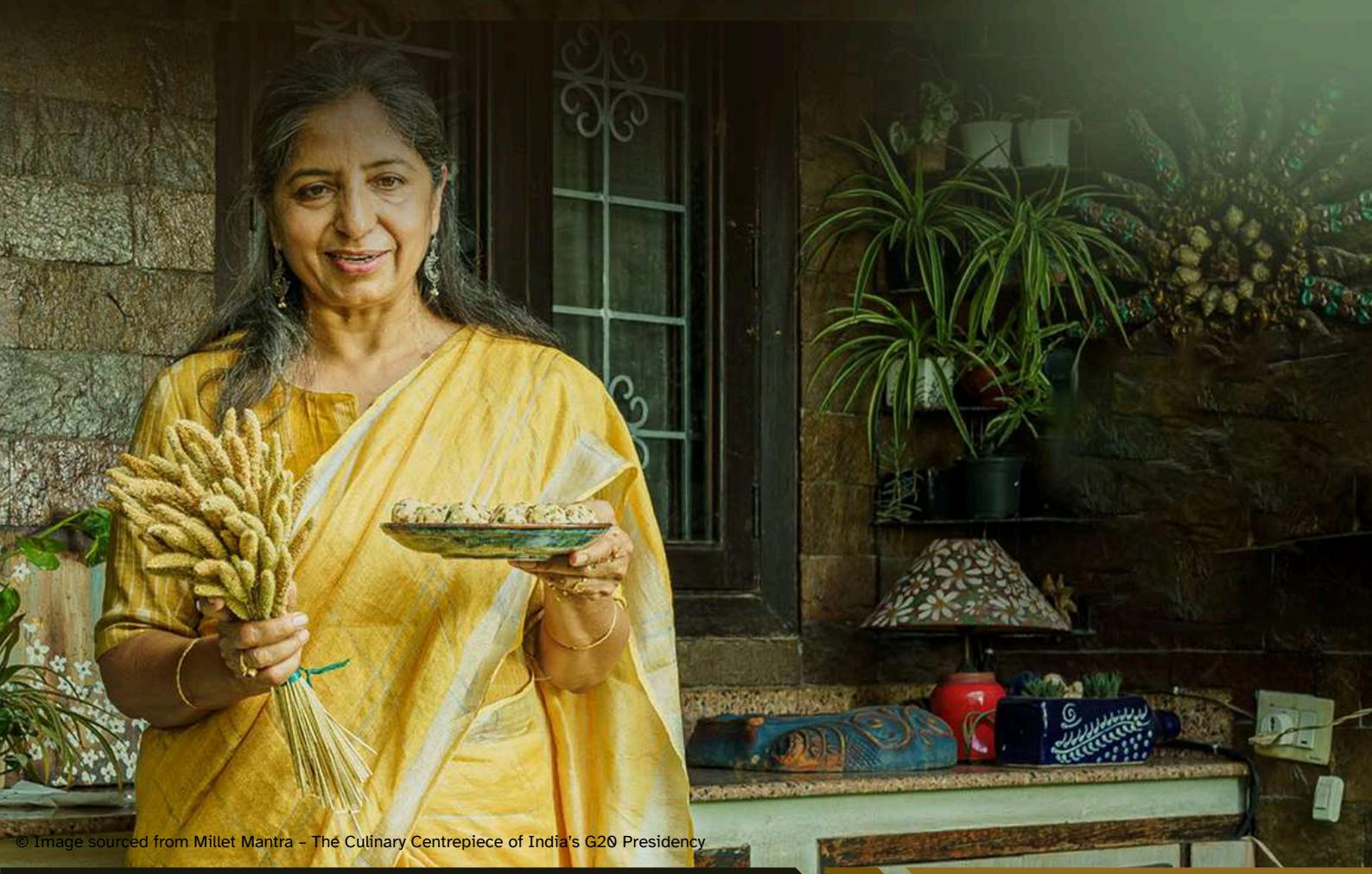
**Don't Dilute:** Focus on quality over variety; "start small and don't spread thin."

**Strategic Positioning:** Premium branding in boutique hotels allowed the company to absorb the higher costs of an inclusive labor model.

**Local Aggregation:** Partnering with rural aggregators (e.g., Bakri Chaap) enabled access to remote "Goat Villages" and niche raw materials.

## FUTURE OUTLOOK

Following the International Year of Millets, Kapoor is poised to expand her decentralized network. Her goal remains to "Glamorize the Millet" for a global audience, ensuring that as demand scales, the economic benefits remain firmly in the hands of the rural women who form the backbone of CGrains.



# RUCHI JAIN

Founder at Taru Naturals

## BACKGROUND

Taru Naturals & Organics (often styled TARU Naturals) is a Mumbai based social enterprise founded by Ruchi Jain that operates as a fairtrade network connecting tribal and small-scale farmers to markets for organic and natural produce. The organization focuses on strengthening rural value chains, promoting regenerative agriculture, and enhancing farmer incomes.

The enterprise has evolved from a farmer market initiative into an established brand supplying natural grains, heirloom foods, and value-added products through both direct to consumer (D2C) and B2B channels, including hospitality partners. It works with farmers across multiple regions of India, particularly in areas practicing climate resilient farming.

Millets form an important part of Taru's product portfolio, including whole grains such as ragi, jowar, and little millet, as well as processed products like millet pasta, noodles, muesli, and breakfast mixes.

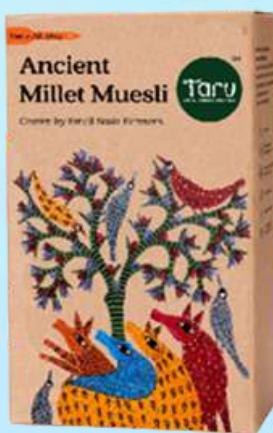


## BUSINESS MODEL

Taru's business model integrates fairtrade value chains with ethical brand positioning. It sources directly from farmers, undertakes preprocessing and value addition, and sells through B2B hospitality partnerships and its D2C platform. The product portfolio spans whole millets, processed millet foods (noodles, pasta, muesli), flours, and select organic staples. Sourcing prioritizes women's groups and tribal communities, reflecting a strong social mission despite higher manual processing costs. Margins remain modest, underscoring a value driven pricing approach focused on affordability and sustainability, with revenues primarily from B2B sales, online channels, and hospitality tie-ups.

## PROBLEM

Despite increasing interest in millets as nutritious and climate resilient grains, several structural challenges constrain value creation in the ecosystem. Persistent quality and contamination issues arise from inadequate cleaning and preprocessing infrastructure. Limited access to affordable processing and value addition technologies, coupled with high institutional costs, restrict innovation. A lack of standardization across millet varieties creates market confusion, while weak extension services and limited training opportunities hinder knowledge transfer. Consequently, low raw millet prices and poor processing capacity keep farmer margins low.



## SOLUTION

Taru Naturals tackles these issues through an integrated value chain approach:

**Direct Sourcing:** The company directly procures millets like ragi and jowar from farmer clusters in Maharashtra (e.g., Kalsubai and Satara) and Andhra Pradesh, ensuring indigenous and heirloom grain access.

**Processing Infrastructure:** Taru operates its own warehouses and milling facilities, where millets are cleaned, processed, and value-added into products such as millet noodles, pasta, muesli, flour, and energy bars.

**Market Linkages:** The enterprise targets B2B markets and D2C channels via its website and ecommerce platforms, building demand for processed millets.

## IMPACT

Taru's work has influenced both farmer livelihoods and consumer access:

**Farmer Network:** The company engages with thousands of farmers across India, supporting fair price realization, natural farming adoption, and livelihood creation.

**Market Inclusion:** By linking tribal and smallholder producers to national markets and hospitality chains, Taru has expanded opportunities for selling indigenous grains at scale.

**Product Availability:** Consumers now access a wider range of millet based, nutrient rich foods that celebrate traditional grains.

## LEARNINGS AND FUTURE OUTLOOK

The Taru experience underscores the importance of integrated value chains that link sourcing, processing, and marketing to improve farmer incomes and product quality. It highlights the critical role of capacity building through affordable technology adoption, farmer training, and consumer education to reduce market confusion around millets. While ethical sourcing and manual processing strengthen social impact, they also compress margins, requiring careful strategic positioning. Looking ahead, Taru plans to expand its B2B and D2C presence, invest in cost-effective processing infrastructure, and support collaborative capacity building efforts, positioning itself as both a growth-oriented enterprise and a catalyst for sustainable food system transformation.



# SUNITA SINGH RAGHUVANSHI

Founder at Mille-Tum



## BACKGROUND

Mille-Tum emerged at the intersection of personal experience and professional insight. Founded by Sunita Singh Raghuvanshi, the brand is rooted in her concern as a mother navigating everyday food choices for her children amid an environment dominated by unhealthy packaged foods. With over two decades of experience in banking, education, and consultancy, she brought structure, discipline, and market understanding to what began as a deeply personal motivation.

As she reflected during the interview, “Despite awareness, I kept struggling with what I could practically give my children. I realised that knowledge about health existed, but usable options were missing.” Mille-Tum was conceived to address this gap by reintroducing millets in forms that align with modern lifestyles rather than asking families to drastically change their eating habits.



## BUSINESS MODEL

Mille-Tum operates through a product led, direct to consumer-oriented business model. The company maintains a wide SKU range across multiple snack and meal categories, supported by combo packs that encourage trial and repeat consumption. Pricing is kept accessible to ensure that healthier food choices do not remain restricted to niche or premium consumers.

From the founder's view, health must stay affordable to prevent a return to junk food. Digital channels, clean packaging, transparent ingredients, and testimonials build trust and brand recall.

## PROBLEM

The core problem Mille-Tum addresses is the overdependence on junk food driven by convenience, aggressive marketing, and lack of healthy alternatives. While millets are widely recognized for their high fibre, mineral content, and long-term health benefits, they are often perceived as time consuming to cook, difficult to integrate into daily meals, and unsuitable for children.

This challenge was strongly echoed by the founder: “What troubled me most was not the lack of knowledge about healthy eating, but the lack of usable options. Parents want healthy food, but convenience always wins. Junk food dominates because it is quick, tasty, and easily available.” As a result, many urban households default to refined, maid-based snacks and instant foods despite being aware of their long-term health impacts.

## IMPACT

The impact of Mille-Tum is visible in shifting household consumption behavior. Customer feedback suggests increased acceptance of millet-based foods among children, replacement of conventional snacks with healthier alternatives, and growing confidence among parents in packaged millet products.

As shared in the interview, “When parents tell me their children are choosing millet snacks willingly, that matters more than numbers.” Beyond individual households, MilleTum contributes to strengthening demand for millets, supporting broader nutrition and food system resilience goals.

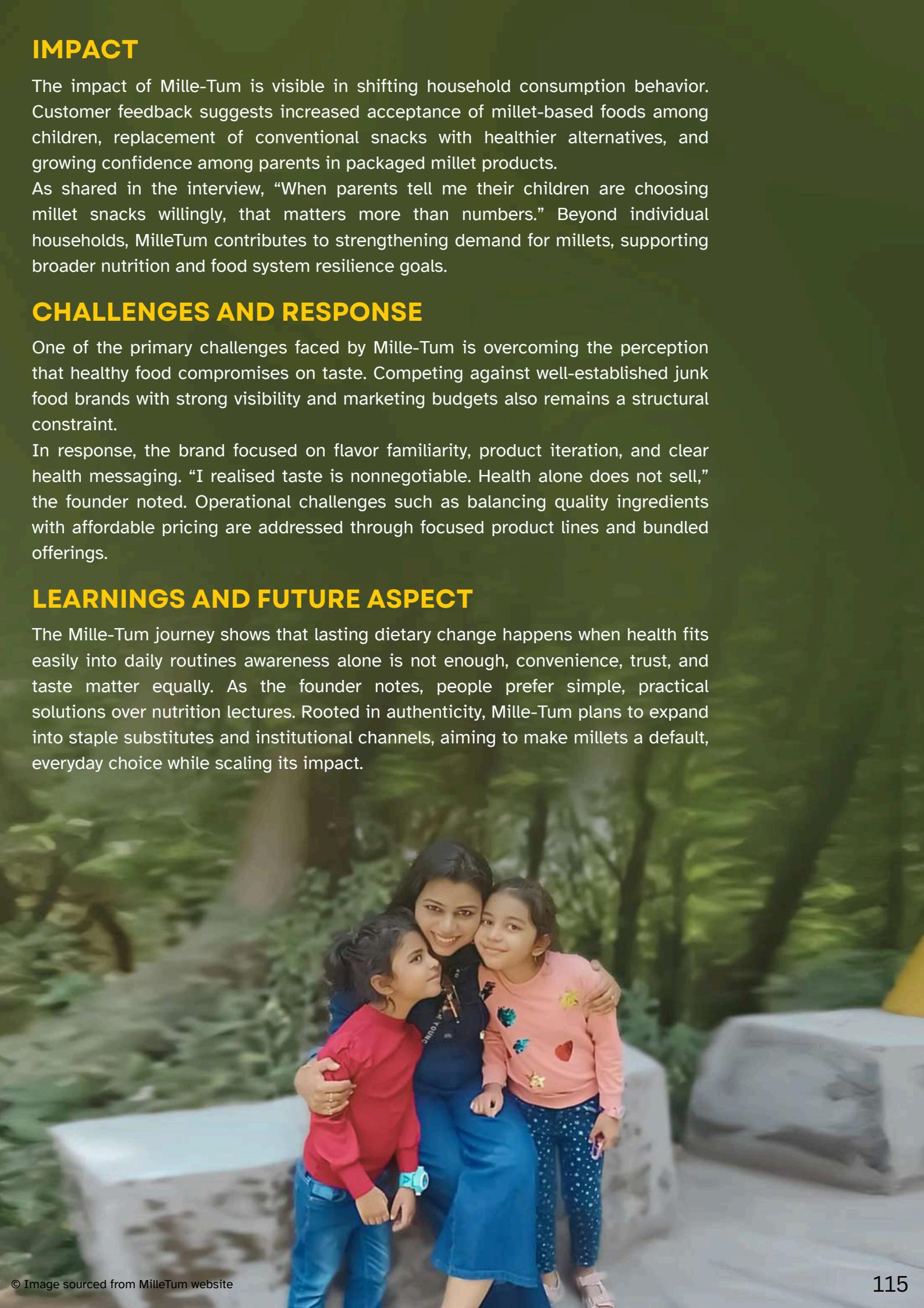
## CHALLENGES AND RESPONSE

One of the primary challenges faced by Mille-Tum is overcoming the perception that healthy food compromises on taste. Competing against well-established junk food brands with strong visibility and marketing budgets also remains a structural constraint.

In response, the brand focused on flavor familiarity, product iteration, and clear health messaging. “I realised taste is nonnegotiable. Health alone does not sell,” the founder noted. Operational challenges such as balancing quality ingredients with affordable pricing are addressed through focused product lines and bundled offerings.

## LEARNINGS AND FUTURE ASPECT

The Mille-Tum journey shows that lasting dietary change happens when health fits easily into daily routines awareness alone is not enough, convenience, trust, and taste matter equally. As the founder notes, people prefer simple, practical solutions over nutrition lectures. Rooted in authenticity, Mille-Tum plans to expand into staple substitutes and institutional channels, aiming to make millets a default, everyday choice while scaling its impact.



# EARTHY N GREEN

Founder: Mr. Sudhir Shukla



## BACKGROUND

Earthy & Green emerged at the intersection of technology and climate-smart agriculture. Founded by Sudhir Shukla, an IT professional with MCA and MBA qualifications, the venture is rooted in his experience designing SMS-based agro-advisory tools for farmers in Jharkhand, Maharashtra and Odisha during his tenure with GIZ and later work at Ecociate. In these roles he repeatedly saw how information gaps, limited market access and weak digital support restricted the benefits of sustainable farming for smallholders. Earthy & Green was conceived to bridge this gap by using technology to directly connect organic and natural FPOs with end consumers, rather than allowing them to remain dependent on conventional agri-value chains.

## BUSINESS MODEL

Earthy & Green operates as a farmer-first, product-led, direct-to-consumer platform. The company aggregates organic and natural products from FPOs across India, offering an expanding SKU range that now covers most everyday grocery needs, including staples, millets and speciality items. A mix of society stalls, events, WhatsApp catalogues, a website and a dedicated “millet van” route helps drive trial and repeat purchases while keeping the farmer’s brand identity visible. Pricing is deliberately modest, with slim margins used to fund free home delivery and basic operations so that genuine organic and millet-based foods remain accessible beyond niche premium segments.

## PROBLEM

The core problem Earthy & Green addresses is the disconnect between organic/natural farmer producer organisations (FPOs) and everyday urban consumers. Most FPOs lack the digital capacity, packaging infrastructure and market linkages needed to independently manage online catalogues, maintain product information, or reach city households at scale. As a result, genuine organic produce either gets absorbed into conventional value chains under other brands or never reaches potential buyers who are interested in healthier staples but constrained by convenience, awareness and price perceptions. This gap limits income opportunities for smallholders, weakens trust and traceability in organic markets, and keeps household grocery baskets dominated by conventional, less transparent products.



## IMPACT

Earthy & Green's impact is evident on both farmer and consumer sides. The platform gives about 20,000 farmers a traceable identity in urban markets, keeping FPO names visible instead of subsuming them under generic organic labels. This builds trust, transparency and longer-term relationships between producer groups and buyers. On the demand side, the customer base has grown from a handful of regular users to roughly 1,500 on-and-off buyers, with the millet van rapidly adding new households. Feedback-led additions such as bran-rich atta and millet flours are enabling families to swap in organic and millet-based staples gradually, without disrupting everyday cooking routines.

## CHALLENGES AND RESPONSE

One of the primary challenges for Earthy & Green is not capital but capability and perception. Many partner FPOs struggle with content, packaging and digital management, while consumers still see organic products as expensive and often revert to conventional options.

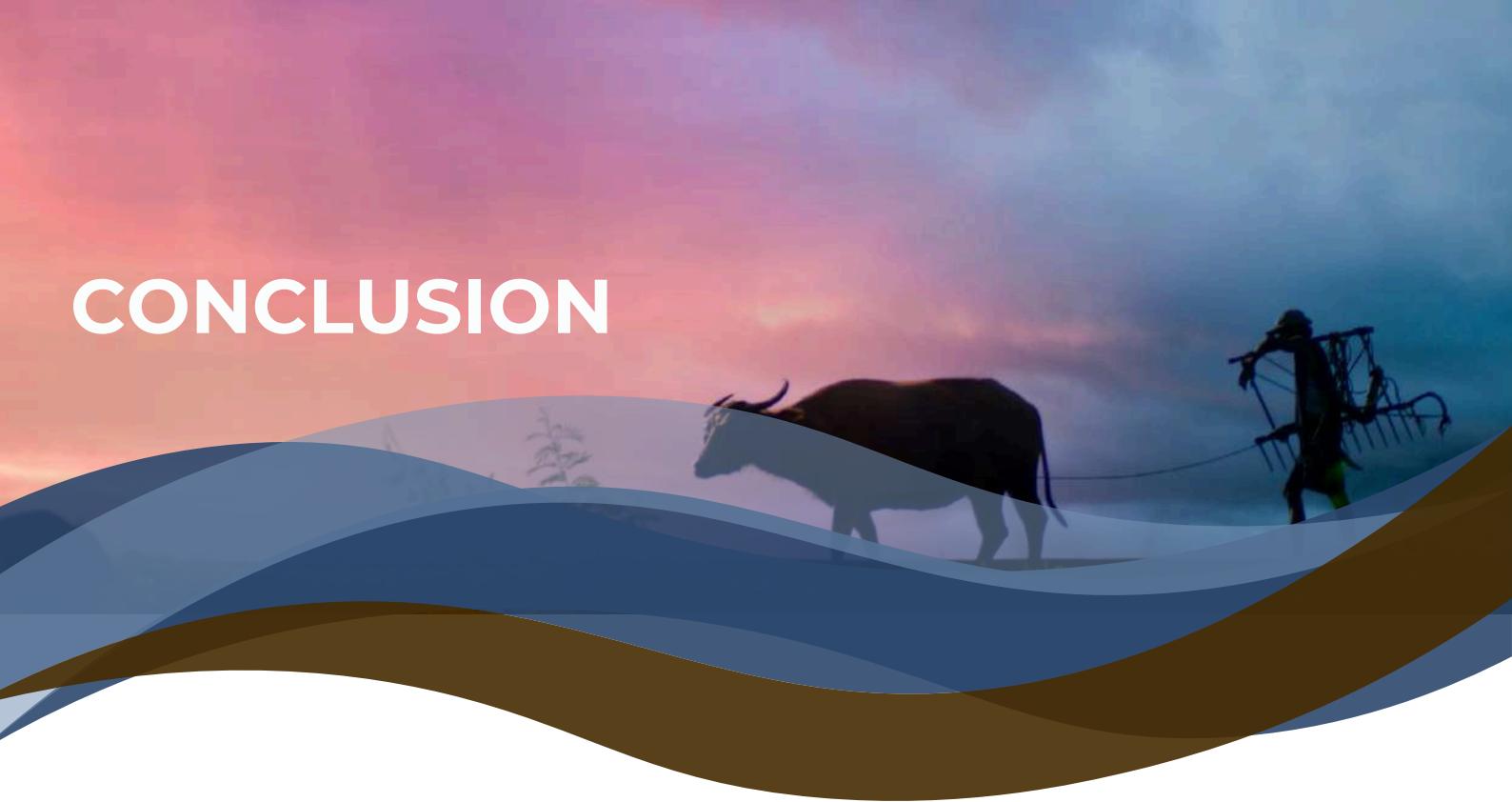
In response, the team centralised listings and inventory, kept farmer brands visible, and focused on modest pricing, free home delivery, and familiar, easy-to-use products like flours to reduce friction. Ongoing education through stalls, van visits and transparent traceability to specific FPOs helps build trust and loyalty in a market dominated by larger organic brands.

## LEARNINGS AND FUTURE ASPECT

The Earthy & Green journey highlights that farmer-centric retail needs more than a digital portal; it demands curation, compliance support and steady consumer education. By securing its own FSSAI licence and packing infrastructure, the team helps FPOs without packaging capacity reach the market while keeping their identity intact. Going ahead, Ardi & Green plans to deepen its millet and value-added range and strengthen urban B2C reach through digital channels and the millet van, so organic and millet-based foods become an easy, everyday choice rather than an occasional experiment.



# CONCLUSION



India's food systems are undergoing a period of profound transition shaped by climate uncertainty, nutritional stress, market fragmentation, and uneven livelihood outcomes for smallholder farmers. In this context, millets have re-emerged not merely as alternative cereals, but as strategic instruments capable of aligning climate resilience, nutrition security, and inclusive economic growth, and are examined in this report as a system embedded in production ecologies, market structures, consumption practices, enterprise innovation, and institutional frameworks rather than as isolated crops or health foods.

From the production perspective, the analysis demonstrates that India's continued leadership in global millet production is increasingly anchored in productivity improvements rather than area expansion, with yield gains reflecting the diffusion of improved varieties, hybrid seeds, and better agronomic practices.

However, production trends also reveal consolidation into specific regions, indicating that farmer land-use decisions are shaped as much by market incentives and policy signals as by agro-climatic suitability. In the absence of reliable procurement, price assurance, and post-harvest infrastructure, millets risk remaining contingency crops rather than commercially viable choices for farmers. This underscores the importance of aligning climate-resilient crop promotion with economic viability at the farm level.

Beyond production, the report maps how millets are increasingly visible across diverse market spaces HORECA, retail, e-commerce, festive formats, and lifestyle niches signaling a transition from region specific staples to nationally visible food products. This expansion reflects changing consumer preferences, enterprise innovation, and policy-driven advocacy.

The mapping indicates that visibility alone does not lead to sustained millet

consumption lead to sustained millet consumption. Merchandising, shelf placement, pricing, and convenience formats significantly influence uptake. Adoption is stronger when millets are embedded in familiar and easy-to-use products, while peripheral or premium positioning limits regular use. Consumption analysis highlights a gap between awareness and habitual consumption. Although health benefits especially for diabetes, digestion, and weight management drive interest, netnographic insights reveal barriers related to taste familiarity, preparation complexity, time constraints, and perceived cost. This suggests that mainstreaming millets requires normalization within everyday diets rather than reliance on health messaging alone.

Entrepreneurship serves as a key bridge in addressing these gaps. The enterprises examined demonstrate how processing, branding, and market linkages convert millet attributes into lifestyle-aligned formats such as ready-to-cook mixes and snacks, often combining commercial viability with farmer inclusion, nutrition, and environmental outcomes. However, scalability remains constrained by limited access to finance, fragmented sourcing, inadequate processing infrastructure, and weak policy coordination across agriculture, food processing, and nutrition.

Overall, the findings position millets as foundational to a resilient and inclusive food system, but realizing this potential requires moving beyond symbolic promotion toward systemic integration aligning production support with market assurance, awareness with convenience and affordability, and enterprise innovation with enabling institutional frameworks.



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## ABOUT THE ORGANIZATION

**Ecociate** is a research and consulting organization committed to advancing sustainable development through evidencebased solutions, strategic partnerships, and inclusive business models. With a strong focus on climate change, nutrition, and enterprise promotion, Ecociate has, over the past nine years, established itself as a trusted knowledge partner for government bodies, development agencies, private enterprises, and civil society organizations working across agriculture and allied sectors. The organization's approach is grounded in rigorous field research, humancentered design, and a commitment to cocreating solutions with communities, entrepreneurs, and market actors.

Since its inception, Ecociate has worked extensively on designing and implementing cuttingedge interventions that strengthen agrifood value chains, build climateresilient livelihoods, and scale highimpact technologies in rural ecosystems. Supporting inclusive, impactdriven businesses has remained a central pillar of its mission ensuring that lowincome and marginalized communities are integrated into sustainable, marketoriented growth pathways.

To accelerate ecosystemlevel collaboration, Ecociate launched the groundbreaking **Inclusive Business Ecosystem Network (IBEN)**. IBEN functions as a multistakeholder platform bringing together private companies, social organizations, government institutions, academia, and impact investors to foster innovation and drive positive change in agriculture and food systems. In Spring 2025, IBEN introduced its first cohort of 11 **Inclusive Business Future Leaders (IBFL)** fellows, marking a significant step toward nurturing leadership in the inclusive business space. Building on this momentum, a second cohort of 5 IBFL fellows was launched in the Winter of 2025, further strengthening the network's mission of cultivating committed, impactfocused leaders.

The Inclusive Business Future Leaders (IBFL) Program a flagship initiative under IBEN is designed to develop the next generation of leaders dedicated to empowering marginalized communities, advancing socioeconomic and environmental resilience, and driving sustainable business innovations. Through a blend of experiential learning, mentorship, and exposure to realworld impact models, the IBFL Program equips emerging professionals with the skills and vision needed to design and scale inclusive solutions.



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