

**Indian Mission to ASEAN  
Jakarta  
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**ASEAN-India Millets Festival**

Jakarta, Indonesia  
(22-26 November 2023)

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## 1. Background

Indian Mission to ASEAN and the Ministry of Agriculture and Farmers' Welfare organised the ASEAN-India Millet Festival 2023, in Jakarta, Indonesia, from 22-26 November 2023. Aligned with the International Year of Millets (IYM) celebrations, the festival was aimed at raising awareness and creating a market for millets and millets-based products among the ASEAN Member States. The festival has two components: one in Jakarta which has been held already and the other is planned in New Delhi from 14-15 December 2023.

For the Jakarta component, this Mission collaborated with the National Food Agency of Indonesia (Badan Pangan Nasional) which is mainly responsible for food availability, stabilisation of food supply and prices, food and nutrition insecurity, diversification of food consumption, and food security. The agency directly reports to the President of Indonesia.

## 2. Programme Components

On the inaugural day, the program featured inaugural speeches from distinguished speakers, two panel discussions, few cultural performances and millet-based luncheon for the invited guests. A 5-day exhibition at a popular shopping mall in Jakarta, 4 sessions of millet cooking workshops (from 23-26 November 2023) and closing ceremony on 26 November were the other key highlights.

The programme was jointly inaugurated by **Dr. Andriko Noto Susanto**, Deputy for Dietary Diversification and Food Safety (Deputy Minister-ranked official), National Food Agency, **Shri Jayant Khobragade**, Ambassador of India to ASEAN, **Dr. (Smt.) Maninder Kaur Dwivedi**, Additional Secretary, Department of Agriculture & Farmers Welfare (DA&FW) and **Shri Ashish Kumar Bhutani**, Additional Chief Secretary & Agriculture Production Commissioner, Government of Assam.

### 3. Participating Delegates

a). From India, a 32-member delegation was led by **Dr. (Smt.) Maninder Kaur Dwivedi**, Additional Secretary, Department of Agriculture & Farmers Welfare (DA&FW) and key members included **Shri Ashish Kumar Bhutani**, Additional Chief Secretary & Agriculture Production Commissioner, Government of Assam, **Smt. Shubha Thakur**, Joint Secretary (Crops), Department of Agriculture & Farmers Welfare (DA&FW), **Dr. C Tara Satyavathi**, Director, Indian Council of Agricultural Research - Indian Institute of Millets Research (ICAR-IIMR) and **Shri Sudhansu**, Secretary, Agricultural and Processed Food Products Export Development Authority (APEDA).

Besides the 7 exhibitors(details provided in the next section), the delegation included representatives from the private sector including ITC Limited, Wise Mama, Britannia, True Elements, ElWorld Agro, Southern Health Foods Pvt. Ltd (Manna Millets) and Nestle.

Four-member delegation from DPIIT and Invest India were separately invited for promotion of ODOP products(details provided in the next section).

b) Indonesia being the cohost of the event, besides sending eight exhibitors(details provided in the next section), it invited 30 odd representatives from various provinces of Indonesia to learn about millets and also invited around 25 government and private sector representatives based in Jakarta. Country-wise representation from other ASEAN Member States were: Brunei(2), Cambodia(3), Lao PDR(2), Myanmar(3), Malaysia(2), Singapore(1) and Thailand(2).

### 4. Millets-centric exhibition

There were 24 stalls(please refer to the Annexure). 14 were dedicated to Indian products: five for Millet-based FPOs, two for start-ups, four stalls for APEDA and the companies which sent their products, two stalls for the ODOP products and one stall for an Indian millet importer in Jakarta.

Five FPOs were Citi Block FPC, Jewargi Taluka Millets FPC, Bhumitra Jalalpur, Vaam Agro, and Lambasingi Tribal Products FPC and Two Start-ups namely Taru Naturals, Sattva Millets and Food Products (Mibbles) exhibited unique millet-based products such as cookies, namkeen, khakhra, pan cakes, muesli, flakes, Millets Khakhra, cookies, ghee laddu, Millets chakali(Muruku), baby food etc representing various regions of India.

Products brought by APEDA, Manna Millets, Wise Mama and ITC Limited were also displayed prominently.

One stall was allocated to M/S Rezeki Sehat Senyum, the lone company which has a licence to import millet grains from India and sell millet flour in Indonesia.

Considering the scale of the event, two stalls were dedicated to the ODOP products and nominations were received from the DPIIT, Ministry of Commerce. Eyaas - Falcon Indventure Pvt. Ltd. (with ODOP) and Andhra Pradesh Handicraft Development Corporation Limited India (ODOP) received a very good response from the visitors.

Of the remaining 10 stalls, 8 were utilised by Indonesia. In Indonesia, two provinces which are considered far off from the capital; one from Maluku and the other from East Nusa Tenggara province, were also represented. Others were from the different districts of Jawa island. Our Embassy in Brunei could send two exhibitors from the agri-tech sector, though they came with publicity material only, they took learning about millets back home. Despite the best efforts by the Mission, exhibitors from other ASEAN Member States were difficult to secure.

Exhibitors from India shared their feedback that they were visiting Jakarta for the first time and after this exhibition they realised that Indonesia can be a huge market for them and they will focus on this market.

## 5. Millets Cooking Workshops

For the visitors of the mall in the evening 04:00-06:00 PM from 23-26 November, it was a sheer delight as they could see and enjoy freshly prepared millet based innovative dishes. Mr. Vinesh Johny, Ms. Anahita Dhondy, Mr. Sabyasachi Gorai and Ms. Ambika Johar came all the way from India to hold Millets Cooking Workshop for four days. This Mission reached out to the Indonesia Chef Association as well and it sent Ms. Risma Widyastuti on day one. Each day at least 400 small portions were prepared for tasting and there were people still looking for more.

8 Academic and polytechnic institutions focussed on Hotel Management, Tourism business, nutrition programmes and culinary management were also invited along with their students for the workshops.

Details of the dishes prepared by the chefs are listed below:

Date	Chef's Name	Dishes
23 November	Ms. Risma Widyastuti	Sorghum Biscuit with Sambal Cakalang Tomato Confit

	Mr. Vinesh Johny	<ol style="list-style-type: none"> <li>1. Millet Cookie</li> <li>2. Millet Brownie</li> </ol>
24 November	Anahita Dhondy	<ol style="list-style-type: none"> <li>1. Millet Papdi Chaat</li> <li>2. Millet curd rice with beans Thoran</li> </ol>
25 November	Sabyasachi Gorai Tanya Joshi (Sous Chef)	<ol style="list-style-type: none"> <li>1. Sorghum and exotic local mushroom risotto with a hint of truffle</li> <li>2. Jajanan pasar inspired finger millet energy bar coated with popped amaranth</li> </ol>
26 November	Ambika Johar	<ol style="list-style-type: none"> <li>1. Millet Falafel with Sorghum Pita (with Red Lentil Hummus)</li> <li>2. Foxtail Millet Tabbouleh</li> </ol>

## 6. Highlights from the inaugural speeches

**Shri Jayant Khobragade, Ambassador of India to ASEAN** in his welcome remarks highlighted that the ASEAN-India Millets Festival was held in the larger framework of International Year of Millets(IYM). Underlining the importance of Hon'ble Prime Minister's other initiatives like International Day of Yoga which has contributed to betterment of the health of humanity at very minimal investment, it was emphasised that the IYM shall contribute significantly to the cause of food security globally the same way. Recalling the visit of Hon'ble Prime Minister for the 20th ASEAN-India Summit to Jakarta in September 2023, the Ambassador mentioned that the Millets Festival is implementation of the "ASEAN-India Joint Leaders' Statement on Strengthening Food Security and Nutrition in Response to Crises" which was adopted at the summit.

**Dr. Andriko Noto Susanto**, Deputy for Dietary Diversification and Food Safety(Deputy Minister-ranked official), National Food Agency (*Badan Pangan Nasional* (BPN)) Indonesia in his speech highlighted the significance of creating awareness about millets to address the challenges to global food security which has been caused by climate change, slowing global economy and rising food and energy prices. Mentioning that about the commitment of Leaders of ASEAN and India reflected in the Joint Statement, Dr. Andriko highlighted that millet can play a very effective role in its implementation by meeting nutritional needs, protecting the environment and building the

economy. Cooperation between ASEAN and India will be helpful in increasing production, promotion and consumption of millets in Indonesia. He underscored that all stakeholders in the upstream or downstream of the food supply chain have an important role to play in supporting the use of millets.

**Dr. (Smt.) Maninder Kaur Dwivedi**, Additional Secretary, Department of Agriculture & Farmers Welfare (DA&FW), highlighted that the growing world population needs nutritionally superior food without using least of the resources. Millets have the potential. Explaining about Hon'ble Prime Minister's rebranding of millets as Shree Anna that literally means food grain of divine grace, the Additional Secretary stated that it is seen as divine grace from climate perspective because millets can grow in harsh environments while needing less water and has the ability to tolerate extreme temperature and grow in varieties of soils. While explaining the kodo millets that can be stored for years without any nutritional degradation, various other benefits like resistance to lots of diseases, low cost post harvest storage and low GI Index were also explained by the Additional Secretary.

## 7. Summary of Panel Discussion 1: ASEAN-India Cooperation in Millets

Moderator: **Shri Ashish Kumar Bhutani**, Additional Chief Secretary & Agriculture Production Commissioner, Government of Assam

Pannellists:

- I. **Ms . Vilayphone Sourideth**, Head of Research, Laboratory Group, national Agriculture and Forestry Research Institute, Ministry of Agriculture and Forestry of Lao PDR
- II. **Ms. Raweewan Chuekittisak**, Action in Field Crops Expert, Department of Agriculture of Thailand
- III. **Dr. Pham Quang Minh**, Assistant Director, Sectoral Development Directorate and Head of Food, Agriculture and Forestry Division, ASEAN Economic Community Department, ASEAN Secretariat

Summary:

**Shri Ashish Kumar Bhutani**, the moderator set the tone with his remarks regarding India's openness to sharing knowledge about millets in the spirit of *vasudhaive kutumbakam*. Mr. Bhutani also shared his learnings from the innovative products made by various Indonesian companies.

In his question he asked about the situation of millet production, the way millets are utilised and support available to farmers in their respective countries. He also shared the initiatives taken by the Government of India like introduction of millets in Poshan Abhiyan, Minimum Support Price/Assured price for Millets transfer of technology, branding etc. and asked questions from panellists regarding these aspects in their respective

countries and the also the way ASEAN-India cooperation can be increased further.

**Ms. Vilayphone Sourideth from Lao PDR** shared that in her country the staple crop is rice. Millets also take a very important part especially in the upland areas where rice cannot be grown much. Also, underlined that in the low yielding regions, millets are crucial. But millets are not very popular yet. She further stated that the millets are used for making desserts, in some regions for making alcoholic drinks and as a feed for animals. Appreciating the exhibition, **Ms. Vilayphone** explained that she learnt a lot about possibilities from millets and she would take the learnings back home for diversifying products. She also added that Lao PDR has been exporting some amount of millet to Thailand and China.

**Ms. Raweewan Chuekittisak** highlighted that Thailand has only sorghum and it is grown in only 4000 hectares. She further added that Sorghum is a secondary/alternative crop and farmers grow it for additional income and Thailand has four varieties of sorghum. Bloom sorghum is exported to Taiwan and Japan. Swiss sorghum is grown for ethanol. Thailand is doing research as well but there is lack of funding and no policy on promotion of sorghum. The Department of Agriculture in Thailand is supporting the collection of germplasm and she expressed the hope that sorghum can replace other products in ASEAN.

**Dr. Pham Quang Minh** shared that the ASEAN Member States are eager to learn from India regarding the Millets productivity and its utility for ensuring food security. He also talked about the ASEAN Vision on food security and explained about ASEAN-India Cooperation mechanisms which are being utilised and can be further utilised for strengthening cooperation on food security. He further emphasised that ASEAN is also focussing on reducing harmful chemicals. ASEAN and India can work together on these.

## 8. Summary of the Panel Discussion 2 : Climate Resilience of Millets

Moderator: **Dr. C Tara Satyavathi**, Director, Indian Council of Agricultural Research - Indian Institute of Millets Research (ICAR-IIMR)

Panellists:

- I. **Shri Sudhansu**, Secretary, Agricultural and Processed Food Products Export Development Authority (APEDA)
- II. **Mr. Herry Kristanto**, CEO, Advanta Seeds
- III. **Mr. Rajendra Aryal**, United Nations' Food and Agricultural Organization (FAO) Representative to Indonesia and Timor Leste
- IV. **Shri Sachin Sharma**, Vice President, ITC Limited

V. **Mr. Rony Megawanto**, KEHATI Foundation, Indonesia

Summary:

**Dr. C Tara Satyavathi**, Director, IIMR explained about the millet production in India, emergence of value chain and its importance in the extreme situations caused by climate change. Underlining its adaptability along with its benefits, Dr Tara explained about the nutritional content of millets. She also talked about fodder sorghum and various Millets hybrids which are in great demand and many companies have come forward to licence with IIMR, which has been declared the Center of Excellence for R&D in Millets and shared that the IIMR is open to have global collaborations. She kept the audience engaged while asking questions from panellists from their respective fields.

**Mr. Herry Kristanto**, CEO, Advanta Seeds, explained about its research on hybrid millets. Underlining the opportunity available in Indonesia, he explained that Indonesia imports wheat and corn and these can be replaced by growing millets for its varied uses, especially in the eastern part which is dry and is without enough irrigation support.

**Shri Sudhanshu**, Secretary, APEDA, while explaining about the exports of millets and millets based products from India, he brought to the notice of the audience that India has seen double digit growth in the exports of millets based products in the International Year of Millets. Secretary, APEDA, shared that in the past, one would see millets only as a raw commodity but in the last few years, we have seen a range of value added products being available in the market. Efforts are also being made to customise the products as per the local taste. Because of its health benefits and consumer awareness, the acceptance of millets based products are increasing.

**Mr. Rajendra Aryal from FAO, Indonesia**, shared insights from ‘**The State of Food Security and Nutrition in the World 2023**’ released by FAO and underlined that worldwide we still have more than 800 million people facing food insecurity because of rising food prices, inflation, growing impacts of climate change, conflicts in Ukraine etc. He also talked about the food system transformation for the sustainability of agrifood systems, beginning from production, storages, transportations, processing, packaging, distribution, consumptions, and even food loss and waste. Millets can be a very good ally for transforming the agrifood system in the context of climate change and healthy diets. The International Year of Millet 2023 is coming to an end but the momentum has started.

**Shri Sachin Sharma**, Vice President, ITC Limited, in its intervention highlighted that in the last 5-6 years it has been focussing on the millets and developed a range of products(15+). Appreciating the momentum created by the G20, International Year of Millets and World Food India 2023, Shri Sharma explained about the consumer awareness programmes, R&D

activities, engagement with the FPCs, crop demonstration among farmers and digital extension services(via ITC MAARS) being carried out by the ITC. Mr. Sharma added that based on its technical experiences, the private sector is working with the government, farmers and other institutions for mainstreaming millets in India and it is eager to share its experience with the ASEAN countries.

**Mr. Ronny** from Kehati Foundation shared about its focus on promoting sorghum cultivation in the Flores Island of Indonesia. Mentioning about the possible impact of climate change on the Island in future, Mr. Rony explained that relative to other areas of Indonesia, Flores is a dry Island, and hence it is likely to be impacted more severely. Mr. Ronny further shared that sorghum has cultural roots in Flores, so when they tried to revitalise the production and consumption of sorghum, it was not very difficult. He further explained that they are trying to move on to other islands like the East Nusa Tenggara and Timur Island after its success in Flores Island.

## 9. Response of the Audience

During the inaugural function most were invited guests including from diplomatic corps, representatives from the ASEAN Secretariat, Food and Agriculture Organisation, Various NGOs and farmers' association(Sorghum) working on food security in Indonesia, media etc. However, in the exhibition and for the millets cooking workshop, the response was overwhelming as the event itself was strategically held at one of the most popular malls, Kota Kasablanka, in Jakarta. As per our estimate, at least 2000 persons visited the stalls each day and on Saturday and Sunday the crowd was even higher. In total more than 10000 persons visited the stalls.

## 10. Side Events

**B2B:** The presence of various businesses in Jakarta was utilised by the Embassy of India, Jakarta, to organise a B2B event for millet-based companies from India where they discussed possible collaboration in millet farm productivity, processing technologies and dietary diversification as the healthier and sustainable option, including as feed and biofuel, with industry and Ministerial experts from Indonesia.

**Meeting between IIMR and National Innovation and Research Agency (BRIN) of Indonesia:** Dr. C Tara Satyavathi, Director, ICAR-IIMR had a meeting with National Innovation and Research Agency (BRIN) of Indonesia on 23 November, 2023 at BRIN Headquarters in Jakarta. From BRIN, Mr. Mego Pinandito, Deputy Chairman for Development Policy and Ms. Puji Lestari, Chairman of Research organisation for Agriculture and

Food led the delegation comprising officials from Research Centre for Food Crops and IPB University. In the meeting, Director ICAR-IIMR highlighted the initiatives being taken in India for promoting and cultivating millets and offered to collaborate for research regarding millets. BRIN informed that the millet cultivation is still not very popular in Indonesia, though efforts are on to mainstream it, especially Sorghum. They highlighted that Sorghum is the main millet crop grown in Indonesia and they are working towards enhancing its yield and climate resilience. Both sides appreciated the organisation of ASEAN-India Millet Festival in Jakarta citing it as a positive step in spreading awareness regarding use of millets.

End of the Report.

## **Annexure**

### **List of Exhibitors at the ASEAN-India Millets Festival in Jakarta**

<b>SI</b>	<b>Name</b>	<b>Company / Brand</b>	<b>Country</b>	<b>Region</b>
01	Ms. Norisa'azuma Binti Md Norazmi	Agrow metro	Brunei	Brunei
02	Ms. Nurul Syahiirah Haji Abd Rahman	Jade Farm (per registration)	Brunei	Brunei Muara
03	Mrs. Maria Loretha	Yaspensel Keuskupan Larantuka (co-organizing with KEHATI Foundation)	Indonesia	East Nusa Tenggara
04	Ms. Iim Anshur / Ms. Puji (non-sponsored)	KEHATI Foundation	Indonesia	Jakarta
05	Mrs. Yudith Sriwulandari	Koperasi konsumen sorghum nusantara jaya	Indonesia	West Java
06	Mrs. Milda Florida Telussa	Dinas Ketahanan Pangan Kabupaten Buru Selatan (Disketapang)	Indonesia	Maluku
07	Mrs. Linda Pertiwi	PT. Sorgha Sorghum Sejahtera	Indonesia	Banten
08	Ms. Azmy J. Namira	Afhgandi Food	Indonesia	West Java
09	Mr. Rijal Masruri	Dapur Sore	Indonesia	Serang
10	Mr. Deni Ramadan Arma	Rumah Hanjeli Indonesia	Indonesia	Sukabumi
11	Mr. Govindaraj vasanthakumar	CV.REZEKI SEHAT SENYUM	Indonesia	Jakarta
12	Mr. VENKATA RAMA SUBBA REDDY KARUKALA	Sattva Millets and Food Products (Mibbles)	India	Hyderabad
13	Ms. Ruchi Jain	Taru Naturals	India	Mumbai
14	Mr. Ankit Patel	Vaam Agro Farmer Producer Company Limited (APRICA)	India	Ahmedabad, Gujarat
15	Mr. Dharmendra Kaur Maury	Citi Block Farmer Producer Company Limited	India	Uttar Pradesh
16	Mr. SUNIL KUMAR GOLLA	Lambasingi Tribal Products Farmers Producer Company limited (LTP)	India	Hyderabad
17	Mr. S. Nagavi	JEWARGI TALUKA MILLETS FARMERS PRODUCER COMPANY LIMITED	India	Banglore
18	Mr. Sandeep Kumar	BHUMITRAJALALPUR FARMER PRODUCER COMPANY LIMITED (PIOUS LAND)	India	New Delhi

<b>SI</b>	<b>Name</b>	<b>Company / Brand</b>	<b>Country</b>	<b>Region</b>
19	Ms. Pallavi Singh Keshri	Eyaas - Falcon Indventure Pvt. Ltd. (with ODOP)	India	New Delhi
20	Mr. Bhimavaram Poola	Andhra Pradesh Handicraft Development Corporation Limited India (ODOP)	India	Lepakshi
21	(only products were displayed))	Southern Health Foods Pvt. Ltd (Manna Millets)	India	Chennai
22	(only products were displayed)	Wise Mama	India	Bengaluru
23	(only products were displayed)	ITC Limited	India	New Delhi
24	(only products were displayed)	APEDA	India	New Delhi

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