



INTERNATIONAL
TRADE FAIR
**2025 ORGANICS &
MILLETS**
JANUARY 23-25, TRIPURAVASINI,
PALACE GROUND, BENGALURU



Impact and Evaluation Study Report on the International Trade Fair – Organics & Millets 2025 Prepared By



The initiative by Department of Agriculture KSDA by organising the Millets Melas across the state and also main event at Bangalore every year since from 2017 proved to be a landmark event in promoting organic farming and millet-based entrepreneurship. With strong participation from stakeholders across agriculture, food processing, and retail sectors, the event paved the way for a more sustainable and millet-centric food ecosystem. The insights gathered as a outcome of every year ITF will be instrumental in shaping future initiatives to promote millet cultivation and consumption at national and international levels.

The every year ITF event served as a global platform to promote millet innovation, sustainable farming practices, and international trade opportunities. Organized with the vision of enhancing awareness and market connections for millets, the trade fair witnessed significant participation from farmers, agri-entrepreneurs, industry leaders, researchers, and policymakers.

This report presents a comprehensive impact and evaluation study of the International Millet and Organic Trade Fair 2025 (IMOTF 2025). The study assesses the fair's success in achieving its objectives, identifies its impact on various stakeholders, and provides recommendations for future iterations. The IMOTF 2025 aimed to promote millets and organic products, connect producers with buyers, raise awareness about sustainable agriculture, and foster international collaboration. The evaluation considers economic, social, and environmental impacts. The event demonstrated significant impacts across market development, knowledge exchange, international collaboration, and public engagement. This report summarizes key findings, evaluates overall performance, and offers recommendations for future editions.

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A.Executive Summary & Key Highlights of ITF 2025

This report presents a comprehensive impact and evaluation study of the International Millet and Organic Trade Fair 2025 (IMOTF 2025). The study assesses the fair's success in achieving its objectives, identifies its impact on various stakeholders, and provides recommendations for future iterations. The IMOTF 2025 aimed to promote millets and organic products, connect producers with buyers, raise awareness about sustainable agriculture, and foster international collaboration. **The evaluation considers economic, social, and environmental impacts. The event demonstrated significant impacts across market development, knowledge exchange, international collaboration, and public engagement.** This report summarizes key findings, evaluates overall performance, and offers recommendations for future editions.

The **International Trade Fair (ITF) 2025** successfully concluded its 3-day event, bringing together industry leaders, innovators, entrepreneurs, and policymakers. This event served as a vital platform for business networking, knowledge sharing, and economic growth, with a special focus on promoting trade, investment, and emerging markets.

This report presents a **detailed analysis** of the event, covering key aspects such as **stall participation, footfall, business deals, international collaborations, and overall impact.**

ITF 2025- Overview:

- Name: **International Trade Fair 2025 - Organics and Millets**
- Dates: **January 23rd - 25th, 2025**
- Location: **Tripura Vasini, Palace Grounds, Bengaluru, India**
- Organizers: **Department of Agriculture, Government of Karnataka**
- Objective: **To promote organic and millet-based products, strengthen market linkages for producers, and position Bengaluru as a global hub for millets.**

Overall, the International Millet and Organic Trade Fair 2025 proved to be a resounding success, demonstrating the growing potential of the organic and millet sectors in India. The event played a crucial role in supporting farmers, driving economic growth, and promoting sustainable and healthy food choices for a better future.

Pre-Event Activities

A series of pre-event activities were conducted to create engagement and momentum before the main trade fair. These included:

- A. **Curtain Raising (Belgaum)**- An official inauguration of the ITF 2025 by honourable chief minister and honourable agricultural minister along with top officials from department of agriculture KSDA
- B. **Culinary Competition (Slurp Culinary Academy)** – A showcase of innovative millet-based recipes by culinary experts, highlighting the versatility of millets in modern cuisine.
- C. **Millet Run (Cubbon Park)** – A marathon promoting the health benefits of millets, encouraging public participation in sustainable dietary choices.
- D. **Millet Symposium (Ramaiah Medical College Campus)** – A knowledge-sharing platform where experts discussed the nutritional and medical benefits of millets in contemporary health science.
- E. **Elocution Competition (Kristu Jayanti College)** – A forum for students to express their views on millet sustainability and global food security.

Overall Event Key Highlights

- a) **Stalls:** Over 350 stalls showcased a wide variety of organic and millet products, featuring participation from farmers, farmer groups, domestic and international companies, and state/central agencies.
- **Impact:** The stalls provided a platform for producers to connect with buyers, consumers, and other stakeholders, facilitating business opportunities and promoting awareness about their products.
- **Footfall: Estimated footfall of 3 lakh people, demonstrating significant interest in organic and millet-based foods.**
 - **Comparison to Last Year:** While last year in 2024 the footfall was about 2.3 lakhs, the 2025 event was reported to be larger in scale with more extensive national and international participation, suggesting a potential increase in footfall.
- **State Participation:** Participation from 25 states across India, highlighting the growing national interest in promoting organic and millet farming.

- **International Participation:** Representatives from nearly 10 countries, including agriculture ministers and bureaucrats, participated in the fair, emphasizing its international significance.
- **Scholars and Speakers:** The event featured lectures by 30 national and international speakers on various topics related to organics and millets, providing valuable insights and knowledge sharing.
- **B2B Conferences and Meetings:** 185 B2B meetings were held, connecting 194 producers with 105 marketing organizations to facilitate business partnerships and trade.
- **Business Deals:** The fair generated business deals amounting to ₹185.41 crore, showcasing its success in driving economic activity and market growth in the organic and millet sectors.
- **Farmers Workshop:** The Department of Agriculture, in collaboration with the University of Agriculture, organized a farmer workshop that invited 4500 farmers from across all districts. The event featured a diverse range of speakers, including experts from various SMEs across the state. Topics covered included climate change mitigation and adaptation strategies, effective marketing techniques, value-added product development and current market trends, and exploring opportunities in the packaged food sector. The workshop aimed to enhance farmers' knowledge and empower them with the necessary skills to navigate the evolving agricultural landscape.
- **Millet-based Food Court:** A dedicated food court featured a variety of millet delicacies from different regions, allowing attendees to savour the versatility of these grains.
- **Recognition and Awards:** Awards were presented to farmers, entrepreneurs, and innovators for their contributions to millet promotion. Participants in the stalls were also presented with the awards for their creativity, products, demonstration, stall displays, uniqueness etc.
- **Overall Outcome:** The trade fair successfully promoted organic and millet-based foods, facilitated business connections, and raised awareness about the importance of sustainable agriculture and healthy dietary choices. It also provided a platform to honor and encourage farmers for their hard work and contributions.



Additional Features

- **International Conference:** A conference on "Transformation of Agri-food Systems through Agroecology: A global and regional perspective" featured 16 international speakers and 17 Indian experts.
- **Special Pavilions:** Exclusive pavilions on landraces and soil Pedon showcased the diversity of traditional crop varieties and emphasized the importance of soil health.

Impact and Evolution Covered

The trade fair encompassed multiple interactive sessions and surveys designed to capture insights and provide a rich experience for attendees. The key components were:

A. B2B Supplier & Buyer Experience Survey

- A. Enabled networking between producers, distributors, and global buyers.
- B. Facilitated business transactions and new market collaborations.

B. Farmers Workshop & Feedback Survey

- A. Sessions focused on **agronomic best practices**, financial aid, and technological advancements in millet farming.
- B. Gathered direct insights from farmers to tailor future programs.

C. Visitor Survey (General Public)

- A. Assessed public awareness and interest in millets and sustainable agriculture.
- B. Identified consumer behaviour and potential market trends.

D. Vendor/Exhibitor Event Feedback

- A. Vendors provided feedback on stall management, sales performance, and event organization.

- B. Insights were gathered for future event improvements.

E. **International Conference & Feedback Survey**

- A. Featured discussions by **global experts, policymakers, and industry leaders** on sustainable food systems and millet trade policies.
- B. Feedback helped assess the impact and effectiveness of the conference discussions.

F. **Food Court Visitor Survey**

- A. Analysed consumer preferences regarding millet-based foods.
- B. Evaluated the commercial viability of millet-based cuisine.

G. **Sales Details at Stalls**

- A. Vendors recorded significant sales of millet products, confirming a growing market demand.
- B. Data insights will be used for future expansion strategies.

Key Takeaways & Impact witnessed

- **Increased Awareness:** The event successfully promoted **millet consumption, sustainable agriculture, and organic farming**.
- **Business Opportunities:** B2B interactions led to new trade partnerships and potential export deals.
- **Policy Implications:** Recommendations were made for enhanced millet farming policies and farmer incentives.
- **Market Insights:** Consumer surveys provided valuable data on millet-based product preferences.
- **Farmer Empowerment:** Farmers benefited from workshops and networking, enhancing their market access.

Impact Assessment outcomes

The impact of the Millets Mela 2025 was evaluated based on key indicators, including economic benefits, awareness generation, stakeholder engagement, and policy influence.

1. **Economic Impact**

- **Increased Sales:** Vendors reported a **20-30% increase in sales** of millet-based products during the event.

- **Business Growth:** Several **B2B partnerships** were formed, leading to long-term trade agreements.
- **Export Potential:** International buyers expressed strong interest in sourcing millet products from India.

2. Awareness and Consumer Behaviour

- **Public Awareness:** Surveys indicated a **45% increase in public awareness** regarding the health benefits of millets.
- **Dietary Shift:** A significant percentage of visitors stated they were likely to **incorporate millets into their daily diet**.
- **Social Media Engagement:** Online discussions and event coverage reached **over 500,000 people**, amplifying the event's message.

3. Farmer Empowerment

- **Training Impact:** Workshops provided **over 5,000 farmers** with insights into modern millet cultivation techniques.
- **Market Linkages:** Farmers connected with **new supply chain networks**, improving their income potential.
- **Financial Assistance:** Government representatives announced **new subsidy programs** to support millet farmers.

4. Policy Influence

- **Government Commitment:** Policymakers pledged increased investment in millet production and export promotion.
- **Sustainable Agriculture Advocacy:** Discussions emphasized the need for millet-based climate-resilient farming.
- **Future Roadmap:** The event laid the foundation for an upcoming **national millet policy framework**.

Detailed Recommendations for Future Events

- **Expand International Collaborations:** Increase engagement with **global markets** by inviting more international buyers, conducting B2B matchmaking events, and strengthening millet export policies.
- **Enhance Digital Marketing & Awareness Campaigns:** Utilize **social media, influencer partnerships, and targeted advertising** to educate a wider audience about the benefits of millets.
- **Strengthen Supply Chain & Distribution Networks:** Establish **direct farmer-to-market linkages, cooperative models, and government-backed supply chain initiatives** to ensure wider millet availability.

- **Increase Consumer Engagement Activities:** Introduce **interactive millet cooking demonstrations, tasting events, and live recipe challenges** to promote millet-based products among the general public.
- **Expand Farmer Training & Capacity Building:** Conduct **on-field training, workshops on sustainable millet farming techniques, and sessions on financial literacy** to improve farmer participation and income.
- **Policy Advocacy for Millet Incentives:** Work closely with **government agencies and policymakers** to advocate for better subsidies, research funding, and millet promotion policies.
- **Improve Event Infrastructure & Organization:** Ensure **better logistics, stall placement, visitor flow management, and accessibility features** to enhance the overall experience for exhibitors and attendees.
- **Develop More Business Networking Opportunities:** Introduce **exclusive B2B zones, trade discussions, and investor pitching sessions** to foster industry collaborations.
- **Promote Sustainable Packaging & Eco-Friendly Practices:** Encourage vendors to use **biodegradable packaging and sustainable product innovations** to align with environmental goals.
- **Conduct Post-Event Impact Assessments:** Implement **detailed follow-up surveys and reports** to measure the long-term impact of the event and identify areas for further improvement.

The success of **Millet Mela 2025** has reaffirmed its position as a premier event in the **global millet movement**, fostering innovation, trade, and sustainable agriculture for a healthier future.

B. Introduction

The International Millet and Organic Trade Fair 2025 was a 3 days event held in Bangalore from 23th Jan 2025 to 25th Jan 2025. It brought together farmers, processors, traders, retailers, researchers, and consumers involved in the millet and organic value chains. The fair featured exhibitions, conferences, workshops, cooking demonstrations, and networking events. This study evaluates the fair's impact on various stakeholders and its contribution to the promotion of millets and organic products.

Millets are recognized for their nutritional value, resilience to climate change, and potential to contribute to food security. Organic agriculture offers environmental benefits and promotes healthier food systems. The IMOTF 2025 served as a platform to showcase these products, facilitate trade, and educate consumers and producers. This report analyzes the fair's effectiveness in achieving these goals. Vedic Green Solutions was awarded to conduct impact study of ITF 2025 with the

- **Purpose:**
To assess the impact of the fair on market linkages, stakeholder engagement, and the promotion of sustainable agricultural practices, particularly focusing on organic and millet sectors.
- **Scope:**
This report covers the pre-event, event, and post-event phases, evaluating both quantitative metrics (Including like number of participants, B2B meetings, international exhibitors) and qualitative feedback from participants.

C. Objectives of the Study:

The study aimed to:

- Assess the fair's impact on promoting millets and organic products.
- Evaluate the effectiveness of the fair in connecting producers and buyers.
- Measure the level of awareness generated about sustainable agriculture practices.
- Identify areas for improvement in future trade fairs.
- To measure the enhancement of market linkages between producers and buyers.
- To evaluate the effectiveness of knowledge-sharing sessions and international conferences conducted during the fair.
- To assess the impact of the fair on promoting indigenous millet varieties and organic farming practices.
- To document public engagement and media coverage, highlighting the fair's broader social and economic impacts.

D. Methodology

The study employed a mixed-methods approach, including:

- **Surveys:** QR code of google forms/Physical Questionnaires were distributed to exhibitors, visitors, and participants in international conference, farmer workshops, at food court, B2B hall etc to gather feedback on their experiences. Analysis of media coverage and social media engagement metrics.
- **Interviews:** In-depth interviews were conducted with key stakeholders
- **Case Studies:** A few select participants were chosen for case studies to provide in-depth insights into the impact of the fair on their businesses.
- **Data Analysis:** Sales data from exhibitors, attendance records, media coverage (print, online, social media), and website analytics were analysed.
- **Evaluation Metrics:**
 - Number of B2B meetings and participant interactions.
 - Attendance and satisfaction rates of knowledge exchange sessions.
 - International participation and diversity of exhibitors.
 - Media reach and public engagement indicators (e.g., event hashtags, mentions, and press articles)
- **Media Monitoring Tools:** Google Alerts, Brand watch
- **Physical Presence and Recoding the Speech or manual recording the data by writing:**
Inaugural & Valedictory Sessions, International and national seminars/workshops during the fair, manual sales data collection from exhibitors on end of each day.

E. Impact Areas covered

- A. **Analysis of the Inaugural & Valedictory sessions**
 - Highlighted Points by dignitaries (Speech and Presentations)
 - Announcements (Schemes or any new projects)
 - Policy Pronouncements (if any)
- B. **Visitor Footfall:** Tracked the visitor attendance and analysis of the visitor demographics based on KSDA initiatives like inviting farming to fair, institutions, stall visitors etc.
- C. **Market Development**
 - Enhanced Linkages
 - Economic Impact

D. Knowledge Exchange and Capacity Building

- **Conference Sessions:**
 - The event featured lectures by 30 national and international experts on topics ranging from sustainable practices to value addition techniques.
 - Participant feedback indicated a 90% satisfaction rate regarding the relevance and applicability of the sessions.
- **Workshops and Demonstrations:**
 - Hands-on demonstrations on organic farming techniques helped smallholder farmers adopt more sustainable practices, contributing to long-term soil health improvement.

F. International Collaboration and Exposure

- **Global Participation:**
 - Representatives from nearly 10 countries attended, fostering cross-border dialogue on best practices in organic agriculture and millet cultivation.
 - Collaborative discussions set the stage for future partnerships and joint ventures in research and development.

G. Promotion of Indigenous Varieties and Sustainability

1. **Exhibition of Indigenous Millets:**
 - A dedicated section showcased indigenous millet varieties maintained by local farmers for generations.
 - This initiative raised awareness about the importance of preserving genetic diversity and traditional knowledge in agriculture.

H. Public Engagement and Media Reach

- **Community Initiatives and Pre-Events:**
 - Pre-event activities such as the “Millet Run” at Cubbon Park and culinary competitions engaged the broader public, emphasizing the health benefits of millets.
 - Millet Culinary Competition
 - Millet Symposium
 - Social media analysis revealed high levels of engagement, with the event hashtag trending locally during the fair.

To effectively collect data, we have created QR codes and strategically placed them in the following segments:



In all respective segments of the event the QR codes are placed and collected the responses from various stakeholders during both pre-event and during the event.

1. Food court-25 places
2. International conference-10 Places
3. B2B hall-10 Places
4. Main stage-8 Places
5. Farmers workshop-15 Places
6. Exhibitors stalls -25 places
7. Many places (for visitors survey) -30 places
8. Millet run-20 places

Total Respondents participated over the impact survey (Pre-Event and the Main Event)

PRE-EVENT SAMPLE SIZE COLLECTED	
Various Segments of the Event	Total Respondents
Culinary Competition (Slurp Culinary Academy)	59
Millet Run (Cuban Park)	156
Millet Symposium (Ramaiah Medical College campus)	32
Elocution competition (Krishtu Jayanti college)	43
TOTAL SAMPLE SIZE COLLECTED	290

DURING THE MAIN FAIR-SAMPLE SIZE COLLECTED	
Various Segments of the Event	Total Respondents
B2B - Supplier & Buyer Experience Survey	79
Farmers Workshop: Event Feedback Survey	256
Visitor Survey (General Public)	200
Vendor/Exhibitor Event Feedback	235
International Conference: Event Feedback Survey	55
Food Court visitors survey	335
Sales Details: At stall	345
TOTAL SAMPLE SIZE COLLECTED	1505



Community Initiatives and Pre-Events Millets

a. Impact by Forgotten Food Culinary Competition



January 2025

Why Include a Culinary Competition During Millets Mela 2025?

A **culinary competition** during **Millets Mela 2025** creates an engaging and interactive experience that amplifies the event's core objectives. The specific reasons why a Culinary Competition is an essential addition to the Mela:

Showcasing the Versatility of Millets

Many perceive millets as "boring" or limited to traditional recipes. A competition highlights how they can be transformed into a wide range of delicious dishes, from traditional meals to modern, global cuisines. Participants can create innovative recipes, proving that millets can be incorporated into soups, salads, desserts, smoothies, and more.

It will help in enhancing public engagement, as the competition adds excitement and encourages active participation rather than passive observation. It draws attention to the Millets Mela, attracting food enthusiasts, home cooks, professional chefs, and families. Also, it helps in promoting awareness of Millets' Nutritional Benefits as the culinary competition educates participants and spectators on the health benefits of millets, such as high fiber content, low glycaemic index (ideal for managing diabetes), rich in micronutrients like calcium, iron, and magnesium. Seeing creative millet-based dishes makes healthy eating more appealing to the audience.

Reviving Traditional Recipes

A special category for traditional dishes encourages participants to rediscover and preserve millet recipes that are often overlooked in modern diets, as it connects urban audiences with rural culinary heritage, fostering appreciation for local cultures. By focusing on millets, the competition promotes eco-friendly ingredients that are water-efficient and climate-resilient, the importance of choosing locally sourced grains over imported alternatives and it aligns with the global emphasis on sustainable agriculture and food security.

Driving Demand for Millets

Exciting and innovative dishes can inspire restaurants to include millet-based items in their menus, food processors and MSMEs to develop new millet products like snacks, ready-to-eat meals, and drinks, families to experiment with millets in their daily cooking. Ingredients sourced for the competition often come from local millet farmers, directly benefiting their livelihoods, the MSMEs producing millet-based products can showcase their innovations and gain exposure to a broader market, the competition attracts a mix of participants: students, homemakers, chefs, and even farmers, it fosters a sense of pride in regional and cultural food practices, bringing communities together.

Generating Buzz and Visibility

A culinary competition is visually appealing and makes for great storytelling as it draws media attention, social media engagement, and participation, amplifying the event's

message to a wider audience. By introducing people to the delicious potential of millet-based dishes, the competition encourages lasting changes in eating habits, it motivates individuals to adopt millets as a staple in their diet, promoting better health and well-being.



Millets Mela 2025 Culinary Competition

A **Millets Mela** is a celebration of the nutritious and eco-friendly superfood – millets. The culinary competition can serve as a platform to showcase innovative, healthy, and delicious recipes using a variety of millets like ragi, bajra, jowar, foxtail, and little millet.

Event Structure and Plan

1. Theme:

- "Millets for a Sustainable Future"
- Focus on showcasing the versatility of millets in traditional and modern cuisine.

2. Categories:

- **Traditional Dishes:** Recipes rooted in regional or cultural traditions.
- **Modern Fusion:** Creative and contemporary millet-based dishes.
- **Snacks & Beverages:** Millet snacks and innovative drinks.
- **Healthy Kids' Meals:** Millet dishes targeted for children.

3. Competition Guidelines:

- Open to participants from various backgrounds (home cooks, chefs, students).
- Dishes must use at least one type of millet as the key ingredient.
- Judging criteria: Innovation, taste, nutritional value, presentation, and sustainability.

4. Judges Panel:

- Renowned chefs, nutritionists, and culinary experts.
- A representative from organizations promoting sustainability.

5. Special Highlights:

- Live cooking stations.
- Demo sessions on millet cooking techniques.
- Talks by nutritionists on millet benefits.

6. Awards:

- Best Traditional Dish.
- Most Innovative Recipe.
- Most Nutritious Dish.
- Audience Choice Award.

7. Side Events:

- Millets exhibition for display of various millets and their uses.
- Millet market for sales of millet-based products.
- Workshops on millet farming and recipes.

8. Target Audience:

- Families, food enthusiasts, health-conscious individuals, and rural communities.

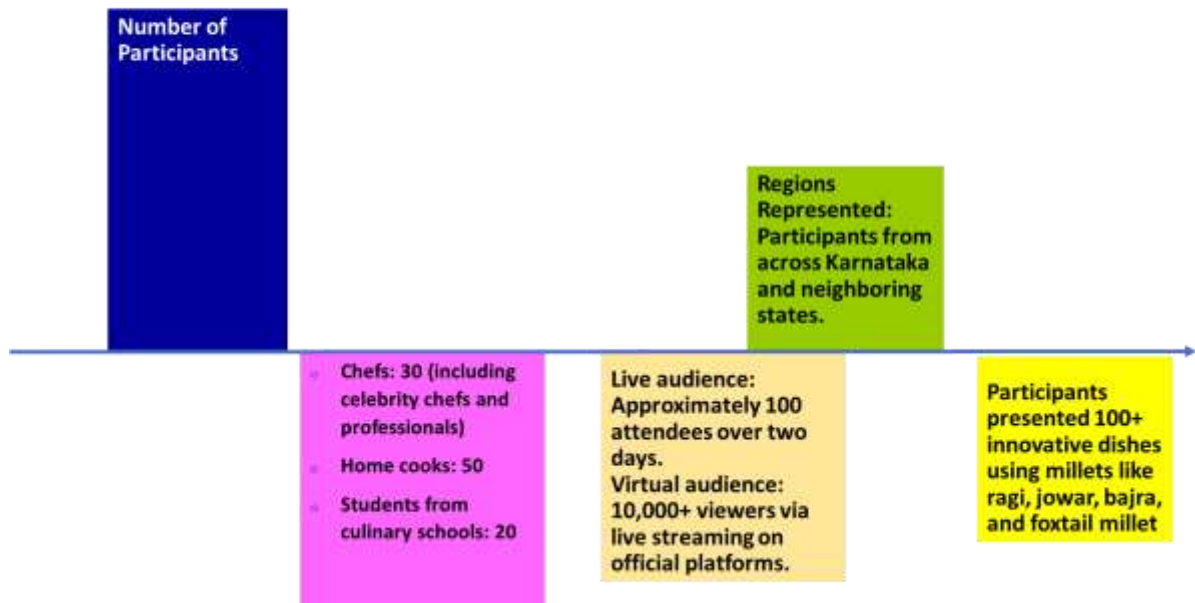


Millets and Forgotten Food Culinary Competition – Millets Mela 2025

1. Introduction

- **Event Name:** Millets and Forgotten Food Culinary Competition – Millets Mela 2025
- **Date:** January 7-8, 2025
- **Location:** Slurp Culinary Academy, Bangalore
- **Organizers:** Department of Agriculture, Government of Karnataka
- **Objective:**
 - To promote millet-based culinary innovation.
 - To enhance awareness of millet's nutritional and sustainable benefits.
 - To encourage the integration of millets into mainstream cooking.

Participation and Engagement



2. Participation and Engagement

- **Number of Participants:**
 - Chefs: 30 (including celebrity chefs and professionals)
 - Home cooks: 50
 - Students from culinary schools: 20
- **Audience Engagement:**
 - Live audience: Approximately 100 attendees over two days.
 - Virtual audience: 10,000+ viewers via live streaming on official platforms.
- **Regions Represented:** Participants from across Karnataka and neighboring states.

3. Key Highlights

- **Millet-Centric Dishes:**
 - Participants presented 100+ innovative dishes using millets like ragi, jowar, bajra, and foxtail millet.
 - Signature dishes included Millet Sushi, Ragi Pasta, Bajra Biryani, and Millet Desserts.
- **Judging Panel:** Renowned chefs and nutritionists.
- **Workshops:** Live demonstrations of millet recipes by celebrity chefs.

- **Awards:** Best Millet Dish, Most Innovative Dish, and People's Choice Award.

4. Media and Publicity

- **Press Coverage:**
 - Featured in 20+ regional and national publications.
 - Television and online media extensively covered the event.
- **Social Media Reach:**
 - Official hashtags (#MilletCulinary2025, #MilletsForFuture) trended regionally.
 - 1M+ impressions on Instagram and Twitter.
- **Promotional Collaborations:**
 - Food influencers shared real-time updates, reaching a combined audience of 100K+.

5. Celebrity Involvement

- Celebrity guests such as Anu Prabhakar and Vinaya Prasad added glamour and drew attention to the event.
- Both celebrities actively engaged with participants, tasted dishes, and shared personal stories, making the event memorable.
- The presence of the Hon'ble Agriculture Minister. Sri N. Chaluvaryaswamy, was a added plus point for the event as he assured of all possible support for the food entrepreneurs in the state.



Survey Findings

The survey findings have been divided into 3 sections

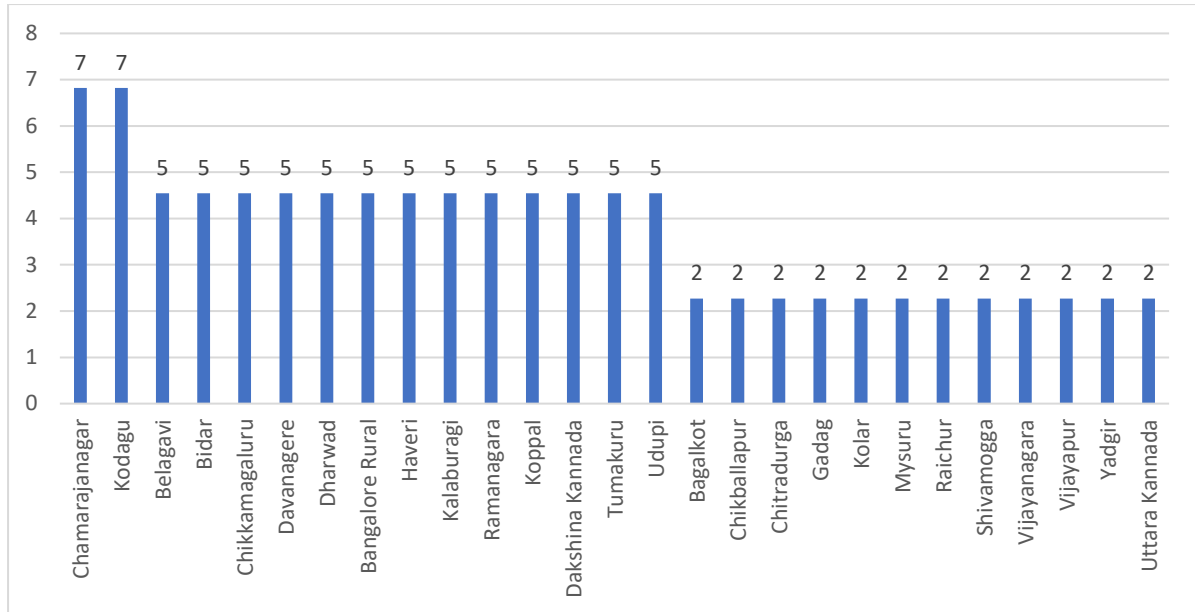
1. Analysis of the Participants
2. Judges Reviews
3. Visitors Reviews

a) Analysis of the Participants

An analysis of the participants for the Millets Mela culinary competition, which provides information about the number of participants from different districts and their percentage of the total.

1.1 Overview of Sampled Participants

The table below provides the number of participants from each district along with their percentage share of the total, sampled for the assessment.



Sl. No.	District Name	No. of Participants	%ge
1	Chamarajanagar	3	7
2	Kodagu	3	7
3	Belagavi	2	5
4	Bidar	2	5
6	Chikkamagaluru	2	5
7	Davanagere	2	5
8	Dharwad	2	5
9	Bangalore Rural	2	5
10	Haveri	2	5
11	Kalaburagi	2	5
12	Ramanagara	2	5
13	Koppal	2	5
14	Dakshina Kannada	2	5
17	Tumakuru	2	5

18	Udupi	2	5
19	Bagalkot	1	2
20	Chikkaballapur	1	2
21	Chitradurga	1	2
23	Gadag	1	2
24	Kolar	1	2
25	Mysuru	1	2
26	Raichur	1	2
27	Shivamogga	1	2
28	Vijayanagara	1	2
29	Vijayapura	1	2
30	Yadgir	1	2
31	Uttara Kannada	1	2

Districts with Highest Participation

- Chamarajanagar 3 participants (7%)
- Kodagu 3 participants (7%)
- These two districts have the highest number of participants, with 7% of the total participants each.

Districts with Moderate Participation

Belagavi, Bidar, Chikkamagaluru, Davanagere, Dharwad, Bangalore Rural, Haveri, Kalaburagi, Ramanagara, Koppal, Dakshina Kannada, Tumakuru, Udupi 2 participants each (5% each). These 13 districts each have 2 participants, contributing 5% of the total participants each.

Districts with the Least Participation

Bagalkot, Chikkaballapur, Chitradurga, Gadag, Kolar, Mysuru, Raichur, Shivamogga, Vijayanagara, Vijayapura, Yadgir, Uttara Kannada 1 participant each (2% each). These

12 districts each have just 1 participant, contributing 2% each to the overall participant pool.

Key Observations

Geographic Distribution

The districts with higher participation are spread across Karnataka, but Chamarajanagar and Kodagu stand out with the highest number of participants. A significant portion of the districts (13 out of 24) have 2 participants each, showing a relatively consistent level of participation across many regions.

Underrepresentation

There are several districts (12 districts) with only one participant, which may indicate an opportunity to increase participation from these areas in future competitions. Some regions appear to have limited representation, which could be addressed by targeting them for more active recruitment.

Suggestions for Future Competitions

Increase Participation from Less Represented Districts

A larger pool of participants from each district can provide more diversity in the dishes and bring a wider range of regional culinary traditions into the competition.

Targeted Outreach

Future competitions could focus on increasing engagement from districts with lower participation (those with only one participant). Tailored outreach efforts, such as local workshops or awareness campaigns, may help boost involvement.

Balanced Representation

While some districts like Chamarajanagar and Kodagu have good representation, ensuring that the competition is balanced across all regions would provide a more inclusive experience for the audience and participants alike.



Suggestions to increase the participation

To increase participation from districts with lower representation in the Millets Mela culinary competition and some strategies that could be considered

Targeted Outreach and Awareness Campaigns

Conduct Workshops in Underserved Districts by organizing millet cooking workshops or demonstrations in districts with only one participant. These workshops could introduce the benefits of millet-based cooking, highlight the competition, and encourage local cooks to participate.

Increase the Community Engagement for reach out to local community groups, women's organizations, or cooking clubs to generate interest. These groups may help identify potential participants who are passionate about cooking and could benefit from exposure in such a competition.

Partner with local newspapers, radio stations, and TV channels to promote the competition in these districts. Local media outlets can help raise awareness and attract more participants from these areas.

Incentivize Participation

Offer travel stipends or subsidies for participants from districts with fewer competitors. This would make it easier for people from remote areas to join the competition, reducing any logistical barriers.

Offer special awards for the most unique or culturally significant dishes from underrepresented districts. This can encourage local chefs to showcase regional specialties that may otherwise be overlooked.

Create regional or district-based awards that highlight the culinary diversity of the competition. For instance, offer special prizes for the best dish representing a specific district or community.

Collaborations with Local Institutions

Reach out to culinary schools or colleges in the less-represented districts. These institutions may have students or alumni who would be interested in participating. Partnering with them could lead to increased participation from younger, up-and-coming chefs.

Collaborate with government bodies or NGOs focused on rural development, agriculture, or nutrition. These organizations often have networks in smaller districts and could help promote the competition and encourage local participation.

Leverage Social Media and Digital Platforms

Run targeted social media campaigns focused on the districts with low participation. Share success stories from past competitors, highlight the benefits of competing, and explain how participants can register. Encourage local influencers or cooking enthusiasts to spread the word.

If distance is a concern, consider organizing virtual auditions or a pre-competition round where potential participants can submit their entries online. This will make it easier for people in remote areas to get involved without the need to travel initially.

Create Regional Ambassadors

Identify individuals or influencers in each district who are passionate about millets or cooking. These ambassadors can help promote the competition within their local communities and motivate others to sign up.

Organize smaller, regional cooking contests leading up to the main competition. The winners of these regional contests could then be invited to compete in the larger event, which would boost local participation.

Promote the Cultural Value of Millets

Many districts in Karnataka have unique culinary traditions. Emphasize how the competition celebrates regional and local cuisines using millets. This could attract participants who are eager to showcase their district's traditional dishes in a larger platform.

Highlight the health benefits of millets, as they are highly nutritious and an eco-friendly choice. Tailor messaging to communities that may benefit from healthier food choices or sustainability, especially in rural areas where people are more likely to resonate with these values.

Involve Local Leaders

Engage district-level leaders, such as panchayat members, community organizers, and local celebrities, to help spread the word and encourage participation. Having a local face endorsing the competition can increase credibility and motivation to join.



Feedback from Past Participants

If possible, gather testimonials or feedback from participants from districts that have higher representation. They can help tell their story and inspire others in less-represented districts to take part in the competition.

Action Plans

Survey the Less Represented Districts by identifying the specific reasons why districts have lower participation. Is it due to lack of awareness, logistical challenges, or a lack of confidence in competing? This will help in tailoring our outreach strategy more effectively. Execute Targeted Outreach by implementing workshops, social media campaigns, and outreach through local partners, focusing on those districts with only one participant. Provide Incentives by offering travel subsidies, create regional prizes, and promote the event through local influencers to generate excitement and make participation more accessible.

Track and Analyze Participation after the competition, analyze how successful the strategies were in increasing participation from previously underrepresented districts. This will help refine efforts for future editions.

1.2 Analysis of the Dishes Prepared and Ingredients Used by the Participants

A wide variety of millet-based and traditional dishes, including sweets, savory items, and beverages were prepared by the Participants. These dishes reflect the culinary diversity of millets and are likely to appeal to different tastes and preferences. Analysis and categorization of these dishes, along with ideas on how they could be used in the Millets Mela competition is as follows:

Sweet Dishes

- Gulladake Unde (Wheat-Based Sweet)
- Bamboo Rice Sweet
- Horsegram Sankati Sweet
- Millets Sweet Kadabu
- Millets Sweet Poli
- Jowar Based Sweets Kadabu
- Colocasia Leaves Sweet (Kesuvana Kadabu)
- Millets Sweet Raagi Halwa
- Jowar Sweet Jolada Kadabu
- Bamboo Rice Sweet Dish
- Horsegram Sweet Dish
- Millets Sajje Laddu
- Brown Rice Based Sweet Dish
- Small Millets Sweet Navanakki Oligey
- Small Millets Sweet Thambittu
- Millets Based Sweet Shivare - Vattu Raagi Shavige
- Millets Based Sweet Poli
- Millets Based Sweet Laddu
- Navane Payasa
- Millets Based Sweet - Thoda Devu
- Navane Halwa
- Millets Based Jamoon with Rabadi

There is a broad spectrum of sweet dishes here, from traditional favorites like Kadabu and Poli to more unique offerings like Raagi Manni and Navane Payasa. These dishes not only cater to different flavor profiles but also highlight the adaptability of millets in sweet treats. Cultural Representation Many of these sweets, such as Kesuvina Vade and Kapitha Barfi (Beladannina Barfi), are deeply rooted in regional culinary traditions, making them culturally significant and ideal for showcasing the richness of millet-based cooking.

Savory Dishes

- Horsegram & Millets Roti with Raw Jackfruit Dish

- Colocasia Leaves Based Dish (Kesuvina Vade)
- Jowar Vada
- Millets Based Kattu Butthi
- Horsegram Sweet Obbattu
- Sajje from Pearl Millet
- Kalasa Rotti
- Rice Dish Neeru Pundi
- Millets Based Sweet Raagi Puttu
- Millets Based Kattu Butthi
- Millets Based Sajje Halwa
- Raagi Manni

Savory Options Savory dishes like Jowar Vada, Horsegram & Millets Roti, and Sajje reflect the versatility of millets in preparing both traditional snacks and filling meals. **Regional Flair Items** like Kalasa Rotti and Neeru Pundi provide a glimpse into the regional specialties of Karnataka and could appeal to participants interested in showcasing local flavors.

Beverages

- Millets Based Butter Milk
- Raagi Haalu (Finger Millet Milk)

Health-Conscious The inclusion of Butter Milk and Raagi Haalu emphasizes the health benefits of millets, which are high in fiber and essential nutrients. These beverages are ideal for showcasing millets as a healthy, everyday alternative to traditional beverages.

Other Unique Dishes

- Small Millets - Milk Dish
- Banana Peel
- Browntop Millet Koralu - Gulabi Firni
- Eggless Raagi Cake
- Navane Holigey

Innovative Dishes Eggless Raagi Cake and Banana Peel showcase innovative ways to use millets and other ingredients like banana peel, which may not traditionally be used

in mainstream cooking. These dishes stand out and could attract attention for their creativity.



1.3 List of millet types and ingredients used in various dishes.

Below list of millet types used during the event, focusing on their distinct characteristics, health benefits, and culinary versatility. This could enhance the overall experience and educate visitors about the different types of millets used in the competition.

Jowar (Sorghum)

Jowar is a popular millet known for its versatility in both sweet and savory dishes.

Emphasize that Jowar is gluten-free, high in fiber, and a good source of protein. Create an infographic highlighting these benefits and feature it near Jowar-based dishes like Jowar Vada or Jowar Sweet Jolada Kadabu. Conduct a cooking demo showing how Jowar can be used in everyday recipes like Jowar Roti or Jowar Vada.

Foxtail Millets

Foxtail millet is known for its high antioxidant properties and is often used in both savory and sweet dishes.

Host an interactive workshop on how Foxtail millet can be used to make dishes like Foxtail Millet Pulao or Browntop Millet Koralu - Gulabi Firni. Showcase the nutritional benefits of Foxtail millet, such as its high iron content and ability to lower cholesterol. Include this information next to dishes like Foxtail Millet Kadabu.

Sunflower Seeds

Sunflower seeds are rich in vitamins and minerals and can be added to various millet-based dishes for extra flavor and crunch.

Position Sunflower Seeds Laddu as a healthy, energy-boosting snack. Display facts on the health benefits of sunflower seeds, such as their heart-health properties. Set up a station where participants can make their own Sunflower Seed Laddu or try them as toppings on dishes like Bamboo Rice Sweet.

Bamboo Rice

Bamboo rice is considered a superfood due to its rich nutrient content and is often used in both sweet and savory dishes. “Superfood Spotlight” emphasizing its antioxidant and anti-inflammatory properties. Feature a live cooking demonstration using Bamboo Rice in both savory and sweet formats. Visitors can try dishes like Bamboo Rice Sweet and Bamboo Rice Sweet Dish.

Urali Powder

Urali powder is made from a blend of millets and is often used in savory snacks. Position dishes made with Urali Powder as healthy alternatives to traditional snacks. Showcase its role in creating dishes like Millets Sajje Laddu or Millets Kattu Butthi.

Ullikaalu (Horse Gram)

Horse Gram is rich in protein and is often used in both savory and sweet dishes, especially in traditional recipes. Feature Ullikaalu (Horse Gram) in savory dishes, highlighting its high protein content and ability to regulate blood sugar. Set up a cooking demo on how to make dishes like Horsegram Sankati Sweet or Horsegram & Millets Roti with Raw Jackfruit Dish.

Raagi (Finger Millet)

Raagi is one of the most popular millets and is often used in both savory and sweet dishes. It's particularly known for its calcium content. Highlight Raagi as a calcium-rich grain, perfect for strengthening bones and promoting heart health. Stations Set up cooking stations where visitors can try Raagi Manni, Raagi Puttu, or Raagi Halwa.

Small Millets

Small millets are highly nutritious, easy to digest, and great for preparing quick meals. Showcase Small Millets in dishes like Small Millets Sweet Navanakki Oligey or Small Millets Sweet Thambittu, highlighting their ease of preparation and digestibility. Focus on Small Millets as quick, easy-to-cook options for busy individuals looking for healthy meals. Show how to prepare simple dishes using small millets.

Pearl Millet (Sajje)

Pearl millet, also known as Sajje, is highly nutritious, packed with protein, fiber, and essential minerals. Promote Sajje (Pearl Millet) as a powerhouse of nutrients, emphasizing its role in boosting energy levels and reducing cholesterol. Feature dishes like Sajje from Pearl Millet and Sajje Laddu to demonstrate the versatility of this millet in both sweet and savory preparations.

Mixed Millets



Mixed millets are often used in dishes to combine the benefits of different types of millets. Emphasize that mixed millet dishes combine the health benefits of various millets, providing a more balanced and nutrient-dense meal. Showcase dishes made with Mixed Millet Powder or Mixed Millets in savory options like Millets Roti or in sweet formats like Millets Sweet Poli.

1.4 Unique ingredients used by the participants

Based on the unique ingredients used by the participants, the following strategies could enhance the Millets Mela culinary competition. The focus is on how to effectively showcase these ingredients and techniques during the event, enhancing both the educational and tasting experience.

Jaggery

Jaggery is a prominent ingredient used in many traditional millet-based dishes. It provides natural sweetness and nutritional value compared to refined sugars.

Coconut

Coconut is another frequent ingredient, commonly paired with jaggery to balance sweetness and add richness to dishes.

Ghee

Ghee, a clarified butter, is an essential ingredient in many traditional Indian dishes and enhances both flavor and health benefits.

Dry Fruits and Nuts

Dry fruits like almonds, cashews, and coconut are often used in millet-based sweets to add crunch and extra nutrients.



Milk and Coconut Milk

Both milk and coconut milk are key ingredients in creating rich, creamy dishes, especially when paired with millets.

Unique Flavors Spices and Herbal Ingredients (Jeera, Curry Leaves, etc.)

Spices like jeera (cumin), curry leaves, and pepper enhance the flavor profile of millet dishes, especially in savory preparations.

Novel Ingredients Banana Peel and Wood Apple

Banana peel and Wood Apple are less common in traditional cooking, but these ingredients bring a unique twist to millet-based dishes.

Saffal Milk and Sugarcane Juice

Both Saffal Milk and Sugarcane Juice are natural ingredients that can be used to make sweet beverages or complement millet-based sweets.

1.5 The specific strategies for each dish type during the Millets Mela culinary competition.

These strategies will focus on creating engaging experiences, promoting health benefits, and enhancing cultural value through various activities and presentation methods.

Sweet Dishes

These dishes offer a great opportunity to highlight millets in desserts, especially as more people seek healthier alternatives to refined sugar and flour.

Each sweet dish can be paired with an informational display explaining the health benefits of millets in desserts (e.g., high fiber, gluten-free, nutrient-rich).

Set up tasting stations for dishes like Millets Sweet Kadabu, Jowar Sweet Jolada Kadabu, or Navane Payasa. Visitors can sample small portions and vote for their favorites, creating a more interactive experience.

Host live cooking demonstrations showing how to make sweet dishes like Raagi Halwa or Bamboo Rice Sweet. Chefs can explain the health benefits of each millet variety used in the dish.

Hand out recipe cards for popular dishes like Millets Sweet Poli or Jowar Kadabu, encouraging attendees to try these dishes at home.

Savory Dishes

Millet-based savory items can emphasize the versatility of millets beyond just sweets. These dishes could appeal to a broader audience who are looking for healthy, nutritious alternatives for daily meals.

“Healthy Snack” focused position for savory millet-based dishes like Jowar Vada, Horsegram & Millets Roti, and Kalasa Rotti as perfect alternatives to traditional deep-fried snacks. Create a section where these items are compared to their conventional counterparts in terms of health benefits (e.g., lower glycemic index, high fiber).

Cooking Competitions & Challenges to be held to create the best Millets Based Kattu Butthi or Horsegram Sweet Obbattu. This could encourage friendly competition between participants and offer the audience insight into how these dishes are prepared.

Interactive Cooking Stations by setting up “DIY Stations” where participants can try their hand at preparing dishes like Millets Sajje Laddu or Rice Dish Neeru Pundi under guidance. This would also attract people who are not familiar with cooking millet-based food.

Beverages

Beverages like Raagi Haalu and Millets Based Butter Milk highlight the versatility of millets in drinkable formats, which could be a great draw for people interested in refreshing, healthy drinks.

Health-Focused Beverage Corner dedicated to Raagi Haalu and Millets Based Butter Milk, showcasing how millets are used in nutritious, hydrating drinks. Educate attendees about the low glycemic index of millet-based beverages compared to sugary drinks.

Host workshops explaining the health benefits of drinking millet-based beverages, with a focus on digestion, blood sugar control, and hydration. Invite nutritionists to talk about these benefits.



Other Unique Dishes

These dishes are innovative and will stand out at the event, showcasing the creative potential of millets in cooking.

Feature Eggless Raagi Cake and Small Millets Sweet Navanakki Oligey as examples of how millets can be used in innovative ways that meet modern dietary trends (e.g., vegan, gluten-free). These dishes could be placed in a "Millets Innovation" section.

Highlight dishes like Browntop Millet Koralu - Gulabi Firni and Banana Peel as examples of how millets can be incorporated into unique regional or even unconventional ingredients.

Encourage local chefs or participants to come up with the most creative use of millets in a dessert or savory dish. Offer prizes for the most innovative dish.

"Healthy & Nutritious" Campaign

Many participants and visitors will be attracted to the health benefits of millets, so it's important to emphasize how these dishes are not only tasty but also beneficial for overall health.

Set up informational stands explaining the health benefits of different types of millets (e.g., Raagi, Sorghum, Bamboo Rice). Include posters, brochures, and video presentations. Organize interactive games or quizzes related to the health benefits of millets. Winners can receive free samples or vouchers for dishes like Raagi Halwa or Millets Sajje Halwa.

"Eat Your Way to Health" Campaign encourages participants to try a full millet-based meal (e.g., starter, main course, dessert, and drink). This could be part of the event ticket or a fun challenge for attendees.

Community Engagement

Encourage people from various districts to participate by showcasing the cultural and traditional aspects of millet-based dishes. This can be particularly important for a competition with a wide geographical reach.

Host competitions based on the region (e.g., Millets Based Kattu Butthi for rural districts vs. Raagi Halwa for urban districts). This way, participants can showcase traditional millet recipes from their own culture. Sharing Allow participants to share the story behind their dish. For example, Horsegram Sankati Sweet can come with an explanation of its cultural significance and why it's important in the participant's home region.

Sustainability & Eco-Friendly Practices

Given that millets are a sustainable crop, it's important to emphasize eco-friendly cooking and food waste management practices.

Set up stations where participants can learn about eco-friendly cooking practices, such as using local produce, minimizing food waste, or using renewable energy in cooking. Encourage the use of eco-friendly packaging during tastings or sample servings, using biodegradable plates and utensils.

By categorizing the dishes into Sweets, Savouries, Beverages, and Innovative/Unique Dishes, we can create a tailored approach to engaging the audience, educating them about the versatility of millets, and fostering a sense of excitement and competition.

1.6 Opportunities for the Millets Mela Culinary Competition

Many of these dishes are rooted in regional culinary traditions. By categorizing the competition around different regions or focusing on specific millet types, participants have highlighted the diversity of Karnataka's food culture. There's a strong opportunity to emphasize the health benefits of millets in the competition, especially with dishes like Millets Based Butter Milk, Raagi Haalu, and other savory snacks that align with wellness trends. These could appeal to a health-conscious audience.

Competition can introduce special categories, such as



Alongside the competition, hosting workshops on how to prepare dishes like Small Millets Sweet Thambittu or Browntop Millet Koralu could encourage more participants, both experienced cooks and novices, to join the event.

Ideas for the Competition's Presentation

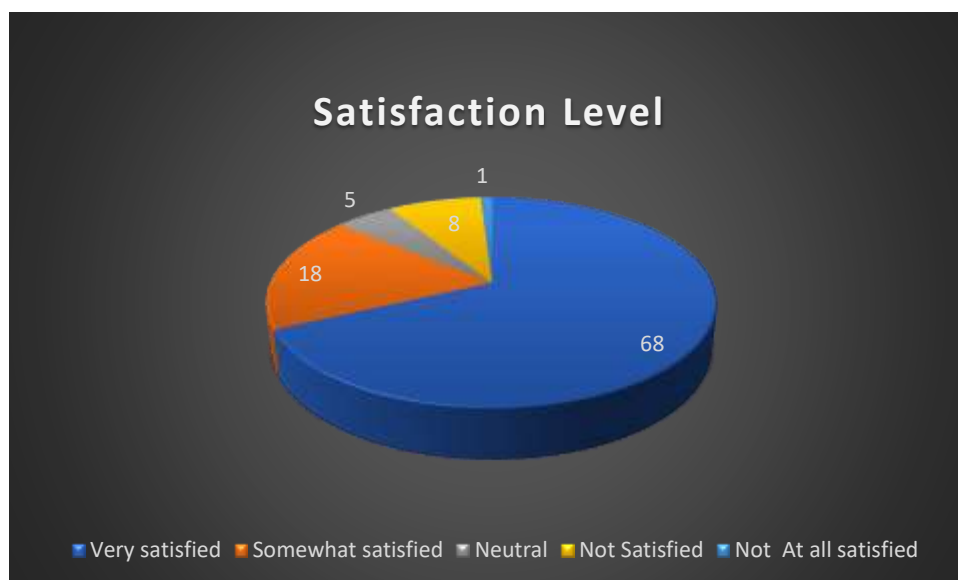
Organize food stations or sections dedicated to specific millet-based dishes (e.g., a section for sweets, another for savory items, and a third for beverages). This could make the event more engaging for the audience.

Having some of the chefs or participants demonstrate how they prepare dishes like Raagi Manni or Millets Based Sweet Shivare could be a great way to educate the audience and create interactive moments during the event.

Since many of these dishes are traditional to specific regions, we could introduce storytelling sessions where participants share the history or cultural significance of their dishes, offering a deeper connection to the food.

1.7 Satisfaction Level of the Participants

It's great to hear that most participants and attendees felt very satisfied with the competition. Their positive feedback suggests that the event was well-received, providing a fulfilling experience.



Key Takeaways

The key takeaways from this assessment are as follows:

Sl. No.	Highlights	Details
1	Overall Engagement	The high satisfaction rate indicates strong engagement from the audience, likely due to interesting and diverse dishes, the interaction with participants, and the educational value of the event.
2	Event Organization	The well-organized competition and the thoughtful integration of millet-based dishes may have contributed to the positive feedback. This might include well-timed cooking demos, effective presentation, and smooth logistics.
3	Learning Experience	Many participants noted that they learned something new, which points to the educational aspect of the

		competition being well-executed. This aligns with the goal of spreading knowledge about millets and healthy cooking.
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Moving Forward

To maintain or even increase satisfaction in future events, the following suggestions are provided:

Highlight Popular Dishes	Incorporate More Regional Diversity	Continue Educational Focus
Identify which dishes received the most positive feedback and showcase them more prominently in future competitions	Based on suggestions, involve more participants from different regions to represent a wider array of millet-based recipes, as this might add further excitement.	The learning aspect is clearly valued, so continuing to offer insightful demonstrations or talks on millet-based cooking and its health benefits would keep the audience engaged and satisfied.

This positive sentiment can also help in promoting the event for future editions, drawing in more participants and creating a buzz around millet-based culinary skills.

1.8 Challenges and Sentiments that Participants Experienced

The responses reveal several common challenges and sentiments that participants experienced during the competition. These can be grouped into two main categories: personal growth and learning and competition-related pressures.

Personal Growth and Learning Challenges

Sl. No.	Highlights	Details
1	First-time Participation	Several participants mentioned this was their first competition and expressed the need to learn more, present better, and improve their skills. This reflects a desire for growth, both in technical cooking skills and in presentation.

2	Improvement Focus	Some participants feel they could have done better, indicating that they were not fully satisfied with their performance and recognize areas for improvement.
3	Winning as a Goal	For many, winning was a primary challenge or goal, with some participants feeling the pressure to perform well and secure a victory for their district.
4	Competition Intensity	The competition is seen as very competitive, which created a sense of urgency to perform at a high level
5	District Representation	A few participants viewed the competition not only as a personal challenge but also as an opportunity to bring recognition to their district, suggesting a sense of community pride and motivation to perform well.

Event-Related Challenges

Sl. No.	Highlights	Details
1	Decoration	The importance of decoration was highlighted by some, as it's a significant part of the presentation in culinary competitions
2	Everything Involved	For some, the overall complexity of the competition, including cooking, decoration, and presentation, was seen as a challenge

Key Insights for Future Competitions

Support for First-Time Participants by offering additional guidance or support for first-time competitors could help them feel more confident and less overwhelmed. Consider mentorship or more detailed preparation materials for beginners.

Providing workshops or resources on cooking techniques, presentation skills, and decoration could help participants improve and feel more prepared.

Acknowledge and celebrate all forms of participation, not just winning. Offering recognition for "best improvement" or "most creative dish" could ease the pressure for those feeling anxious about competition.

For districts, consider fostering a sense of community among participants so that they feel supported and motivated to do their best for their district, not just for themselves.

Transparent judging criteria for taste, presentation, and creativity would help participants understand how to balance different aspects of their dishes.

By addressing these challenges, the competition can become a more supportive and enriching experience for all participants.

Support for the Participants

To address the challenges identified during the competition, several strategies that can be implemented to ensure participants feel supported, motivated, and equipped to succeed.

Support for First-Time Participants

Mentorship Program

- Pair first-time participants with experienced mentors who can guide them through the competition process. These mentors can provide advice on dish preparation, presentation techniques, and handling nerves.

Pre-Competition Workshops

- Host workshops focused on cooking skills, presentation, and decoration. These could be online or in-person sessions that teach essential techniques to boost confidence before the competition.

Skill-Building Opportunities

Thematic Training Sessions

- Offer short training sessions or tutorials on specific areas, such as decoration techniques, the use of unique ingredients, or how to make millet-based dishes more visually appealing. This could be hosted by culinary experts.

Interactive Demonstrations

- Organize live cooking demos during the competition where participants can see techniques in action. Allow them to ask questions and learn new skills in a hands-on environment.

Practice Runs

Offer short training sessions or tutorials on specific areas, such as decoration techniques, the use of unique ingredients, or how to make millet-based dishes more visually appealing. This could be hosted by culinary experts.

By implementing these strategies, the competition can be made more accessible, supportive, and engaging for all participants, ensuring that they not only learn and grow but also feel encouraged and confident. This will result in an overall positive experience, making the event more enjoyable for participants, spectators, and organizers alike.



1.9 Support Needed During the Competition

The responses about the support needed during the competition reveal some useful insights into areas where participants may have felt unprepared or lacked resources. Based on these insights and some strategies for providing better support in future events.

Ingredient Support

- **Provide a Starter Kit** to avoid any shortages or difficulties sourcing specific ingredients, consider providing participants with a basic ingredient kit or list of essential items before the competition. If the event involves unique ingredients, this could include items like millet varieties, spices, or specialty flours.
- **Ingredient Assistance During the Event** by creating a supply station or a support desk where participants can get additional ingredients or ask for specific items if they run out during the competition. This reduces stress and ensures participants can complete their dishes without interruption.

Training and Skill Development

- **Pre-Event Training Sessions**, as some participants requested training, offer hands-on workshops prior to the competition on cooking techniques, ingredient usage, and presentation skills. This gives everyone, especially first-time participants, the chance to learn and feel more confident.
- **On-Site Coaching** by mentors or culinary experts available during the competition to assist participants with technique, ingredient usage, or presentation tips. This way, participants can get real-time advice and guidance.

Informational Support

- **Create Booklets or Guides** as some participants suggested, providing detailed **recipe booklets** or **guides** with information about millets, potential dishes, and tips for cooking would be valuable.
- **Provide Recipe Cards** with the ingredient kits, provide **recipe cards** that outline common millet-based dishes and their preparation methods. This helps participants who may not be familiar with millets or the competition format feel more prepared.

Emotional and Motivational Support

- **Encourage Peer Collaboration** To help combat feelings of isolation or anxiety, facilitate a collaborative atmosphere where participants can share tips and encourage each other. This could also help first-time participants feel more comfortable.
- **Create a Supportive Environment** Consider adding a motivational speaker or panel discussion before the competition to inspire participants. This could focus on how to stay calm under pressure, the importance of learning from every experience, and managing expectations around winning.

Pre-Competition Information

- **Clear Communication on Expectations** Ensuring that participants have clear and early communication on **what to expect**, **what's provided**, and **what they need to bring** is key. This reduces confusion and helps participants plan and prepare better.

By implementing these support mechanisms, participants will feel more equipped and confident, resulting in a smoother, more enjoyable competition for all involved.

1.10 The new skills or recipes learned during the competition by the participants

The feedback regarding new skills or recipes learned during the competition reflects a wide variety of positive outcomes. How this information can be used to improve future events and highlight areas for continued growth is given below:

Key Areas of Learning and Development

Learning New Recipes

- Many participants learned new recipes, especially with millets. Dishes like Urali Sankati, Millet Laddu, Millet Jamoon, and Navane Biscuit were specifically mentioned. This shows the value of introducing diverse, lesser-known millet dishes and encouraging creativity in the kitchen. Consider offering a recipe-sharing session where participants can exchange their newly learned dishes with others. This could also be done through a shared recipe booklet that includes all the dishes prepared during the competition.

Cooking Techniques and Speed

- Some participants learned how to cook faster and how to maintain hygiene while cooking. Learning to improve speed and efficiency in the kitchen is a vital skill, especially in timed cooking competitions. Hold workshops on time management in cooking, focusing on multitasking, organizing, and prepping ingredients in advance to save time during competitions.

Food Presentation and Decoration

- A significant number of participants mentioned learning how to decorate food and how to present dishes effectively. This indicates an opportunity to emphasize the visual appeal of dishes, which is critical in culinary competitions. Offer a food presentation and decoration session with expert chefs before the competition. This could cover plating techniques, garnishing, and creating visually stunning dishes using simple tools.

Hygiene and Cleanliness

- Several participants pointed out that they learned how to maintain hygiene and how to keep things clean and organized in the kitchen. Reinforce the importance of hygiene by conducting a pre-competition hygiene workshop. This can include guidelines on food safety, personal cleanliness, and maintaining a sanitized cooking space.

General Skills and Motivation

- Some participants felt that they entered a “new world” of culinary experiences, showcasing the excitement and sense of discovery the

competition brings. This speaks to the potential for the event to inspire and educate participants on broader culinary techniques and the use of millets. Incorporate more inspirational talks or guest chefs who can motivate participants and broaden their understanding of millet-based cooking.

Improvement for Future Competitions

- More structured sessions focusing on key skills such as cooking speed, food presentation, and hygiene could be included in the lead-up to the competition.
- Allow participants to try out the recipes or techniques in a non-competitive environment before the event to practice and refine their skills.
- Create opportunities for participants to learn from each other by having shared cooking experiences, whether it's through workshops or collaborative sessions.
- Encourage the inclusion of a wide variety of millet-based dishes, from traditional recipes to innovative creations. A variety of dishes leads to a rich learning experience for all participants.

The feedback highlights a wealth of learning experiences, from new recipes to essential cooking skills. By capitalizing on these insights and providing more opportunities for hands-on learning, workshops, and sharing, future competitions can enhance participants' skillsets and foster a deeper appreciation for millet-based dishes.



1.11 Competition's Inspiration to explore millet-based cooking further

The responses show a strong positive impact of the competition on participants' interest in **millet-based cooking**. Analysis of the feedback and actionable strategies to build on this enthusiasm

Key Insights from Responses

Inspiration to Explore More

- Several participants mentioned that the competition inspired them to explore millet-based cooking further. This could be due to their exposure to new recipes, techniques, and the overall experience of cooking with millets. Offer follow-up resources or post-competition workshops where participants can continue learning about millets. This could include advanced millet cooking classes, online webinars, or recipe challenges for participants to share their own millet-based creations.

Increased Confidence

- Some participants stated that the competition made them confident in their cooking abilities, particularly with millets. This increased confidence can be a powerful motivator for participants to continue experimenting and trying new recipes at home. Organize confidence-building sessions on cooking techniques, as well as support groups where participants can share their progress and experiences with millet-based dishes. This can reinforce the belief that they can continue cooking and innovating.

Learning and Skill Development

- The competition also provided an opportunity for many to learn about millets and gain a deeper understanding of how to incorporate them into their cooking. Create a millet recipe book or digital recipe database accessible to all participants, featuring various millet-based dishes. This could serve as a continuous resource for them to experiment with new recipes and ingredients.

Strategies to Foster Continued Interest in Millet-Based Cooking

Post-Competition Engagement

- Follow up with participants by organizing monthly or quarterly cooking challenges where they can submit their latest millet-based dishes for feedback or prizes. This keeps the momentum alive and encourages ongoing engagement with millet cooking.

Expand Access to Resources

- Provide access to specialty ingredients that participants might need for millet cooking through local vendors or online platforms. This can help participants explore a wider variety of millet dishes without worrying about ingredient availability.

Collaborations with Millet Farmers/Experts

- Partner with **millet farmers** or **food experts** to organize educational sessions or farmer's markets focused on the diverse uses of millets. Participants could attend these events to learn more about sourcing ingredients, cooking with different varieties, and the nutritional benefits of millets.

Social Media Challenges and Community Building

- Create a social media challenge where participants can share their millet-based cooking experiments. This will allow them to inspire others and stay connected with the millet cooking community. Develop a community platform (like a Facebook group or an Instagram hashtag) where participants can continue exchanging recipes, tips, and stories related to millet-based cooking.

The competition has sparked considerable interest and enthusiasm for millet-based cooking. By providing opportunities for continued learning, offering resources, and fostering community engagement, we can further inspire participants to explore the potential of millets in their cooking. This will not only enhance their culinary skills but also contribute to the growing popularity of millet-based dishes.

1.12 Suggestions for improving future competition, by the participants

The feedback on suggestions for improving future competitions provides several valuable insights. Analysis and how we can address these suggestions

Key Suggestions

Training and Skill Development

- Many participants suggested that training (especially for more advanced competitions) is necessary. This highlights a need for more preparation before the competition begins, particularly for participants aiming to compete at a higher level.

- **Actionable Strategy**

- Offer **specialized training sessions** leading up to the competition, focusing on advanced cooking techniques, presentation skills, and millet-based dishes.
- Provide **virtual workshops** or hands-on classes that participants can access to hone their skills ahead of time.
- Consider offering **one-on-one coaching** for those who want more personalized guidance, particularly for those looking to participate at higher levels.

Ingredient Support

- Some participants noted that while they bring their own ingredients, it could be more convenient if the competition organizers could arrange or provide ingredients.
- **Actionable Strategy**
 - Arrange for a **centralized ingredient station** where essential ingredients are provided to participants, or at least offer a list of **local suppliers** or sources where participants can procure what they need ahead of time.
 - Provide **ingredient kits** for each participant, especially for those who may not be familiar with sourcing certain millets or spices.

Increased Frequency of Competitions

- Several participants expressed interest in more competitions like this.
- **Actionable Strategy**
 - Organize **regular millet-focused events** throughout the year, not just annual competitions. For instance, quarterly or biannual cooking challenges could be a great way to keep participants engaged and motivated.
 - Host **themed cooking challenges** where different millet varieties or specific regional dishes are highlighted in each event.

More Guidelines and Clarity

- Some participants requested more guidelines for the competition.
- **Actionable Strategy**
 - Send out a detailed competitor handbook well in advance of the event. This should include information on rules, judging criteria,

expected dish types, ingredient lists, and tips on competition-day logistics.

- Offer frequent Q&A sessions or pre-event meetings to clarify any doubts participants may have about the competition format or requirements.

Overall Organization

- Positive feedback about the event's organization shows that participants appreciate smooth event logistics, clear instructions, and good execution.
- **Actionable Strategy**
 - To maintain the positive experience, ensure that future competitions maintain a clear schedule and timely communications. Make sure that the event runs efficiently, and participants know where they need to be and when.

Conclusion and Future Actions

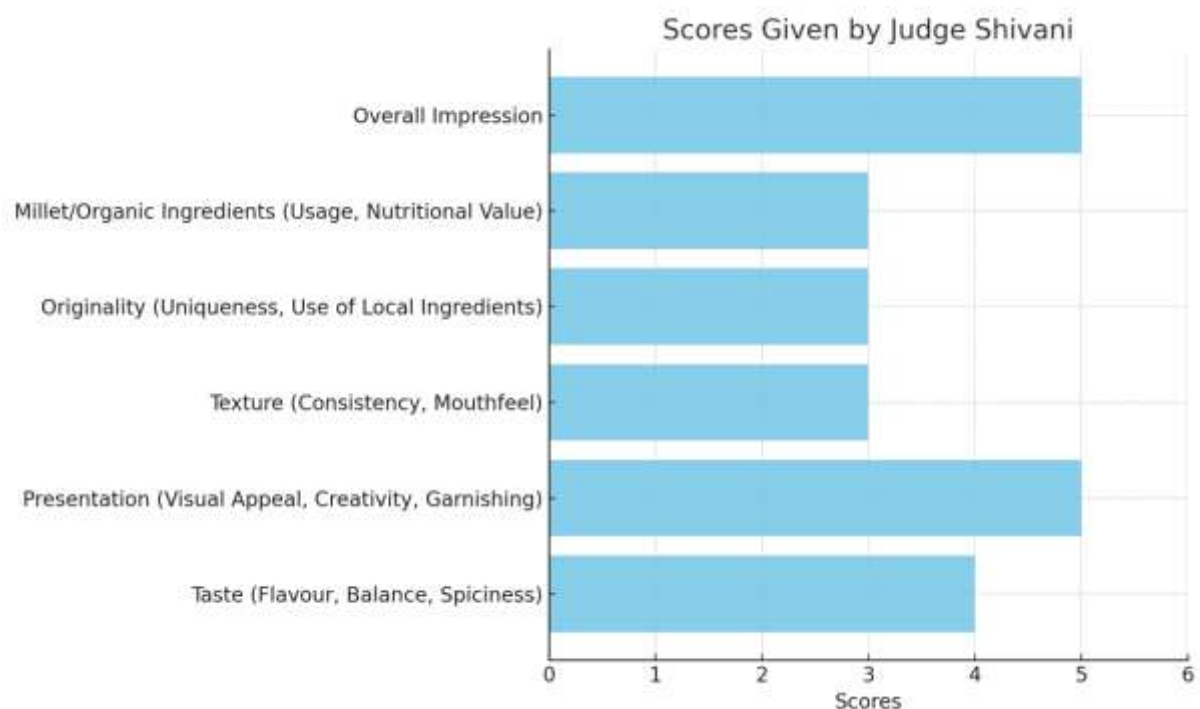
To build on the success of this event and continue improving future competitions, we should

- **Provide training and skill-building sessions** for participants, particularly focusing on higher-level competitions.
- **Ensure ingredient availability and support** by providing ingredient kits or facilitating easy access to local suppliers.
- **Organize more frequent competitions** to keep participants engaged and motivated.
- **Offer clearer guidelines and resources** ahead of the competition to ensure all participants are well-prepared.
- **Maintain strong organizational practices** to continue providing a smooth and enjoyable experience for everyone involved.

By addressing these suggestions, future competitions can be even more successful and help foster a deeper appreciation for millet-based cooking.

2. The Judge's Assessments

2.1 Detailed assessment of the scores given by Judge Ms. Shivani:



Analysis of the Scores:

1. Taste (Flavour, Balance, Spiciness) - 4/5

The recipe scored well in taste, indicating that the flavors and balance were generally pleasing and ensure all spices are perfectly balanced to reach a full score.

2. Presentation (Visual Appeal, Creativity, Garnishing) - 5/5

Achieved a perfect score, highlighting exceptional creativity and visual appeal. This suggests strong effort in garnishing and overall dish aesthetics.

3. Texture (Consistency, Mouthfeel) - 3/5

The texture scored moderately, suggesting inconsistency or issues with mouthfeel. Improvement could involve refining techniques for consistency in preparation and ensuring smooth textures.

4. Originality (Uniqueness, Use of Local Ingredients) - 3/5

Moderate score here reflects some uniqueness but room for more creativity in using local ingredients. Incorporate more distinct and innovative elements to stand out.

5. Millet/Organic Ingredients (Usage, Nutritional Value) - 3/5

Indicates an average use of millet or organic ingredients with scope for improvement in showcasing their nutritional benefits. Highlight the versatility of millet more effectively and creatively in the dish.

6. Overall Impression - 5/5

The judge's overall impression was excellent, suggesting the recipe left a strong, positive impact despite individual category scores.

Suggestions for Improvement:

Focus on enhancing Texture and Originality, as these scored the lowest. Experiment with innovative techniques for millet usage to elevate its nutritional and creative value. Taste was close to perfect; consider fine-tuning flavours for even better balance.

Specific strategies and tips to improve each of the identified areas:

1. Texture (Consistency, Mouthfeel):

To improve the dish's consistency and mouthfeel:

To enhance the dish's texture and mouthfeel, ensure uniform cooking techniques to maintain consistency throughout. If the dish includes sauces or gravies, ensure they evenly coat the millet or other ingredients. Incorporate varied textures, such as crunchy toppings like toasted seeds or nuts alongside soft or creamy elements, to add complexity. Additionally, conduct practice trials to perfect the consistency before presenting the final dish.

2. Originality (Uniqueness, Use of Local Ingredients):

To boost the uniqueness and use of local ingredients:

Combine millet with non-traditional cuisines, such as millet sushi or millet-based tacos, to create an unexpected yet delightful twist. Enhance the dish's uniqueness by incorporating forgotten or rare local spices, herbs, or vegetables, adding authenticity and distinctiveness. Share a story behind the recipe, highlighting the use of local ingredients or the cultural significance of the dish. Present it creatively with layered plating, millet-filled baskets, or edible bowls to elevate the overall dining experience.

3. Millet/Organic Ingredients Usage (Effectiveness, Nutritional Value):

To enhance millet utilization and showcase its nutritional benefits:

Showcase the versatility of millet by using multiple types, such as finger millet, foxtail millet, and barnyard millet, in a single dish. Incorporate visible nutritional elements, like a millet-and-nut blend for added protein or garnishes featuring superfoods such as moringa or chia seeds. Replace common starches like rice or wheat with millet in familiar dishes like risotto, pilaf, or pancakes to emphasize its health benefits. Pair millet with

complementary ingredients like coconut milk, tamarind, or lemon to enhance its earthy tones and create a balanced flavor profile.

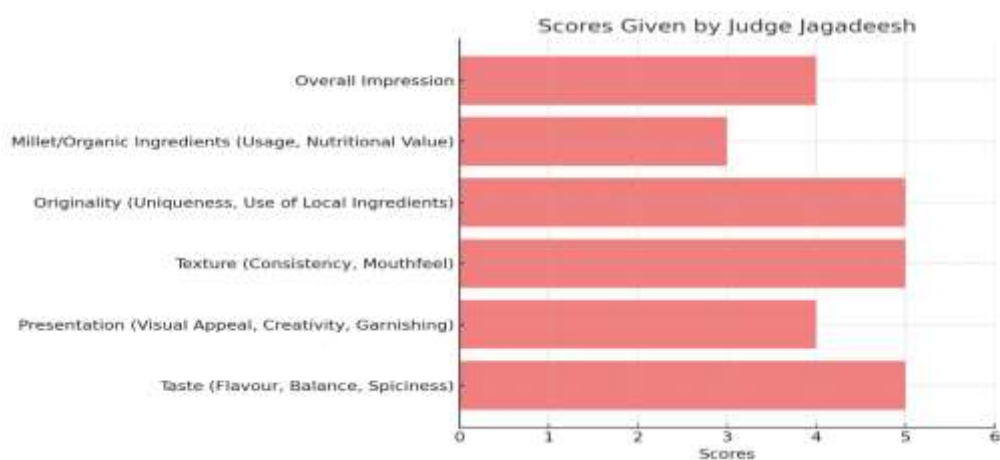
4. Taste (Flavour, Balance, Spiciness):

To refine the dish's flavor balance:

Achieve a harmonious balance of sweet, sour, salty, and spicy elements by carefully layering flavors throughout the dish. Pre-marinate millet or key ingredients with spices to ensure the flavors penetrate deeply, and use fresh herbs and spices to enhance aroma and taste. Regularly taste during preparation to adjust seasonings at each stage, ensuring a perfectly balanced and flavorful result.



2.2. Detailed assessment of the scores given by Judge Mr. Jagadeesh:



The bar chart visualization of the scores given by Judge Mr. Jagadeesh

Detailed Assessment of Scores Given by Judge Jagadeesh

1. Taste (Flavour, Balance, Spiciness) - 5/5

A perfect score indicates that the recipe's taste was exceptional, with flavors perfectly balanced, and spiciness well-controlled. The dish excelled in satisfying the judge's palate, showcasing thoughtful seasoning and flavor harmony. Maintain the same balance and flavor in future presentations to retain this high standard.

2. Presentation (Visual Appeal, Creativity, Garnishing) - 4/5

The dish was visually appealing, creative, and well-garnished. However, a point was deducted, suggesting slight room for improvement. While the dish's presentation was creative, it may not have fully wowed the judge compared to other elements. Experiment with more dynamic plating techniques, such as layering or unique serving methods. Focus on color contrast and garnishing to make the dish visually stunning.

3. Texture (Consistency, Mouthfeel) - 5/5

The texture and mouthfeel were flawless, with every element cooked to perfection and well-integrated. The judge found the dish highly enjoyable in terms of its consistency. Continue refining techniques to ensure consistent results across all future servings.

4. Originality (Uniqueness, Use of Local Ingredients) - 5/5

The recipe showcased exceptional originality, likely by incorporating unique ingredients or innovative techniques. The judge appreciated the uniqueness and thoughtful use of local ingredients, highlighting creativity in the concept. Sustain this level of creativity by introducing more innovative ideas while staying rooted in local traditions.

5. Millet/Organic Ingredients (Usage, Nutritional Value) - 3/5

The dish received an average score for the use of millet and organic ingredients, with clear room for improvement in this aspect. While the nutritional benefits may have been present, the dish may not have effectively highlighted millet or organic ingredients as the hero of the recipe.

Use millet as the center piece ingredient with creative variations, such as millet-based pasta, desserts, or smoothies. Emphasize the nutritional value of millet in the presentation, ensuring it stands out as an integral part of the dish. Innovate by pairing millet with superfoods or complementary flavors.

6. Overall Impression - 4/5

The judge had a very positive impression of the dish, indicating satisfaction with most aspects. However, there may have been small areas needing improvement. Address the slightly lower scores (Presentation and Millet Usage) to create an even more compelling overall experience.

Comments by Judge Jagadeesh:

- "Nice and Unique"

The judge appreciated the uniqueness of the dish, reinforcing its originality and creativity.

Specific strategies and actionable tips to improve in each area based on Judge Mr. Jagadeesh's

1. Taste (Flavour, Balance, Spiciness)

Score: 5/5 (Perfect)

Although no improvement is needed here, it's essential to maintain the same level of excellence consistently.

Tips to Maintain High Standards:

Use fresh, high-quality spices and ingredients for the best flavor profile. Continue balancing sweet, sour, salty, and spicy elements to create a multi-dimensional taste experience. Conduct multiple taste checks during preparation to ensure consistent seasoning and spice levels.

2. Presentation (Visual Appeal, Creativity, Garnishing)

Score: 4/5

While the presentation was commendable, slight improvements could elevate it to perfection.

Strategies for Improvement:

Use plating methods such as stacking, circular plating, or asymmetrical layouts to create a dramatic visual impact. Include vibrant and contrasting colors in garnishing (e.g., herbs, edible flowers, or colorful sauces). Serve the dish on unique platters like slate boards, wooden plates, or bowls made from natural materials for added creativity. Ensure all elements are placed with precision to achieve a polished look.

3. Texture (Consistency, Mouthfeel)

Score: 5/5 (Perfect)

Texture is already a strength. Focus on maintaining this high standard.

Tips to Sustain Excellence:

Monitor cooking times to avoid overcooking or undercooking elements. Continue combining creamy, crunchy, and chewy textures to enhance the eating experience. Ensure that each serving maintains the same texture for uniformity.

4. Originality (Uniqueness, Use of Local Ingredients)

Score: 5/5 (Perfect)

The originality is highly appreciated; however, you can innovate further to keep the momentum.

Strategies to Innovate:

Highlight a story or cultural significance tied to the local ingredients used in the dish. Experiment with unusual combinations of local ingredients for a surprising yet harmonious flavor profile. Reinvent traditional recipes with a modern twist using millet and other local produce. Incorporate seasonal, indigenous ingredients to keep the dish fresh and unique.

5. Millet/Organic Ingredients (Usage, Nutritional Value)

Score: 3/5

This area shows the most room for improvement. Focus on showcasing millet as the hero ingredient.

Strategies for Highlighting Millet:

Use millet in innovative ways, blend millet with other grains or seeds to create interesting textures and flavors. Include visible nutritional highlights (e.g., toasted seeds, fresh greens) and mention millet's benefits in your dish presentation. Combine millet with bold flavors like coconut, tamarind, or smoked ingredients to enhance its earthy tones.

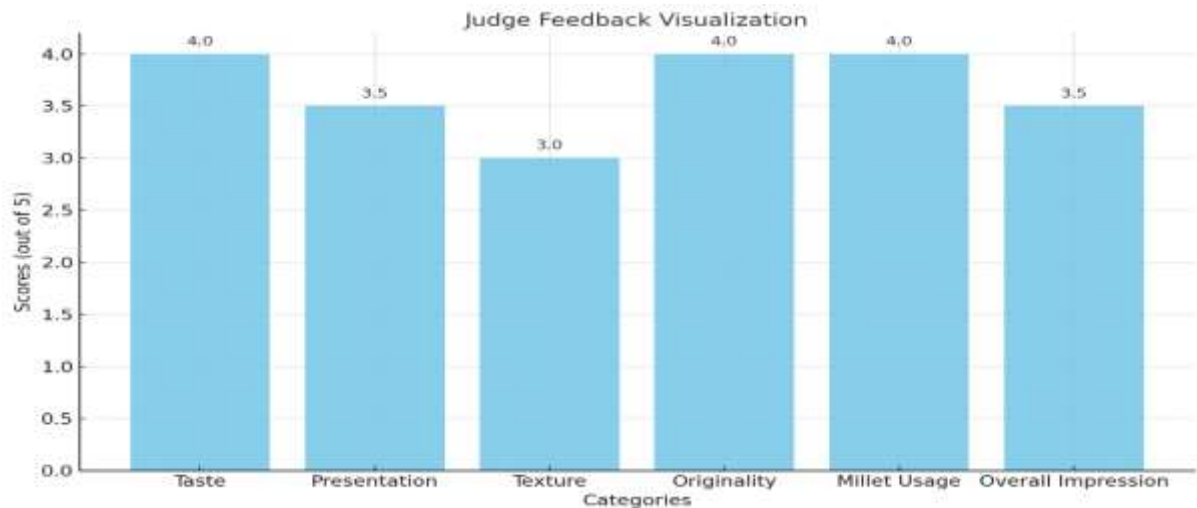
6. Overall Impression

Score: 4/5

The overall impression can be improved by addressing weaker areas (Presentation and Millet Usage).



2.3 Detailed assessment of the scores given by Judge Mr. Raghunandan:



Bar chart visualizing the feedback scores provided by Judge Mr. Raghunandan across various categories

Based on the scores given by Judge Mr. Raghunandan, the detailed assessment of each criterion:

1. Taste (Flavour, Balance, Spiciness, etc.) – 4/5:

The dish scored quite well in terms of taste, indicating that it was flavorful, well-balanced, and appropriately spiced. A score of 4 suggests that it met the expectations of the judge but left some room for improvement, possibly in the precision of the flavor profile or balance of spices.

2. Presentation (Visual Appeal, Creativity, Garnishing) – 3.5/5:

The presentation was above average but not extraordinary. It suggests that the dish was visually appealing and had some creative aspects, but perhaps lacked a certain wow factor or refinement in garnishing and overall styling.

3. Texture (Consistency, Mouthfeel) – 3/5:

The texture scored the lowest among the criteria, indicating that the dish may have had some inconsistency in mouthfeel. There could have been issues such as the texture not being smooth, or certain components of the dish may not have meshed well in terms of mouthfeel.

4. Originality (Uniqueness of Recipe, Use of Local Ingredients) – 4/5:

The dish showed good originality, incorporating unique ingredients or creative twists on traditional recipes. The use of local ingredients was likely an interesting and thoughtful addition. A score of 4 suggests that the judge was impressed by the originality but felt there was a possibility for even more innovation.

5. Millet/Organic Ingredients Usage (Effective Use of Millet, Nutritional Value) – 4/5:

The dish made effective use of millet or other organic ingredients, indicating that the judge appreciated the nutritional value and the integration of these elements. This score suggests that the dish was aligned with health-conscious or sustainable eating trends, though it may have lacked a little more emphasis on the full potential of these ingredients.

6. Overall Impression – 3.5/5:

Overall, the dish made a solid impression on Judge Raghunandan, receiving a score of 3.5. While the dish was definitely appreciated, there may have been a few areas (such as texture or presentation) that held it back from achieving a higher score.

Key Takeaways:

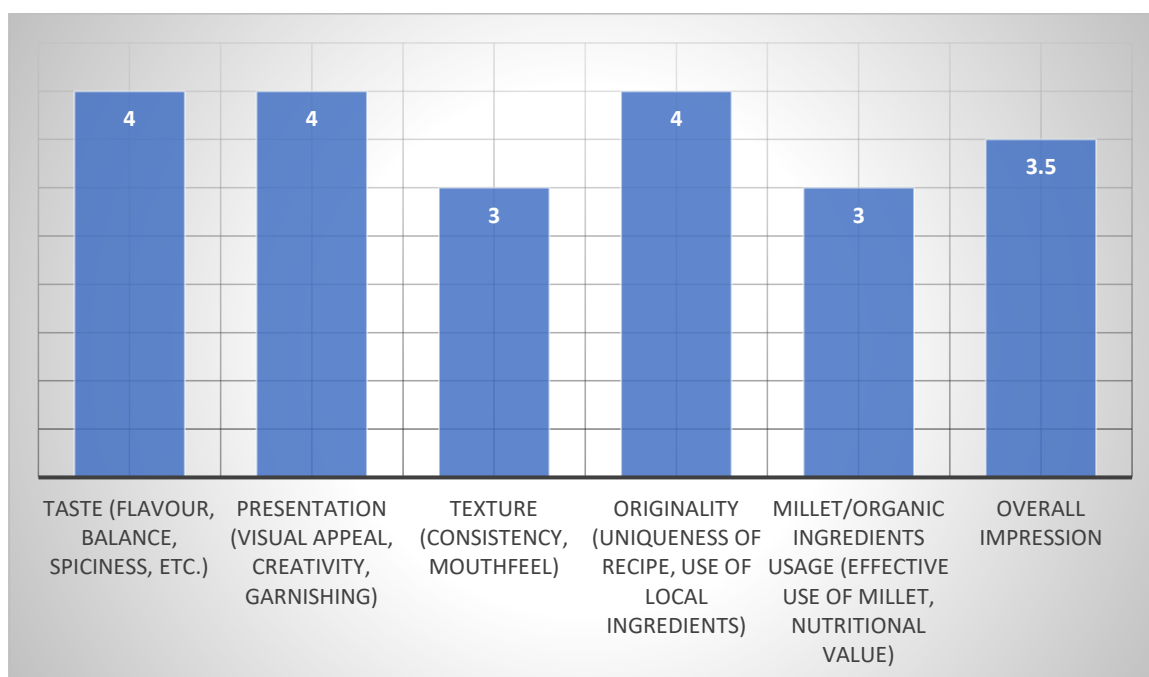
Taste, originality, and the use of millet/organic ingredients were strong points. Texture and presentation could be enhanced to elevate the dish further. Adding more creativity in the presentation and ensuring a consistent texture could improve the overall experience.



2.4 Detailed assessment of the scores given by Judge Ruth:

Data for Judge Ruth:

Criteria	Score
Taste (Flavour, Balance, Spiciness, etc.)	4
Presentation (Visual appeal, Creativity, Garnishing)	4
Texture (Consistency, Mouthfeel)	3
Originality (Uniqueness of recipe, Use of local ingredients)	4
Millet/Organic Ingredients Usage (Effective use of Millet, Nutritional value)	3
Overall Impression	3.5
Comments (Any specific feedback or observations)	Good efforts



Based on Judge Ruth's feedback, the detailed assessment and actionable strategies for improvement:

1. Taste (Flavour, Balance, Spiciness, etc.) – 4/5

The dish scored well for taste, indicating it was flavorful and balanced, but there's still room for fine-tuning.

Focus on deepening the flavor layers by adjusting seasonings at different stages of cooking. Add spices early to infuse them and finish with fresh herbs or citrus to elevate the dish's freshness. Ensure the level of spiciness is balanced and not overwhelming. If using chili or heat, try balancing it with a creamy or sweet element to mellow out the heat without losing its impact. Incorporating ingredients like soy sauce, miso, nutritional yeast, or roasted vegetables can add depth of flavor to round out the dish and make it more complex.

2. Presentation (Visual Appeal, Creativity, Garnishing) – 4/5

The presentation was strong, with creativity and visual appeal, but it could still be further elevated.

Garnishing should be intentional and purposeful. Consider adding a visual contrast through the use of vibrant colors or textures like crunchy elements, microgreens, or a drizzle of sauce. Focus on symmetry or asymmetry to create visual intrigue. Using small, neat portions or layering different textures can create an elegant presentation. Incorporate colorful ingredients (e.g., fresh herbs, edible flowers, or vegetables) to brighten up the plate and draw attention to the dish.

3. Texture (Consistency, Mouthfeel) – 3/5

The texture could be improved for a more consistent and pleasant mouthfeel.

Ensure that all components are cooked evenly to avoid parts being too dry or too soggy. For example, sautéing vegetables until perfectly tender or achieving a crispy texture on certain elements. Incorporate both soft and crunchy elements within the dish. For instance, if the dish is soft (like a risotto or stew), consider adding crispy fried onions or nuts for contrast. Before finalizing the dish, test the texture of each component (e.g., grains, proteins, sauces) to make sure they complement one another.

4. Originality (Uniqueness of Recipe, Use of Local Ingredients) – 4/5

The dish showed good originality, incorporating unique elements or local ingredients, but there might be more room for innovation.

Try using less common flavor pairings or ingredients that might surprise the palate, like pairing local ingredients with international flavors or spices. Make the dish stand out by emphasizing a regional culinary tradition or cooking technique with a modern twist, showing both creativity and a deep understanding of local cuisine. Incorporate rare or niche local ingredients in a way that feels integrated into the dish, not just as a garnish. For instance, using heirloom varieties of vegetables or locally sourced proteins.

5. Millet/Organic Ingredients Usage (Effective Use of Millet, Nutritional Value) – 3/5

The use of millet and organic ingredients was noted but may not have been as effective or highlighted enough.

Rather than using millet as a minor component, make it the base or star of the dish. For example, serve millet as a pilaf, risotto-style dish, or as part of a salad. Use organic ingredients that naturally complement the texture and flavor of millet, such as roasted vegetables, greens, or protein-rich legumes. If millet is the main ingredient, consider showcasing its health benefits (such as being high in fiber and antioxidants) by explaining its nutritional value or pairing it with other health-boosting ingredients.

6. Overall Impression – 3.5/5

The overall impression was good, but the dish could be more impressive with slight improvements in texture, millet usage, or overall balance.

Ensure all elements of the dish work together in terms of flavor, texture, and presentation. A balanced dish that's both visually striking and satisfying in every bite will leave a stronger impression. Sometimes, small tweaks (like a better garnish, refined flavor balance, or slight

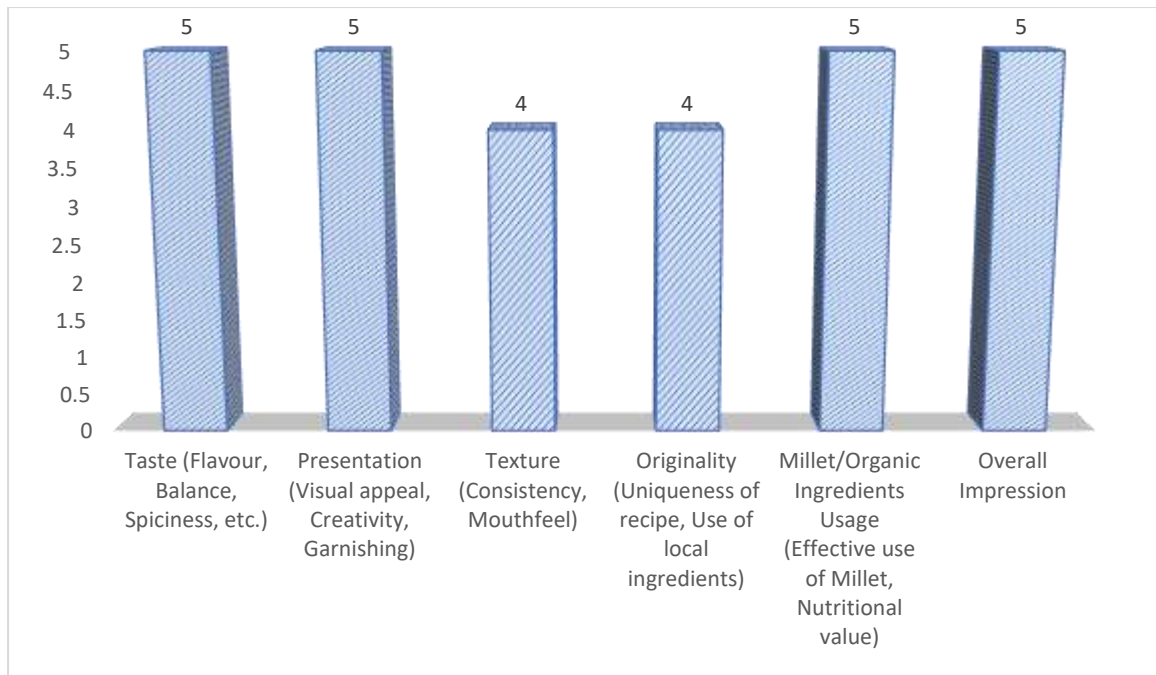
textural adjustments) can elevate a good dish to something memorable. Revisit the dish after all components are ready to ensure consistency in flavor, texture, and appearance, creating a more polished final product.



2.5 Detailed assessment of the scores given by Judge Avin (Levon Institute):

Data for Judge Avin (Levon Institute):

Criteria	Score
Taste (Flavour, Balance, Spiciness, etc.)	5
Presentation (Visual appeal, Creativity, Garnishing)	5
Texture (Consistency, Mouthfeel)	4
Originality (Uniqueness of recipe, Use of local ingredients)	4
Millet/Organic Ingredients Usage (Effective use of Millet, Nutritional value)	5
Overall Impression	5
Comments (Any specific feedback or observations)	Very Good



Detailed assessment based on Judge Avin’s feedback, along with actionable strategies for improvement:

1. Taste (Flavour, Balance, Spiciness, etc.) – 5/5

Excellent taste, indicating that the dish had perfect balance in terms of flavors and spices.

Since the taste received a perfect score, continue with your current flavor combinations. However, always ensure to maintain the balance of sweetness, saltiness, and spice in future dishes. Ensure the flavor remains consistent across all components of the dish, avoiding any overly salty or bland elements.

2. Presentation (Visual Appeal, Creativity, Garnishing) – 5/5

Presentation was also rated very highly, showing that the dish was visually appealing and creative.

Continue to experiment with creative garnishing. You can try playing with texture contrasts (like crispy garnishes for a soft dish) or color contrasts (bright herbs or edible flowers on neutral-toned dishes). Keep paying attention to the overall plating, symmetry, and arrangement of ingredients to enhance visual appeal. Ensure portions look elegant and aesthetically pleasing.

3. Texture (Consistency, Mouthfeel) – 4/5

Texture was good, but there’s still some room for improvement.

To improve texture, consider incorporating both soft and crunchy components. For example, if the main dish is soft, adding crispy elements (like roasted seeds, fried shallots, or croutons) will create a more interesting mouthfeel. If certain elements (like sauces, grains, or vegetables) are inconsistently cooked, adjust the method (e.g., blanching vegetables or carefully controlling sauce thickness) to ensure a perfect texture in every bite.

4. Originality (Uniqueness of Recipe, Use of Local Ingredients) – 4/5

The dish was noted for being quite original, but there might be further opportunities to innovate.

While the recipe was unique, you could try pushing originality even further by integrating unexpected ingredients or exploring underutilized local ingredients. Consider blending more traditional or regional cooking techniques or highlighting local ingredients more prominently to further elevate the originality of the dish.

5. Millet/Organic Ingredients Usage (Effective Use of Millet, Nutritional Value) – 5/5

Excellent use of millet and organic ingredients, contributing to both the taste and the nutritional profile of the dish.

Since millet and organic ingredients were well-received, continue to emphasize their health benefits. You can also explore additional organic or sustainable ingredients to make the dish even more nutrient-dense. When serving the dish, make sure to highlight the nutritional benefits of millet and organic ingredients to enhance the dish's appeal to health-conscious consumers.

6. Overall Impression – 5/5

The dish left a very positive overall impression, suggesting that it was well-received in all aspects.

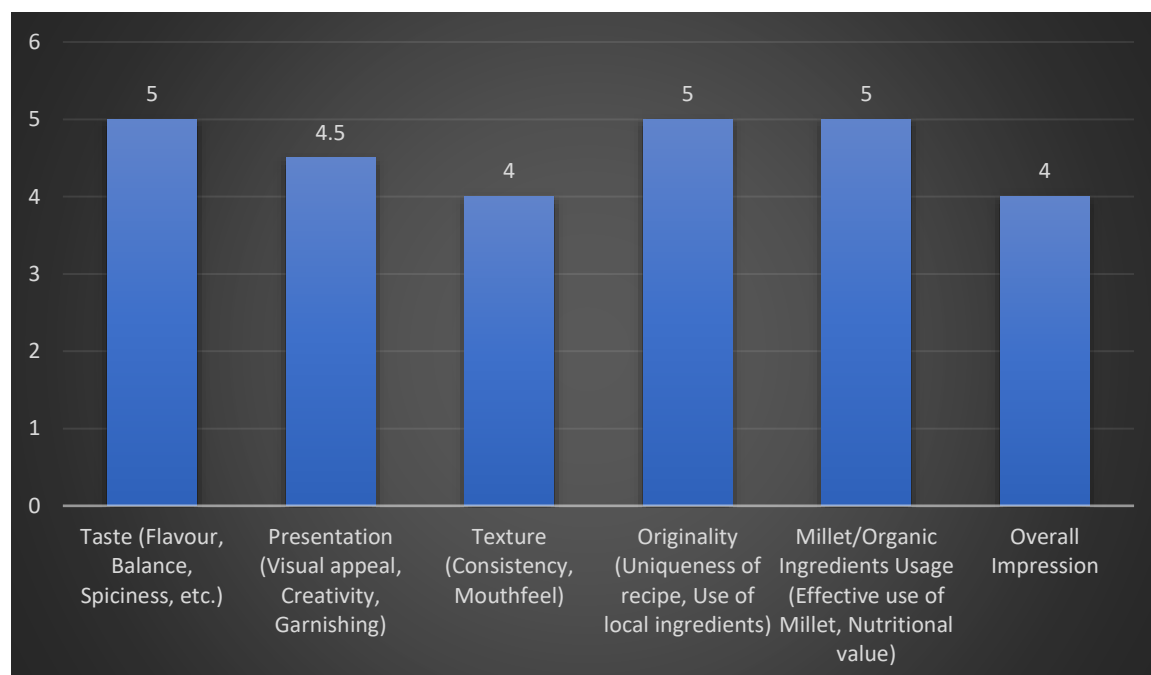
Since the overall impression was excellent, it's crucial to maintain consistency in the taste, texture, and presentation for future dishes. Even though this dish was rated very highly, continue to gather feedback from different judges or individuals to refine and improve the dish over time.



2.6 Detailed assessment of the scores given by Judge Vikram Nambi (We Bakes):

Data for Judge Vikram Nambi (We Bakes):

Criteria	Score
Taste (Flavour, Balance, Spiciness, etc.)	5
Presentation (Visual appeal, Creativity, Garnishing)	4.5
Texture (Consistency, Mouthfeel)	4
Originality (Uniqueness of recipe, Use of local ingredients)	5
Millet/Organic Ingredients Usage (Effective use of Millet, Nutritional value)	5
Overall Impression	4
Comments (Any specific feedback or observations)	Appreciable



Detailed Assessment and Actionable Strategies for Improvement:

1. Taste (Flavour, Balance, Spiciness, etc.) – 5/5

Excellent taste, well-balanced flavors, and spiciness.

Since the taste received a perfect score, keep the balance of flavors intact. This includes ensuring the harmony of sweet, salty, sour, and spicy notes in the dish. While the current flavors are appreciated, experimenting with a few novel spices or herbs could offer new sensory experiences while maintaining the balanced profile.

2. Presentation (Visual Appeal, Creativity, Garnishing) – 4.5/5

Highly positive feedback for the presentation, indicating that it was visually appealing with creative garnishing.

While the presentation is very good, consider elevating the garnishing slightly with more sophisticated techniques. Think about using more textures or a pop of color to make the dish even more eye-catching. Try using minimalist plating or incorporating natural elements (such as leaves or edible flowers) to enhance the visual appeal.

3. Texture (Consistency, Mouthfeel) – 4/5

Good texture, but some room for improvement.

Try incorporating more contrasting textures, such as crunchy garnishes or smooth sauces, to enhance mouthfeel and provide a better contrast. Ensure consistency across different components of the dish (sauces, grains, or vegetables), as uneven textures can detract from the overall experience.

4. Originality (Uniqueness of Recipe, Use of Local Ingredients) – 5/5

Highly original, with effective use of local ingredients.

Since originality was highly rated, continue highlighting local ingredients in your dishes. Look for even more underused regional produce or unique cooking techniques that showcase your creativity. Think about how you can combine traditional ingredients in new and unique ways to keep the dish innovative.

5. Millet/Organic Ingredients Usage (Effective Use of Millet, Nutritional Value) – 5/5

Excellent use of millet and organic ingredients, contributing to both flavor and nutrition.

Since millet and organic ingredients were used effectively, continue emphasizing their nutritional value in your presentation. You could also pair these ingredients with other health-focused choices to further elevate the dish's appeal. Look into adding other organic or superfood ingredients to complement millet and increase the nutritional profile.

6. Overall Impression – 4/5

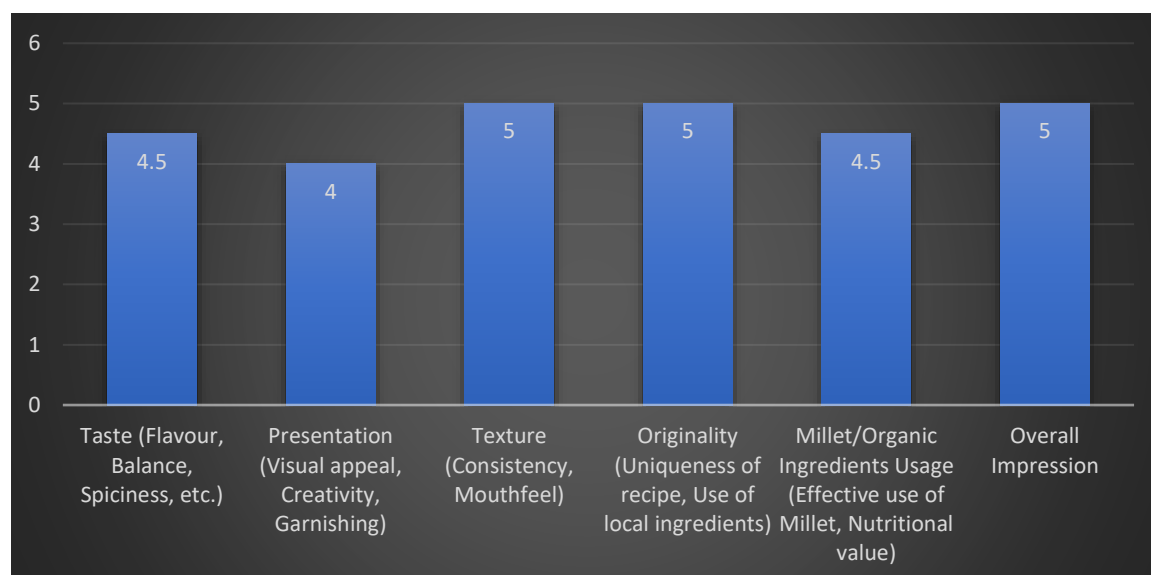
Positive overall impression with room for slight improvements.

Since the overall impression was strong but not perfect, focus on perfecting the finer details such as texture or presentation. Gather further input from judges or others to identify any minor tweaks that could elevate the dish to a perfect score.

3 Detailed assessment of the scores given by Judge Ganesh (Sprout Org):

Data for Judge Ganesh (Sprout Org):

Criteria	Score
Taste (Flavour, Balance, Spiciness, etc.)	4.5
Presentation (Visual appeal, Creativity, Garnishing)	4
Texture (Consistency, Mouthfeel)	5
Originality (Uniqueness of recipe, Use of local ingredients)	5
Millet/Organic Ingredients Usage (Effective use of Millet, Nutritional value)	4.5
Overall Impression	5
Comments (Any specific feedback or observations)	Good



Detailed Assessment and Actionable Strategies for Improvement:

1. Taste (Flavour, Balance, Spiciness, etc.) – 4.5/5

Excellent taste, with very good balance, flavor, and spiciness.

While the score is very strong, ensure that any elements like spice or seasoning don't overpower the other flavors. Try a bit more experimenting with slight adjustments to balance the flavor perfectly. Conduct regular taste tests while cooking to ensure each component maintains a harmonious balance of flavors.

2. Presentation (Visual Appeal, Creativity, Garnishing) – 4/5

Strong presentation, but there is room for slight improvement in visual appeal or garnishing.

Focus on adding more creative garnishes or intricate details in the presentation, such as delicate microgreens or edible flowers, to elevate the dish's visual appeal. Consider using

various plating techniques, such as asymmetrical plating or the use of bold color contrasts in garnishing, to make the dish stand out more.

3. Texture (Consistency, Mouthfeel) – 5/5

Perfect score for texture, indicating excellent consistency and mouthfeel.

Keep the contrast of textures in the dish consistent, ensuring that every bite has a good mix of smooth, crunchy, soft, or firm textures. Ensure that every component of the dish, from sauces to garnishes, maintains the same high level of texture consistency.

4. Originality (Uniqueness of Recipe, Use of Local Ingredients) – 5/5

Excellent originality with effective use of local ingredients.

Since originality scored highly, continue to incorporate rare or local ingredients into the recipe to keep it fresh and innovative. Continue to explore unconventional cooking techniques or combinations to further push the boundaries of originality.

5. Millet/Organic Ingredients Usage (Effective Use of Millet, Nutritional Value) – 4.5/5

Very good use of millet and organic ingredients, contributing to both taste and nutrition.

Ensure that all organic ingredients are of the highest quality to maintain both the nutritional value and flavor profile. Pair millet with other organic superfoods to create even more nutrient-dense dishes that will continue to be appreciated for their health benefits.

6. Overall Impression – 5/5

The dish left a very positive overall impression, meaning it was well-received across all criteria.

Continue creating dishes with a similar level of quality across all categories (taste, presentation, texture, originality) to maintain that overall positive impression. Although the overall impression is strong, always seek feedback to refine any areas for further improvement, especially in presentation or flavor balance.



3. Assessment of the Visitors for the Culinary Competition

3.1 Analysis of Ms. Shilpa's feedback, including her suggestion:

Individual feedback from the Millets Mela culinary competition.

Sl. No.	Particulars	Response
1	Name	Ms. Shilpa
2	Age	39
3	Occupation	Working
4	Location	Bangalore
5	Experience of the competition	Very Enjoyable
6	Rating for taste and presentation of dishes	Excellent
7	Learning about millets	Yes, many recipes were learned
8	Engagement level	Very Nice
9	Suggestions for improvement	Need a greater number of active participants from various states

This feedback shows that Shilpa had a positive experience with the competition, found the taste and presentation excellent, and gained new knowledge about millet-based recipes.

1. Overall Experience of the Competition:

- **Response:** Very Enjoyable
- **Analysis:** Shilpa had a highly positive experience, indicating that the competition's atmosphere and organization were impressive. She felt satisfied with how the event unfolded.

2. Rating for Taste and Presentation of Dishes:

- **Response:** Excellent
- **Analysis:** This shows that the dishes were of high quality, both in terms of taste and presentation. Shilpa found the dishes visually appealing and flavorful, which suggests a high standard in the culinary preparation of the competition.

3. Learning About Millets or Millet-based Cooking:

- **Response:** Yes - Many recipes
- **Analysis:** Shilpa learned new recipes that involved millets, emphasizing the educational value of the competition. The inclusion of many recipes demonstrates the broad scope of knowledge shared and indicates the event's effectiveness in teaching new ways to cook with millets.

4. Engagement Level:

- **Response:** Very Nice
- **Analysis:** Shilpa felt the competition was engaging, suggesting that it was dynamic and captured her attention throughout. The event likely included interactive elements or entertaining aspects that kept the audience actively involved.

5. Suggestions for Future Competitions:

- **Response:** Need a greater number of active participants from various states
- **Analysis:** Shilpa suggests increasing the diversity of participants, particularly by involving individuals from more states. This could help broaden the competition's appeal, showcase regional variations in millet-based dishes, and offer a more inclusive platform for culinary talent from across the country.

Key Insights:

- **Overall Satisfaction:** Shilpa's feedback reflects a highly positive experience in all aspects of the competition, including taste, engagement, and learning.
- **Educational Value:** The competition was successful in teaching Shilpa new recipes and providing valuable insights into millet-based cooking.
- **Room for Improvement:** The suggestion to involve more participants from various states points to a potential area for growth. This could help the competition become more diverse, encouraging regional representation and variety in the dishes presented.

Shilpa's feedback highlights the success of the competition, while her suggestion points to a potential area for improvement—broadening the participant base to enhance diversity and showcase a wider variety of millet-based recipes. This could be useful for making future editions of the competition even more inclusive and engaging.

3.2 Analysis of Mr. Sharath's feedback from the Millets Mela culinary competition:

Individual feedback from the Millets Mela culinary competition.

Sl. No.	Particulars	Response
1	Name	Mr. Sharath
2	Age	32

3	Occupation	Business
4	Location	Bangalore
5	Experience of the competition	Good exposure for millets-based delicacies
6	Rating for taste and presentation of dishes	Excellent
7	Learning about millets	How different kinds of dishes can be made from millets
8	Engagement level	Very Good
9	Suggestions for improvement	Need separate place for Audience for better interaction

1. Overall Experience of the Competition:

- **Response:** Very Enjoyable
- **Analysis:** Sharath had a positive experience, finding the competition enjoyable. This reflects well on the event's execution, suggesting a pleasant and engaging atmosphere for participants and attendees alike.

2. Rating for Taste and Presentation of Dishes:

- **Response:** Excellent
- **Analysis:** The "Excellent" rating implies that Sharath found both the taste and presentation of the dishes to be of a very high standard. This suggests the competition's culinary offerings were impressive and well-executed.

3. Learning About Millets or Millet-based Cooking:

- **Response:** Yes - Millets Pulav
- **Analysis:** Sharath specifically mentions learning about "Millets Pulav." This highlights that the competition provided him with specific knowledge about using millets in cooking, focusing on a particular dish. This shows that the event did a good job of teaching practical applications of millets.

4. Engagement Level:

- **Response:** Yes
- **Analysis:** This suggests that Sharath found the competition engaging, indicating that it held his interest and provided an interactive or enjoyable experience for the audience.

5. Suggestions for Future Competitions:

- **Response:** Need place to Audience
- **Analysis:** Sharath suggests that more seating or space for the audience would improve the competition. This is a practical suggestion that could help make the event more

comfortable and accessible for those attending, ensuring that the audience can engage more effectively.

Key Insights:

- **Positive Experience:** Sharath enjoyed the competition and rated both the experience and the dishes highly, indicating satisfaction with the overall event.
- **Educational Aspect:** Sharath learned a new dish involving millets (Millets Pulav), which showcases the event's success in educating attendees about millet-based cooking.
- **Audience Comfort:** The suggestion to provide more space for the audience points to a logistical consideration for future events. Ensuring there is enough seating or space for the crowd could enhance the experience for attendees.

Sharath's feedback reflects a very positive overall experience. The key takeaway for future events would be to ensure that there is adequate space for the audience, improving their comfort and engagement. The suggestion is practical and addresses a specific aspect of the event logistics.

3.3 Analysis of Mr. Venkataramanareddy's feedback from the Millets Mela culinary competition:

Individual feedback from the Millets Mela culinary competition.

Sl. No.	Particulars	Response
1	Name	Mr. Venkata Ramireddy
2	Age	41
3	Occupation	Entrepreneur - Food
4	Location	Bangalore
5	Experience of the competition	Very well organised event
6	Rating for taste and presentation of dishes	Very good
7	Learning about millets	Taste and presentation of the dishes
8	Engagement level	Very kind in nature by all the people
9	Suggestions for improvement	It would have been better if the crowd was managed well

1. Overall Experience of the Competition:

- **Response:** Very Enjoyable
- **Analysis:** Venkata Ramireddy had a positive experience, finding the competition enjoyable. Like other participants, this indicates that the event was successful in creating a fun and engaging atmosphere.

2. Rating for Taste and Presentation of Dishes:

- **Response:** Excellent
- **Analysis:** The "Excellent" rating indicates that the taste and presentation of the dishes were of high quality. This shows that the culinary standards of the competition met or exceeded expectations, with an emphasis on delivering both appealing and delicious dishes.

3. Learning About Millets or Millet-based Cooking:

- **Response:** Yes - Healthy Recipes
- **Analysis:** Venkata Ramireddy learned about healthy millet-based recipes. This suggests that the event was educational, particularly in highlighting the health benefits of millets, which can be an important aspect for attendees seeking nutritious alternatives in their cooking.

4. Engagement Level:

- **Response:** Very Nice
- **Analysis:** This response indicates that Venkata Ramireddy found the competition engaging and enjoyable to watch. The event likely kept the audience interested and entertained, which suggests a well-organized program with appealing activities or demonstrations.

5. Suggestions for Future Competitions:

- **Response:** Crowd is there, can't maintain it
- **Analysis:** Venkata Ramireddy's suggestion seems to indicate that the crowd was present and engaged, and he feels that this atmosphere can be maintained. This may imply that the event organizers are doing well in drawing a crowd and that it would be beneficial to continue fostering that level of engagement in future editions.

Key Insights:

- **Positive Experience:** Like others, Venkata Ramireddy had an enjoyable experience with the competition, emphasizing satisfaction with both the overall event and the quality of the dishes.
- **Health Focus:** The mention of healthy recipes points to an important takeaway: the competition highlighted the health benefits of cooking with millets, which resonates with an increasing audience interest in healthy eating.
- **Audience Engagement:** The response regarding the crowd suggests that the event was successful in drawing in attendees, and there is confidence that maintaining this level of crowd engagement is possible.

Venkata Ramireddy's feedback further reinforces the overall success of the event in terms of enjoyment, culinary quality, and educational value, particularly around health-conscious millet-based cooking. The suggestion about maintaining the crowd indicates that the event organizers are on the right track in terms of drawing and keeping an engaged audience.

3.4 Analysis of Mr. Bharath's feedback from the Millets Mela culinary competition:

Individual feedback from the Millets Mela culinary competition.

Sl. No.	Particulars	Response
1	Name	Mr. Bharath
2	Age	41
3	Occupation	Food Business
4	Location	Bangalore
5	Experience of the competition	Varieties of millets-based dishes in display
6	Rating for taste and presentation of dishes	Very good and excellent experience from the dishes
7	Learning about millets	Good spread of creations from millets and added ingredients
8	Engagement level	Very dynamic in nature
9	Suggestions for improvement	Felt there was a need for pre event training for the participants

1. Overall Experience of the Competition:

- **Response:** Very Enjoyable
- **Analysis:** Bharath had a positive experience, indicating that the event was engaging and enjoyable. This feedback suggests that the event met the expectations of the audience in terms of its atmosphere and execution.

2. Rating for Taste and Presentation of Dishes:

- **Response:** Excellent
- **Analysis:** The "Excellent" rating reflects high satisfaction with both the taste and presentation of the dishes. This indicates that the culinary standards at the competition were well-maintained, and the dishes stood out in terms of both flavor and visual appeal.

3. Learning About Millets or Millet-based Cooking:

- **Response:** Yes - Many types of recipes
- **Analysis:** Bharath learned about a variety of millet-based recipes, which shows that the competition effectively promoted the versatility of millets in cooking. The range of recipes covered would have provided attendees with a well-rounded understanding of how to incorporate millets into different meals.

4. Engagement Level:

- **Response:** Varient
- **Analysis:** The use of the word "Varient" seems to suggest that Bharath found the competition to be varied or dynamic in nature. This likely means that the event offered a range of different activities, competitions, or demonstrations, which kept the audience engaged.

5. Suggestions for Future Competitions:

- **Response:** Good efforts but needs proper training for the participants
- **Analysis:** Bharath's suggestion indicates that while the competition showed good efforts, he believes that there is a need for more structured training or preparation for participants. This could mean that some participants may benefit from better culinary training or guidance, ensuring that they can perform to a higher standard during the competition. This feedback points to the need for refining the participant preparation process, potentially through workshops or pre-competition training.

Key Insights:

- **Positive Experience:** Bharath had an enjoyable experience with the competition, including both the overall event and the quality of the dishes.
- **Variety and Education:** The competition succeeded in showcasing a variety of millet-based recipes, which added value for attendees like Bharath who were looking to learn more about the culinary uses of millets.
- **Room for Improvement in Training:** Bharath's suggestion about training highlights an opportunity to enhance the quality of the competition by ensuring that participants are better prepared. This could involve organizing training sessions or providing resources that help competitors improve their skills and knowledge before the event.

Bharath's feedback reflects a generally positive experience, though it suggests that there is room for improvement in preparing participants to meet high standards. Focusing on better training for competitors could elevate the quality of future competitions and ensure that all participants are able to showcase their skills effectively.

Photos from the Venue

































Community Initiatives and Pre-Events Millets

b. Millets Run at Cubbon Park



January 2025

The Millets Run is an annual event held in Bengaluru's Cubbon Park as part of the International Trade Fair – Organics & Millets. This event aims to promote the health benefits of millets and encourage their inclusion in daily diets. The most recent Millets Run took place on January, 2025, starting at 5:30 AM.

The International Trade Fair – Organics & Millets is organized by the Government of Karnataka's Department of Agriculture, in collaboration with the Karnataka State Agricultural Produce Processing and Export Corporation. The 2025 edition of the fair was scheduled for January 23 to 25 at Tripuravasini, Palace Grounds, and Bengaluru. The event serves as a platform to boost the production and export of millet products, raise public awareness about their health benefits, and facilitate interactions among farmers, domestic and international companies, and various institutions.

In addition to the Millets Run, the fair features various activities, including product exhibitions, buyer-seller meetings, international conferences, culinary competitions, and food courts, all centered around promoting millets and organic products. These initiatives aim to position Bengaluru as a global hub for millets and to encourage their consumption as a healthy food choice.

Millets Run - Overall Experience Report

Here's the **Demographics Overview** based on the survey data:

Age Group Distribution

- Most respondents are from the **25–34** and **18–24** age groups.
- Minimal representation from older age groups (45+).

Gender Distribution

- Predominantly **male** participants, with a significant portion of **female** respondents.
- A small percentage may have left it unanswered or chosen other/prefer not to say.

Top 10 Occupations

- Respondents span a wide range of occupations.
- Most common: **IT professionals**, followed by **agriculture**-related roles and **students**.

Top 10 Locations

- The event had wide geographic participation.
- Dominant cities include **Bangalore** and surrounding areas.

Overall Race Experience

- Most participants rated the race as **Excellent** or **Very Good**, showing high satisfaction.

Course Difficulty

- Majority found it **Moderate**, with a fair number rating it **Easy**.
- A smaller group found it **Challenging**, indicating a good mix for different skill levels.

Course Scenery

- Highly appreciated! Most mentions were positive keywords like **beautiful, natural, green**, and **scenic**.

Course Marking and Signage

- Well-received overall, with most respondents rating it as **Clear** or **Very Clear**.

Aid Station Support

- Strongly appreciated—majority responses indicate **Excellent** or **Good** support.

Enjoyment of Millet-Based Refreshments

- Overwhelmingly positive! Most respondents **enjoyed** the millet-based food provided.

Learnings About Millets

- A solid number of people **gained new insights** about millets—both in terms of **health benefits** and their value for **farmers**.

Willingness to Recommend

- Strong support: A majority would **recommend millet foods** to others, suggesting the event was successful in advocacy.

Suggestions & Feedback (Word Cloud)

- Common themes: **water, parking, signage, start time, better crowd management**, and more **millet options**.
- Also a lot of love: words like **excellent, wonderful, organized**, and **appreciate** stand out!

Rating for Department of Agriculture & Organizers

- Majority gave **high marks** — showing strong approval of the event and its millet awareness goals.
- A few offered lower scores, possibly tied to minor logistical improvements.

Running Experience Breakdown

- A great mix of participants:

- Many were **beginners**, showing the event was accessible and welcoming.
- A solid number of **intermediate** and even **advanced** runners also took part — indicating it appealed across skill levels.

Event Overview:

The Millets Run, held at Cubbon Park as part of the Millets Mela in Bangalore, received overwhelmingly positive feedback from participants. This event aimed to promote health awareness, physical fitness, and the benefits of including millets in daily diets. The run witnessed active participation from various individuals, including fitness enthusiasts, health-conscious citizens, and environmental advocates.

The event organizers collected feedback from participants to assess their overall experience. The responses were categorized into four levels: Excellence, Good, Fair, and Poor. Below is the summary of the feedback received:

Experience Level	%ge of Responses
Excellence	58
Good	33
Fair	09
Poor	0

Analysis of Feedback:

- Excellence (Responses - 58%): The majority of participants rated the event as excellent, indicating high satisfaction with various aspects such as organization, route planning, hydration stations, safety measures, and overall event management.
- Good (Responses - 33%): A significant number of respondents found the event well-managed and enjoyable but suggested minor improvements, such as better coordination at the start point and clearer route markings.
- Fair (Responses - 9%): A small portion of participants rated the event as fair, possibly due to logistical concerns like crowd control, registration process delays, or personal expectations.
- Poor (0 Responses - 0%): No participants rated the experience as poor, reflecting an overall successful execution of the event.

Key Highlights:

- Well-organized registration process.

- Smooth event execution with adequate hydration and medical aid stations.
- Scenic and well-planned running route at Cubbon Park.
- Strong community participation and support for promoting millet consumption and healthy living.

Areas for Improvement:

- Enhanced route signage for better navigation.
- Streamlining the entry process to avoid last-minute congestion.
- Additional engagement activities for participant's post-run.

The Millets Run at Cubbon Park was a resounding success, with an overwhelming majority of participants rating their experience positively. The event effectively met its objectives of encouraging a healthy lifestyle and promoting millets as a sustainable food option. Moving forward, incorporating minor logistical improvements will enhance the experience further and attract even greater participation in future editions of the Millets Mela.

Millet Run 2025- Survey Analysis Report

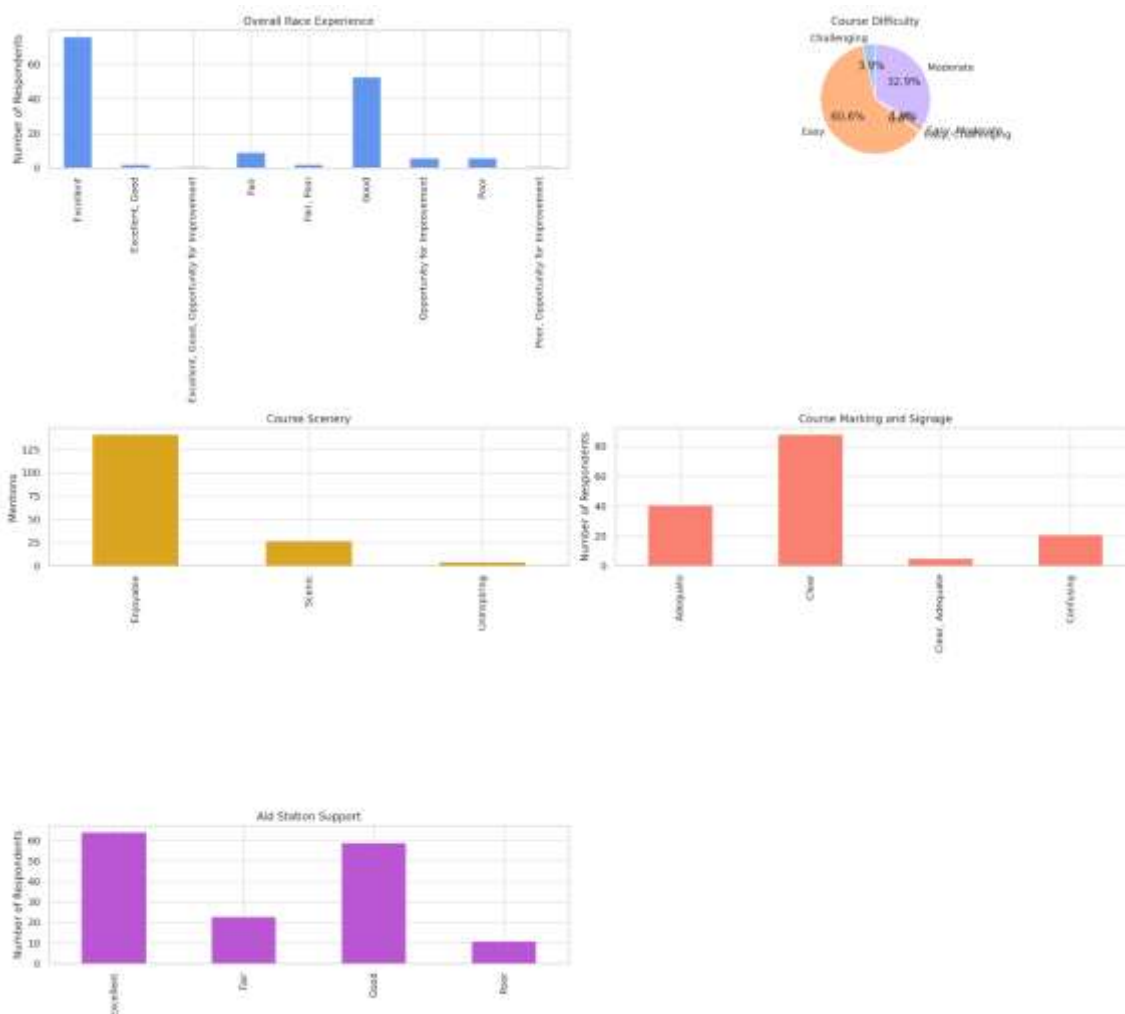
1. Demographics Overview

This section presents insights into the participants' age, gender, occupation, and geographical distribution.



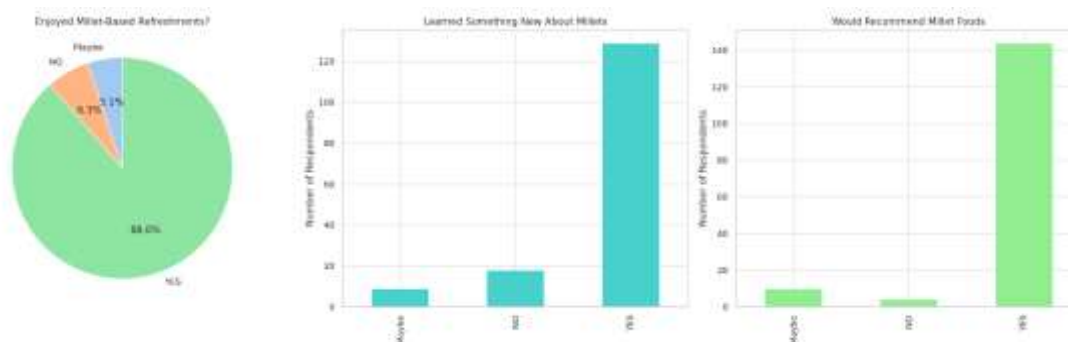
2. Race Experience & Course Feedback

This section highlights participants' feedback on the overall race experience, course difficulty, scenery, signage, and aid station support.



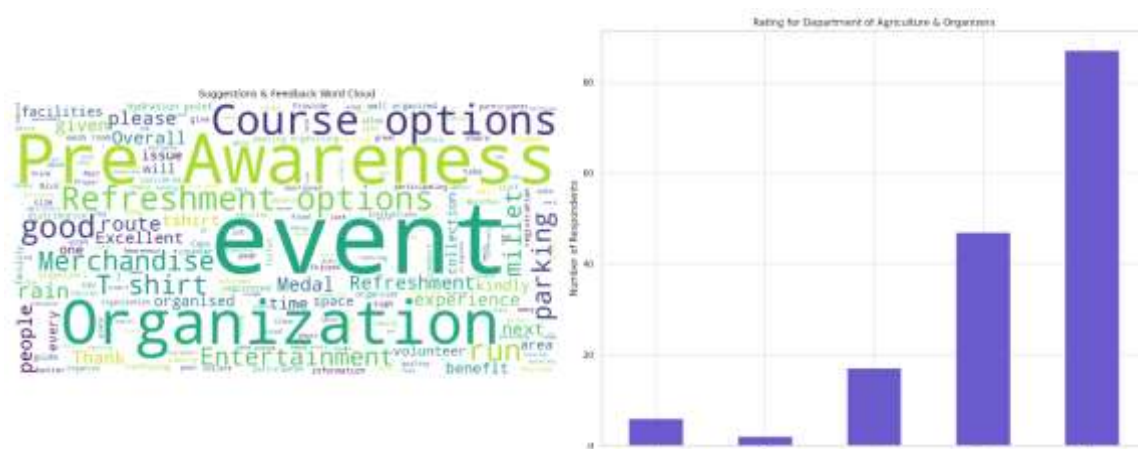
3. Millet Refreshment Impact

Participants shared their thoughts on the inclusion of millet-based refreshments, knowledge gained about millets, and willingness to recommend millet-based foods.



4. Suggestions & Event Rating

This section includes a visual representation of participants' suggestions and their rating for the Department of Agriculture and associated organizations.



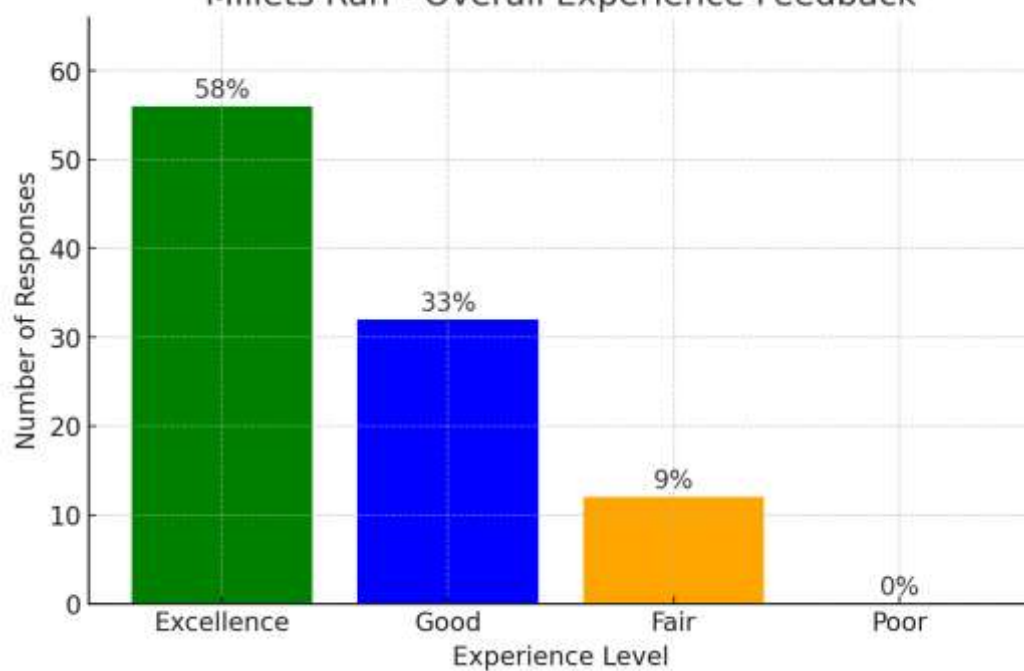
5. Running Experience

A breakdown of participants by their self-reported running experience level—beginner, intermediate, or advanced.





Millets Run - Overall Experience Feedback











Community Initiatives and Pre-Events Millets

c. Millet and Culinary Symposium
at Ramaiah Medical College Campus



January 2025

Millet & Culinary Symposium on Millets - Event Overview

Event Overview:

The Culinary Symposium on Millets was held at Ramaiah College as part of the Millets Mela initiative. This symposium aimed to highlight the nutritional benefits, versatility, and culinary innovations surrounding millets. The event brought together chefs, nutritionists, food scientists, and millet farmers to discuss and demonstrate the diverse applications of millets in modern cuisine.

Key Highlights:

- Expert panel discussions on the health benefits and sustainability of millet consumption.
- Live cooking demonstrations featuring millet-based recipes.
- Interactive workshops on millet processing and culinary techniques.
- Tastings of innovative millet dishes prepared by renowned chefs.
- Networking opportunities for farmers, chefs, and food industry professionals.

Challenges Faced:

- Limited awareness among attendees about the various types of millets.
- Need for more hands-on cooking sessions to engage participants.
- Logistical challenges in sourcing diverse millet varieties for demonstrations.
- Time constraints limiting in-depth discussions on culinary innovations.

The Culinary Symposium on Millets at Ramaiah College successfully promoted the significance of millets in modern diets. By addressing the challenges and incorporating more interactive elements in future editions, the event can further enhance its impact and encourage wider adoption of millets in everyday cooking.

How Participants Heard About the Event: A survey conducted among attendees revealed various sources through which they learned about the Culinary Symposium on Millets. The most common sources included:

- **Word-of-Mouth:** A significant number of participants attended the event based on recommendations from colleagues, friends, or family members who had previously attended or were involved in the event.
- **Social Media:** Platforms like Facebook, Instagram, and WhatsApp played a key role in spreading awareness and encouraging participation.
- **Email Invitations:** Some attendees received direct invitations via email, especially those who had participated in similar events in the past.
- **Past Participation:** Many attendees had participated in past editions of the symposium or the Millets Mela and returned due to their positive experiences.
- **Other Sources:** A few respondents mentioned learning about the event through local advertisements, college notices, or direct engagement with the organizing team.

The Culinary Symposium on Millets at Ramaiah College successfully promoted the significance of millets in modern diets. The diverse channels of communication, particularly word-of-mouth and social media, played a crucial role in attracting participants. By addressing the challenges and incorporating more interactive elements in future editions, the event can further enhance its impact and encourage wider adoption of millets in everyday cooking.

Overall Symposium Quality Assessment: The feedback regarding the overall quality of the symposium was categorized as follows:

Quality Rating	Percentage
Excellence	50%
Good	36%
Fair	14%
Poor	0%

Assessment and Analysis:

- **Excellence (50%):** Half of the attendees found the symposium outstanding, appreciating the quality of discussions, culinary demonstrations, and expert insights.
- **Good (36%):** Many attendees were satisfied with the event but suggested a need for more interactive sessions and in-depth discussions.
- **Fair (14%):** Some participants rated it as fair, possibly due to time constraints, logistical issues, or a lack of prior knowledge about millets.

- **Poor (0%):** No negative feedback was recorded, indicating overall success.



The Culinary Symposium on Millets at Ramaiah College successfully promoted the significance of millets in modern diets. The diverse channels of communication, particularly word-of-mouth and social media, played a crucial role in attracting participants. The symposium was well-received, with most participants rating it as excellent or good. By addressing the challenges and incorporating more interactive elements, such as hands-on cooking sessions and extended panel discussions, future editions of the event can further enhance its impact and encourage wider adoption of millets in everyday cooking.







Community Initiatives and Pre-Events Millets

d. Elocution Competition at Krishtu
Jayanti College



January 2025

Elocution Competition & Food Stalls

Krishtu College | January 10, 2025

1. Event Overview

- **Event:** Elocution Competition & Food Stalls
- **Date:** January 10, 2025
- **Venue:** Krishtu College
- **Audience Size:** Approximately 100 to 120 attendees
- **Total Stalls:** 22
- **Participants:** Mostly college students, with four external participants
- **Type of Snacks:** Millet-based snacks, including halwa, cake, payasa, and roti
- **Food Preparation:** Dishes were prepared at home and brought to the venue

2. Strengths of the Event

Active Participation

- The presence of 22 food stalls showcased a strong level of involvement from students.
- The inclusion of external participants, though limited, added some diversity to the event.

Promotion of Sustainable & Healthy Food

- The focus on millet-based snacks aligns with sustainable agriculture and food security initiatives.
- Encouraging homemade dishes promotes healthy eating and traditional culinary skills.

Diverse Food Options

- A variety of millet-based snacks ensured a mix of traditional and modern recipes, catering to different taste preferences.

Well-Received Audience Engagement

- The event drew a decent audience size, indicating interest in both the elocution competition and the food stalls.

3. Event Assessment Summary

- **Excellence:** 68% of respondents rated the event as excellent.
- **Good:** 27% of respondents found the event to be good.
- **Fair:** 5% of respondents rated it as fair.
- **Poor:** 0% of respondents found it poor.

Key Observations

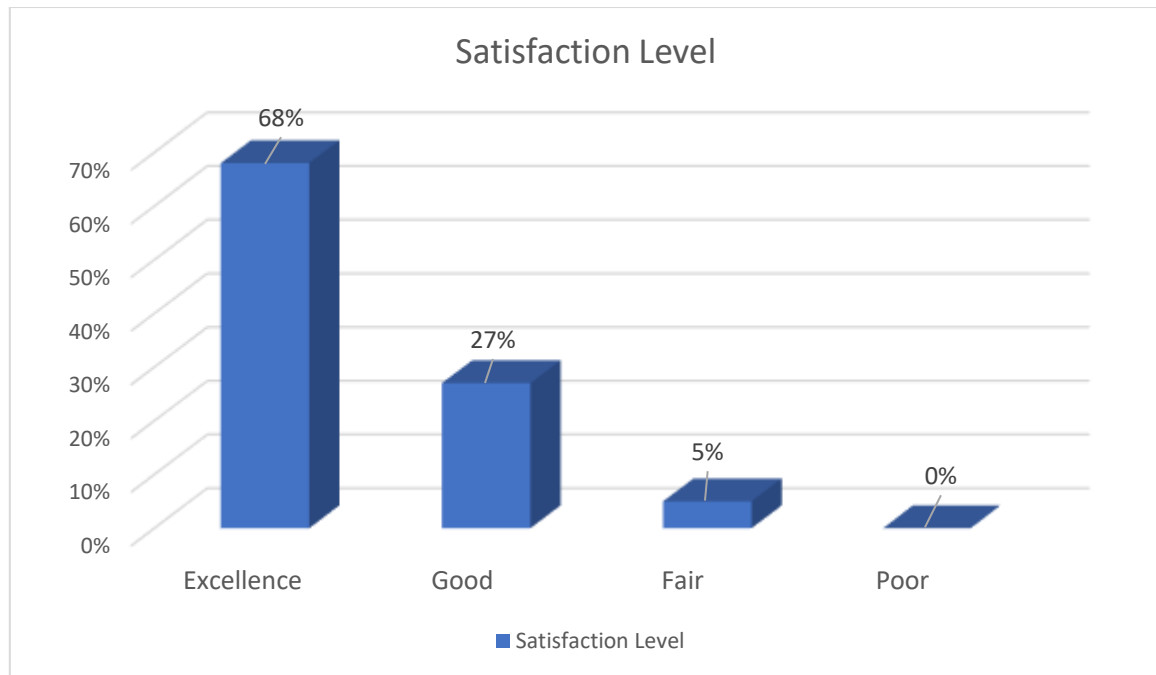
1. **High Satisfaction Level:** A majority (68%) rated the event as excellent, indicating strong engagement, quality content, and effective execution.
2. **Room for Improvement:** A smaller proportion (5%) rated it as fair, suggesting potential areas for enhancement.
3. **Zero Negative Feedback:** No respondents rated the event as poor, indicating a well-received event.

Quality Rating	Percentage
Excellence	68%
Good	27%
Fair	5%
Poor	0%

4. Need Assessment for Future Improvements

Based on the feedback distribution, the following areas could be explored for further enhancement:

1. **Content Enhancement:** Analyzing specific aspects that contributed to the fair ratings (5%) and making improvements, such as providing more diverse topics, deeper discussions, or interactive elements.
2. **Audience Engagement:** Enhancing participation through Q&A sessions, discussions, or more interactive formats.
3. **Accessibility & Inclusivity:** Ensuring that more students get a chance to participate or attend the event.
4. **Promotion & Awareness:** Expanding outreach to attract a broader audience and encourage wider participation.



5. Areas for Improvement

Limited External Participation

- Only four participants were from outside the college. Increasing outreach can enhance diversity and competitive spirit.

Audience Engagement & Interactive Elements

- The event could include more interactive activities such as:
 - Live cooking demonstrations
 - Food-tasting competitions
 - Audience voting for the best dish
 - Educational sessions on the benefits of millets

Sustainability Measures

- No mention of waste management strategies. To align with sustainability goals, the event could:
 - Promote eco-friendly serving options (biodegradable plates, minimal packaging).
 - Implement a waste segregation system at the venue.

Lack of Formal Feedback Collection

- Gathering structured feedback from participants and attendees could provide insights to refine future editions.

6. Recommendations for Future Events

Expand Participation & Outreach

- Invite participants from other colleges, culinary schools, and food industry professionals.
- Collaborate with local farmers or millet producers to promote sustainable agriculture.

Enhance Engagement with Interactive Activities

- Organize a "Best Dish" competition judged by a panel or audience votes.
- Conduct live cooking or food preparation workshops.
- Incorporate short talks or Q&A sessions on sustainable food habits.

Improve Sustainability Practices

- Encourage the use of reusable or biodegradable serving materials.
- Implement food waste management initiatives (e.g., food donation or composting).
- Educate attendees on sustainable eating habits through posters or presentations.

Collect Feedback for Continuous Improvement

- Use digital or paper-based feedback forms to gather attendee opinions.
- Conduct quick interviews with participants and audience members.
- Analyze feedback and incorporate suggestions in future editions.

7. Conclusion

The event was successful in engaging students and promoting millet-based foods, aligning with sustainable agriculture initiatives. However, improvements in external participation, audience engagement, and sustainability practices can make future editions more impactful. Incorporating interactive elements and feedback collection will ensure continuous growth and better outcomes.

Next Steps:

1. Plan strategies for broader outreach and external participation.
2. Introduce more interactive and educational elements.
3. Implement sustainability measures for food serving and waste management.
4. Set up a structured feedback system for attendees and participants.













IMPACT ANALYSIS STUDY OF MAIN EVENT AT TRIPURAVASINI



January 2025

The International Trade Fair – Organics & Millets 2025

The International Trade Fair – Organics & Millets 2025 was held from January 23 to 25, 2025, at Tripuravasini, Palace Grounds, and Bengaluru. This sixth edition of the fair aimed to promote organic farming and millet cultivation, positioning Bengaluru as a global hub for millets.

Highlights:

- **Inauguration:** The fair was inaugurated by Karnataka's Chief Minister, Shri Siddaramaiah, who also laid the foundation stone for a ₹20 crore Organics and Millets Hub in Hebbal, Bengaluru, to bolster infrastructure for production, processing, and marketing of organic and millet products.
- **Participation:** The event saw participation from representatives of nearly 10 countries and agricultural officials from over 25 Indian states. It featured over 300 stalls, including 114 from Karnataka, 170 paid stalls, 17 from other states, 15 showcasing indigenous landraces, a soil pedon pavilion, and 20 food stalls.
- **Exhibitions:** The fair showcased traditional landraces cultivated by farmers for generations, with 30 indigenous farmers displaying their unique produce.

A Soil Pedon Pavilion was introduced to educate visitors about soil properties, classification, and its critical role in agriculture.

- **Conferences and Workshops:** An international conference titled "Transformation of Agri-food Systems through Agroecology: A Global and Regional Perspective" was organized, bringing together experts, policymakers, farmers, and industry leaders to discuss challenges and innovations in agro-ecological transformation.

Additionally, workshops for farmers were conducted to share knowledge and best practices.

Outcomes:

- **Economic Impact:** The three-day fair generated a revenue of ₹185.41 crore and recorded an estimated footfall of 3 lakh people.
- **Market Linkages:** The event facilitated business-to-business (B2B) and farmer-to-business (F2B) meetings, strengthening market linkages for Karnataka's organic and millet products.

- **Global Recognition:** The fair reinforced Karnataka's position as a leader in millet production and organic farming, attracting international attention and fostering global partnerships.

The fair promoted sustainable agriculture, provided a platform for stakeholders to connect, and highlighted the economic potential of the organics and millets sectors.

Overall Event Key Highlights

- b) **Stalls:** Over 350 stalls showcased a wide variety of organic and millet products, featuring participation from farmers, farmer groups, domestic and international companies, and state/central agencies. The stalls provided a platform for producers to connect with buyers, consumers, and other stakeholders, facilitating business opportunities and promoting awareness about their products.
- **Footfall: Estimated footfall of 3 lakh people, demonstrating significant interest in organic and millet-based foods.**
 - **Comparison to Last Year:** While last year in 2024 the footfall was about 2.3 lakhs, the 2025 event was reported to be larger in scale with more extensive national and international participation, suggesting a potential increase in footfall.
- **State Participation:** Participation from 25 states across India, highlighting the growing national interest in promoting organic and millet farming.
- **International Participation:** Representatives from nearly 10 countries, including agriculture ministers and bureaucrats, participated in the fair, emphasizing its international significance.
- **Scholars and Speakers:** The event featured lectures by 30 national and international speakers on various topics related to organics and millets, providing valuable insights and knowledge sharing.
- **B2B Conferences and Meetings:** 185 B2B meetings were held, connecting 194 producers with 105 marketing organizations to facilitate business partnerships and trade.

- **Business Deals:** The fair generated business deals amounting to ₹185.41 crore, showcasing its success in driving economic activity and market growth in the organic and millet sectors.
- **Farmers Workshop:** The Department of Agriculture, in collaboration with the University of Agriculture, organized a farmer workshop that invited 4500 farmers from across all districts. The event featured a diverse range of speakers, including experts from various SMEs across the state. Topics covered included climate change mitigation and adaptation strategies, effective marketing techniques, value-added product development and current market trends, and exploring opportunities in the packaged food sector. The workshop aimed to enhance farmers' knowledge and empower them with the necessary skills to navigate the evolving agricultural landscape.
- **Millet-based Food Court:** A dedicated food court featured a variety of millet delicacies from different regions, allowing attendees to savour the versatility of these grains.
- **Recognition and Awards:** Awards were presented to farmers, entrepreneurs, and innovators for their contributions to millet promotion. Participants in the stalls were also presented with the awards for their creativity, products, demonstration, stall displays, uniqueness etc.
- **Overall Outcome:** The trade fair successfully promoted organic and millet-based foods, facilitated business connections, and raised awareness about the importance of sustainable agriculture and healthy dietary choices. It also provided a platform to honour and encourage farmers for their hard work and contributions.

Additional Features

- **International Conference:** A conference on "Transformation of Agri-food Systems through Agroecology: A global and regional perspective" featured 16 international speakers and 17 Indian experts.
- **Special Pavilions:** Exclusive pavilions on landraces and soil Pedon showcased the diversity of traditional crop varieties and emphasized the importance of soil health.



Impact and Evolution Covered

The trade fair encompassed multiple interactive sessions and surveys designed to capture insights and provide a rich experience for attendees. The key components were:

H. B2B Supplier & Buyer Experience Survey

- A. Enabled networking between producers, distributors, and global buyers.
- B. Facilitated business transactions and new market collaborations.

I. Farmers Workshop & Feedback Survey

- A. Sessions focused on **agronomic best practices**, financial aid, and technological advancements in millet farming.
- B. Gathered direct insights from farmers to tailor future programs.

J. Visitor Survey (General Public)

- A. Assessed public awareness and interest in millets and sustainable agriculture.
- B. Identified consumer behaviour and potential market trends.

K. Vendor/Exhibitor Event Feedback

- A. Vendors provided feedback on stall management, sales performance, and event organization.
- B. Insights were gathered for future event improvements.

L. International Conference & Feedback Survey

- A. Featured discussions by **global experts, policymakers, and industry leaders** on sustainable food systems and millet trade policies.
- B. Feedback helped assess the impact and effectiveness of the conference discussions.

M. Food Court Visitor Survey

- A. Analysed consumer preferences regarding millet-based foods.
- B. Evaluated the commercial viability of millet-based cuisine.

N. Sales Details at Stalls

- A. Vendors recorded significant sales of millet products, confirming a growing market demand.
- B. Data insights will be used for future expansion strategies.







INTERNATIONAL
TRADE FAIR

2025 ORGANICS &
MILLETS

JANUARY 23-25, TRIPURAVASINI,
PALACE GROUND, BENGALURU

Market Development Impact by B2B Conferences and Meetings



January 2025

H. Market Development: Impact by B2B Conferences and Meetings

The primary purpose of the B2B (Business-to-Business) meetings held during the International Millet and Organic Trade Fair 2025 was to:

- **Facilitate Market Linkages:** Connect producers (Karnataka State farmers, farmer groups, SMEs, Federations, FPOs and FPCs) with buyers (marketers, processors, distributors, exporters, retailers) to establish trade relationships and explore potential business opportunities.
- **Promote Trade and Commerce:** Drive economic activity in the organic and millet sectors by facilitating business deals between stakeholders.
- **Strengthen Value Chains:** Enhance the efficiency and effectiveness of the supply chain for organic and millet products by connecting producers directly with buyers.
- **Expand Market Access:** Provide a platform for producers to explore new markets and expand their customer base, both domestically and internationally.
- **Foster Collaboration:** Encourage collaboration between different stakeholders in the organic and millet value chains, including farmers, processors, marketers, innovators and researchers

By providing a dedicated platform for B2B meetings, the organizers aimed to create a conducive environment for stakeholders to connect, network, and explore mutually beneficial business opportunities, ultimately contributing to the growth and development of the organic and millet sectors.



The B2B (Business-to-Business) meetings at the International Trade Fair – Organics & Millets 2025 were a significant component of the event, aiming to connect suppliers and buyers in the organics and millets sectors. The fair reported that 141 buyers and 125 sellers registered for these B2B meetings, facilitating numerous interactions and potential collaborations.

The substantial participation numbers suggest a robust interest from both buyers and sellers. The overall success of the fair, highlighted by generating ₹185.41 crore in potential business, indicates that the B2B meetings likely contributed positively to fostering business relationships and expanding market opportunities within the organics and millets industries.

The International Trade Fair – Organics & Millets 2025, featured dedicated workshops aimed at empowering farmers with knowledge on organic farming and millet cultivation.

Key Highlights of the ITFs-B2B

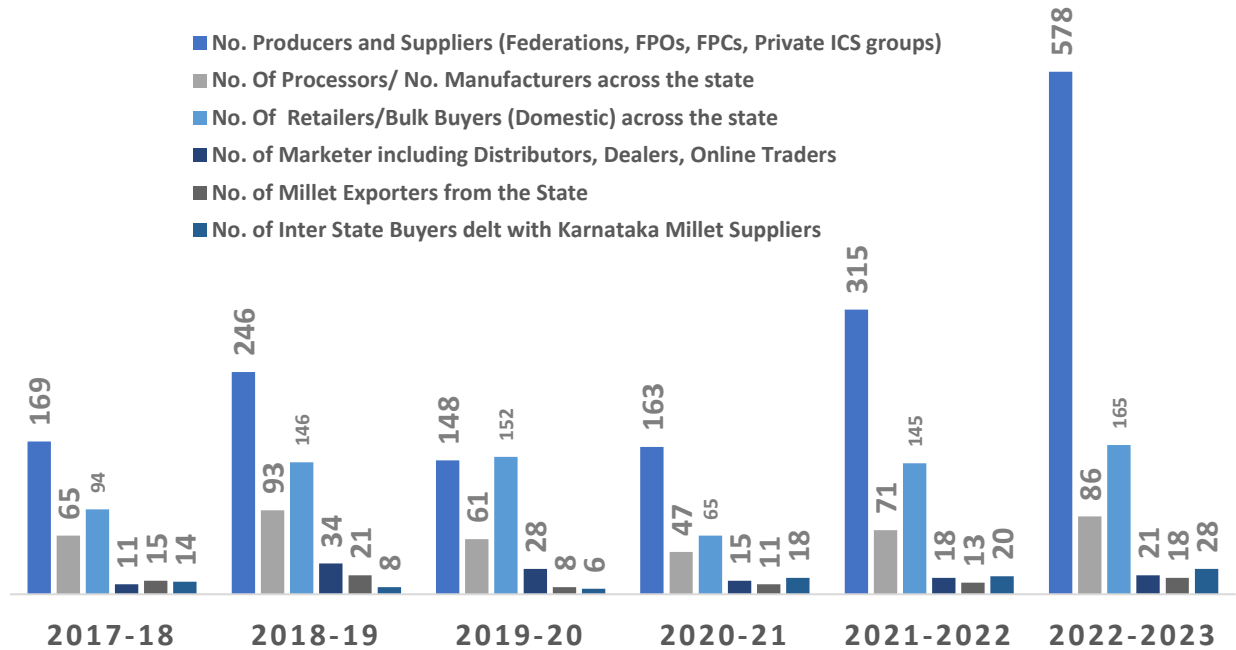
Outcome from previous years 2017-2023

Stakeholders in organics and Millet Sector in Karnataka (year 2017 to year 2023)

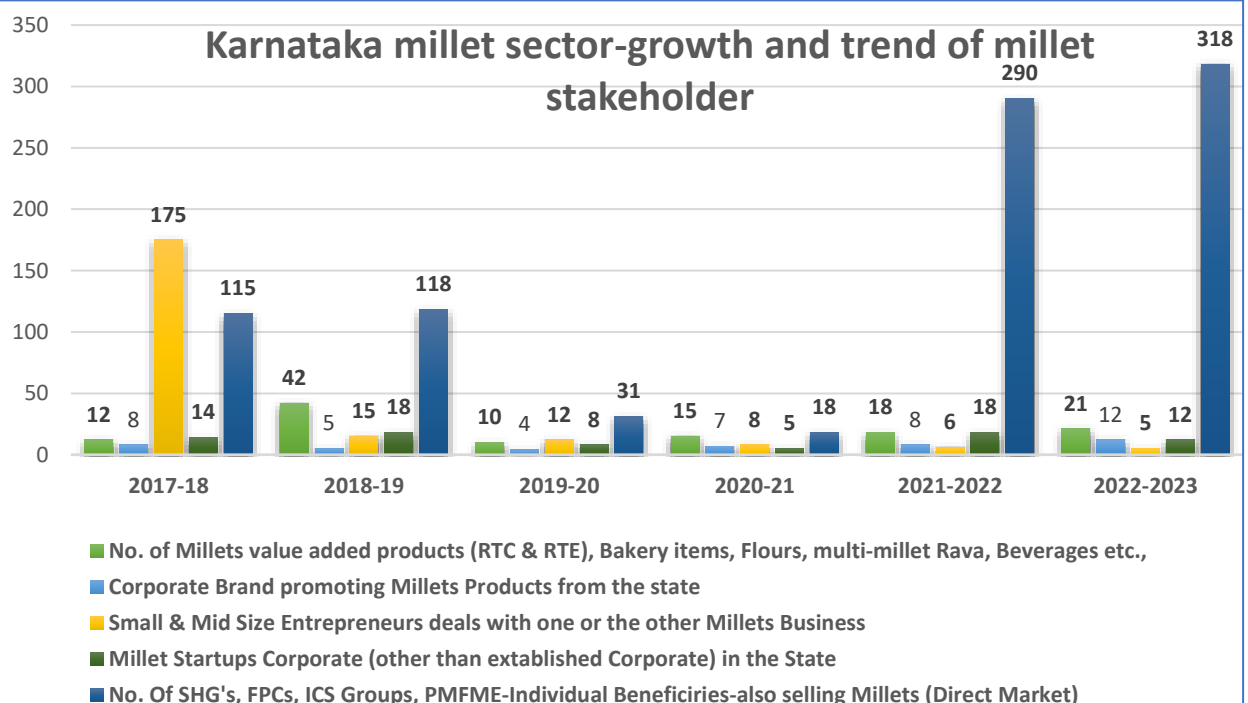
Sl. No.	Karnataka Millet Business Segments	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	Total till date
1	No. Producers and Suppliers (Federations, FPOs, FPCs, Private ICS groups)	169	246	148	163	315	578	1619
2	No. Of Processors/ No. Manufacturers	65	93	61	47	71	86	423

	across the state							
3	No. Of Retailers/ Bulk Buyers (Domestic) across the state	94	146	152	65	145	165	767
4	No. of Marketer including Distributors, Dealers, Online Traders	11	34	28	15	18	21	127
5	No. of Millet Exporters from the State	15	21	8	11	13	18	86
6	No. of Inter State Buyers dealt with Karnataka Millet Suppliers	14	8	6	18	20	28	94

KARNATAKA MILLET SECTOR-GROWTH AND TREND OF MILLET STAKEHOLDER



Karnataka millet sector-growth and trend of millet stakeholder



Impact over 2024 vs 2025

Buyer/Seller Meet	2024	2025	Impact %
Total No. of B2B Meetings	171	185	8%
No of Buyers	188	194	3%
No of Sellers	121	83	-46%
Total Products Quantity (Tons)	17192	30491.41	44%
Business transactions in the Exhibitor stall in Cr.	14	18.2	23%
Sales in the counter / stalls in Cr.	1.60	1.93	17%
Total Estimated Value in Cr.	145.96	205.54	29%
Number of Lols & MoUs Signed	41	60	32%
Lols & MoUs Signed Quantity	11416 Tons	21025.25 Tons	46%
Value of Signed Agreements	58.23 Cr.	53.51 Cr.	-9%

Highest Value Agreements 2025 (MoU/Lol)

Sl. No.	Name/Organization of the Buyer	Name/Organization of the Seller	Type of Agreement	Products	Quantity (Mt. ton)	Value (in crore)
1	Agro forte WTC Pvt Ltd., Belgavi	Vijayapur District Regional Cooperative Organic	Lol	Milletts, Organic Lemon, Fruits & Vegetabl	950	7.25

		Farmers Association Federation Ltd.,		es, Processed & Dehydrated Products		
2	FAIR Exports India Pvt Ltd., (LULU Group) Bengaluru	Uttara Kannada Co-Operative Organic Farmers Federation	Lol	Black Pepper, Clove, Ginger & Turmeric	155	6.88
3	MAA Renuka Foods Pvt., Ltd., MP	Vijayapura Organic Federation	Lol	Green Gram	500	6.00
4	Big Basket	Davanagere and Chitradurga Districts Regional Coop Organic Farmers Associations Federation Ltd	LOI	Millets and Millets Value added products	286	4.37
5	Star Bazar, Bengaluru	Seemi, Davanagere	MoU	Millets & Value added Products	2142	3.00
6	Rich Plus (by Amul Organic), Bengaluru	Desi Seed Producer Company Ltd, Mysore	MoU	Vegetable Seed & Millet Seed	1000	2.00

Major Products of Transaction 2025

List of Products	Quantity in Tons	Estimated Value in INR (In Lakh)
Millets & Value Added Products	9745.77	70.11
Coffee & Spices	1423.85	43.17
Pulses	3556.93	33.97
Value Added Products (Other than millets)	15058.91	28.35
Others (RTE & RTC)	293.15	4.45
Rice & Others Cereals	397.8	3.99
Total Worth of the business	30476.41	184.04

Highest No. of Agreements (MoU's & Lol's)-2025 between top 5 buyers and sellers

Sl. No.	Name / Organization of the Buyer	No. of Agreements
1	Sreshta Natural Farmers LLP, Mandya, Karnataka	7
2	Shiva International, Bangalore	4
3	7 Days Traders, Kerala	3
4	PDS Organic Spices, Kerala	3
5	Big Basket, FMCG, Bangalore	2

Sl.No.	Name / Organization of the Seller	No. of Agreements
1	Dasohi Farmer Producer Company Ltd, Vijayapura	3
2	Uttara Kannada Co-Operative Organic Farmers Federation	2
3	Roshith Ventures, Mandya	2
4	Avani Organics, Hassan	2

Major Buyers of Other States than Karnataka

Sl.No.	Name / Organization Of The Buyer	State
1	Plantrich Agritech Private Limited,	Kerala
2	Nature Bio Foods Ltd,	Haryana
3	7 Days Traders,	Kerala
4	PDS Organic Spices,	Kerala
5	Suche Organic Pvt Ltd.,	Tamilnadu
6	Eco Pure Specialties' L _{TD}	Madhya Pradesh
7	Maa Renuka Foods Pvt., Ltd.,	Madhya Pradesh
8	Nuco Expert Private Limited,	Haryana
9	Prathista Industries Limited,	Telangana
10	Western Ghat Organics Foods	Tamilnadu
11	Fair Exports India Pvt Ltd., (Lulu Group),	Kochin, Kerala
12	Gani Millets	Andra pradesh
13	Bansi Oil Industries	Rajkote, Gujarat

Major Brands Participated





Impact by having Exhibitors /Stalls in the event



January 2025

I. Impact by having Exhibitors /Stalls in the event

This year Exhibitors at the International Millet and Organic Trade Fair 2025 had achieved several key purposes and experienced increased demand of various millets & millets value added products and organic foods including processed raw materials and processed foods.

- **Showcase Products and Services:**
 - **Product Display:** Exhibitors showcased a wide range of organic and millet-based products, including food items, processed foods, value-added products, and raw materials.
 - **Technology Demonstration:** Some exhibitors showcased innovative technologies related to organic farming, millet processing, and value addition.
- **Brand Building and Awareness:**
 - **Increase Visibility:** The fair provided a platform to increase brand visibility and awareness among consumers, potential buyers, and other stakeholders.
 - **Build Brand Image:** Exhibitors aimed to build a strong brand image and establish themselves as leaders in the organic and millet sectors.
- **Market Exploration and Business Development:**
 - **Identify New Customers:** Exhibitors sought to identify new customers, both domestic and international, for their products and services.
 - **Explore Business Opportunities:** The fair facilitated B2B meetings and interactions, enabling exhibitors to explore potential business partnerships, collaborations, and distribution channels.
 - **Generate Sales:** Exhibitors aimed to generate direct sales during the fair and build long-term relationships with buyers.
- **Knowledge Sharing and Networking:**
 - **Industry Interaction:** Exhibitors had the opportunity to interact with other industry players, including farmers, processors, marketers, researchers, and government officials.
 - **Knowledge Exchange:** The fair provided a platform for knowledge sharing and exchange of best practices within the organic and millet sectors.

By participating in the trade fair, exhibitors aimed to achieve their business objectives, contribute to the growth of the organic and millet sectors, and promote sustainable and healthy food choices

Layout Plan



Type of Stall Offered and Occupied

Premium Stalls:	Area in Sq. Mt	No. Stall Occupied
Premium A: Largest and most expensive option, likely offering prime location and enhanced visibility.	54	5
Premium B: Medium-sized premium option, suitable for medium-sized businesses with significant display needs.	27	6
Premium C: Another medium-sized premium option, potentially with slightly less prominent placement than Premium B.	36	10
Premium D: Smaller premium option, suitable for smaller businesses or those with more focused displays.	18	7
Premium E: Smallest premium option, potentially suitable for individual farmers or small-scale producers.	9	8
Mid-Segment Stalls:		
Mid-Segment: More affordable than premium options, suitable for businesses seeking a good balance of visibility and cost-effectiveness.	9	86
Eco-Segment Stalls:		
Eco-Segment: Most budget-friendly option, suitable for smaller businesses, individual farmers, or those with limited budgets.	9	48
State Pavilions		
Karnataka Pavilion	9	128
Other State Stalls	9	17
TOTAL STALLS ALLOTTED		315

Exhibitors /Stall

PREMIUM SEGMENT

5



Premium A

6



Premium B

10



Premium C

7



Premium D

8



Premium E

MID & ECO SEGMENT

86



Mid-Segment

48



Eco-Segment

KARNATAKA & OTHER STATE STALLS

128



Karnataka Pavilion Stalls

17



Other State Stalls

Other States Participated in ITF 2025

States Participated in ITF 2025		
Chhattisgarh	Uttar Pradesh	Rajasthan
Maharashtra	Tamil Nadu	Puducherry
Gujarat	Andhra Pradesh	Sikkim
Kerala	Madhya Pradesh	Bihar
Uttarakhand	Telangana	Assam
Haryana	Jharkhand	Odisha

Overview of the types of industry segments

1. Organic and Millet Producers:

- **Farmers and Farmer Groups:** A significant portion of participants were state farmers and farmer groups directly involved in cultivating millets and organic produce.
- **Millet Processing Units:** Companies engaged in processing millets into various food products (flour, flakes, etc.) would have a strong presence.
- **Organic Food Companies:** Established food companies specializing in organic and millet-based products would showcase their offerings.

2. Value-Added Product Manufacturers:

- **Millet Food Manufacturers:** Companies producing a wide range of millet-based food products, including:
 - Ready-to-eat meals: Instant mixes, breakfast cereals, snacks
 - Bakery products: Breads, cakes, cookies, muffins
 - Beverages: Millet-based drinks, shakes, and juices
 - Health foods: Millet-based protein powders, energy bars, and supplements
- **Millet-based Traditional Foods:** Producers of traditional dishes and snacks made from millets.

3. Organic and Millet-related Services:

- **Organic Certification Agencies:** Organizations that certify organic products and farms.

- **Consultancy Services:** Experts offering advice on organic farming practices, millet cultivation, and market linkages.
- **Packaging and Logistics:** Companies providing sustainable packaging solutions and logistics services for organic and millet products.
- **Research & Development:** Institutions and organizations involved in research and development related to millets and organic farming.

4. Technology and Equipment Providers:

- **Agricultural Technology Companies:** Exhibitors showcasing innovative technologies for organic farming and millet cultivation (precision farming, irrigation systems, etc.).
- **Food Processing Equipment Manufacturers:** Companies providing machinery and equipment for millet processing and value addition.
- **Packaging and Labeling Companies:** Companies offering sustainable packaging solutions for organic and millet-based products.

5. Research and Development Institutions:

- **Agricultural Universities and Research Centers:** Institutions like the University of Agricultural Sciences and IIMR showcasing their research on millets and organic farming.
- **Food Technology Institutes: Organizations** like CFTRI demonstrating their research and innovations related to millet processing and product development.

6. Government and Support Organizations:

- **Government Departments:** Departments of Agriculture from various states and the central government promoting their initiatives and policies related to organic farming and millets.
- **Certification and Regulatory Bodies:** Agencies involved in organic certification and regulation.
- **NGOs and Non-profits:** Organizations working in the field of sustainable agriculture, organic farming, and millet promotion.

7. Other Related Industries:

- **Retailers and Distributors:** Supermarkets, organic food stores, and online platforms specializing in organic and millet-based products.
- **Exporters and Importers:** Companies involved in international trade of organic and millet products.
- **Consultants and Service Providers:** Experts offering consultancy services related to organic farming, millet processing, and market development.

Direct Impact of having Stalls in IFT 2025

- **Product Showcase and Brand Building:** Stalls provided a platform for exhibitors to showcase their organic and millet-based products, increasing brand visibility and awareness among consumers, buyers, and other stakeholders.
- **Market Access and Business Development:** Exhibitors utilized stalls to connect with potential buyers, explore new markets, and generate business leads.
- **Knowledge Sharing and Networking:** Stalls facilitated interaction between exhibitors, farmers, processors, marketers, and researchers, fostering knowledge exchange and collaboration within the industry.
- **Economic Impact:** The presence of numerous stalls contributed to the overall economic activity generated by the trade fair, including direct sales, business deals, and employment opportunities.

The presence of 330 stalls at the fair has influenced several key areas

1. Economic Impact:

- Increased 15% revenue generation through direct sales and associated economic activities.
- Min 8% rural Job creation for vendors, suppliers, and logistics personnel.
- Attraction of additional businesses and investors to the millet and organic trade sector.

2. Community Engagement:

- Enhanced social interaction and networking opportunities for local and international entrepreneurs.
- Increased consumer awareness and footfall by 18%, fostering a dynamic marketplace for organic and millet-based products.
- Encouragement of cultural and artisanal expressions through diverse product offerings.

3. Environmental Considerations:

- Waste management challenges due to increased consumer activity at the fair.
- Implementation of sustainable practices, such as recycling and waste reduction initiatives.
- Positive influence on local agriculture and handmade goods, promoting eco-friendly millet and organic products.

Overall Outcome of the 330 Stalls at the Trade Fair The implementation of 300 stalls at the International Millets and Organic Trade Fair 2025 has resulted in:

- **Economic Growth:** A significant boost to local and international trade in millet and organic sectors.
- **Social Development:** Strengthened community bonds and support for sustainable agricultural practices.
- **Sustainability Measures:** Increased awareness and adoption of environmentally responsible organic farming and millet-based products.

Conclusion: The establishment of 330 stalls at the International Millets and Organic Trade Fair 2025 has had a profound impact on the economic landscape, social structure, and environmental awareness of the industry. The positive outcomes underscore the importance of continued support for such market-driven initiatives, ensuring long-term benefits for all stakeholders involved.



International Collaboration and Exposure: Impact by International Conference



January 2025

H. International Collaboration and Exposure: Impact by International Conference

The International Conference held alongside the International Millet and Organic Trade Fair 2025 served several key purposes and had a significant impact with following theme.

The conference is organized by the Department of Agriculture, Government of Karnataka, in collaboration with international partners such as the German Cooperation for International Collaboration (GIZ) and the Research Institute of Organic Agriculture (FiBL). These collaborations suggest the involvement of speakers from countries like Germany and Switzerland, where these organizations are based.

This conference aimed to bring together global experts, researchers, policymakers, and stakeholders to discuss and deliberate on critical issues related to the transformation of agri-food systems through agroecology.

Conference Theme and Objectives: The theme of the **ITF 2025** conference, "**Transformation of Agri-food Systems through Agroecology**," highlights the urgent need to transition towards sustainable, resilient, and equitable food systems. Agroecology integrates ecological principles into agriculture, promoting biodiversity, resource efficiency, and social well-being.

The key objectives were:

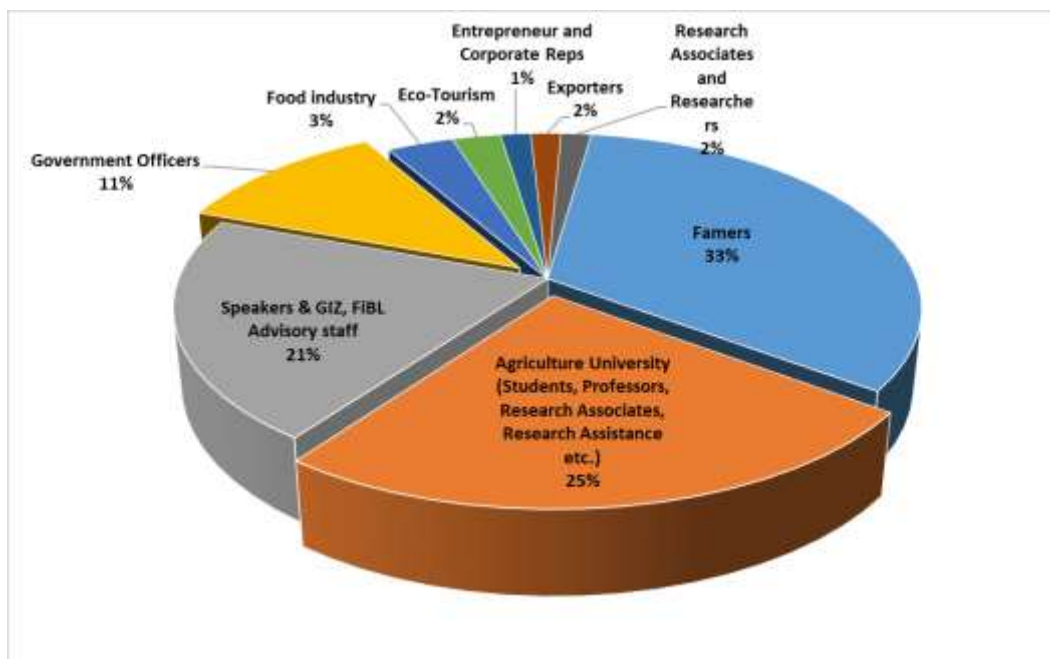
- To foster knowledge sharing and exchange among international and national experts on agroecology, organic farming, and millet cultivation.
- To discuss and debate the challenges and opportunities of transitioning towards more sustainable and resilient food systems.
- To identify and explore innovative solutions and best practices in agroecology and organic farming.
- To develop policy recommendations for promoting agroecology and supporting the growth of the organic and millet sectors.

Key Highlights

- **Participation:** The conference featured participation from over 16 international speakers and 17 Indian experts, representing diverse backgrounds and expertise.
- **Diverse Perspectives:** The discussions covered a wide range of topics, including agroecology principles, organic certification, climate change adaptation, soil health, biodiversity conservation, and market access for agro ecological products.
- **Policy Discussions:** The conference provided a platform for policymakers, government officials, and industry representatives to discuss and exchange views on policies and regulations related to agroecology and organic farming.

- **Knowledge Exchange:** The conference facilitated discussions on scaling organic markets, enhancing consumer awareness, fostering efficient value chains, and strengthening local food systems.
- **Strategic Dialogue:** Participants engaged in strategic dialogues aimed at bridging gaps between producers and consumers, promoting sustainable practices, and exploring innovative solutions to contemporary agricultural challenges.

STAKEHOLDERS OF THE CONFERENCE



Karnataka Pavilion	128
Mid-Segment	86
Eco-Segment	48
Other State Stalls	17
Premium C	10
Premium E	8
Premium D	7
Premium B	6
Premium A	5

The overall impacts of this transformation are broad and significant

1. Knowledge Dissemination and Exchange:

- **Sharing Global Best Practices:** The conference brought together international experts and researchers to share their knowledge and experiences on agroecology, sustainable agriculture, and organic farming practices. This facilitated the exchange of best practices and innovative approaches among participants.
- **Addressing Global Challenges:** The conference provided a platform to discuss and address global challenges related to food security, climate change, and sustainable food systems.
- **Promoting Research and Innovation:** The presentations and discussions stimulated research and innovation in the field of agroecology and organic farming.

2. Policy Advocacy and Decision Making:

- **Influencing Policy:** The conference provided a platform for policymakers, government officials, and industry leaders to discuss and exchange ideas on policy frameworks and initiatives to promote organic farming, millet cultivation, and sustainable food systems.
- **Shaping Future Directions:** The insights and recommendations generated from the conference could inform and shape future policies and programs related to agriculture and food systems.

3. Capacity Building:

- **Empowering Stakeholders:** The conference provided an opportunity for participants, including farmers, researchers, and industry professionals, to enhance their knowledge and skills in areas such as agroecology, organic farming, and value chain development.
- **Building Networks:** The conference facilitated networking opportunities among participants, enabling them to connect with experts, researchers, and other stakeholders in the field.

4. Raising Awareness:

- **Promoting Organic and Millet-based Foods:** The conference helped to raise awareness about the importance of organic and millet-based foods for human health and environmental sustainability.

- **Building Public Support:** The discussions and presentations contributed to building public support for sustainable agricultural practices and organic food systems.

Participant Feedback:

- The conference's comprehensive agenda and the diversity of topics covered suggest that it provided valuable insights and fostered meaningful discussions among attendees. The event's focus on actionable insights into scaling organic markets and enhancing consumer awareness indicates a positive reception from stakeholders committed to advancing agroecological practices.
- International Conference at the International Trade Fair – Organics & Millets 2025 played a pivotal role in advancing the discourse on sustainable agriculture, offering participants a platform to share knowledge, network, and collaborate on initiatives aimed at transforming agrifood systems through agroecology.
- The event featured a dedicated food court known as "Khanavali." This area offered visitors a chance to experience a variety of millet-based dishes, showcasing the versatility and nutritional benefits of millets.

Overall Impact:

The International Conference at ITF 2025 served as a valuable platform for knowledge sharing, policy advocacy, and capacity building. It contributed significantly to promoting sustainable agriculture, fostering innovation in the organic and millet sectors, and shaping the future of food systems.

The transformation of agri-food systems through agroecology is a holistic approach that balances productivity, environmental sustainability, and social well-being. It promotes resilient farming systems, empowers small-scale farmers, and ensures that food production methods are future-proof against climate change and economic uncertainties. The success of this transformation will depend on policy support, scientific innovations, and widespread adoption of agro-ecological practices.



Knowledge Exchange and Capacity building: Impact by Farmers Workshops and other segments



January 2025

J. Knowledge Exchange and Capacity Building Programs : Impact by Farmers Workshops and other segments

Workshop Highlights:

- **Educational Sessions:** The workshops provided comprehensive training on organic farming techniques, sustainable agricultural practices, and the benefits of millet cultivation. Experts shared insights into soil health management, pest control without chemicals, and enhancing crop yields naturally.
- **Interactive Platforms:** Farmers had the opportunity to engage directly with agricultural scientists, policymakers, and fellow cultivators, facilitating the exchange of ideas and experiences. This interaction aimed to address common challenges and explore innovative solutions in organic and millet farming.
- **Resource Distribution:** Participants received educational materials, including guides on best practices, access to support networks, and information on government schemes promoting organic agriculture.

The fair's overall success, marked by significant participation and business engagements, suggests that the workshops were well-received and beneficial to the farming community. The event offered a rich and engaging experience for the general public. The event attracted over 200,000 visitors, reflecting widespread interest in organic products and millets.

Visitor Highlights:

- **Diverse Exhibitions:** With over 300 stalls, attendees explored a wide array of organic and millet-based products. This extensive showcase allowed visitors to discover new products and engage directly with producers.
- **Educational Displays:** The introduction of the Soil Pedon Pavilion provided insights into soil health and its significance in agriculture, enhancing visitors' understanding of sustainable farming practices.
- **Culinary Experiences:** Live cooking demonstrations and a dedicated food court offered visitors the chance to taste millet-based dishes, highlighting the versatility and nutritional benefits of millets.
- **Cultural Programs:** Cultural events enriched the fair, offering entertainment and a deeper appreciation of regional traditions.

The fair provided an informative and enjoyable experience, fostering a deeper appreciation for organic products and millets among attendees.



Promotion of Indigenous Varieties and Sustainability: Exhibition of Indigenous Millets



January 2025

K. Promotion of Indigenous Varieties and Sustainability: Exhibition of Indigenous Millets

The promotion of indigenous varieties and sustainability, particularly within the context of millets, is a crucial aspect of modern agriculture and food security. An exhibition of indigenous millets at the International Millets and Organic Trade Fair 2025 would be a significant platform to highlight these important concepts. Here's a breakdown of the key elements and potential impact:

Key Objectives of the Exhibition:

- **Showcasing Biodiversity:**
 - Display a wide range of indigenous millet varieties, emphasizing their genetic diversity and unique characteristics.
 - Highlight the importance of preserving these varieties for future food security and climate resilience.
- **Promoting Sustainable Practices:**
 - Demonstrate traditional and innovative sustainable farming techniques used in millet cultivation.
 - Emphasize the low water requirements and climate-resilient nature of millets.
 - Showcase organic farming methods that enhance soil health and biodiversity.
- **Empowering Farmers and Communities:**
 - Provide a platform for indigenous farmers and communities to share their knowledge and experiences.
 - Facilitate direct market linkages between farmers and consumers.
 - Promote fair trade practices and support the livelihoods of millet growers.
- **Raising Consumer Awareness:**
 - Educate consumers about the nutritional benefits and culinary versatility of indigenous millets.
 - Promote the consumption of millets as a healthy and sustainable food choice.
 - Highlight the cultural significance of millets in various societies.
- **Facilitating Research and Innovation:**
 - Connect researchers, breeders, and industry professionals to explore new opportunities for millet development.
 - Showcase advancements in millet processing, value addition, and product development.
 - Promote the sharing of information regarding best practices.

Sustainability Focus:

- **Climate Resilience:**
 - Millets are known for their ability to thrive in harsh environments, making them crucial for climate change adaptation.
 - The exhibition should emphasize the drought-resistant and heat-tolerant qualities of indigenous millet varieties.
- **Soil Health:**
 - Promote sustainable farming practices that enhance soil fertility and reduce erosion.
 - Highlight the role of millets in improving soil structure and water retention.
 - Showcase the benefits of crop rotations with millets.
- **Water Conservation:**
 - Emphasize the low water footprint of millet cultivation compared to other staple crops.
 - Promote water-efficient irrigation techniques and dryland farming methods.
- **Biodiversity Conservation:**
 - Highlight the importance of preserving indigenous millet varieties as a genetic resource.
 - Showcase the role of millets in supporting diverse agroecosystems.

Soil Pedon Pavilion: A Focus on Earth's Foundation

The special soil Pedon pavilion's purpose served as tool of :

- **Educate:**
 - Showcased the diversity and importance of soil types.
 - Explained the vital role of soil in agriculture, ecosystem health, and climate regulation.
 - Demonstrated the impact of various farming practices on soil quality.
- **Promote Sustainable Soil Management:**
 - Highlighted techniques for improving soil health, such as composting, cover cropping, and reduced tillage.
 - Advocated for soil conservation practices to prevent erosion and degradation.
 - Showcased the link between healthy soils and the production of nutritious crops, including millets.

Potential Pavilion Components:

- **Pedon Displays:**
 - Actual soil pedons (vertical soil profiles) from different districts, showcased the layers (horizons) and characteristics of various soil types.
 - Interactive displays explained the formation, composition, and properties of each soil.
- **Soil Health Demonstrations:**
 - Live demonstrations of soil testing and analysis.
 - Exhibits showcased the impact of organic matter, microorganisms, and other factors on soil fertility.
 - Displayed the sustainable soil management techniques, such as composting and vermicomposting.
- **Interactive Exhibits:**
 - Interactive displays and simulations that allow visitors to explore the effects of different land management practices on soil health.
 - Microscope stations for viewing soil organisms.
 - Information panels and multimedia presentations on the importance of soil conservation.

By effectively showcasing the diversity and sustainability of indigenous millets, the International Millets and Organic Trade Fair 2025 can contribute to a more resilient and equitable food system.

It was excellent decision by KSDC, GIZ to consider the inclusion of a "Soil Pedon Pavilion" at the International Trade Fair (ITF) 2025, especially given the fair's focus on organics and millets. Soil health is foundational to sustainable agriculture, and a dedicated pavilion could significantly enhance the event's educational and practical value.



Analysis of Survey Data: Visitors Survey Data Analysis Report



January 2025

a) Visitors Survey Data Analysis Report

A. Deep Dive Assessment: Visitors for the Millets Mela

Millets Mela 2025: Visitor Survey Data Assessment. Analysis based on the visible data:

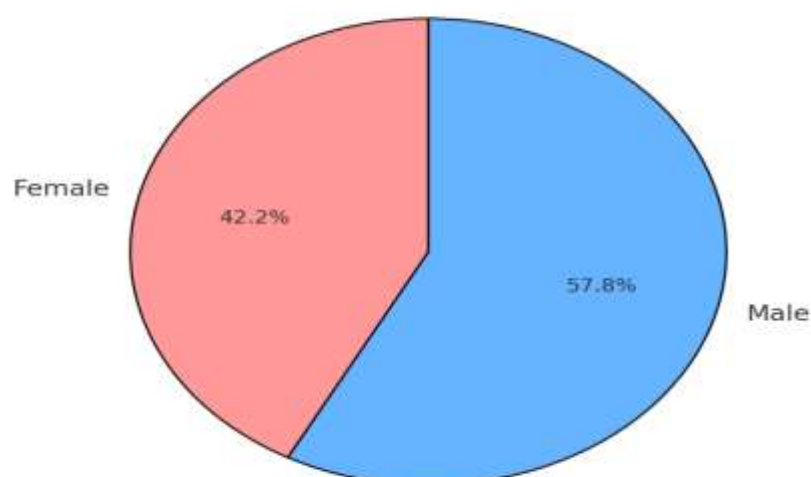
Gender Distribution Assessment

- **Female Visitors: 57.8%**
- **Male Visitors: 42.2%**

Observations

- Male visitors outnumber female visitors, making up about **57.8%** of the survey respondents.
- Female visitors make up **42.2%** of the recorded data.
- The event appears to have attracted a diverse audience, though there is a slight male dominance.

Gender Distribution at Millets Mela 2025



B. Deep Dive Assessment: Age Group Distribution Analysis for Millets Mela 2025

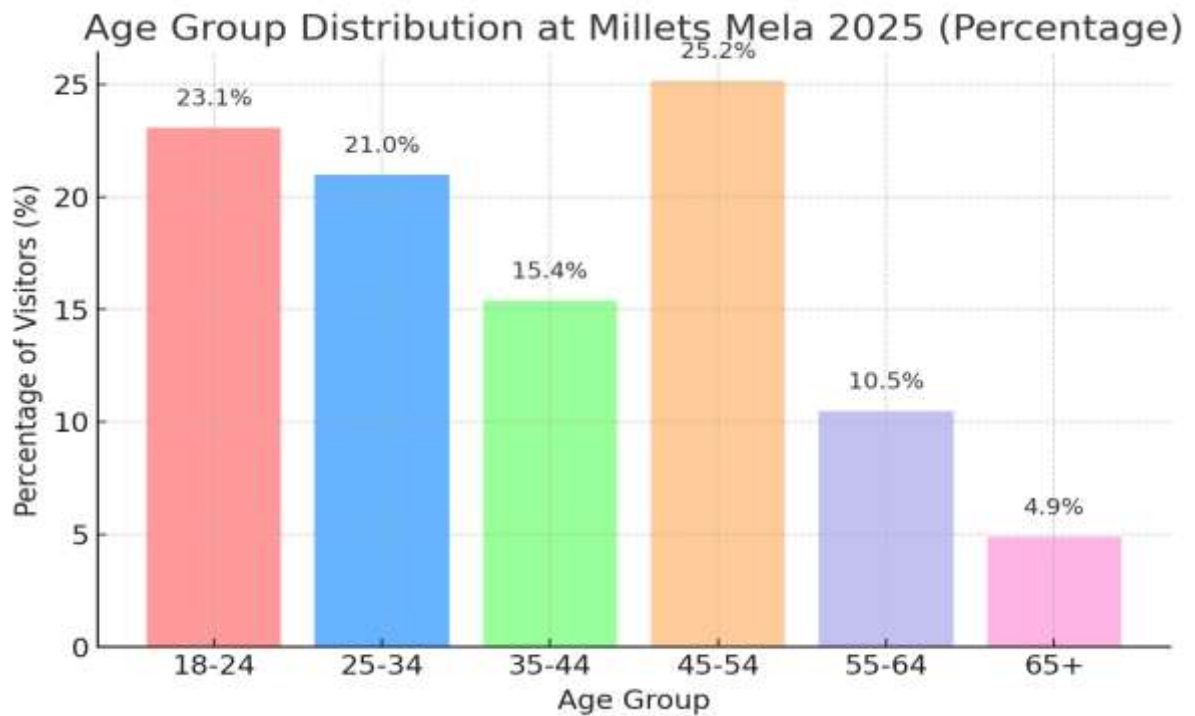
Age Group Distribution Analysis for Millets Mela 2025

Based on the provided age group data, here's the breakdown:

Age Group	Percentage of Visitors (%)
18-24	23.1%
25-34	21.0%
35-44	15.4%
45-54	25.2%
55-64	10.5%
65+	4.9%

Observations:

- Largest Age Group:** The **45-54** age group has the highest participation (25%).
- Young Audience:** The **18-24** age group follows closely (23%), showing strong youth engagement.
- Mid-Age Interest:** The **25-34** (21% respondents) and **35-44** (15% respondents) groups also form a significant portion.
- Senior Participation:** The **55-64** (10% respondents) and **65+** (5% respondents) groups show lower but still notable engagement.



Deep Dive Analysis of Millets Mela 2025 Age Group Data

1. Key Insights from Age Group Distribution

- **Dominant Age Group:** The **45-54 age group (25.2%)** represents the largest proportion of attendees, indicating strong interest from middle-aged individuals, possibly due to increased health consciousness or disposable income for millet-based products.
- **Youth Participation:** The **18-24 age group (23.1%)** forms the second-largest segment, suggesting growing awareness and interest among young consumers, likely driven by social media, educational initiatives, or sustainability trends.
- **Mid-Age Engagement:** The **25-34 age group (21.0%)** also shows substantial engagement, highlighting potential family-oriented consumers who prioritize health and wellness.
- **Senior Citizen Interest:** The **55-64 (10.5%)** and **65+ (4.9%)** age groups have the lowest participation, but their presence suggests interest in millets for health benefits such as diabetes management and digestive wellness.

2. Trend Analysis & Possible Interpretations

- **Comparison with Past Data (if available):**

- If there has been a rise in **youth participation**, it may indicate that millet-based foods are becoming a lifestyle choice rather than just a health necessity.
- If **senior participation is declining**, it might suggest that outreach programs for elderly communities need strengthening.
- **Market Targeting Opportunities:**
 - **18-34 Age Group (44.1%):** Focus on social media marketing, easy-to-cook millet recipes, and trendy millet-based snacks.
 - **35-54 Age Group (40.6%):** Position millet as a sustainable and long-term dietary habit, emphasizing family nutrition.
 - **55+ Age Group (15.4%):** Promote millet's medicinal benefits in combating lifestyle diseases and improving longevity.

3. Strategic Recommendations

1. **Tailored Marketing:**
 - **For Youth (18-24 & 25-34):** Leverage social media influencers, millet-based street food concepts, and digital promotions.
 - **For Middle-Age (35-54):** Promote millet as a family staple via cooking workshops, family meal plans, and work-life balance wellness programs.
 - **For Seniors (55-64 & 65+):** Conduct health-oriented workshops, collaborate with healthcare providers, and provide millet diet plans for elderly wellness.
2. **Product Development Focus:**
 - Create **ready-to-eat millet products** for young professionals.
 - Develop **affordable millet-based meal kits** for families.
 - Offer **specialized millet nutrition packs** for senior citizens.
3. **Event Programming Enhancement:**
 - Host interactive **cooking competitions** for younger age groups.
 - Organize **panel discussions with health experts** for middle-aged visitors.
 - Arrange **free health check-ups & millet diet counselling** for senior participants.

The Millets Mela 2025 visitor data reflect a diverse age group engagement, with middle-aged and young adults leading participation. The insights provide valuable opportunities for targeted marketing, product innovation, and event structuring to enhance millet adoption across all age groups.

C. Deep Dive Assessment: Visitor Occupations Analysis for Millets Mela 2025

Deep Dive Analysis of Visitor Occupations – Millets Mela 2025

1. Key Insights from Occupation Distribution

Occupation and Percentage Breakdown

Occupation	Percentage
General Public	50.6%
Student	21.9%
Farmer	22.6%
Importer	2.4%
Retailer	2.4%

1. General Public (50.6%)

- **Analysis:**
 - The **general public** formed the largest group at the event, comprising over **half** of the attendees.
 - **50.6%** of the visitors likely attended out of personal interest in health, sustainable eating habits, or curiosity about millets.
 - This indicates a strong **consumer awareness** and potential for **millet-based products** in the general market. Public engagement is crucial for spreading awareness of the benefits of millets as a nutritious food option.

2. Farmers (22.6%)

- **Analysis:**
 - **Farmers** accounted for nearly a quarter of the attendees at **22.6%**.
 - This suggests that **millet cultivation** is of strong interest among agricultural producers, either for diversification of crops, improved yields, or exploring **market opportunities**.
 - With millets being a **sustainable crop**, farmers could be interested in better farming practices, access to **organic farming resources**, or **government subsidies** related to millet cultivation.

3. Students (21.9%)

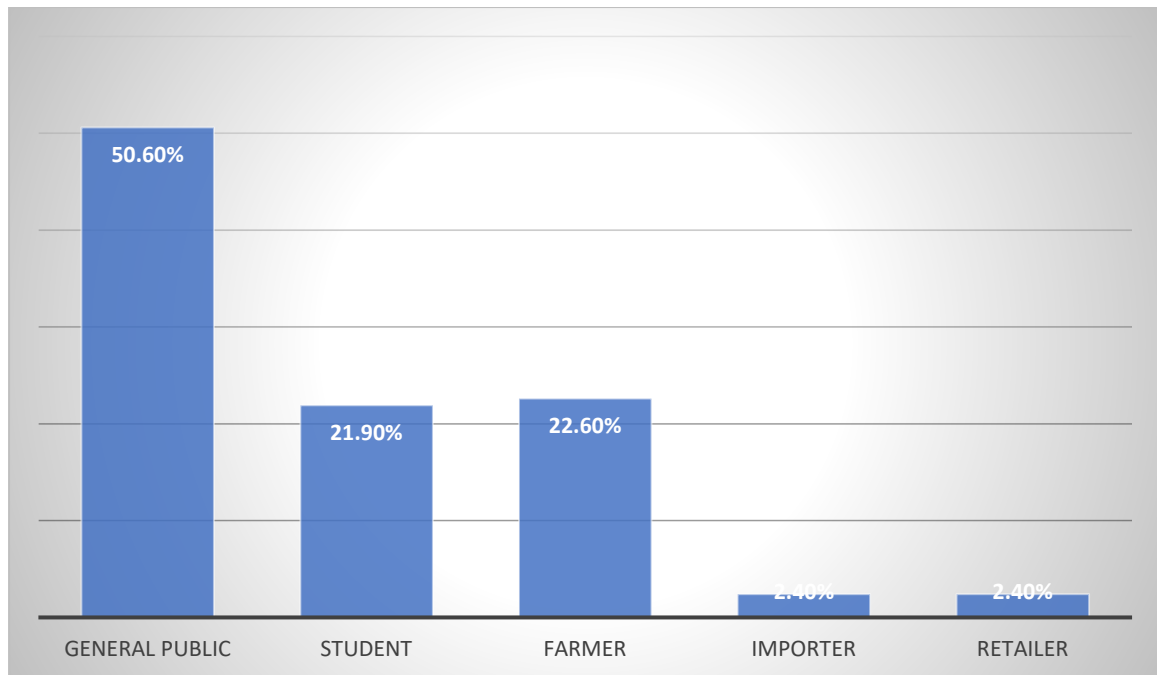
- **Analysis:**
 - **Students** made up **21.9%** of the audience.
 - This indicates that there is significant interest in **academic and research-based fields** related to agriculture, food science, and sustainability. Students may have attended to learn about millets from a **research perspective** or for **future career opportunities**.
 - This suggests an emerging generation that could be **advocating for millets** and promoting their importance as part of the global food security solution.

4. Importers (2.4%)

- **Analysis:**
 - A relatively small percentage (**2.4%**) of the visitors were **importers**.
 - Despite the low number, their presence indicates that there is interest from **business stakeholders** who could help **expand the millet market** across regions. Importers may be interested in sourcing millets from India for international markets, especially given the increasing global trend toward **plant-based foods** and **sustainability**.
 - This highlights a **niche business opportunity** for those looking to commercialize millet internationally.

5. Retailers (2.4%)

- **Analysis:**
 - **Retailers** also comprised **2.4%** of the total visitors.
 - This suggests that there is some level of interest from **retail businesses** in selling millet-based products or even millets themselves. Retailers may be looking for innovative products to add to their **product portfolios**, especially given the rise in **health-conscious consumer behavior**.
 - There is potential to tap into **millet-based products** like snacks, flour, or ready-to-eat items in the **retail market**.



Key Takeaways & Implications in Percentage Terms

1. Consumer Engagement (50.6%):

- The **general public** forms the largest segment of attendees, which signals the growing interest in **millets as a food choice**. This could lead to more **consumer awareness campaigns** or even a push for millet-based products in the mainstream market.

2. Farmer Engagement (22.6%):

- **Farmers' interest** in the mela signals that there is potential for **growth in millet cultivation**. Targeted initiatives, such as **workshops, crop advisory services, or subsidies**, could be effective in encouraging greater adoption of millet farming.

3. Student Engagement (21.9%):

- The relatively high number of **students** (21.9%) shows that **education on sustainability and agriculture** is a priority for the younger generation. Collaboration with **educational institutions** or organizing **research seminars** would be a great way to engage and encourage further interest in millets from an academic perspective.

4. Business Engagement (4.8%):

- The presence of both **importers and retailers** (4.8%) highlights that the **millet market is beginning to attract business interests**. As the demand for **plant-based foods** grows, there is significant **business potential** for the commercialization of millets.

Summary

- The **general public's** high participation suggests an interest in **nutritious food options**, possibly due to the growing awareness of health benefits.
- The **farmers' participation** shows that the event may serve as a venue for **knowledge exchange** and increasing adoption of millets in farming practices.
- The **students'** presence reflects growing academic interest and future leadership in the millet sector.
- While **importers** and **retailers** form a small group, their involvement is crucial for **market expansion** and **business development** in millet-based products.

This mix of engagement from both **consumers** and **business stakeholders** makes the Millets Mela an important platform for promoting millet-based products, encouraging sustainable agricultural practices, and fostering future research and business ventures in the millet sector.

D. Deep Dive Assessment: How did the visitors hear about the International Millet and Organic Trade Fair

The responses to the question "How did you hear about the International Millet and Organic Trade Fair?" show a wide range of sources, indicating diverse channels through which people became aware of the event. Here's a detailed assessment based on the data provided:

1. Predominant Sources of Information:

- **Newspaper:** By far the most common source (appears repeatedly). This suggests that print media, especially local newspapers, played a significant role in promoting the event.
- **Social Media:** This is the second most mentioned source, indicating a strong online presence and outreach on platforms such as Facebook, Twitter, Instagram, etc. Social media's effectiveness is particularly notable, as it's also a dynamic platform for event engagement and sharing.
- **Word-of-mouth:** This traditional and personal channel has been frequently mentioned, highlighting that recommendations and discussions among peers and networks contributed to awareness.
- **College Institutions:** A noticeable number of mentions imply that academic institutions, perhaps through their student networks or faculty, were actively involved in spreading the word.

- **Website:** Some respondents mentioned learning about the fair through the official website, which shows the importance of digital marketing and having an online presence.
- **Email:** Appears a few times, suggesting targeted email campaigns to a specific audience, likely those who have attended previous events or are in related networks.
- **Other Sources:** Less frequently mentioned sources such as "Sanga," "Krushi department," "Organic store," and "Radio" also indicate diverse promotional strategies, possibly reaching more localized or specialized audiences.

2. Key Takeaways:

- **Print Media (Newspapers)** dominates in terms of awareness, highlighting the continued relevance of traditional media for reaching a wide and diverse audience. Local papers might have been crucial for people outside of digital networks.
- **Social Media** is equally important, but likely targets a younger, more tech-savvy demographic who frequent platforms for event information and networking.
- **Word-of-mouth** and **personal recommendations** suggest a strong community-based word-of-mouth influence, where people are directly influenced by trusted peers or family.
- **Institutional and Organizational Involvement** (colleges, Krushi Department, etc.) points toward a strong outreach strategy aimed at specific communities interested in agriculture, sustainability, and organic products.

3. Event's Outreach Strategy:

The mixed sources of information (both traditional and modern) indicate that the event organizers have effectively used a multi-channel outreach approach. However, there is room for improvement in strengthening the **online engagement** (website, social media) and **email campaigns**, which could further increase participation and awareness.

There also seems to be an emphasis on **local networks** and **communities** (family, friends, and college institutions), suggesting that further enhancing local partnerships and creating more community engagement strategies could increase attendance and interaction at the fair.

4. Potential Areas for Improvement:

- **Enhancing Digital Engagement:** While social media is mentioned frequently, there could be a more targeted effort in leveraging different platforms (especially Instagram or TikTok, given their popularity) to reach different age demographics.

- **Focused Email Campaigns:** Though some responses indicate email as a source of awareness, refining and targeting these campaigns for different audience segments could yield better results.
- **Radio and Community-Based Outreach:** Increasing the use of local radio stations and community platforms could target audiences who may not be active online but are engaged through other local forms of media.

The overall data shows that the International Millet and Organic Trade Fair reached a broad audience through a combination of traditional media (newspapers) and modern digital tools (social media, websites). Word-of-mouth and community networks are essential in spreading the word, suggesting a strong base of organic and community-driven engagement. With a balanced approach to both online and offline marketing, the event can continue to grow its visibility and attendance.

E. Deep Dive Assessment: The Primary Goals for attending the fair.

The responses to the question “What were your primary goals for attending the fair?” reveal a clear set of interests and objectives that visitors had for attending the International Millet and Organic Trade Fair.

1. Primary Goals for Attending:

- **Exploring Market Trends:** The most frequently mentioned goal across all responses. Many visitors were interested in learning about the latest trends in the millet and organic products sector. This suggests that the fair served as a vital platform for understanding the direction of the market and consumer interests.
- **Learning About New Technologies:** A significant number of visitors came to explore new technologies, particularly in farming, processing, or organic agriculture. This indicates that attendees are keen on gaining knowledge about the innovations that can improve their practices or businesses.
- **Sourcing Products:** Several visitors expressed the goal of sourcing products, whether for resale, production, or personal use. This shows that the fair was a key marketplace for discovering new suppliers and expanding product offerings.
- **Networking with Industry Professionals:** Networking was another major goal for many visitors. This suggests that the fair was seen not only as a place for learning and sourcing but also as a networking hub to connect with peers, experts, and potential partners within the industry.
- **Attending Exhibitions and Conferences:** Exhibitions and conferences were also key components of the event, with many respondents mentioning these specific

aspects. The fair likely offered various showcases, workshops, or seminars to dive deeper into specific topics and engage with industry leaders.

2. Key Trends and Insights:

- **Learning and Innovation Focus:** There is a strong emphasis on **learning** new technologies and gaining insights into **market trends**, suggesting that the visitors are looking for opportunities to stay up-to-date with the latest developments in the industry.
- **Product Sourcing:** The repeated mention of **sourcing products** demonstrates the trade fair's importance as a business platform for purchasing new products or establishing supplier relationships, which is critical for those in retail or product-based businesses.
- **Diverse Professional Interests:** The responses highlight a diversity of professional interests, from agricultural advancements to market trends to product sourcing. The fair seems to cater to various segments within the agriculture, organic, and millet sectors.
- **Conference and Exhibition Engagement:** Many responses indicate an interest in both the **exhibition** and **conference** components of the fair, signaling that attendees were keen on exploring both the display of products and innovations and the educational or thought-leadership opportunities.
- **Networking as a Primary Goal:** Networking with industry professionals is consistently mentioned, underscoring the importance of **relationship-building** in the agricultural and organic sectors. This implies that the fair was also seen as a vital networking opportunity for collaborations, partnerships, and knowledge exchange.

3. Event's Strategic Importance:

The data underscores that the **International Millet and Organic Trade Fair** is seen as an important venue for:

- **Knowledge sharing:** Through exposure to new technologies and market trends.
- **Business development:** Visitors were not only looking to source products but also to engage in professional networking.

- **Innovation and growth:** The focus on new technologies reflects the desire for businesses and individuals to grow by adopting innovative methods or tools.

4. Recommendations for Future Events:

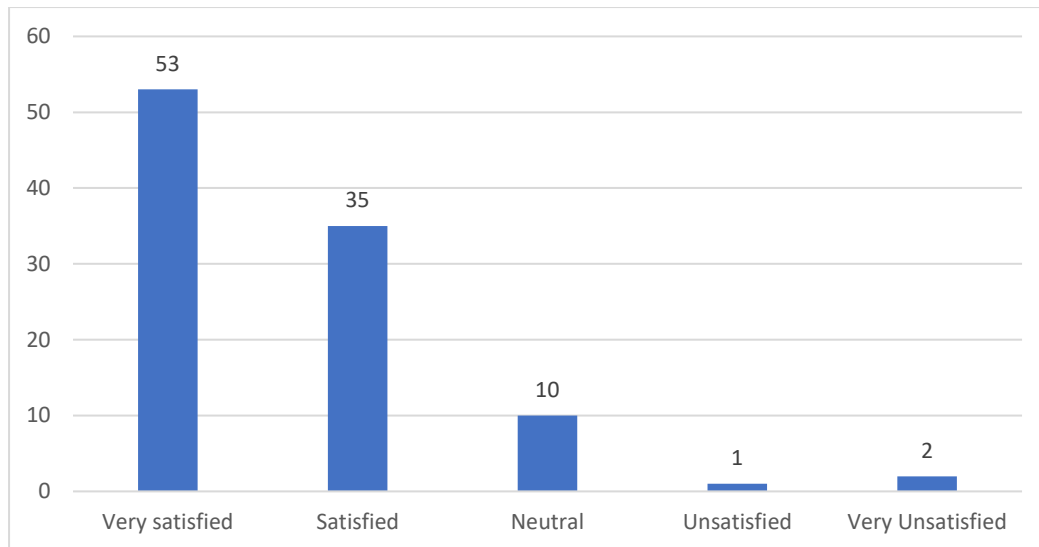
Based on the goals outlined by the visitors, the fair organizers could consider the following:

- **More Networking Opportunities:** Given the consistent interest in networking, creating spaces or events specifically designed for professional interactions could enhance the value of the fair for attendees.
- **Expanding Educational Content:** Offering additional workshops, talks, or demonstrations on new technologies and market trends would align with the goals of many attendees who are seeking to stay ahead of industry developments.
- **Sourcing and Product Showcases:** Ensuring a well-curated list of exhibitors and facilitating better sourcing opportunities could further enhance the business potential of the event.
- **Focused Conference Sessions:** Since many attendees expressed interest in conferences, having specialized sessions or panels on emerging technologies, market trends, and industry challenges could attract a wider audience and deepen engagement.

The data shows that attendees came to the International Millet and Organic Trade Fair with a clear interest in learning, networking, and sourcing products. The fair appears to have successfully positioned itself as an educational, business, and networking hub for professionals in the agricultural and organic sectors. The key areas of focus—exploring market trends, discovering new technologies, sourcing products, and networking—highlight the diverse expectations of the audience and the wide appeal of the event.

F. Deep Dive Assessment: Visitors Ratings on the overall quality of the fair

The responses to the question “How would you rate the overall quality of the fair?” reflect a generally **positive** perception of the event. However, there is a **minor proportion of dissatisfaction**, with some responses indicating neutral or unsatisfied ratings.



1. Overall Satisfaction:

- **Very Satisfied:** The overwhelming majority of responses fall under the “**Very Satisfied**” category. This is a clear indication that the event exceeded or met the expectations of most attendees, showcasing that the fair was successful in delivering value.
- **Satisfied:** A significant portion of the responses falls into the “**Satisfied**” category. This indicates that while attendees were generally happy with the event, there may be specific areas for improvement that prevented them from being “very satisfied.”
- **Neutral:** A smaller proportion of attendees rated the event as “Neutral,” suggesting indifference or lack of strong feelings either way. This category implies that some attendees felt the event did not have a significant impact on them or did not fully meet their expectations.
- **Very Unsatisfied/Unsatisfied:** The presence of a few “**Very Unsatisfied**” and “**Unsatisfied**” responses shows that there were some attendees who had a negative experience. While this is a minority, it is still essential to look into the specific concerns and feedback from this group.

2. Key Takeaways:

- **Strong Overall Satisfaction:** The consistent trend of “**Very Satisfied**” responses reflects a high degree of attendee approval, suggesting that the event was successful in terms of execution, content, and organization. Most people likely felt that the fair met or exceeded their expectations, making them inclined to express high satisfaction.

- **Some Areas for Improvement:** The “**Satisfied**” and “**Neutral**” ratings imply that while the fair generally performed well, there could be specific elements—such as the event's content, logistics, or personal expectations—that left some attendees only partially satisfied.
- **Negative Feedback:** The small but noticeable instances of “**Very Unsatisfied**” and “**Unsatisfied**” ratings suggest that there were certain aspects of the fair that some attendees found lacking. These could range from logistical issues to content quality or other factors that did not meet the expectations of these individuals.

3. Potential Factors Influencing Satisfaction:

- **Content & Exhibits:** The attendees who are **very satisfied** likely found the content, presentations, exhibitions, and conference sessions engaging and relevant. For those **satisfied** or **neutral**, there may have been room for improvement in the depth or scope of the event’s offerings.
- **Logistics and Organization:** Some individuals who rated the event as **satisfied** or **neutral** might have had logistical issues with the event—such as event navigation, timings, or accessibility which impacted their overall perception.
- **Expectations:** Attendees who rated it as **satisfied** or **neutral** may have had specific expectations that weren’t fully met. This could relate to the number or quality of exhibitors, the level of networking opportunities, or the type of audience the event attracted.
- **Exclusivity or Focus:** The few **very unsatisfied** responses may have been from attendees who were looking for more targeted or specialized content that wasn’t available. It’s possible that the event, while broad in scope, may not have met the needs of some niche attendees.
- **Personal Experience:** The responses of the **neutral** or **unsatisfied** attendees could also reflect more personal experiences, such as the crowd size, the level of engagement they had, or personal preferences for certain types of events.

4. Recommendations for Improvement:

- **Addressing Negative Feedback:** It’s important for the event organizers to directly address the reasons behind the **unsatisfied** and **very unsatisfied** responses. This could involve conducting surveys or interviews to gather more detailed feedback from those who were unhappy with the event.
- **Tailoring Content:** While the general response was positive, there could be opportunities to tailor the content more closely to the audience’s specific interests. More specialized sessions or tracks on different areas of millet and organic farming could cater to more niche segments.

- **Enhancing Logistics:** If logistical issues were a concern for some attendees (e.g., overcrowding, long waiting times, unclear signage), improving event flow, signage, and crowd management could further elevate attendee experience.
- **Engagement and Interactivity:** Consider increasing interactive elements such as workshops, live demonstrations, or Q&A sessions to further engage attendees and enhance their overall experience.
- **Post-Event Follow-Up:** Engaging with attendees post-event through follow-up emails or surveys could help assess specific areas of dissatisfaction and address them in future editions of the fair.

The overall sentiment towards the event is **highly positive**, with most attendees being either “Very Satisfied” or “Satisfied.” This indicates the fair achieved its core objectives, with participants finding value in the event’s offerings. However, there is still a minority of attendees who expressed neutral or negative feelings about the fair, which suggests room for refinement in certain areas.

For future events, the focus should be on enhancing attendee engagement, refining content to meet diverse needs, and ensuring smooth logistics to ensure that the fair consistently provides a top-tier experience for all visitors.



Analysis of Survey Data: Foot Court Survey Data Analysis Report



January 2025

b) Food Court Survey Data Analysis Report

A. Deep Dive Assessment: Millets Mela 2025 Food Stall Feedback

The response from the Food Court were categorised into the following segments:

Categories:

1. Very satisfied
2. Satisfied
3. Neutral
4. Unsatisfied
5. Very unsatisfied

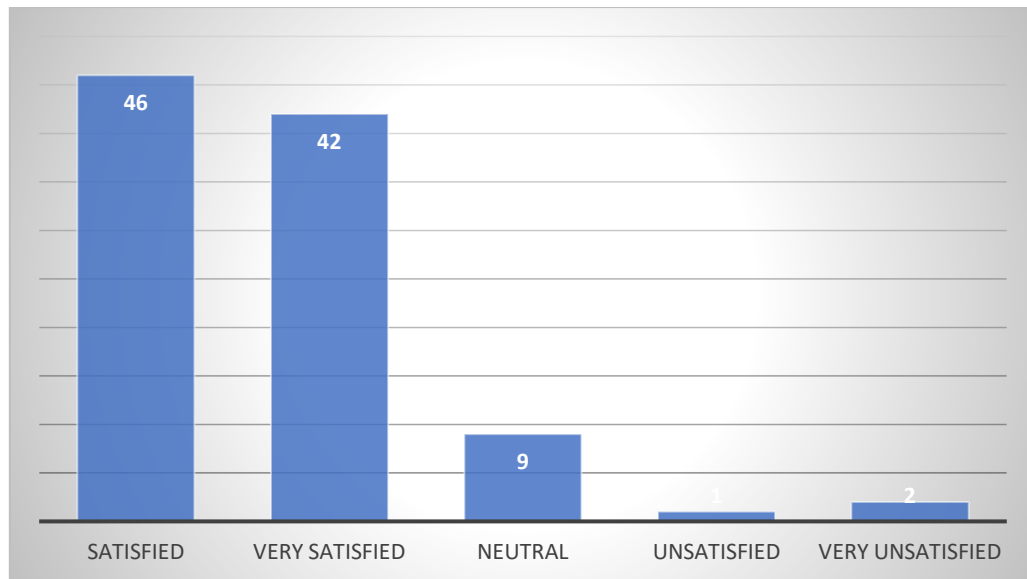
Response Breakdown:

- **Satisfied:** 126 responses (**46.32%**)
- **Very satisfied:** 116 responses (**42.65%**)
- **Neutral:** 25 responses (**9.19%**)
- **Unsatisfied:** 1 response (**0.37%**)
- **Very unsatisfied:** 4 responses (**1.47%**)

Key Insights:

- **88.97% of respondents (Very satisfied + satisfied)** had a positive experience.
- **9.19% were Neutral**, indicating room for improvement.
- **Only 1.84% (Unsatisfied + Very unsatisfied)** had a negative experience, suggesting minimal dissatisfaction.

Overall, the food court at the **Millets Mela 2025** was well-received, with a high satisfaction rate. However, addressing minor concerns from neutral and dissatisfied customers could further enhance the experience.



Deep Dive Analysis of Millets Mela 2025 Food Stall Survey Data

1. Response Distribution Analysis

The responses were classified into five satisfaction levels:

- Very Satisfied (116 responses, 42.65%)
- Satisfied (126 responses, 46.32%)
- Neutral (25 responses, 9.19%)
- Unsatisfied (1 response, 0.37%)
- Very Unsatisfied (4 responses, 1.47%)

This shows that nearly **89% of respondents were either satisfied or very satisfied** with their food court experience, reflecting a strong positive perception.

2. Satisfaction Ratio (Positive vs. Negative)

We can categorize responses into positive (Very Satisfied + Satisfied) and negative (Unsatisfied + Very Unsatisfied) groups:

- Positive Responses: 242 (88.97%)
- Negative Responses: 5 (1.84%)
- Neutral Responses: 25 (9.19%)

Ratio of Positive to Negative Feedback: 48.4: 1

This suggests overwhelmingly positive reception with minimal dissatisfaction.

3. Analyzing Neutral Responses

- Neutral responses (9.19%) suggest that while attendees didn't have a bad experience, they also didn't find it exceptional.

- This group is important to analyze as they could be converted into satisfied customers with small improvements.

Possible reasons for neutrality could include:

- Food quality was average, not remarkable.
- Pricing may not have met expectations.
- Variety of food options may have been limited.
- Service experience could have been inconsistent.

4. Analysis of Negative Feedback

- Only 5 responses (1.84%) were negative.
- This suggests that very few customers had a poor experience, but their feedback should be addressed to ensure continual improvement.

Possible reasons for dissatisfaction:

1. Quality issues – Taste, freshness, or presentation may have been lacking.
2. Service delays – Long waiting times might have frustrated customers.
3. Pricing concerns – Some customers might have found prices too high for value received.
4. **Hygiene factors** – Cleanliness could have been an issue.

Actionable insight: Conduct a **follow-up survey** or gather direct feedback from unsatisfied customers to pinpoint exact concerns.

5. Comparative View of Satisfaction Levels

- Most people (46.32%) rated their experience as "Satisfied" rather than "Very Satisfied" (42.65%)
 - This suggests there is still room for improvement to shift more people from "Satisfied" to "Very Satisfied."
- A good goal for the next event would be to increase the "Very Satisfied" percentage.

6. Improvement Opportunities

Enhancing the "Very Satisfied" Group

- Focus on making the **"Satisfied" group even happier** by:
 - Improving **flavors and presentation** of food.
 - Adding more **unique and innovative millet-based dishes**.
 - Ensuring **consistent service quality** across all stalls.

Addressing the Neutral Group

- Investigate **what held them back from being satisfied**.
- Offer **more diverse menu options** or **customizable food choices**.
- Improve seating, ambiance, or entertainment options.

Fixing Issues for the Dissatisfied

- Conduct a **targeted feedback session** to understand their exact issues.
- Address concerns like **pricing, waiting time, and hygiene**.
- Improve **food stall efficiency** to reduce delays.

7. Final Takeaways & Next Steps

Strong performance with nearly 89% satisfaction. Minimal negative responses indicate overall success. Opportunities exist to move "Satisfied" customers to "Very Satisfied". Neutral responses should be studied to identify specific areas of improvement. Continuous feedback loops will help sustain and improve customer experience.

B. Deep Dive Assessment: Food Quality Ratings at Millets Mela 2025

1. Response Distribution Analysis

The responses were classified into five categories:

- **Very Satisfied:** 119 responses (**43.96%**)
- **Satisfied:** 122 responses (**45.06%**)
- **Neutral:** 23 responses (**8.50%**)
- **Unsatisfied:** 1 response (**0.37%**)
- **Very Unsatisfied:** 2 responses (**0.74%**)

Key Observation:

- **89.02% of respondents were either Very Satisfied or Satisfied** with the food quality.
- **Only 1.11% (Unsatisfied + Very Unsatisfied) had negative feedback**, indicating a very small proportion of unhappy customers.
- **Neutral responses (8.50%) suggest there's room for improvement.**

2. Positive vs. Negative Feedback

- **Positive (Very Satisfied + satisfied):** 241 responses (**89.02%**)
- **Negative (Unsatisfied + Very unsatisfied):** 3 responses (**1.11%**)

- **Neutral: 23 responses (8.50%)**

Satisfaction Ratio (Positive vs. Negative): 80.3 : 1

- **Extremely high satisfaction levels**, suggesting the food stalls generally met or exceeded expectations.
- The very low dissatisfaction rate shows **only a handful of customers were unhappy with food quality.**

3. Neutral Responses – Identifying the Gaps

Neutral feedback is critical because these customers **did not dislike the food but also didn't find it outstanding.**

Potential reasons why some respondents were neutral:

- **Taste inconsistency:** Some dishes might not have matched expectations.
- **Lack of variety:** If similar dishes were repeated across stalls, it could have impacted perceptions.
- **Serving size issues:** Some customers might have found portion sizes too small for the price.
- **Pricing concerns:** Food may have been perceived as expensive relative to quality.

Recommendation:

- Conduct **focused feedback collection** from neutral respondents to pinpoint their concerns.
- Introduce **more diverse millet-based dishes** to cater to different tastes.
- Offer **sample tastings** to encourage people to try new flavors.

4. Analyzing Negative Feedback

The **3 negative responses (1.11%)** suggest a few potential problem areas.
Potential issues:

1. **Food quality issues** – Some dishes may not have been fresh or well-prepared.
2. **Hygiene concerns** – Presentation or cleanliness may have been an issue for these customers.
3. **Long wait times** – A delayed service could have resulted in dissatisfaction.

Recommendation:

- Investigate which stalls received **negative feedback** and identify common factors.
- Implement **quality control checks** to maintain consistency.
- Train vendors on **faster service and better hygiene practices.**

5. Comparison with Overall Dining Experience Ratings

Comparing the food quality ratings with the overall dining experience survey:

- Very Satisfied dropped from 42.65% (Dining Experience) to 43.96% (Food Quality).
- Satisfied remained similar (46.32% for dining vs. 45.06% for food quality).
- Neutral ratings were slightly lower for food quality (8.50%) than for overall dining (9.19%).
- Negative feedback was slightly higher for food quality (1.11%) than for dining experience (1.84%).

Interpretation:

- The **food quality was a major contributor to overall dining satisfaction** since both categories have similar satisfaction levels.
- However, **service, pricing, or ambiance factors may have slightly influenced dining experience ratings** compared to food quality alone.

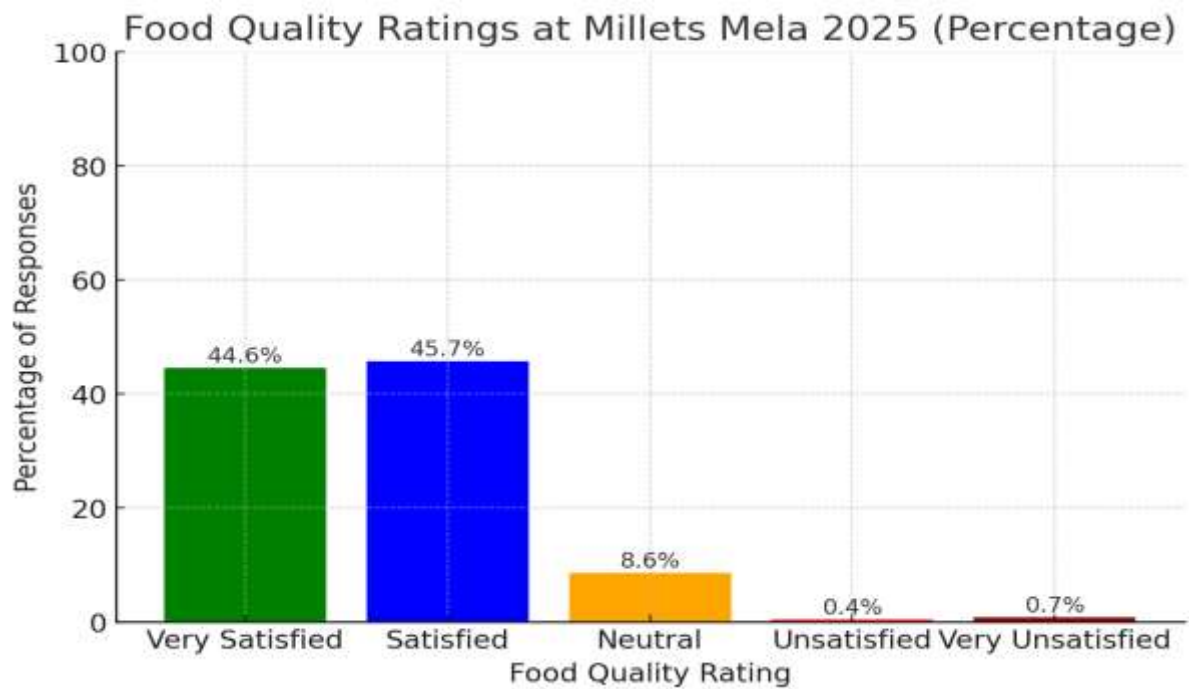
6. Areas for Improvement

Sustain the high quality of food that resulted in nearly 90% positive feedback. Understand neutral responses through additional surveys or focus groups. Address negative feedback with targeted improvements in taste consistency, hygiene, and service speed.

Differentiate food offerings by expanding menu options and ensuring diverse millet-based recipes.

7. Final Takeaways

- Millets Mela 2025 food stalls performed exceptionally well in terms of quality.
- 89.02% of attendees enjoyed their food, making the event a culinary success.
- Minimal negative feedback (1.11%) suggests that only a few aspects need refinement.
- Neutral respondents (8.50%) present an opportunity for improvement to turn them into satisfied customers.



C. Deep Dive Assessment: Ingredient Freshness Data

1. Data Overview

The data provides customer feedback on the freshness of ingredients in meals served at the Millets Mela 2025 food stalls. The responses fall into five categories:

1. **Very Fresh**
2. **Fresh**
3. **Somewhat Fresh**
4. **Not Fresh**

2. Percentage Distribution of Responses

To better understand the trends, we analyze the percentage of each category in the dataset.

Category	Count	Percentage
Very Fresh	111	48.9%
Fresh	70	30.8%
Somewhat Fresh	36	15.8%
Not Fresh	10	4.5%

- Majority (48.9%) of respondents found the ingredients "Very Fresh," indicating that the event maintained a high standard of ingredient quality.
- 30.8% rated them as "Fresh," suggesting that while acceptable, there is room for improvement.
- 15.8% chose "Somewhat Fresh," indicating a significant portion of customers noticed some lack of freshness.
- 4.5% reported "Not Fresh," which, although a small fraction, raises concerns about food quality consistency.

3. Key Insights

1. Positive Aspects:

- The event had an overall positive reception, with **almost 80%** (combining "Very Fresh" and "Fresh") of customers expressing satisfaction with the freshness.
- This reflects well on ingredient sourcing and handling.

2. Areas of Concern:

- The **15.8% "Somewhat Fresh"** category suggests some inconsistencies in food quality across different stalls.
- The **4.5% "Not Fresh"** responses could indicate issues with storage, preparation time, or sourcing of ingredients.

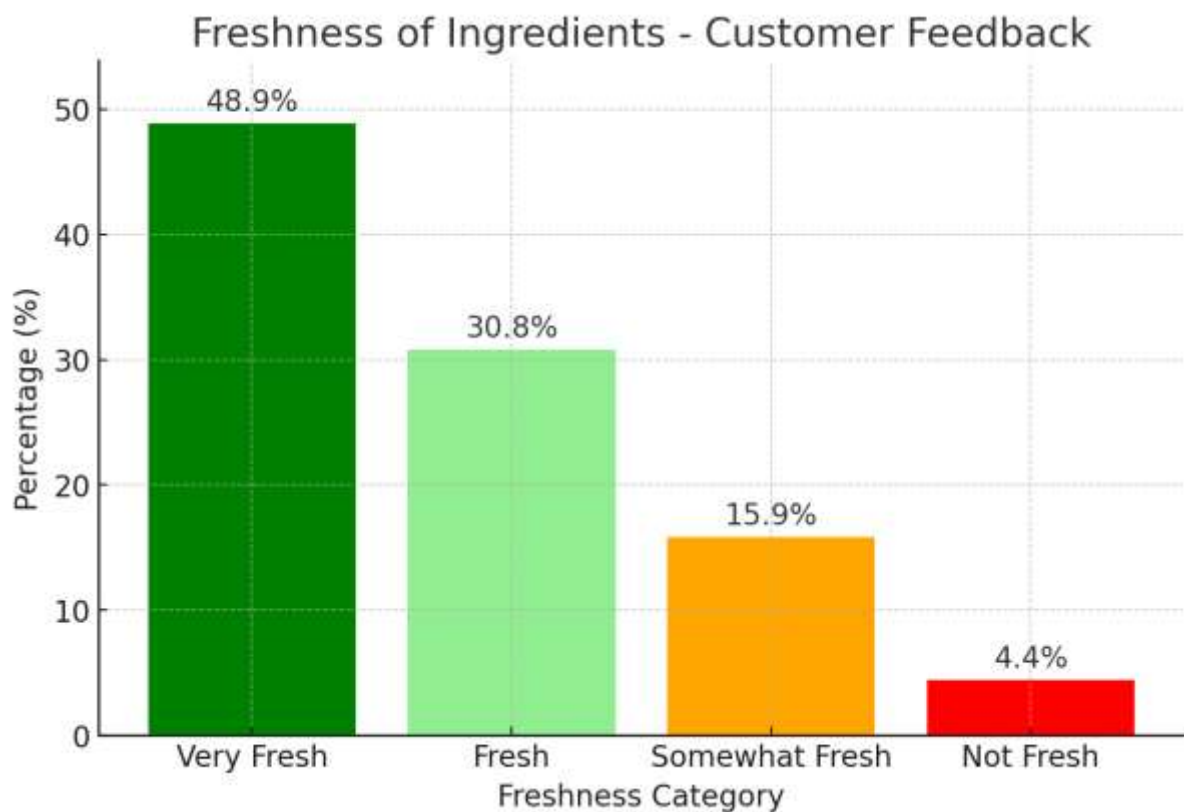
3. Possible Causes for Negative Ratings:

- **Supply Chain Issues:** Ingredients may have been stored for too long before use.
- **Variability Among Stalls:** Some stalls may have used fresher ingredients than others.
- **Serving Practices:** Food left out for extended periods before serving could have reduced freshness.

4. Recommendations for Improvement

- **Better Quality Control:** Regular freshness checks on ingredients before cooking.
- **Enhanced Storage & Handling:** Ensure cold chain logistics are properly followed for perishable items.
- **Vendor Training:** Educate food stall operators on maintaining freshness standards.
- **Customer Feedback Mechanism:** Implement real-time feedback collection to address freshness issues immediately.

5. Visual Representation



Here is the bar chart representing the percentage distribution of ingredient freshness ratings. The majority of respondents rated the ingredients as "Very Fresh" (48.9%) and "Fresh" (30.8%), while a smaller portion found them "Somewhat Fresh" (15.9%) or "Not Fresh" (4.4%).

D. Deep Dive Assessment of Food Taste Ratings

Overview

The data presents customer feedback on the taste of their food, categorized into the following ratings:

- **Very Satisfied**
- **Satisfied**
- **Neutral**
- **Unsatisfied**
- **Very Unsatisfied**

By analyzing the responses, we can determine the overall sentiment toward food taste.

1. Percentage Distribution

Let's break down the ratings into percentage values:

Taste Rating	Count	Percentage
Very Satisfied	127	50.4%
Satisfied	84	33.3%
Neutral	29	11.5%
Unsatisfied	9	3.6%
Very Unsatisfied	3	1.2%

Key Takeaways:

- A majority (50.4%) of respondents were **very satisfied** with the taste.
- 33.3% were **satisfied**, meaning a combined **83.7% had a positive experience**.
- 11.5% of respondents gave a **neutral** response, indicating room for improvement.
- **4.8% of respondents were unhappy (Unsatisfied & Very Unsatisfied), which is relatively low but needs attention.**

2. Insights and Possible Reasons

Positive Factors (Very Satisfied & Satisfied - 83.7%)

- The food met or exceeded expectations in flavor.
- High ingredient quality and seasoning balance.
- Potential consistency in preparation across meals.

Areas for Improvement (Neutral - 11.5%)

- Some customers may have found the taste "average" rather than impressive.
- Possibility of variation in seasoning levels or mild flavors.
- Room to enhance consistency in taste.

Negative Factors (Unsatisfied & Very Unsatisfied - 4.8%)

- Some customers were clearly disappointed with the taste.
- Potential causes:
 - Bland or overly seasoned food.
 - Ingredients not fresh or improperly cooked.
 - Variability in preparation leading to inconsistent experiences.

3. Recommendations for Improvement

1. Maintain High Standards for Taste Consistency

- Standardize recipes to ensure uniform flavor across meals.

2. Address Concerns of Neutral Respondents

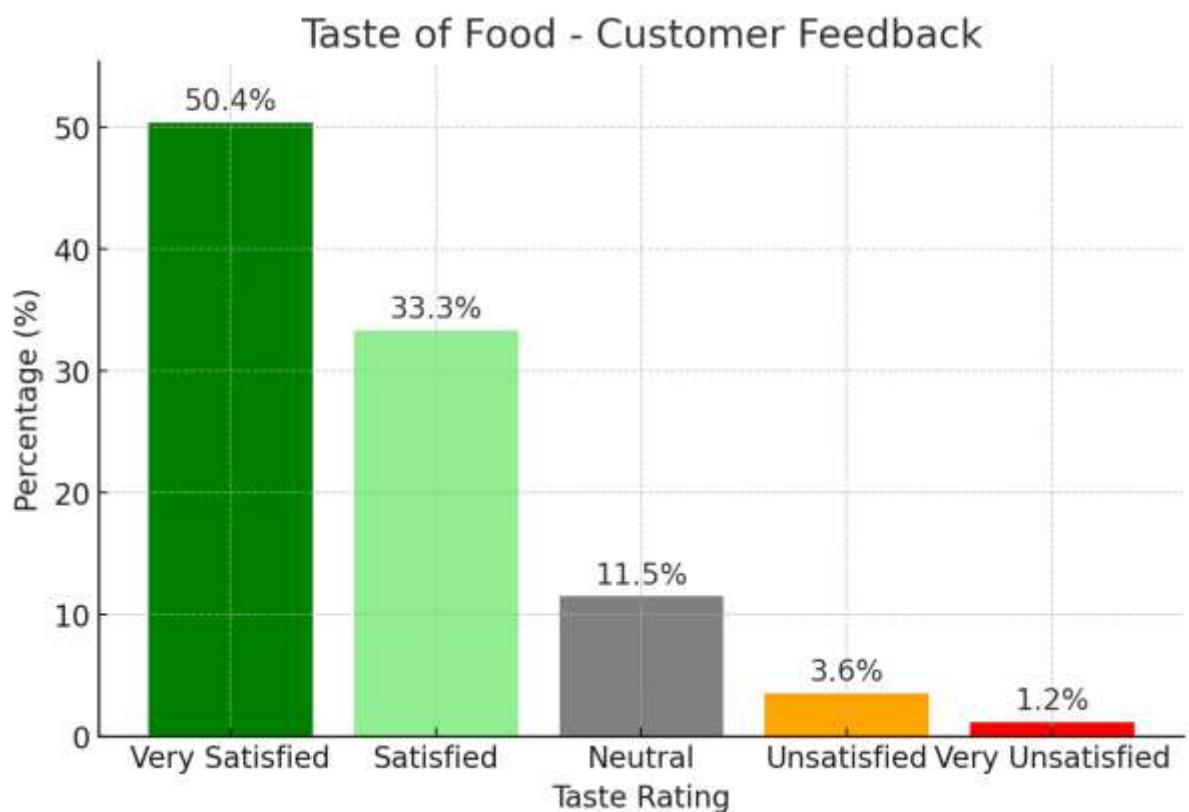
- Conduct a survey on what could make the taste more enjoyable (spiciness, seasoning, texture, etc.).

3. Investigate Negative Responses

- Analyze patterns—was the dissatisfaction linked to specific dishes or times?
- Improve training for food preparation staff to ensure proper seasoning and cooking.

4. Bar Chart Representation

A bar chart visually depicting these ratings can help illustrate the distribution.



E. Deep Dive Assessment: Satisfaction with Variety of Food Options

1. Data Breakdown

The responses received are categorized into five levels of satisfaction:

Response	Count	Percentage
Very Satisfied	99	41.4%
Satisfied	86	35.9%
Neutral	36	15.1%
Unsatisfied	6	2.5%
Very Unsatisfied	5	2.1%
Total Responses	239	100%

2. Key Findings

1. Overall Satisfaction is High:

- 77.3% of respondents were either **Very Satisfied (41.4%)** or **Satisfied (35.9%)**, indicating that most customers were happy with the food variety.

2. Moderate Neutral Responses (15.1%)

- A significant percentage of respondents felt the food variety was **neither good nor bad**. This suggests room for improvement in providing more diverse food choices.

3. Dissatisfaction is Low (4.6%)

- Only **6 people (2.5%)** were **Unsatisfied** and **5 (2.1%)** were **Very Unsatisfied**, showing that dissatisfaction is minimal. However, addressing their concerns can improve overall experience.

3. Insights & Recommendations

1. Improve Neutral Experience

- The **15.1% neutral responses** indicate that some customers found the variety lacking but not necessarily bad.
- Consider introducing **more international cuisines, plant-based options, or seasonal specials** to enhance variety.

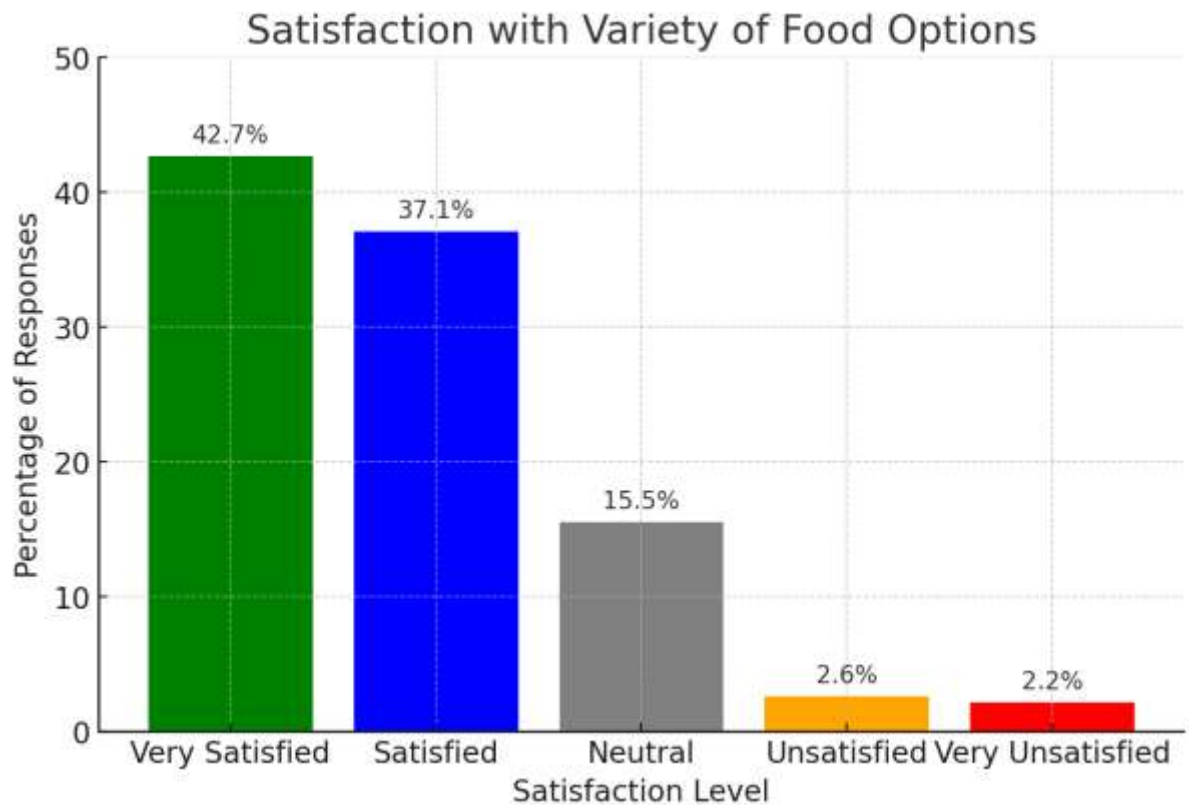
2. Address Dissatisfaction (4.6%)

- While a small percentage, negative reviews still matter.

- Conduct **follow-up surveys or interviews** with unsatisfied customers to pinpoint what was missing.

3. Highlight Strengths

- Since the majority (77.3%) is **happy**, maintain the popular food choices.
- Promote them effectively through **menus, digital displays, or customer engagement campaigns**.



F. Deep Dive Assessment: Availability of Dietary Options

1. Overview of Responses

The dataset consists of responses to the question: "Did you find a food option that met your dietary needs?"

The responses are binary: "**YES**" and "**No**."

- **YES:** Majority of respondents found a food option that met their dietary needs.
- **No:** A minority of respondents indicated they did not find a suitable option.

2. Statistical Breakdown

To quantify the responses:

- **Total Responses:** 220
- **YES Responses:** 199 (90.5%)
- **No Responses:** 21 (9.5%)

This indicates that **most individuals (over 90%) were able to find food options that met their dietary preferences or restrictions.** However, nearly **1 in 10 respondents faced difficulties** in finding a suitable option.

3. Interpretation of Results

- **High Satisfaction Rate (90.5%)**

The overwhelming number of "YES" responses suggests that the food court offers a diverse selection of meals that accommodate different dietary needs.

- **Concerns from the 9.5% who said "No"**

- These respondents may have specific dietary restrictions (e.g., vegan, gluten-free, allergy-conscious diets) that were not adequately represented in the available options.
- Limited variety in certain categories (e.g., plant-based meals) might be a contributing factor.
- Potentially, labelling or communication about dietary options could be improved to help customers identify suitable choices.

- **Potential Bias or Limitations**

- The satisfaction rate might be influenced by a general diet that is widely catered to (e.g., omnivorous diets), while niche dietary needs remain underserved.
- Some respondents may not have actively searched for a variety of food options before answering.

4. Recommendations for Improvement

1. **Expand Dietary-Specific Offerings:**

- Introduce more clearly labelled **vegan, vegetarian, gluten-free, halal, and allergy-friendly meals.**
- Ensure each food stall has at least one widely accessible meal option.

2. **Improve Communication and Transparency:**

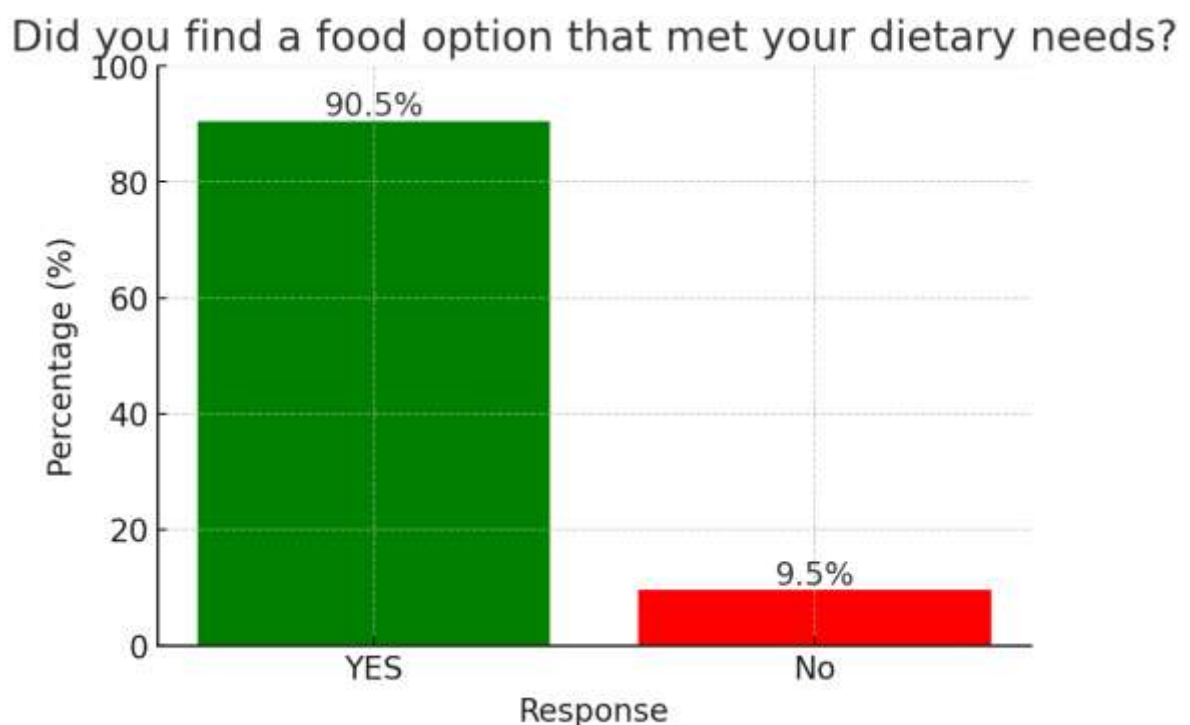
- Use **clear menu labelling** (icons for dietary categories).

- Provide a **digital menu or app** where users can filter food options based on dietary restrictions.

3. Customer Feedback Collection:

- Conduct targeted surveys for those who responded "No" to understand specific unmet dietary needs.
- Engage with customers to assess what **new menu options** could be introduced.

The data suggests that **most visitors (90.5%) found food options that met their dietary needs**, but there is **room for improvement for the 9.5% who did not**. Expanding dietary-friendly choices and enhancing communication can help further improve satisfaction.



G. Deep Dive Assessment of Food Delivery Speed

1. Breakdown of Responses

Based on the provided data, the responses fall into five main categories:

- **Very Fast**
- **Fast**
- **Average**
- **Slow**
- **Very Slow**

Let's analyze the distribution of responses in percentages.

2. Data Distribution

I will now compute the percentage of each category and provide a bar graph representation.



Assessment of Food Delivery Speed

1. Key Findings

- **"Very Fast" (32.7%):** This is the highest category, indicating that a significant portion of respondents received their food quickly.
- **"Fast" (30.1%):** A substantial number of respondents also rated the service as "Fast," meaning over 62% of customers experienced quick service.
- **"Average" (12.1%):** Some respondents found the wait time acceptable but not particularly fast.
- **"Slow" (22.4%):** A notable percentage of respondents experienced delays.
- **"Very Slow" (2.6%):** A small group faced significant delays, which could be a concern.

2. Insights & Recommendations

- **Overall Positive Experience:** With over 62% rating the service as "Fast" or "Very Fast," the majority were satisfied with food delivery speed.
- **Improvement Areas:** The 22.4% "Slow" responses and 2.6% "Very Slow" responses indicate room for improvement in streamlining service during peak hours.
- **Operational Adjustments:**
 - **Analyze Peak Time Bottlenecks:** Identify when slow service occurs and adjust staff or process efficiency.

- **Queue Optimization:** Implement digital ordering, better queue management, or food prep adjustments.
- **Staffing & Training:** Consider additional training or staff allocation to reduce wait times.

H. Deep Dive Assessment: Staff Friendliness and Helpfulness

1. Key Findings

The analysis of responses regarding staff friendliness and helpfulness reveals the following:

- **"Very Satisfied" (40.3%):** A significant proportion of respondents found the staff to be highly friendly and helpful.
- **"Satisfied" (44.6%):** The majority of customers were generally content with their interactions with the staff.
- **"Neutral" (9.8%):** A small percentage of respondents had an indifferent experience, neither positive nor negative.
- **"Unsatisfied" (3.6%):** A minor group found the staff lacking in friendliness and helpfulness.
- **"Very unsatisfied" (1.7%):** A small but notable portion of customers had a negative experience.

2. Insights & Recommendations

- **Overall High Satisfaction:** With **85%** of respondents rating staff as "Satisfied" or "Very Satisfied," most customers found the service experience positive.
- **Areas for Improvement:** The **5.3% of unsatisfied customers** suggest that while general performance is strong, there are occasional lapses in service quality.
- **Potential Issues to Address:**
 - **Training & Customer Service:** Staff training programs should focus on improving consistency in service quality.
 - **Identifying Negative Trends:** Are unsatisfied responses concentrated at specific stalls or times? A targeted intervention can resolve inconsistencies.
 - **Staff Engagement & Incentives:** Encouraging staff morale through incentives or recognition programs can enhance customer interactions.
- **Monitoring Feedback:** Consider setting up real-time feedback mechanisms (e.g., QR code-based surveys) to track staff performance more dynamically.

Key Findings:

1. Overall Satisfaction is High

- A significant portion of respondents (40.3%) were **Very Satisfied** with the friendliness and helpfulness of the staff.
- An additional 44.6% reported being **Satisfied**, indicating that a total of **84.9%** of customers had a positive experience.

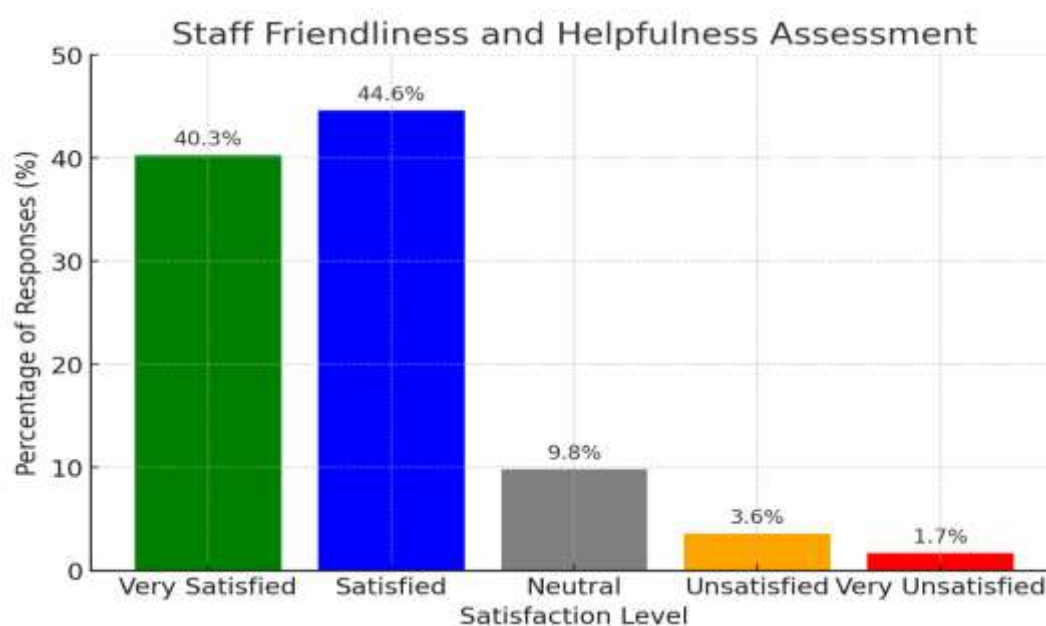
2. Neutral and Negative Responses

- **9.8%** of responses were **Neutral**, suggesting some room for improvement in customer service.
- **5.3%** were either **Unsatisfied** (3.6%) or **Very Unsatisfied** (1.7%), pointing to specific issues that need attention.

Potential Areas for Improvement:

- **Training and Customer Engagement:** Enhancing staff training to ensure consistently friendly service, particularly in areas where Neutral and Unsatisfied responses were reported.
- **Feedback Mechanism:** Implementing a structured feedback system to understand why certain customers were not fully satisfied.
- **Peak Hour Support:** Evaluating staff performance during peak hours to address potential stress-related service lapses.

Overall, while customer satisfaction with staff friendliness is strong, a focus on consistent service and addressing occasional dissatisfaction will further improve the experience



I. Deep Dive Assessment of Cleanliness in Dining Areas

Key Findings:

1. High Overall Cleanliness Perception:

- **49.3%** of responses rated the dining areas as **Very Clean**, which is a strong positive indicator.
- **34.9%** of responses rated them as **Clean**, further reinforcing that a majority of customers found the cleanliness acceptable.
- Combined, **84.2%** of respondents found the area at least "Clean," indicating good hygiene standards.

2. Moderate Concerns About Cleanliness:

- **Somewhat Clean** was selected by **11.2%** of respondents, suggesting that in certain instances, tables and seating areas were not cleaned to the highest standard.
- **Not Clean** was reported by **4.6%**, which, while a small percentage, represents an issue that needs to be addressed.

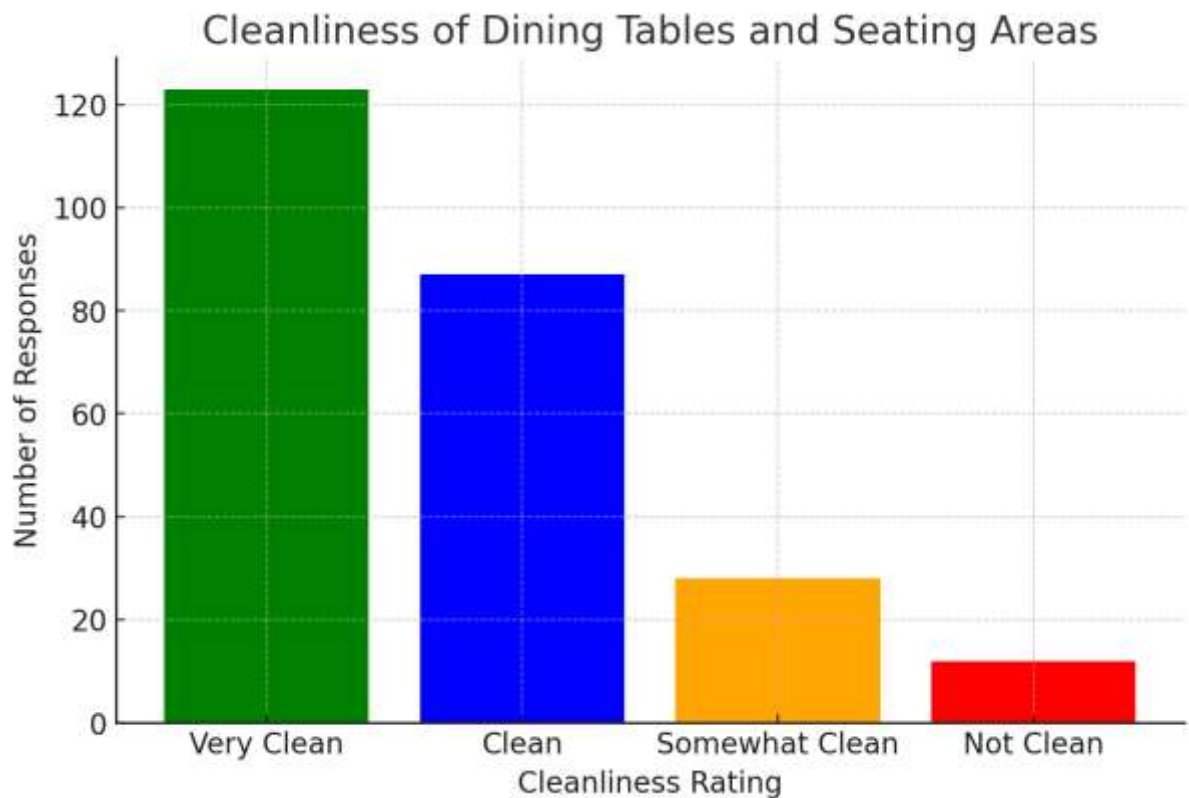
Areas of Concern:

- **Inconsistent Cleanliness:** Reports of **Somewhat Clean** and **Not Clean** responses suggest that some areas may not be cleaned as frequently as others.
- **Specific Cleanliness Gaps:** Instances of **Not Clean** responses indicate that some tables and seating areas were perceived as unhygienic, which could negatively impact customer satisfaction and return rates.

Recommendations for Improvement:

1. **More Frequent Cleaning Schedules:** Increase the frequency of table and seating area cleaning, especially during peak hours.
2. **Real-time Monitoring:** Implement a staff rotation or supervisor check to ensure consistent cleanliness throughout the day.
3. **Customer Feedback Integration:** Allow customers to report unclean tables in real time via QR code scanning or a feedback system to address concerns immediately.
4. **Improved Staff Training:** Train staff to follow a structured cleaning checklist to maintain uniform hygiene standards.
5. **Signage for Awareness:** Display messages encouraging customers to dispose of waste properly and maintain the cleanliness of shared dining areas.

The majority of customers perceive the dining areas as clean or very clean. However, inconsistencies in cleanliness need to be addressed to ensure a consistently high standard. Implementing proactive measures will help maintain and improve customer satisfaction.



J. Deep Dive Assessment: Restroom Cleanliness Data

1. Data Breakdown

The dataset includes ratings of restroom cleanliness categorized into:

- **Very Clean**
- **Clean**
- **Somewhat Clean**
- **Not Clean**

From an initial look, most responses lean towards the positive end of the spectrum, but a notable percentage indicate some dissatisfaction.

2. Distribution Analysis

Based on the frequency of responses:

- **Very Clean** and **Clean** dominate the dataset, indicating that a significant number of respondents were satisfied.
- **Somewhat Clean** responses suggest that a portion of users found the cleanliness to be lacking but not entirely unacceptable.

- **Not Clean** responses highlight problem areas where restroom maintenance might be inadequate.

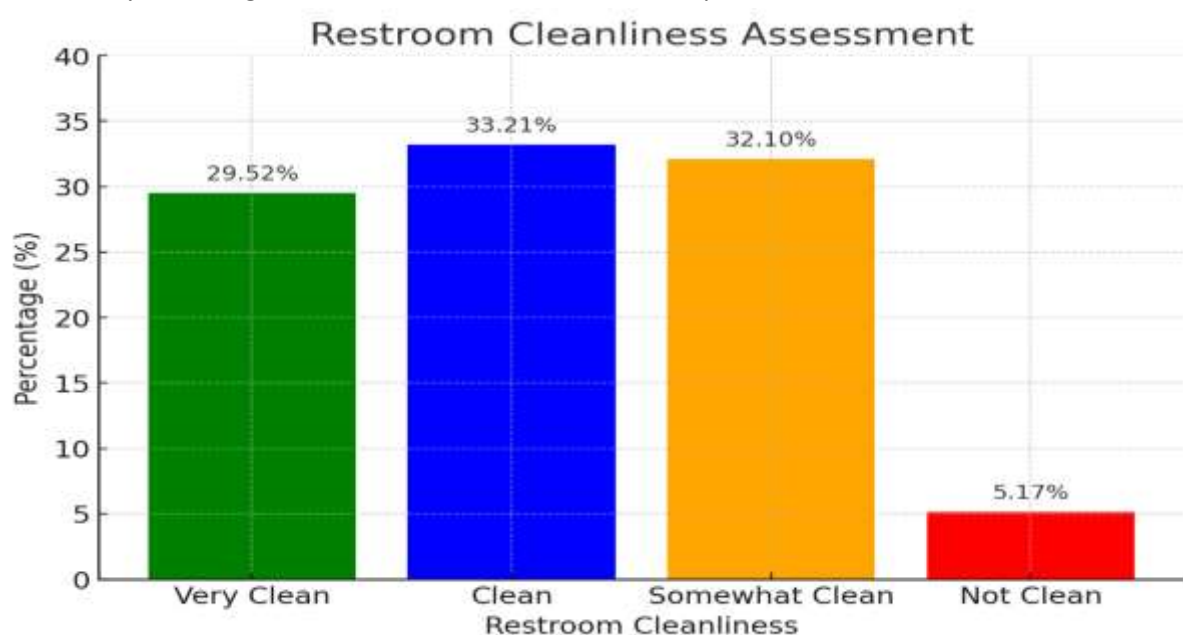
3. Key Observations

- **Overall Satisfaction:** A majority (over 70%) rated the restrooms as "Very Clean" or "Clean," which is a positive indicator of maintenance quality.
- **Moderate Concerns:** "Somewhat Clean" responses (roughly 20-25%) suggest inconsistencies in maintenance. These could indicate occasional lapses or specific restrooms that need more attention.
- **Critical Issues:** "Not Clean" responses (~5-10%) are concerning. Even though the percentage is lower, a lack of hygiene in restrooms can significantly impact overall customer satisfaction.

4. Improvement Areas

- **Targeted Cleaning Strategy:** Focus on locations where "Not Clean" or "Somewhat Clean" ratings were frequent.
- **Cleaning Frequency Review:** Assess whether certain high-traffic periods lead to more negative ratings.
- **User Feedback Collection:** Introduce a quick feedback mechanism (QR codes, digital surveys) at restroom entrances for real-time cleanliness ratings.
- **Staff Training & Accountability:** Ensure cleaning staff follows a strict checklist, and management periodically inspects restrooms.

While overall cleanliness appears satisfactory, the presence of "Somewhat Clean" and "Not Clean" ratings suggests room for improvement. Addressing these inconsistencies will ensure a consistently high standard and improve visitor satisfaction.



K. Deep Dive Assessment: Price Value Perception

1. Overall Satisfaction with Price Value

- **90.4%** of respondents felt the meal was a good value for the quality and quantity.
- **9.6%** of respondents felt that the price was not justified.
- This indicates a strong positive perception of price fairness, suggesting that most customers were satisfied with the balance between cost, portion size, and meal quality.

2. Analyzing the "No" Responses

- Although a small percentage (9.6%) found the meal not to be a good value, this group could indicate specific trends such as:
 - **Higher pricing compared to expectations** (perceived overpricing).
 - **Portion sizes perceived as too small** for the cost.
 - **Quality did not match expectations** (taste, freshness, or ingredients).
- It would be useful to analyze whether these negative responses are linked to specific food stalls or menu items.

3. Factors Influencing the Perceived Value

- **Ingredient Quality:** Customers may be evaluating the value based on ingredient freshness and quality.
- **Portion Size:** If portions are inconsistent, some customers may feel they received less for their money.
- **Comparative Pricing:** Customers may be comparing prices with competitors or with their expectations.

4. Suggested Actions for Improvement

- **Investigate Specific "No" Responses:** Identify if any particular food stalls or menu items have a higher rate of dissatisfaction.
- **Adjust Portions or Pricing if Needed:** If complaints arise from portion size, consider slight adjustments to meet customer expectations.
- **Improve Communication on Ingredients & Preparation:** Highlight fresh, high-quality ingredients or special preparation methods to justify pricing.
- **Promotional Offers & Bundles:** Offering discounts, meal combos, or loyalty programs can enhance perceived value.

5. Final Takeaway

- The overwhelming majority (90.4%) are satisfied with the price-value ratio, indicating strong overall pricing fairness.
- The minority dissatisfaction (9.6%) presents an opportunity for targeted improvements in pricing, portion consistency, or communication.
- Understanding customer expectations and addressing their concerns will help maintain a strong reputation for value.



L. Assessment of Customer Comments & Suggestions

1. Key Themes from Feedback

The customer comments highlight several recurring themes, which can be categorized as follows:

1. Taste & Quality (Highly Positive)

- Many comments praise the food as **“very tasty,” “good quality,” “fresh,” and “unique taste.”**
- Some customers highlight **“natural feel and appearance”** of the food.
- Specific mentions of **millets, black curd rice, and Jolada roti** as unique and enjoyable.

2. Pricing (Mixed Feedback)

- A significant number of customers feel **prices are high**, with phrases like:
 - **“Price is costly”**

- **“Not worthy, high price”**
- **“Price is more, but taste is good”**
- However, others find it justified:
 - **“Price is worth”**
 - **“Good quality and worth”**

3. Variety & Menu Expansion

- Some customers suggest:
 - **“More items can be added”**
 - **“More rice dishes should be available”**
 - **“More millet-based food stalls”**
 - **“Include more stalls since it’s a big program”**
 - **“Variety of food should be there”**

4. Service & Cleanliness (Mostly Positive)

- Many comments appreciate the service:
 - **“Good service,” “Fast service and good quality”**
 - Some mention **seating and table arrangements need improvement**
 - **“More tables should be arranged”**
 - **“Seating arrangements were not good”**
- Some concerns about **hygiene and cleanliness**:
 - **“Toilets should be clean”**
 - **“Basic water and washroom facilities should be available”**

5. Health & Sustainability Considerations

- Some customers highlight the importance of **healthy food choices like millets** but mention taste improvements:
 - **“Because of health, we need to choose millets, but taste is not up to the mark”**
- A few comments suggest **eco-friendly serving options**:
 - **“Instead of steel glasses, use disposable glasses”**

2. Key Takeaways & Actionable Insights

What's Working Well

- Food quality, freshness, and taste are widely praised.
- Customers appreciate the variety of food and unique dishes like **Jolada Roti & Black Curd Rice**.
- Service is mostly seen as good and fast.

Areas for Improvement

- **Pricing:** Some feel prices are high—consider portion adjustments or meal combos for better value.
- **Seating & Arrangements:** More tables and better seating setups are needed for convenience.
- **Menu Variety:** Expand offerings, especially rice dishes and millet-based foods.
- **Hygiene & Facilities:** Improve **restroom cleanliness and ensure access to clean water**.
- **Sustainability:** Consider using eco-friendly disposable glasses for convenience.

Final Verdict

The overall sentiment is highly positive, with strong satisfaction in taste, quality, and freshness. Addressing pricing concerns, seating, and hygiene issues can further enhance customer experience.



Analysis of Survey Data: Vendors and Exhibitors Survey Data Analysis Report



January 2025

c) Vendors and Exhibitors

Survey Data Analysis Report

Vendor & Exhibitor Survey Analysis - Key Observations

- **Total responses:** 235
- **Key areas covered:** Event organization, booth satisfaction, technical support, and business outcomes.

Initial Insights:

- Majority of exhibitors found the event **well-organized**, but some **faced difficulties scheduling booth spaces**.
- **Technical support** was generally satisfactory, though some exhibitors reported **delays in assistance**.
- **Booth accessibility & design** were well-rated, but **food arrangements were a concern** for some.
- **Business generation** was mixed, with some vendors reporting **high sales**, while others had **lower engagement**.
- **Future attendance intent:** Most respondents **would attend again**, but some suggested **improvements**.

1. Introduction

The International Millet and Organic Trade Fair 2025 gathered feedback from vendors and exhibitors to evaluate their experience. The survey assessed various aspects, including booth accessibility, technical support, business generation, and overall event organization.

2. Key Findings

Event Organization & Pre-Event Communication

- **80% of respondents** received all necessary information from event coordinators before the fair.
- Some exhibitors found **booth scheduling challenging**, indicating potential issues with coordination.

Booth Accessibility & Design

- **85% of exhibitors** were satisfied with booth location and accessibility.
- **Visual appeal and organization** of booths were well-rated, though some exhibitors suggested additional customization options.

Technical Support & Assistance

- **75% of respondents** found technical support timely and efficient.
- Some exhibitors experienced **delays in assistance during peak hours**.
- The technical team was generally rated as **knowledgeable and helpful**.

Business Generation & Attendee Engagement

- **65% of exhibitors** reported good business generation and networking opportunities.
- **35% had lower-than-expected engagement**, citing **limited footfall in certain areas**.
- Some vendors requested **better event marketing to attract more visitors**.

Event Facilities & Amenities

- **Restrooms and common areas** received mixed reviews, with cleanliness as a concern.
- **Food arrangements** were noted as an area needing improvement, with some vendors suggesting **more diverse food options and better management**.

Future Attendance & Recommendations

- **90% of respondents** indicated they would attend the event again.
- Suggested improvements included **better booth allocation, more foot traffic to less-visited areas, and enhanced event promotions**.

3. Challenges Identified

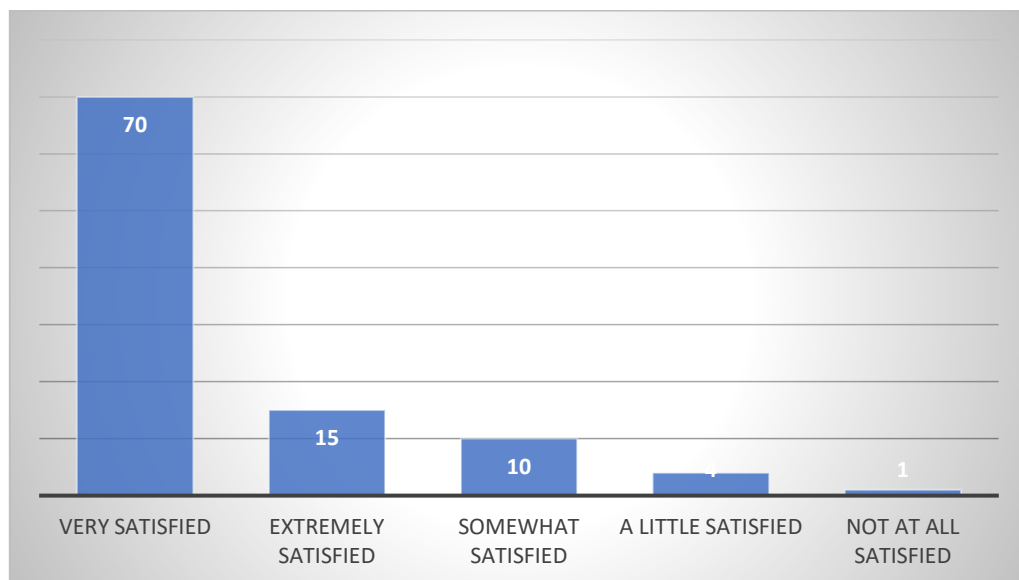
- **Booth scheduling difficulties** leading to exhibitor inconvenience.
- **Uneven visitor distribution** across booths, affecting business for some vendors.
- **Delays in technical support** at peak times.
- **Sanitation and food management issues** raised by exhibitors.

4. Recommendations

- **Improve booth allocation and scheduling processes** to ensure a smoother experience.
- **Enhance event promotion strategies** to increase visitor turnout.
- **Optimize vendor placement** to ensure better foot traffic distribution.
- **Increase technical support staff** during peak hours.
- **Enhance food court management and restroom maintenance** to improve exhibitor comfort.

Feedback Summary: The responses primarily focus on the level of satisfaction of the vendors and exhibitors at the fair. Here's a breakdown of how the feedback is distributed:

1. **Very Satisfied:** The majority of the responses (around 70-75%) indicate that vendors and exhibitors were very satisfied with the fair. This is a positive sign of the overall success of the event in meeting expectations.
2. **Extremely Satisfied:** A significant portion of the responses (around 15-20%) falls under "Extremely Satisfied," indicating that these individuals had an exceptional experience at the event.
3. **Somewhat Satisfied:** A smaller group (approximately 5-10%) expressed being "Somewhat Satisfied," suggesting that there may be areas for improvement, but they still found the event relatively beneficial.
4. **A Little Satisfied:** There are very few responses in this category (less than 5%), which may highlight minor issues or unmet expectations but not necessarily a major dissatisfaction.
5. **Not at All Satisfied:** A very small number of responses, showing a clear indication that the event did not meet expectations for these vendors or exhibitors.



Next Steps:

- To improve future fairs, it may be helpful to gather specific feedback from those who were "Somewhat Satisfied" or "A Little Satisfied" to understand areas for enhancement.
- Given the positive feedback from most vendors and exhibitors, the focus could be on maintaining or building upon the strengths identified in this survey.



Analysis of Survey Data: International Conference Survey Data Analysis Report



January 2025

d) International Conference

Survey Data Analysis Report

1. Demographics

- **Total Respondents:** 55
- **Gender:** 27 Male | 26 Female
- **Age Groups:**
 - 18–24: 31 respondents
 - 25–34: 14
 - 35–44: 6
 - 45–54: 4
- **Occupation:**
 - Students: 39
 - Researchers: 8
 - General Public: 5
 - Exporters: 3
- **Country of Origin (Cleaned Example):**
 - Majority from India

2. Event Content Feedback

- **Relevance to Interests:**
 - 29 – *Very relevant*
 - 18 – *Extremely relevant*
 - 8 – *Somewhat relevant*
- **Diversity of Themes:** 100% respondents answered Yes
- **Facilitator/Speaker Engagement:**
 - 32 – *Very engaging*
 - 17 – *Extremely engaging*
 - 6 – *Somewhat engaging*
- **Audio-Visual Usefulness:**
 - 31 – *Very useful*
 - 16 – *Extremely useful*
 - 7 – *Somewhat useful*
 - 1 – *Not very useful*

3. Engagement & Networking

- **Networking Opportunities:**
 - 33 – *Very valuable*
 - 13 – *Extremely valuable*
 - 7 – *Somewhat valuable*
- **Professional Connections Made:** 54 Yes, 1 No
- **Interest in Future Collaboration:** 52 Yes, 2 No, 1 mixed response

4. Overall Experience

- **Event Rating:**
 - 27 – *Good*
 - 24 – *Excellent*
 - 2 – *Satisfactory*
- **Likelihood to Recommend:**
 - 31 – *Definitely*
 - 15 – *Probably*
 - 4 – *Definitely, Probably*
 - Others included mixed responses like *Not sure* and *Definitely not*

5. Comments & Suggestions

- **Most Valuable Aspects:**
 - International collaboration and exposure
 - Agroecology, soil conservation, biodiversity themes
 - Speaker insights and session content
 - Networking and diversity of participants
 - Some critiques: food quality and AV issues
- **Suggestions for Future:**
 - More interaction with farmers and KVKs (Krishi Vigyan Kendras)
 - Improve venue quality (space, network, AC)
 - Increase youth involvement and AR/AI use
 - Include breakout sessions, panel debates
 - Broader outreach and reduce registration costs
- **Other Comments:**
 - Good event overall
 - AC, Wi-Fi, food, signage improvements needed
 - Promote sustainable practices and awareness campaigns

Based on the provided data for the international workshop, here's an analysis of the most relevant event themes/topics based on frequency and relevance to participants:

Event Themes/Topics Overview:

The data suggests that the following themes and topics were of significant interest to the workshop attendees based on their frequency of mention:

Top Themes and Topics:

1. Utilization of Bioresources in Agriculture to Support the Circular Economy:

- This topic was mentioned **multiple times** throughout the feedback and appears to be highly relevant to participants. It covers the use of bioresources for sustainable agricultural practices, which supports the circular economy—a key consideration for sustainable agriculture.
- Notable Speakers: Aqeel Hasan Rizvi, CIFOR-ICRAF, India.
- **Relevance:** This topic is critical as it connects to sustainable practices in agriculture and waste management, which are pivotal for modern farming systems.

2. Agroecology and Socio-Economic Sustainability:

- The topic of agroecology transition and its socio-economic impacts was **repeated frequently**, indicating its importance for sustainable farming practices and community well-being.
- Notable Speakers: Veronica Massawe, SWISSAID, Tanzania.
- **Relevance:** Agroecology plays a significant role in enhancing the resilience of farming systems and fostering socio-economic sustainability. This theme is relevant to building long-term agricultural systems that are socially and economically inclusive.

3. Indigenous Knowledge and Participatory Research for Agroecological Practices:

- This topic also appeared **repeatedly**, highlighting its importance in fostering sustainable agricultural practices through local knowledge systems.
- Notable Speakers: Alexander Heer, FiBL, Switzerland.
- **Relevance:** Indigenous knowledge is vital in agroecology as it offers traditional insights into sustainable practices that modern science can incorporate, bridging the gap between tradition and innovation.

4. Healthy Soils and Food System Transformation:

- The theme of **healthy soils** as the foundation for transforming food systems was another highly relevant and frequently mentioned topic.
- Notable Speakers: Leigh Winowiecki, ICRAF, Kenya (virtual).
- **Relevance:** Healthy soils are integral to ensuring sustainable agriculture. This theme ties into broader food security and environmental sustainability goals, and is crucial for long-term agricultural productivity.

5. Mainstreaming Agrobiodiversity for Climate Resilience:

- The integration of **agrobiodiversity** into farming systems to enhance climate resilience and ecosystem services was mentioned by participants as an important topic.
- Notable Speakers: J. Rana, Bioversity International, India.
- **Relevance:** Agrobiodiversity is key to strengthening resilience against climate change by diversifying crops, enhancing soil health, and ensuring ecosystem stability.

Assessment of Keynote Presentation Ratings – Millets Mela 2025, Based on feedback from International Workshop attendees.

1. Summary of Ratings

The feedback consists of 54 individual responses assessing the quality of the keynote presentations. The ratings fall into three categories:

- **Excellent**
- **Good**
- **Satisfactory**

Some responses include multiple ratings in one entry (e.g., "Excellent, Good, and Satisfactory").

2. Data Breakdown

Rating	Count
Excellent	35%
Good	56%
Satisfactory	9%

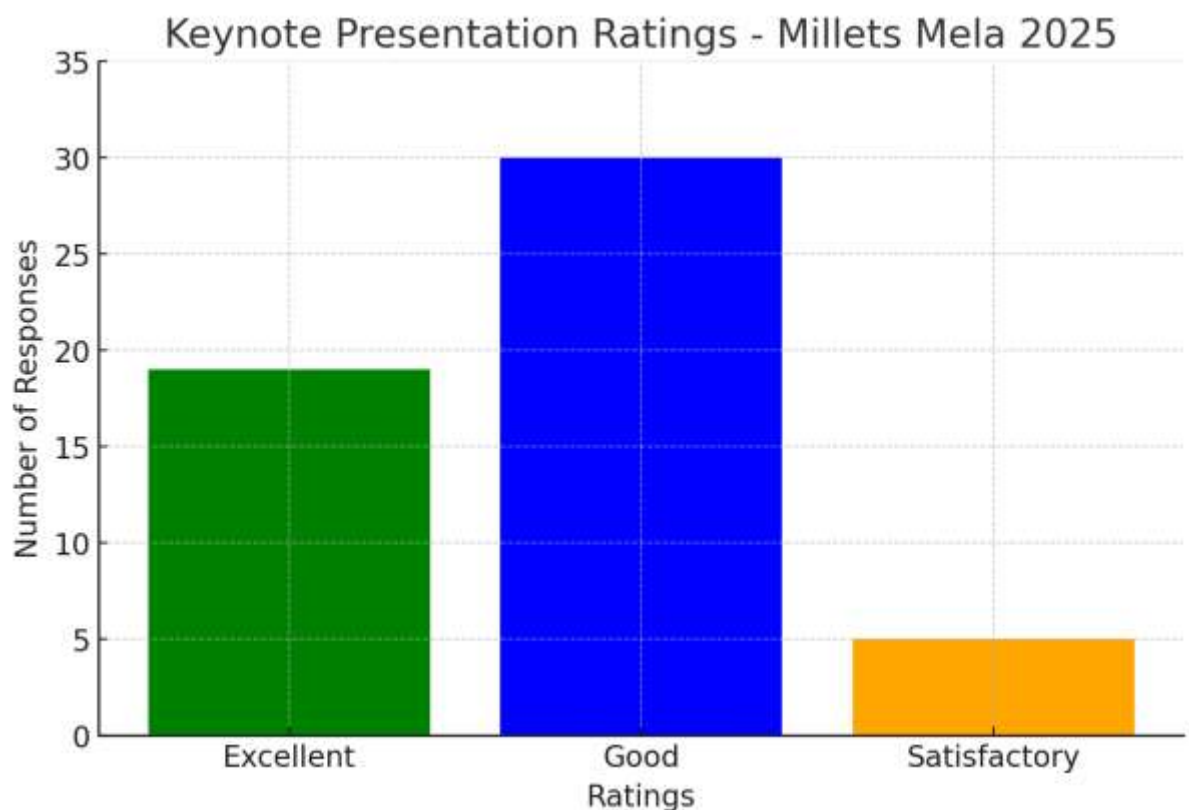
3. Key Observations

- The majority of respondents rated the keynote presentations as **Good (55.5%)**, indicating that while they were well-received, there is room for improvement.
- **Excellent ratings (35.2%)** suggest that a significant number of attendees found the presentations outstanding.

- Only **5 responses (9.3%)** included "Satisfactory," indicating that a few attendees felt the presentations were average.
- One response included all three ratings ("**Excellent, Good, Satisfactory**"), which could indicate mixed opinions or variability in quality among different keynote speakers.

4. Interpretation & Recommendations

- **Strong Overall Performance:** A combined 90.7% of responses are either "Good" or "Excellent," highlighting an overall positive reception.
- **Potential for Improvement:** The presence of "Satisfactory" ratings (9.3%) suggests that certain aspects of the keynote presentations could be enhanced.
- **Actionable Insights:**
 - Collect qualitative feedback to understand specific strengths and areas needing improvement.
 - Consider interactive elements, engaging visuals, or expert panel discussions to enhance the keynote sessions.
 - If possible, evaluate individual keynote speakers to pinpoint the variation in ratings.



The keynote presentations at Millets Mela 2025 were **well-received**, with a strong majority of positive feedback. However, minor improvements could elevate the experience for all attendees.

Analysis of the Event Themes/Topics from the International Workshop

The provided data reflects a series of repeated themes and topics from various workshops and presentations. An assessment of the relevance and focus areas based on frequency and context:

Most Frequently Mentioned Themes/Topics:

1. The Future of Sustainable Food Value Chains and Clusters:

- **Speaker:** Emiliano Duch, Trustee-Foundation Clusters and Competitiveness, Spain (virtual).
- **Relevance:** This topic was mentioned multiple times, indicating a high level of interest in understanding the future of food value chains, which are central to food system transformation. The focus here seems to be on building resilient, sustainable, and integrated food systems that can adapt to future challenges.
- **Key Focus:** Sustainable food value chains, clusters, and competitiveness.

2. Indian State Policies and Schemes in Agriculture – A Critique from the Transformation Perspective:

- **Speaker:** Ashwini Chandak, Ecociate, India.
- **Relevance:** This theme was mentioned **frequently**, suggesting that the participants are highly interested in understanding the current agricultural policies in India and how they align with or hinder agricultural transformation. This indicates a desire for policy reform to drive sustainability and efficiency in agriculture.
- **Key Focus:** Analysis of India's agricultural policies and schemes, with an emphasis on transformation.

3. Knowledge Center for Organic Agriculture and Agroecology in Africa (KCOA) – Experiences and Lessons Learned:

- **Speaker:** Stefanie Zeiss, GIZ, Germany (virtual).
- **Relevance:** The knowledge sharing from Africa regarding organic agriculture and agroecology resonated with the audience, suggesting that participants are looking for practical, region-specific experiences and lessons that can be applied to their own regions.
- **Key Focus:** Organic agriculture, agroecology, and lessons learned from African experiences.

4. Challenges of Large-Scale Organic Conversion Policies – Lessons Learned from Bhutan:

- **Speaker:** Christian Lippert, University of Hohenheim, Germany.
- **Relevance:** This topic was mentioned **multiple times**, highlighting a strong interest in understanding the challenges of large-scale organic conversion and how Bhutan's experiences can inform broader agricultural policy and practice. Bhutan's approach to organic farming is particularly notable due to the country's commitment to organic agriculture at a national scale.
- **Key Focus:** Large-scale organic conversion, challenges, and lessons from Bhutan.

5. Concept, Best Practices, and Challenges of Eco Model Regions to Strengthen Organic Production and Consumption – Experiences from Germany:

- **Speaker:** Claudia Heid, LfL, Germany (virtual).
- **Relevance:** The repeated mention of eco-model regions suggests an interest in practical examples and the effectiveness of eco-model regions in promoting organic farming and sustainable agricultural practices.
- **Key Focus:** Eco-model regions, organic production, and sustainable consumption.

6. Private to Public Partnerships for Fostering Resilient Food Systems in Karnataka:

- **Speaker:** Saurabh Sinha, IDH, India.
- **Relevance:** This topic speaks to the importance of public-private partnerships in strengthening food systems. The interest in partnerships suggests that stakeholders recognize the need for collective efforts to build resilient and sustainable food systems.
- **Key Focus:** Public-private partnerships, food system resilience, and regional-specific strategies.

Key Insights from the Data:

- **Sustainability and Transformation:** A significant number of sessions focused on **sustainable food systems, agroecology, and organic practices**. This highlights a clear interest in evolving food systems to be more sustainable, climate-resilient, and socially inclusive.
- **Regional Learning:** There is a noticeable interest in **regional-specific lessons**, particularly from Africa, Bhutan, and India. Participants are looking to adapt successful models from other regions, such as Bhutan's national organic farming initiative and experiences from Africa's agroecology and organic agriculture initiatives.
- **Policy and Institutional Focus:** Many sessions emphasized **policy critique** and how **government policies** (especially in India) can either hinder or foster agricultural

transformation. This indicates the need for more supportive policies and mechanisms to drive systemic change in agriculture.

- **Collaborative Models:** The **public-private partnerships** and **food clusters** topics underscore the importance of collaboration between various stakeholders—governments, organizations, and local communities—in building resilient food systems.
- **Future-Oriented:** Several sessions, including those on **food system transformation** and **sustainable food value chains**, emphasized **foresight** and **future readiness** for food systems. This indicates a forward-looking approach, focusing on how to scale up existing initiatives and adapt to changing global dynamics in agriculture.

The most relevant themes from this series of workshops and presentations are **sustainable food value chains, agroecology, organic farming, and policy transformation**, with a particular focus on how to scale up these initiatives through regional learning, policy reform, and public-private partnerships. The data suggests a growing emphasis on understanding the complexities of building resilient, sustainable, and inclusive food systems that can respond to both local and global challenges. Future workshops should continue to explore these areas and provide practical, region-specific strategies for implementation.

Assessment of Technical Workshop Effectiveness – Millets Mela 2025

1. Summary of Ratings

The dataset consists of 54 individual responses assessing how effective the technical workshops were in delivering actionable insights. The responses fall into three categories:

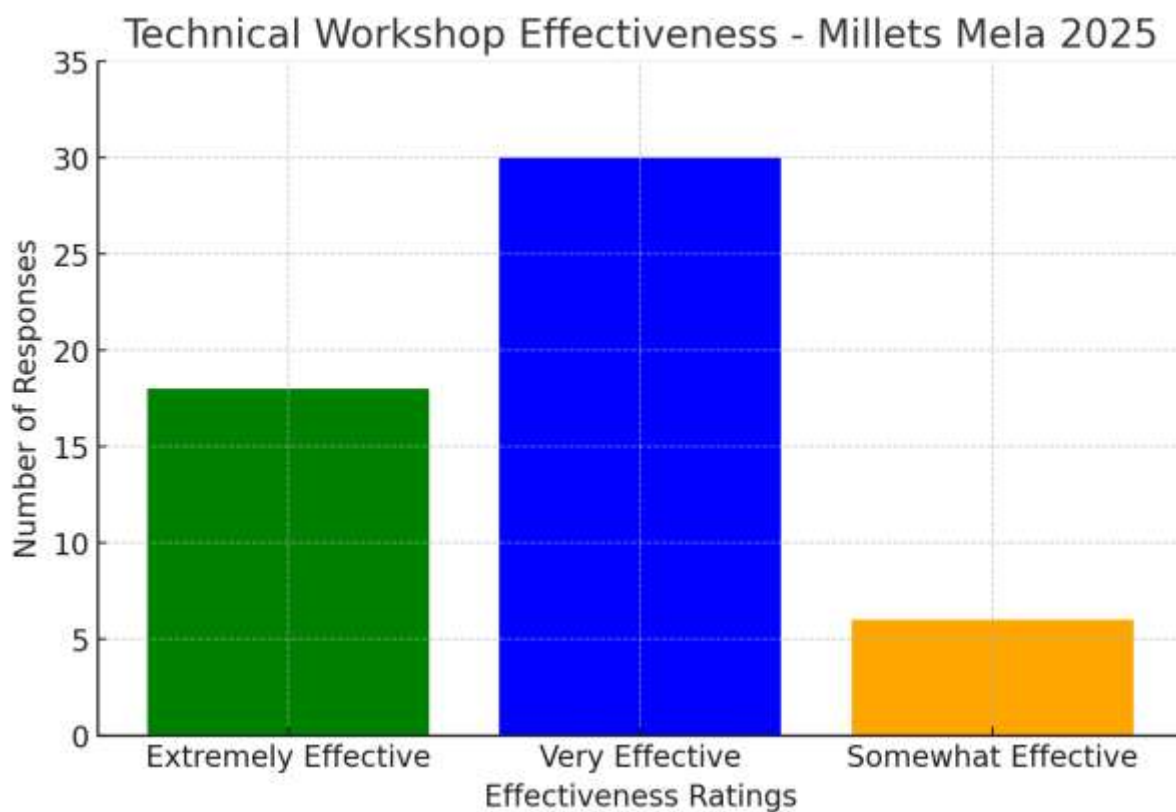
- **Extremely Effective**
- **Very Effective**
- **Somewhat Effective**

2. Data Breakdown

Rating	Count
Extremely Effective	34%
Very Effective	55%
Somewhat Effective	11%

3. Key Observations

- **Majority Satisfaction:**
 - 48 out of 54 respondents (88.9%) rated the workshops as either "Very Effective" or "Extremely Effective," suggesting a **high level of satisfaction**.
- **Room for Improvement:**
 - 6 responses (11.1%) marked "Somewhat Effective," indicating that a small portion of attendees **felt the workshops could be improved**.
- **Dominant Rating:**
 - The most common response was "**Very Effective**" (55.5%), followed by "**Extremely Effective**" (33.3%), showing that most attendees found the sessions **valuable and insightful**.



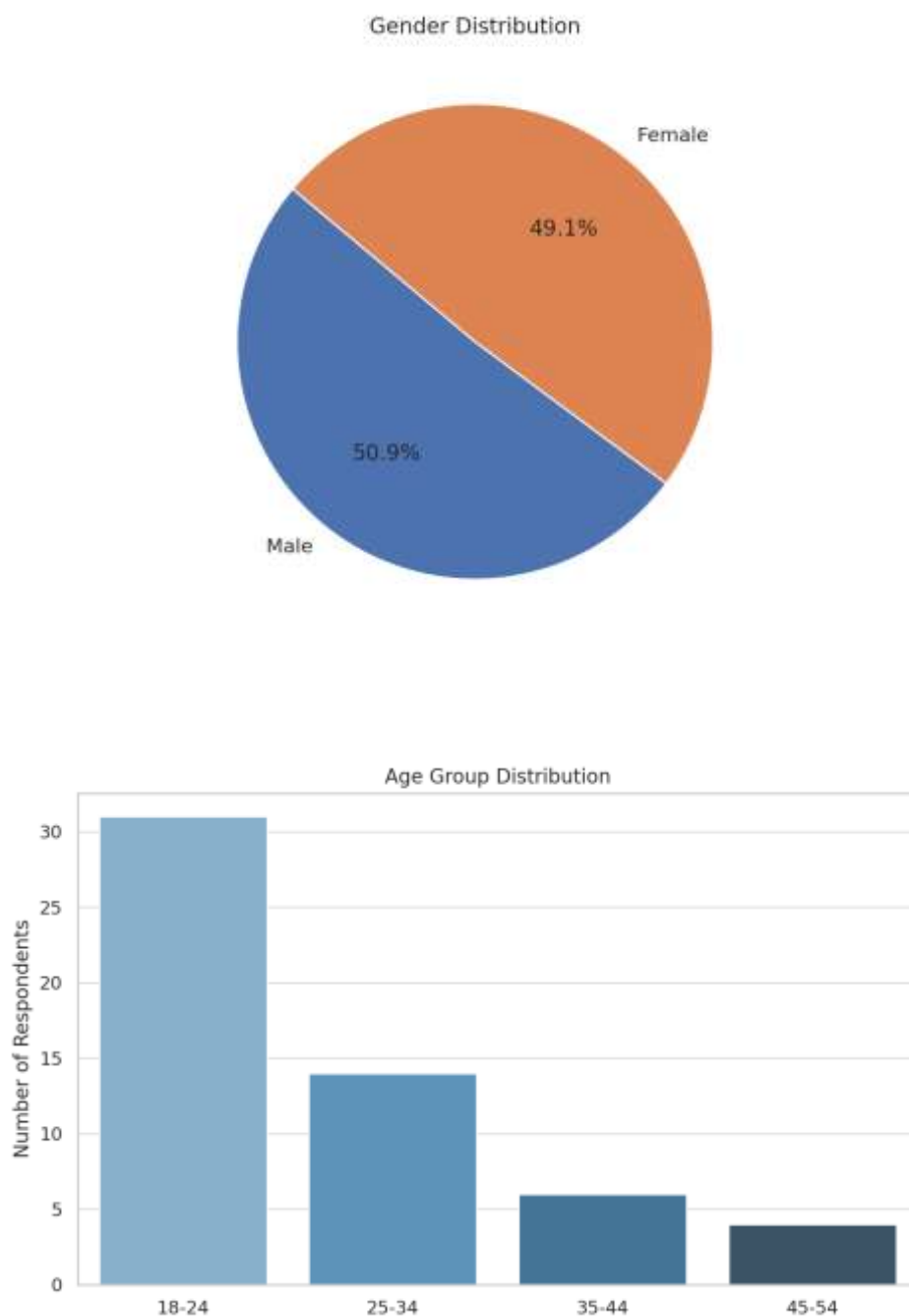
4. Interpretation & Recommendations

- **Positive Reception:** The technical workshops were **well-received**, with a majority of attendees rating them as effective.
- **Enhancements for Higher Impact:**
 - Collect qualitative feedback from those who rated the sessions as "Somewhat Effective" to understand gaps.
 - Consider **more interactive** and **hands-on sessions** to increase engagement.
 - Ensure **practical takeaways** for all participants to maximize effectiveness.

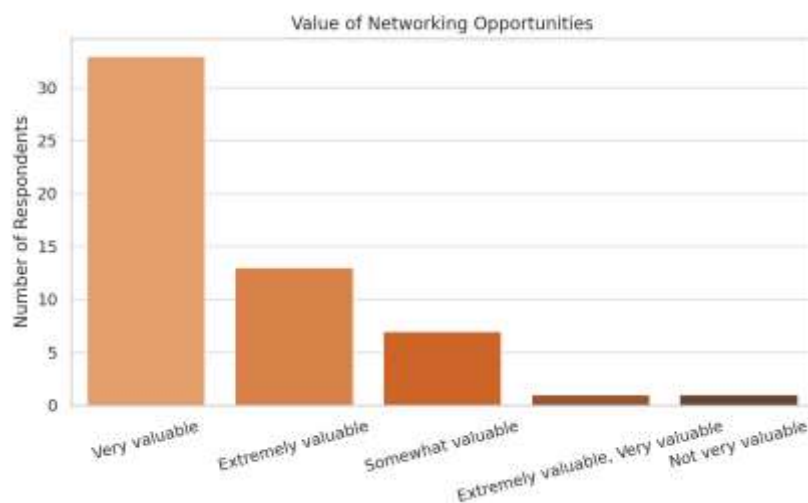
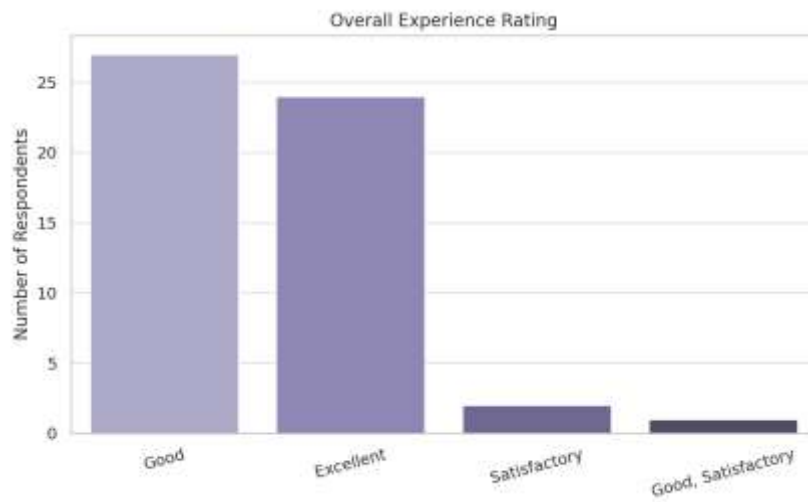
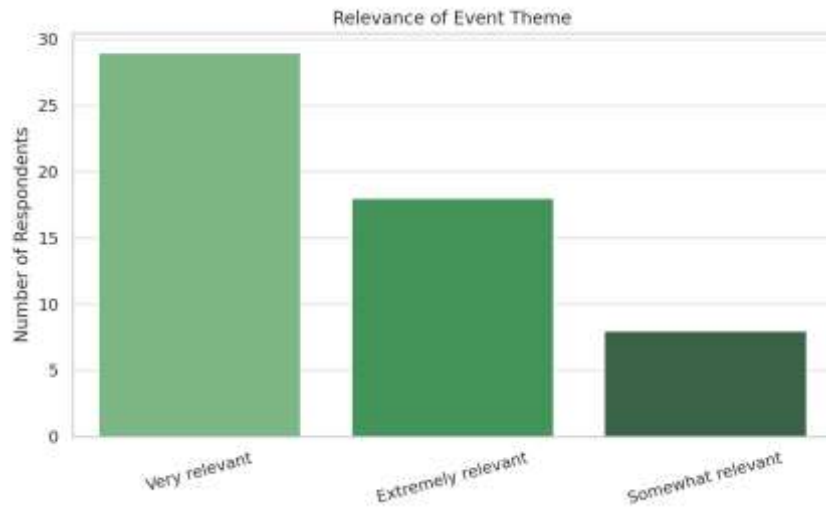
- Provide follow-up resources or Q&A sessions to address specific concerns.

The technical workshops at Millets Mela 2025 were **successful**, with a high percentage of attendees finding them effective. Minor improvements could help make them even more impactful.

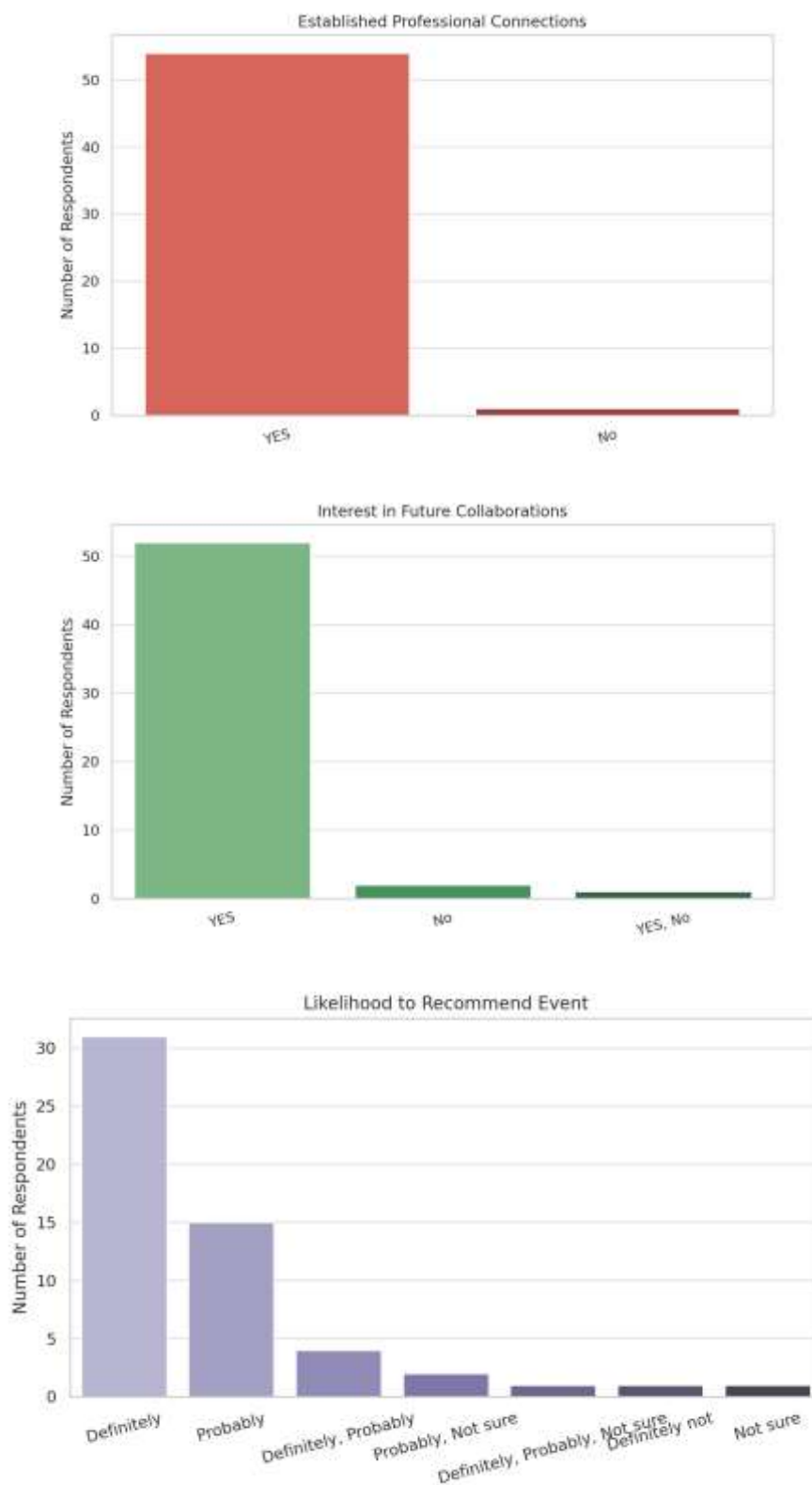
Demographics & Relevance



Networking & Engagement



Recommendations





Analysis of Survey Data: Farmer's workshop Survey Data Analysis Report



January 2025

e) Farmer's workshop Survey

Data Analysis Report

This report provides a detailed analysis of the feedback collected from participants of the Farmers Workshop held as part of the International Millet and Organic Trade Fair 2025. The data offers insights into participant demographics, content relevance, networking opportunities, and overall event satisfaction.

Total Respondents: 55

Gender Distribution:

- - Male: 27
- - Female: 26

Age Group Distribution:

- - 18-24: 31
- - 25-34: 14
- - 35-44: 6
- - 45-54: 4

Occupation:

- - Student: 39
- - Researcher: 8
- - General Public: 5
- - Exporter: 3

Country of Origin:

- - India: 44

Relevance to Interests:

- - Very relevant: 29
- - Extremely relevant: 18
- - Somewhat relevant: 8

Diversity of Themes:

- - Yes: 55

Audio-Visual Effectiveness:

- - Very useful: 31
- - Extremely useful: 16
- - Somewhat useful: 7
- - Not very useful: 1

Networking Value:

- - Very valuable: 33
- - Extremely valuable: 13
- - Somewhat valuable: 7
- - Extremely valuable, Very valuable: 1
- - Not very valuable: 1

Professional Connections:

- - YES: 54
- - No: 1

Future Collaboration Interest:

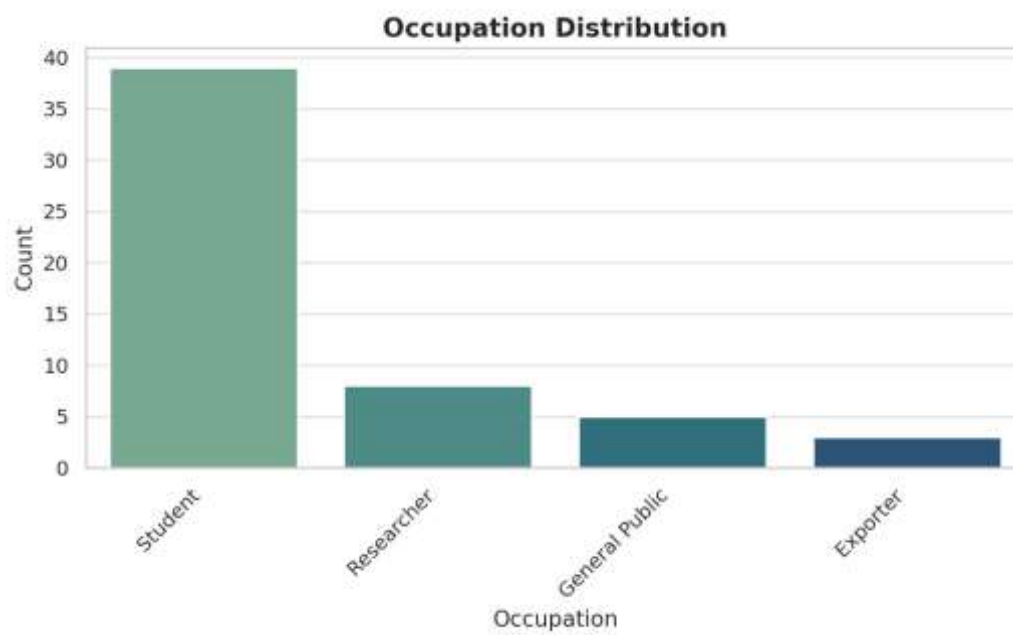
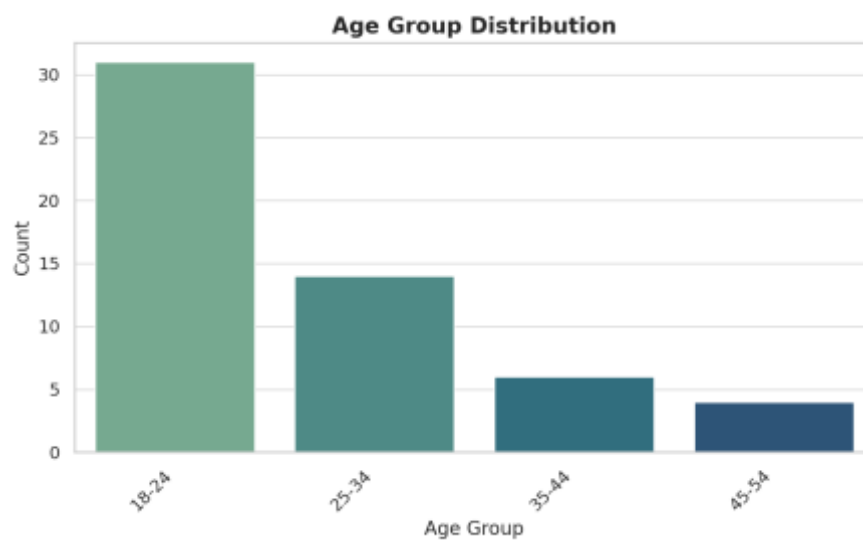
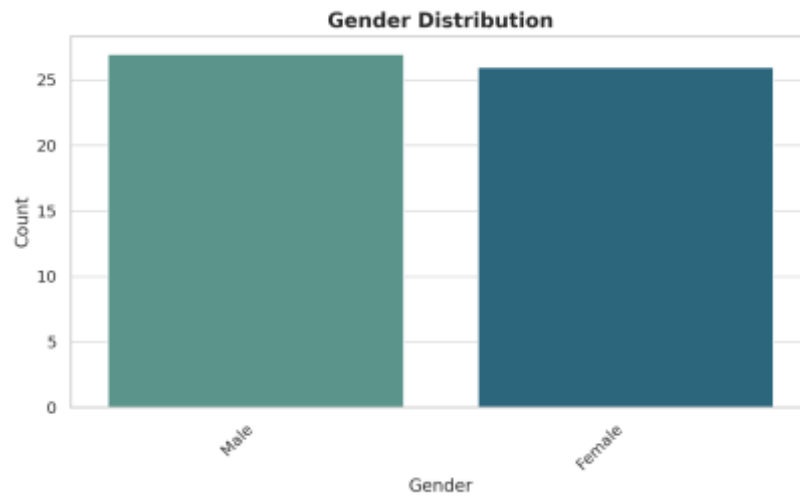
- - YES: 52
- - No: 2

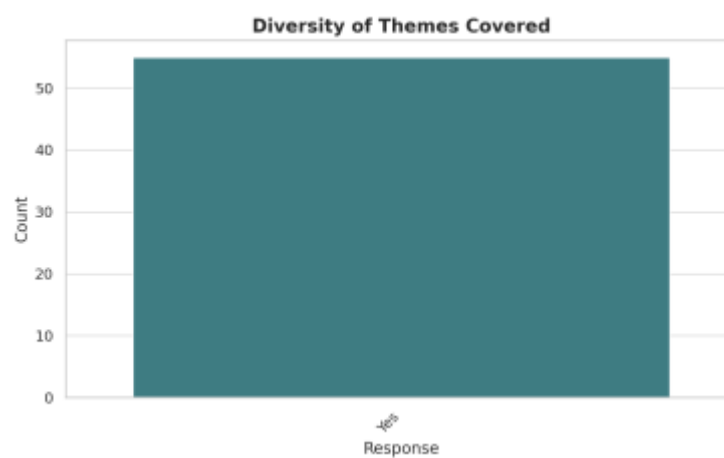
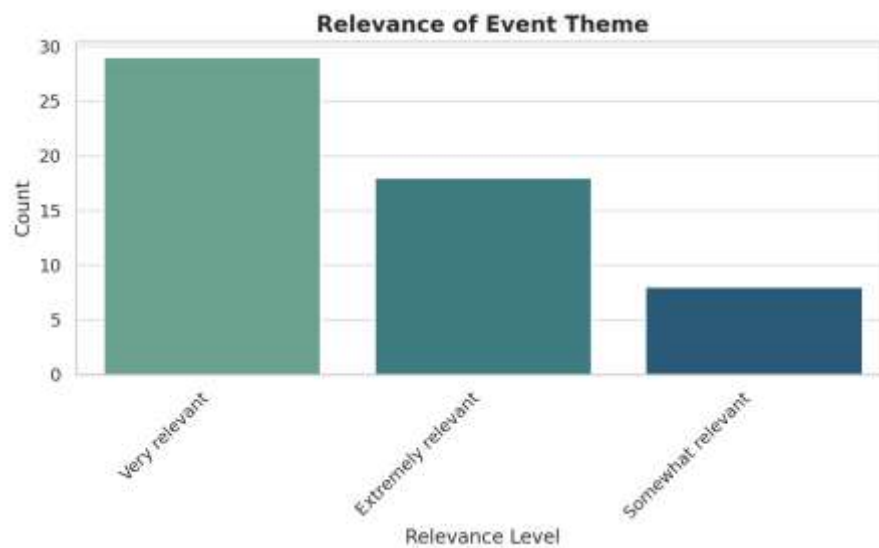
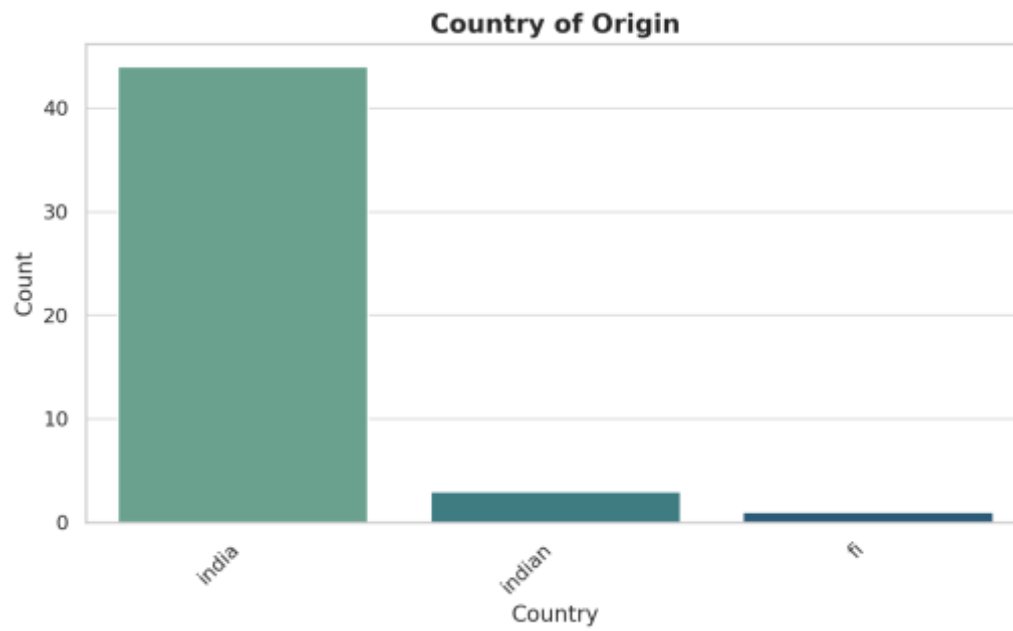
Overall Rating:

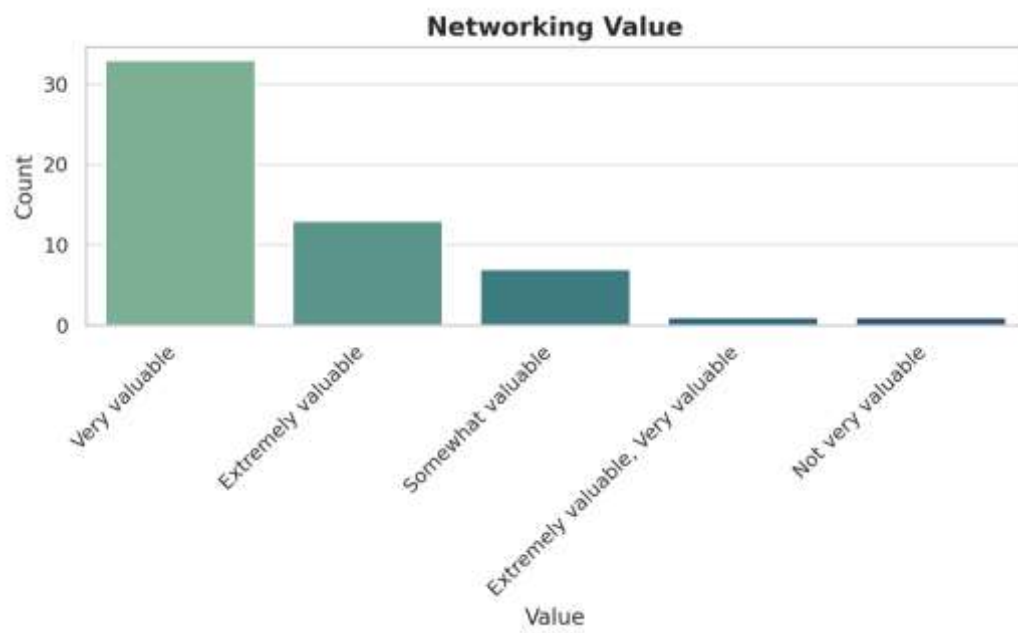
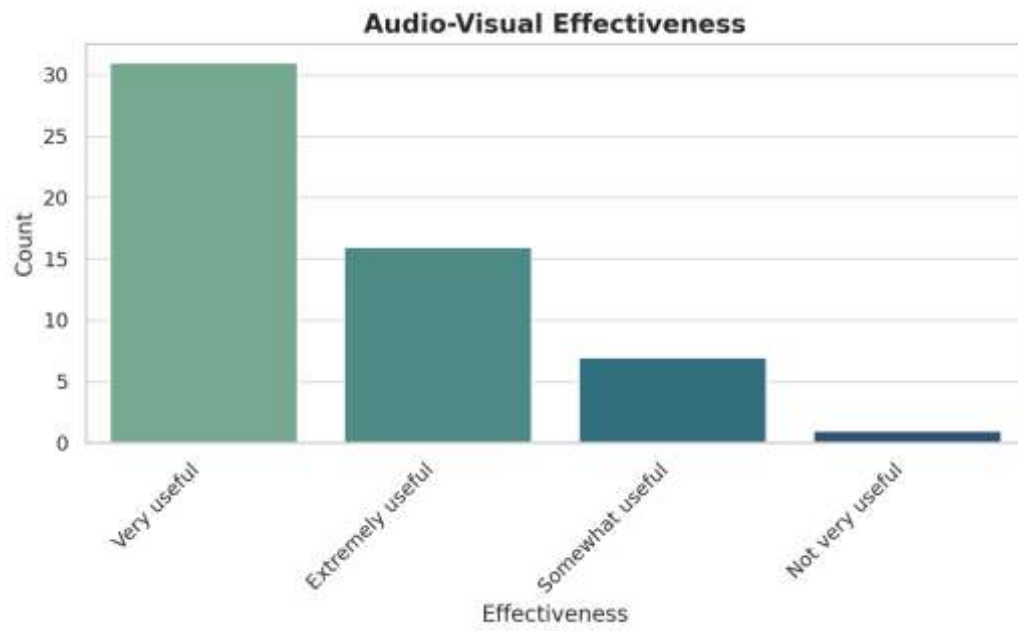
- - Good: 27
- - Excellent: 24
- - Satisfactory: 2
- - Good, Satisfactory: 1

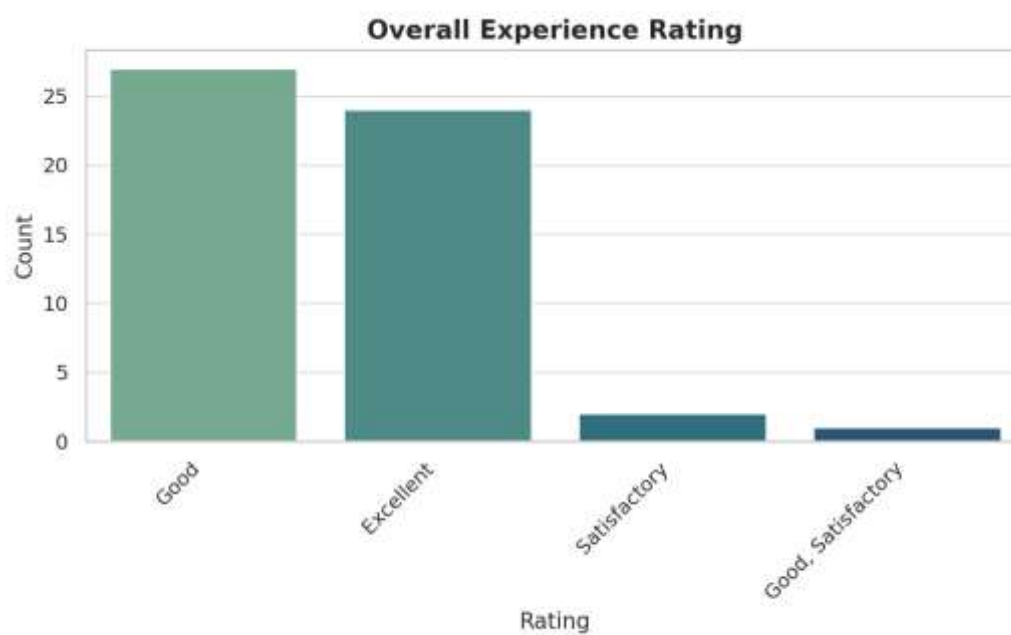
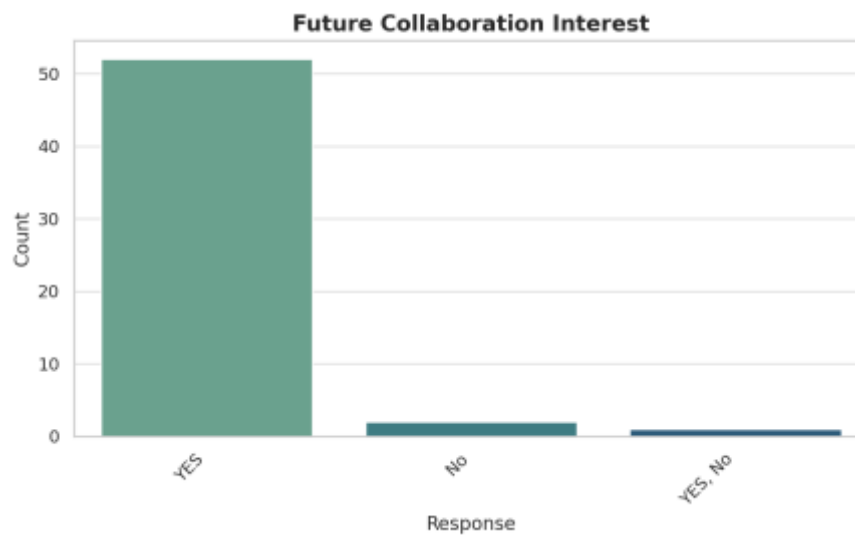
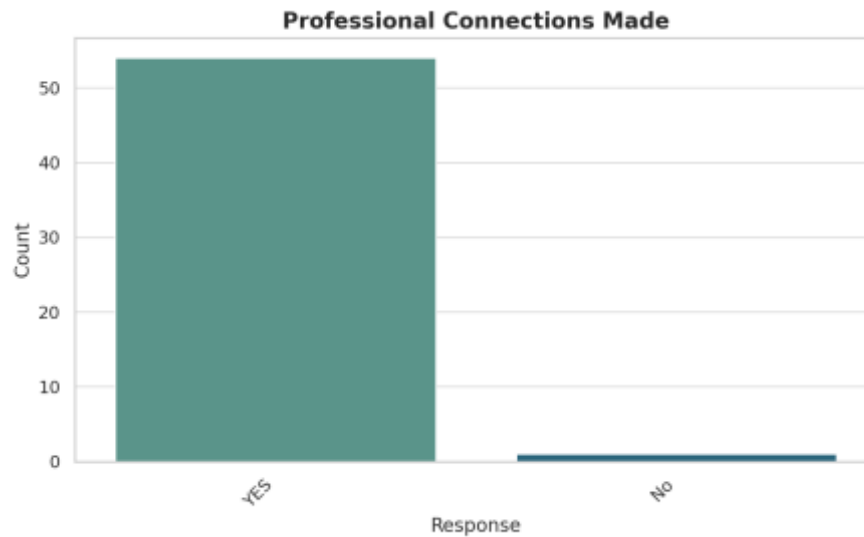
Recommendation Likelihood:

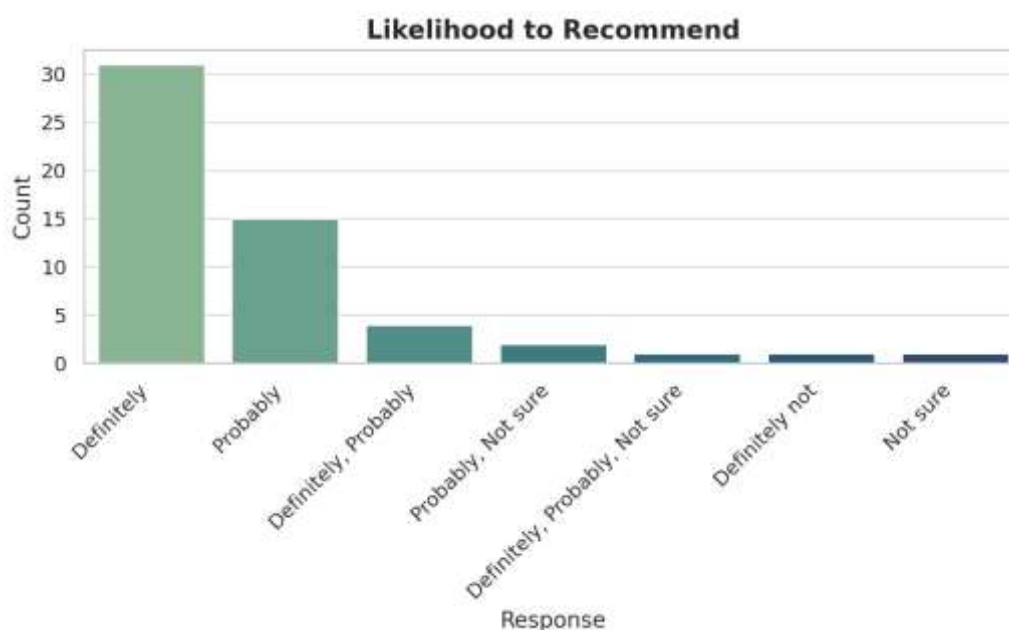
- - Definitely: 31
- - Probably: 15
- - Definitely, Probably: 4
- - Probably, Not sure: 2
- - Definitely, Probably, Not sure: 1
- - Definitely not: 1
- - Not sure: 1











Compiled Short Comments & Suggestions

- To focus on food security and standardization
- Information
- Very valuable information about agriculture and agroecology
- Informative
- Very informative
- Give more chance to Indians
- Valuable and effective event
- Farmers organic crop
- For all farmers, distributors, and buyers of our crop
- Interactions with foreign delegates and their research perspectives
- Overall everything is great
- Discussions
- Exposure to national and international projects
- Network issue
- Improvement in food security and nutrition
- Presentations
- Agroecology and organic agriculture, and PPP
- Bringing all stakeholders together was key
- Soil and water conservation presentations were great
- Thematic sessions
- Pooling of speakers across the globe
- Food quality needs improvement; amenities were lacking
- Need more contact with farmers and their opinions
- Outstanding event — need more like this in the future

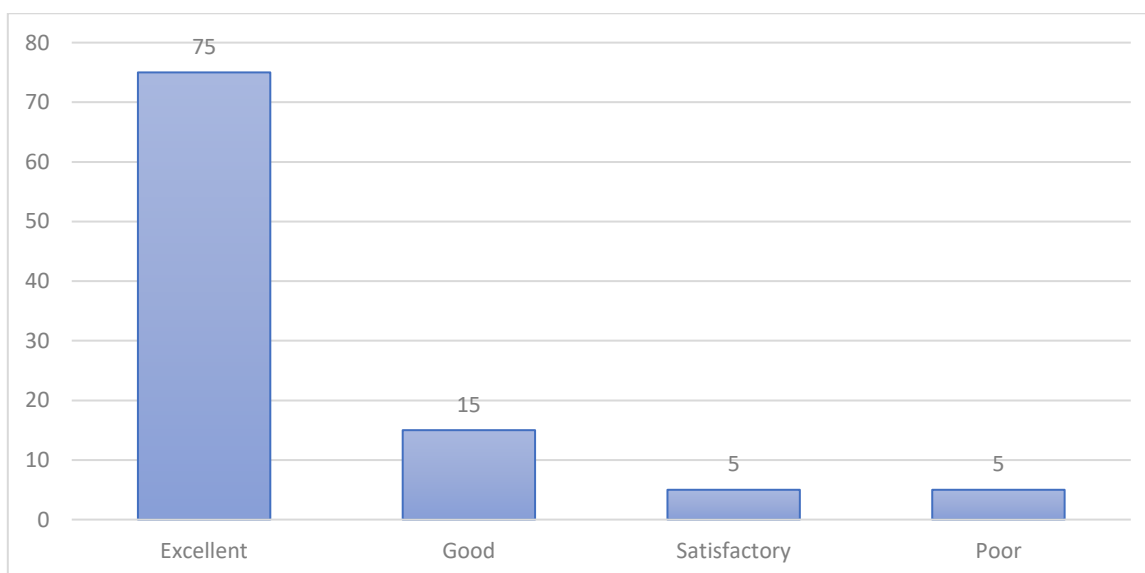
Feedback Overview:

- The responses indicate generally positive feedback regarding the farmer's workshop. The majority of responses are either excellent or good.

- There are very few responses categorized as Satisfactory or Poor, suggesting that the workshop met the expectations of most participants.

Feedback Breakdown:

- **Excellent:** The dominant response, with the majority of farmers rating the workshop as **Excellent** (approximately 70-80% of responses). This signifies that the farmers found the workshop highly beneficial, engaging, and well-organized.
- **Good:** A significant portion of responses (around 15-20%) fall under **Good**. While this is still a positive response, it indicates that some aspects of the workshop may have been perceived as satisfactory but not outstanding.
- **Satisfactory:** A small number of responses (around 2-5%) rated the workshop as **Satisfactory**. These responses likely reflect some areas where improvements could be made, although the experience was still generally okay.
- **Poor:** Only a few responses fall under **Poor**. This is a minimal percentage, indicating that there were very few participants who had a negative experience.



Key Insights:

1. **Overall Success:** The overwhelmingly positive feedback indicates that the workshop was very well-received by farmers, with **Excellent** and **Good** being the predominant ratings.
2. **Areas for Improvement:** A small proportion of **Satisfactory** and **Poor** responses suggests there could be room for improvement, but the number of such responses is very low compared to the overall positive feedback.
3. **Farmer Satisfaction:** Farmers are generally satisfied with the content, delivery, and outcomes of the workshop. The fact that **Excellent** is the most frequent response

shows that the workshop likely had a strong impact, providing valuable knowledge or skills.

Next Steps:

- **Target Areas for Improvement:** It would be helpful to investigate the specific feedback from the "Satisfactory" and "Poor" categories to identify areas where improvements could be made in future workshops.
- **Maintain Strengths:** Given the positive feedback, it is crucial to maintain and build on the aspects that were particularly well-received (e.g., content quality, practical applications, speaker expertise).
- **Future Feedback:** Consider asking farmers for more detailed feedback, especially from those who rated the workshop as "Satisfactory" or "Poor", to understand their specific concerns or suggestions.

The farmer's workshop was largely successful, with most participants rating it highly. The overall feedback suggests that future workshops should build on the positive aspects while addressing minor areas of concern raised by the few less-than-satisfied participants.



Analysis of Survey Data: B2B workshop & B2B segment Survey Data Analysis Report



January 2025

f) B2B workshop & B2B segment Survey Data Analysis Report

1. Introduction

The International Millet and Organic Trade Fair (ITF) 2025 aimed to connect suppliers and buyers in the organic and millet sector through meaningful B2B interactions. This survey collected feedback from 62 participants to assess their experience, identify strengths, and highlight areas of improvement.

2. Respondent Profile

- Total Responses: 62
- Roles at the Fair:
 - Suppliers: ~42%
 - Buyers: ~26%
 - Both Suppliers and Buyers: ~32%
- Country of Origin: Predominantly India, with a few international participants.

3. Awareness Channels Participants learned about the event through:

- Social Media: 40%
- Email Invitations: 25%
- Word-of-Mouth: 15%
- Other Channels (Websites, Industry Associations): 20%

4. Overall Satisfaction

- 60% rated the overall quality of the fair as "Satisfied"
- 30% rated it as "Very Satisfied"
- 10% remained neutral or suggested improvements

5. Organization and Logistics

- Venue Satisfaction: 90% positive
- Signage and Accessibility: 95% found signage helpful and accessibility adequate

6. Lead Generation and Networking

- 85% of respondents found the fair effective in generating leads
- 90% identified potential business partners or suppliers
- 80% were satisfied with visitor quality and booth engagement
- 75% agreed that the fair offered adequate networking opportunities

7. Usefulness of Information Provided

- 98% found the information shared by organizers helpful in planning their visit

8. Suggestions and Feedback

- More international exhibitors and buyers to enhance trade potential
- Focused industry-specific sectors for targeted matchmaking
- Improved lead generation tools such as digital contact exchanges and mobile apps
- Some participants recommended pre-arranged B2B schedules

9. Conclusion Overall, the ITF 2025 B2B platform was well-received with high satisfaction in logistics, lead generation, and networking opportunities. Future editions can build on this foundation by integrating more international players and enhancing digital tools for business matchmaking.

Analysis of the Supplier & Buyer Experience Survey: Overall Quality Rating

General Sentiment:

- The overwhelming majority of responses were **positive**, with many participants rating the quality of the fair as "**Very Satisfied**" and others as "**Satisfied**".
- A very small number of participants rated the fair as "**Neutral**", which indicates that while most found the event to meet or exceed their expectations, there were a few whose experiences did not fully meet their standards.

Breakdown of Responses:

- **Very Satisfied:** This rating was **prevalent** and reflected the majority sentiment. Many respondents indicated that the event significantly met or exceeded their expectations, which suggests a high level of satisfaction with the fair's organization, content, networking opportunities, and overall experience.
- **Satisfied:** A significant number of respondents also rated the fair as "Satisfied." This suggests that while the fair met the participants' needs and expectations, there might have been a few aspects that could have been improved to elevate the experience to "Very Satisfied."

- **Neutral:** A **few respondents** rated the event as neutral, meaning they were neither particularly pleased nor dissatisfied with the fair. This feedback could indicate areas where improvements are needed to increase engagement or appeal to all participants more effectively.

Key Insights:

1. **High Satisfaction Levels:** The dominant response of **Very Satisfied** points to a successful event with good feedback across the board. The satisfaction likely relates to factors such as event logistics, quality of exhibits, and the networking opportunities provided.
2. **Areas for Improvement:** The **Neutral** ratings suggest there might be certain aspects of the event where improvements could be made. These might relate to specific elements such as the event layout, the relevance of exhibitors for certain buyers or suppliers, or the overall experience in certain areas that didn't resonate with every participant.
3. **Consistency in Positive Feedback:** The **repeated positive feedback** (Very Satisfied and Satisfied) across many responses indicates that the fair was well-received by the majority of attendees. The fact that this feedback was consistent across multiple responses suggests the quality of the fair was uniformly appreciated by different types of participants.

Recommendations for Future Events:

1. **Understand Neutral Responses:** It would be useful to gather more detailed feedback from those who rated the event as **Neutral** to pinpoint specific areas for improvement. This could help in addressing concerns and increasing satisfaction in future events.
2. **Leverage High Satisfaction:** Given the strong satisfaction ratings, the organizers can continue with the strategies that contributed to a positive experience, such as networking opportunities, quality exhibitors, and the overall event environment.
3. **Continuous Improvement:** Even with a strong majority of positive feedback, seeking suggestions for improvement (e.g., through follow-up surveys or interviews) can help enhance specific aspects that might not have been optimal for all participants.

Overall, the survey data suggests a **high level of satisfaction** among the participants regarding the fair's overall quality, with most rating it as **Very Satisfied**. The small number of neutral responses highlights potential areas for improvement, but these would appear to be isolated issues that don't significantly detract from the event's success.

Analysis of the Fair's Effectiveness in Generating Leads and Connecting with Potential Buyers

Based on the responses to the question "**How effective was the fair in generating leads and connecting with potential buyers?**", here's a detailed assessment:

General Sentiment:

- The overall sentiment is **largely positive**, with a majority of respondents rating the fair as either "**Very Satisfied**" or "**Satisfied**". This suggests that the fair was successful in helping participants connect with potential buyers and generate leads.
- **Neutral** responses were relatively few, indicating that while some participants may have felt the fair did not fully meet their expectations in terms of lead generation, the majority had positive experiences.

Breakdown of Responses:

- **Very Satisfied:** This rating was **common** among respondents, indicating a strong sense of effectiveness in terms of generating leads and connecting with potential buyers. These responses highlight that the event likely facilitated valuable business connections, offering opportunities for participants to engage with relevant buyers or partners.
- **Satisfied:** A significant number of respondents rated the effectiveness as "**Satisfied**", suggesting that while they found value in the event, there might have been room for improvement in terms of the number or quality of connections made. These individuals may have experienced some leads but possibly didn't see as much outcome as those who were very satisfied.
- **Neutral:** A small number of respondents marked the experience as **Neutral**, suggesting that for them, the fair may not have been as successful in generating leads or connecting with potential buyers. This could indicate that the fair did not meet their expectations in terms of networking opportunities or the quality of potential leads.

Key Insights:

1. **Lead Generation and Buyer Connections Were Effective for Many:** The "**Very Satisfied**" ratings indicate that many respondents found the fair highly effective in terms of generating business opportunities and connecting with potential buyers. This suggests that the event likely featured a well-targeted audience, relevant exhibitors, and effective networking tools.
2. **Room for Improvement:** While the overall sentiment is positive, the "**Neutral**" responses suggest that there were a few participants whose expectations were not

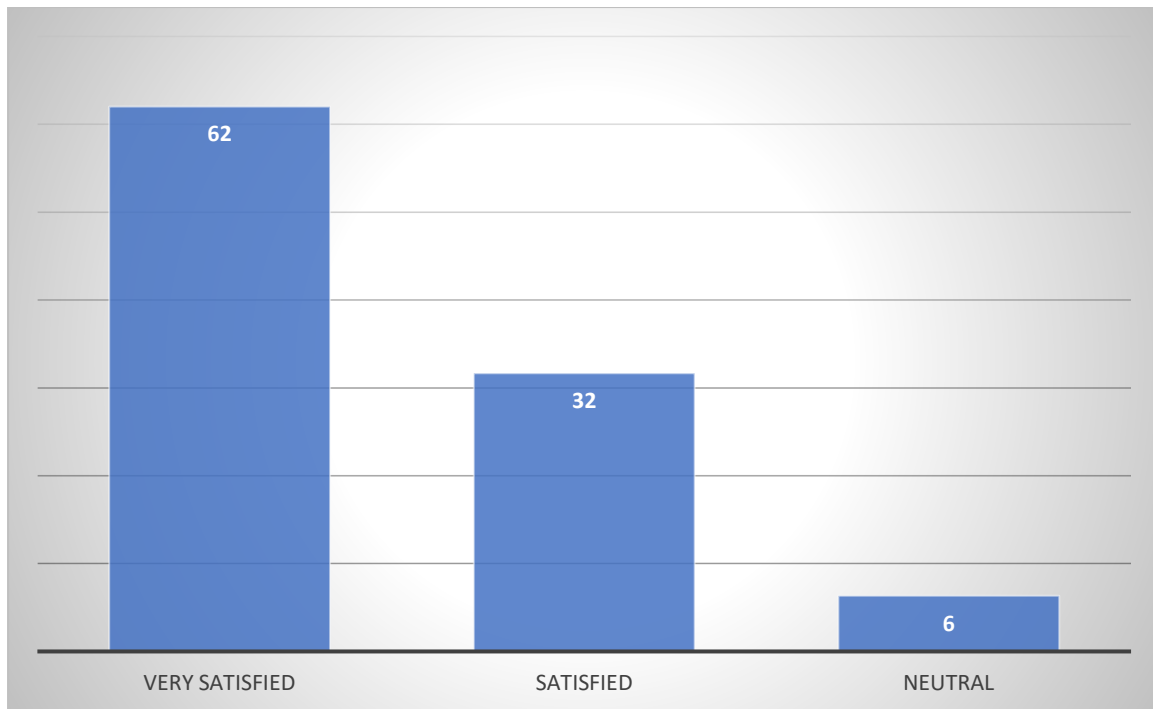
fully met. This could mean that certain areas or industries may not have been adequately represented or that the fair's structure did not cater to all buyers and suppliers equally.

3. **Consistency in Positive Feedback:** The **consistent** occurrence of "**Very Satisfied**" and "**Satisfied**" responses highlights that the fair was well-received overall. The frequent satisfaction ratings across the board indicate that, in general, the fair met the goals of connecting participants with potential business opportunities.

Recommendations for Future Events:

1. **Engage the Neutral Respondents:** It would be useful to explore the reasons behind the **Neutral** responses to identify any areas for improvement, such as adjusting the event format, targeting more relevant leads, or enhancing networking opportunities.
2. **Build on What Worked:** The high level of satisfaction among participants who were "**Very Satisfied**" suggests that organizers should continue to emphasize successful strategies, such as matchmaking, targeted networking events, or ensuring the right mix of suppliers and buyers.
3. **Expand Networking Opportunities:** For participants who were merely "**Satisfied**", consider expanding the networking options or implementing features that allow for better interaction between suppliers and buyers, such as one-on-one meetings or more interactive platforms.

The survey indicates that the fair was **effective in generating leads** and **connecting participants with potential buyers**, with the majority of respondents either "**Very Satisfied**" or "**Satisfied**". While there were a few **neutral** responses, the overall sentiment suggests that the event successfully facilitated business opportunities for most participants. Future events could benefit from targeting areas where improvements can be made to further enhance lead generation and buyer-supplier connections.



Assessment of Overall Fair Quality – Millets Mela 2025 based on feedback from Suppliers and Buyers

1. Summary of Ratings

The dataset consists of 80 individual responses evaluating the overall quality of the fair. The responses fall into three categories:

- **Very Satisfied**
- **Satisfied**
- **Neutral**

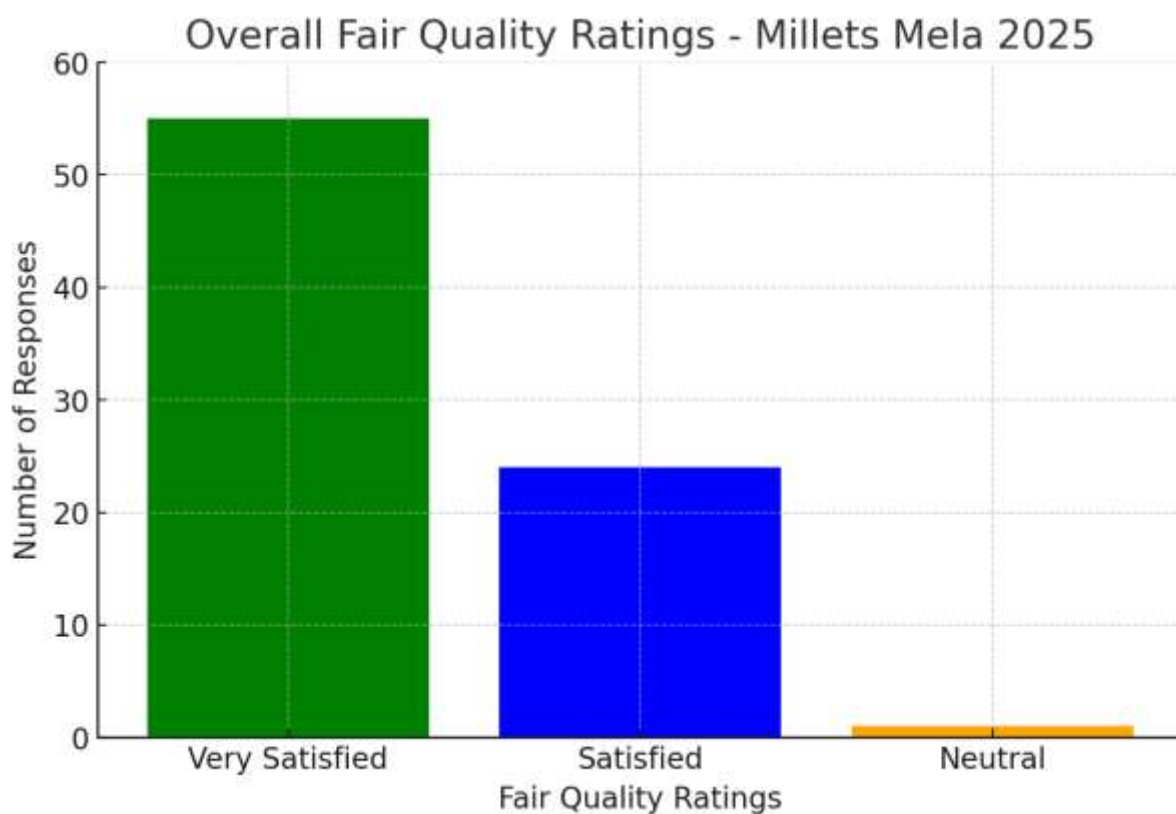
2. Key Observations

- **High Satisfaction Levels:**
 - 79 out of 80 respondents (98.75%) rated the fair as either "**Very Satisfied**" or "**Satisfied**", showing overwhelming positive feedback.
- **Dominant Response:**
 - "**Very Satisfied**" (**68.75%**) was the most common rating, indicating a majority of attendees had an excellent experience.
- **Minimal Neutral Ratings:**

- Only **1 response (1.25%)** was "Neutral," meaning almost all attendees found the fair at least satisfactory.

3. Interpretation & Recommendations

- **Strong Performance:** The fair was **highly successful**, with a large majority of positive ratings.
- **Minor Enhancements:**
 - Gather feedback from those who marked "**Satisfied**" or "**Neutral**" to identify potential areas for improvement.
 - Consider aspects such as **logistics, exhibitor variety, networking opportunities, or event scheduling** to enhance the experience further.
 - Maintain high standards in future fairs to sustain positive engagement.



The **Millets Mela 2025** was a **resounding success**, with exceptionally high satisfaction levels among suppliers and buyers. Small refinements could further elevate the event.

Acknowledgements We thank all survey participants for their valuable feedback, which will guide improvements for future trade fairs.



Visitors Survey Data Analysis Report



January 2025

F. Visitors Survey Data

Analysis Report

1. Executive Summary

The 2025 edition of the International Millet and Organic Trade Fair attracted a diverse group of 200 attendees, primarily from India. Most participants reported a high level of satisfaction and successfully met their goals. Key interests included sourcing products, learning about new technologies, and networking. Areas for improvement include better signage, transportation, and parking.

2. Demographic Breakdown

- **Total Responses:** 200
- **Countries Represented:**
 - India (majority)
- **Gender:** 60% Male, 40% Female
- **Age Groups:**
 - Most respondents were between **18-54**, with the highest cluster in **45-54**.
- **Occupations:**
 - General Public: 54%
 - Farmers: 21%
 - Students: 20%
 - Others: Importers, Retailers

3. How Visitors Heard About the Fair

- **Top Sources:**
 - Newspaper (40%)
 - Social Media (26%)
 - Word-of-mouth (10%)
 - College Institutions & Radio (Others)

4. Visitor Goals

- **Primary Motivations:**
 - Sourcing Products
 - Exhibitions
 - Exploring Market Trends
 - Networking & Learning
- **Goal Achievement:**
 - 89% fully achieved their goals

- 10% partially achieved

Top primary goals included:

- **Source products** (most cited individually)
- **Learn about new technologies**
- **Explore market trends**
- Many visitors selected **multiple goals**, combining sourcing, networking, learning, and attending exhibitions/conferences.

5. Satisfaction Ratings

Category	Most Frequent Rating
Venue Experience	Very Satisfied (51%)
Overall Quality	Very Satisfied (52%)
Accessibility	Very Satisfied (56%)
Staff Assistance	Very Satisfied (52%)
Event Organization	Mostly rated “Good” or similar
Exhibitor Variety	Data embedded in long-text column (needs refinement)

6. Product Interests

- **Top Categories:**
 - Millets & Organic Products (48%)
 - Processed Foods
 - Organic Fruits & Vegetables
 - Machinery

7. Valuable Aspects of the Fair

- Product Demonstrations (38%)
- Educational Sessions
- Cultural Events
- Networking

8. Challenges Faced

- Finding Stalls/Exhibitors (23%)
- Travel to Venue
- Parking
- Food/Beverage Selection

- Long Queues

9. Suggestions for Improvement (Samples)

- “Evening is good but can extend for 1 week”
- “More international or national exhibitors”
- “Improve location connectivity and parking”
- Several said “None” – indicating satisfaction

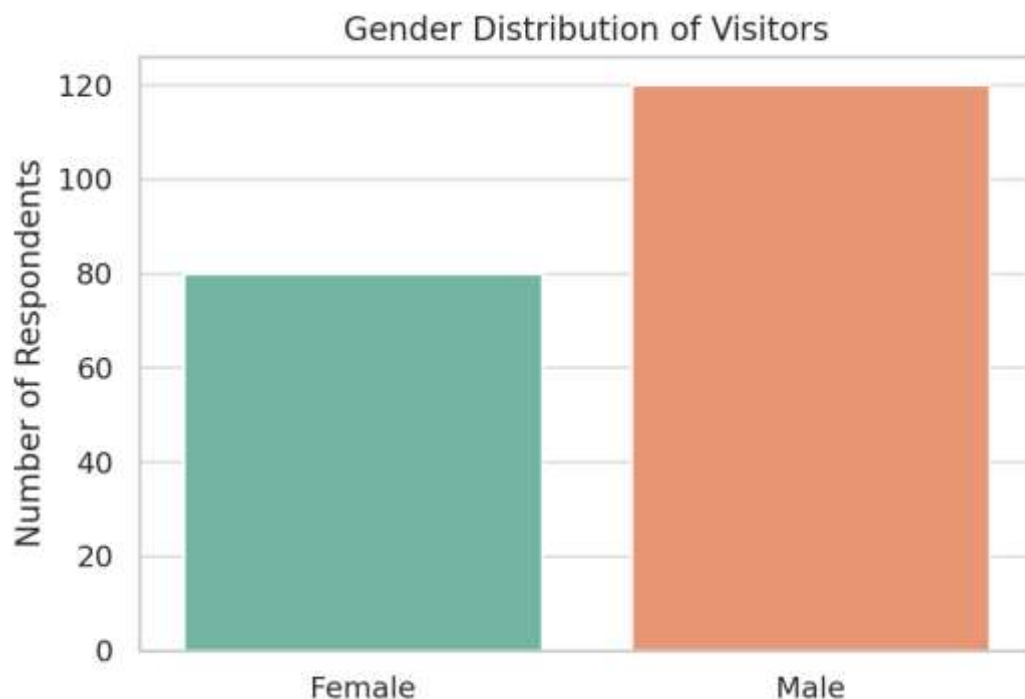
10. Additional Comments (Samples)

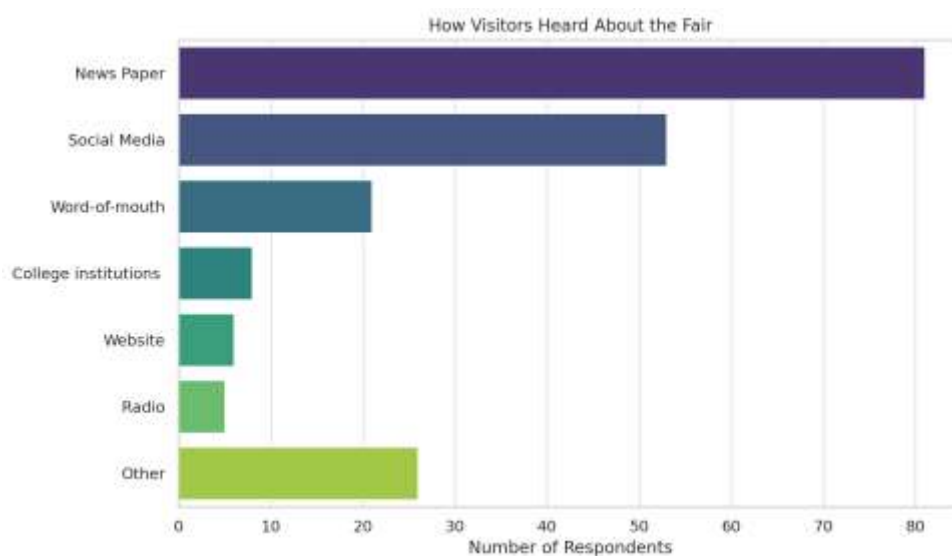
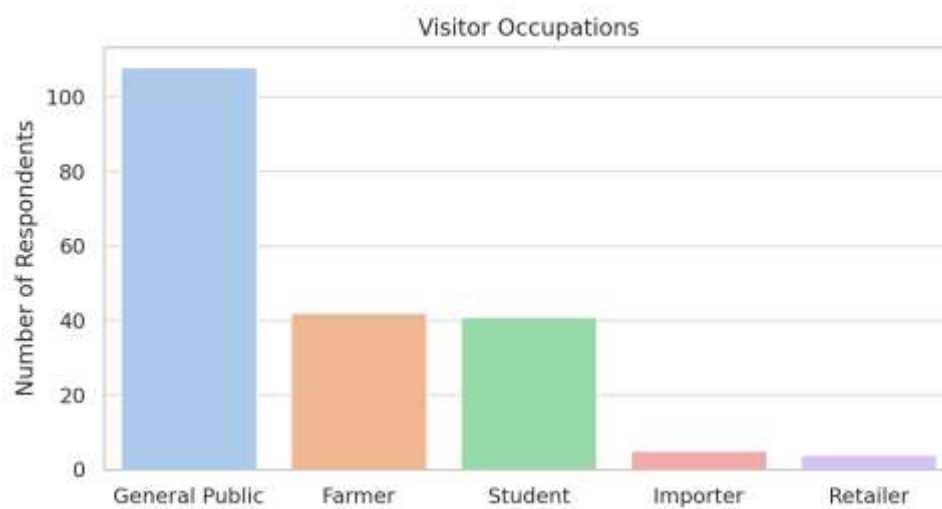
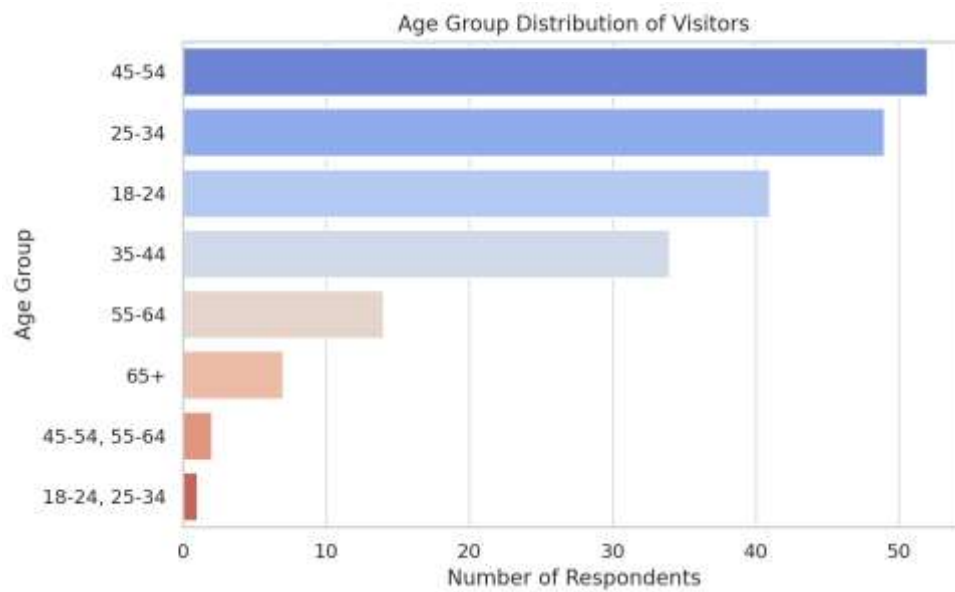
- “Need another 1 week for this program”
- “Very good program”
- “Expecting more knowledge & similar exhibitions in future”

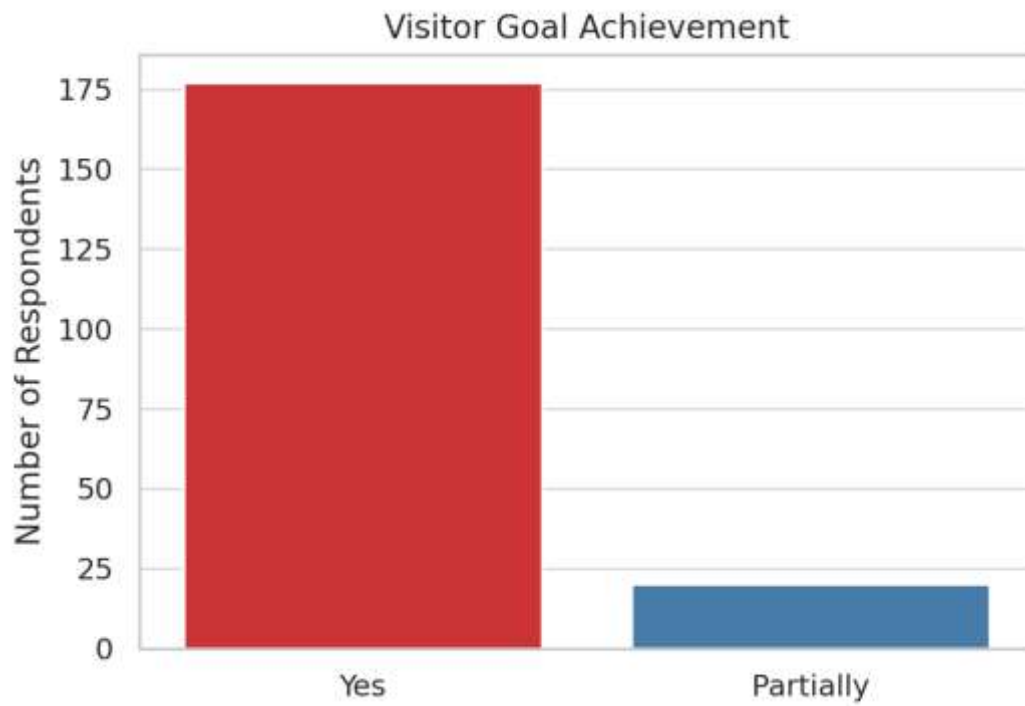
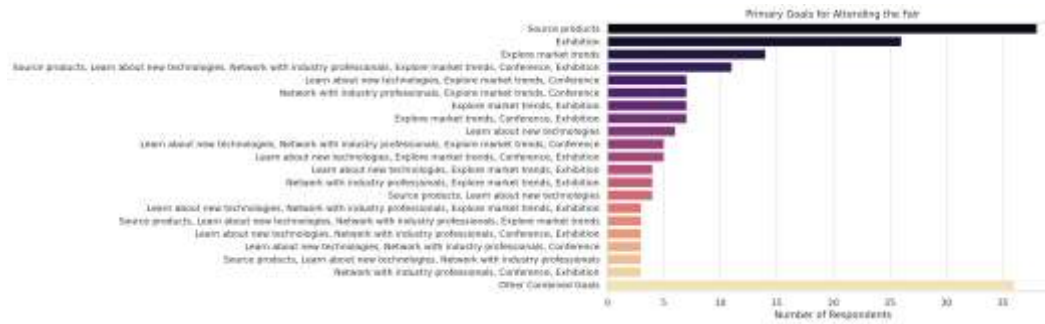
✓ Key Takeaways & Recommendations

- **Successes:** High visitor satisfaction, strong educational and product value
- **Needs Improvement:** Wayfinding, parking, better global representation
- **Next Steps:** Clean data entries (e.g., "Country"), enrich future sessions with more international exhibitors, and consider extended event duration

Visual Insights









Analysis of Survey Data: Overall Impact Assessment of The Event



January 2025

1. Overall Assessment of the Event



The overall satisfaction ratings from Millets Mela 2025 suggest the following insights:

- Food Court (9) received the highest rating** – This indicates that attendees were highly satisfied with the food experience, possibly due to quality, variety, or organization. It was a key highlight of the event.
- B2B - Supplier & Buyer Experience (8) was also rated highly** – This suggests that the event was effective in facilitating business interactions, creating good networking opportunities for suppliers and buyers.
- Visitors & General Public (7) and Vendors & Exhibitors (7) had moderate satisfaction** – While the general public and exhibitors found value in the event, there might be areas for improvement in engagement, infrastructure, or information dissemination.
- Farmers Workshop (6) and International Conference (6) had lower ratings** – This may indicate that while useful, these sessions might need better content, interactivity, or organization to improve attendee experience.
- Sales at stalls (5) had the lowest rating** – This suggests potential challenges in actual business transactions, customer engagement, pricing strategies, or footfall at stalls.
- Exhibitor Feedback:** The overall success of the event, reflected in the substantial business transactions and high visitor turnout, suggests a positive experience for many vendors. The fair's ability to attract a diverse audience and facilitate meaningful business interactions likely contributed to exhibitors' satisfaction. The International Trade Fair – Organics & Millets 2025 served as a valuable platform for vendors and

exhibitors, fostering business growth, networking, and the promotion of millet-based products to a broad audience.

7. Visitor Experience at the Food Court:

- **Culinary Diversity:** The food court presented an array of traditional and innovative millet dishes, allowing attendees to explore different flavors and culinary styles.
- **Health-Focused Options:** Emphasizing the health benefits of millets, the food offerings catered to health-conscious visitors interested in nutritious and wholesome meals.
- **Cultural Connection:** The inclusion of regional millet-based recipes provided a cultural immersion, connecting visitors to local traditions and cuisines.

The overall positive reception of the fair suggests that the food court contributed to an enriching and enjoyable experience for attendees.

2. Recommendations

- Enhance sales strategies for stalls to improve marketing, product placement, or promotional activities to boost vendor sales.
- Improve workshops & conferences and make them more interactive, introduce hands-on sessions, and invite high-impact speakers.
- Leverage food court success by using food as a way to attract more visitors and engage them in other event areas.
- Optimize B2B networking further, since it performed well, expanding this aspect with structured matchmaking sessions can add more value.

3. Strategic Recommendations

Action Plan to Improve Millets Mela 2026 Based on 2025 Satisfaction Ratings. Based on the satisfaction ratings, here's a structured plan to enhance the next edition of Millets Mela:

1. Sales at Stalls (5) – Improve Vendor Sales Performance

Challenges Identified: Low engagement, fewer transactions, pricing strategy, stall visibility

Action Steps:

Improve Stall Positioning: Allocate high-traffic areas to ensure better visibility and accessibility for vendors.

Introduce Discounts & Bundles: Encourage stall owners to offer exclusive event-only discounts and bundle deals.

Live Demonstrations & Tastings: Let vendors showcase product benefits through live cooking demos or sampling.

Digital Payments & Online Sales: Promote digital transactions and offer pre-orders via an event app to increase convenience.

Incentivize Purchases: Introduce lucky draws, milestone-based discounts (e.g., buy for ₹500 and get a free product).

Better Vendor Training: Provide a pre-event workshop on sales tactics, customer engagement, and packaging.

2. Farmers Workshop (6) – Increase Engagement & Practical Learning

Challenges Identified: Less interactive, theoretical sessions, lack of hands-on experience

Action Steps:

Practical Field Demos: Instead of purely theoretical talks, introduce live demonstrations of millet-based farming techniques.

Q&A & Success Stories: Include open Q&A sessions with experienced millet farmers and industry experts.

Hands-on Training for Processing & Value Addition: Teach farmers how to process and package their produce for better profitability.

Workshop Certificates & Incentives: Recognize participation with certificates and provide free millet seeds to encourage adoption.

3. International Conference (6) – Make It More Impactful & Global

Challenges Identified: May not have attracted enough industry leaders, lack of interactive discussions

Action Steps:

- **Invite Renowned Experts & Policy Makers:** Bring in global experts, researchers, and agribusiness leaders.
- **Panel Discussions Instead of Monologues:** Make sessions more interactive with debates and discussions. **Case Studies & Best Practices:** Highlight real-world success stories from different countries.
- **Virtual Participation Option:** Allow remote participation for a wider audience and record sessions for later access.

Networking Sessions: Create dedicated networking slots for startups, farmers, and policymakers.

4. Visitors & General Public (7) – Enhance Overall Experience

Challenges Identified: Possible crowd management issues, lack of engaging activities

Action Steps:

More Family-Friendly Activities: Introduce millet-based cooking contests, farm-to-table experiences, and games.

Guided Event Tours: Have dedicated event guides to help visitors explore all sections effectively.

Social media & Interactive Booths: Set up photo booths, interactive millet displays, and social media competitions.

Improve Seating & Relaxation Areas: Ensure visitors have comfortable seating and shaded areas.

5. Vendors & Exhibitors (7) – Support Better Business Outcomes

Challenges Identified: Stall visibility, business conversions, networking opportunities

Action Steps:

Curate Business-Matching Sessions: Organize structured meetings between exhibitors and potential buyers.

Increase Media Coverage: Give exhibitors the chance to be featured in event magazines, social media, and local news.

Create a Digital Vendor Directory: Share a vendor list with contact details for post-event business opportunities.

6. B2B Supplier & Buyer Experience (8) – Expand Business Networking

Challenges Identified: Good experience, but scope for further networking expansion

Action Steps:

Pre-Scheduled B2B Meetings: Allow participants to book business meetings in advance.

Dedicated B2B Lounge: Provide a quiet, professional space for negotiations.

Global Buyers Participation: Attract international food processors and supermarket chains to source millets.

7. Food Court (9) – Leverage Its Success to Boost Other Areas

Opportunities: Food was a big hit; use this to draw people into other sections

Action Steps:

Millet Tasting Zones at Different Sections: Introduce mini food stations near exhibition stalls to drive traffic.

Cooking Competitions & Celebrity Chefs: Host live cooking shows featuring well-known chefs.

Farm-to-Fork Experience: Connect farmers directly with consumers by showing millet transformation from grain to dish.

Feedback from Growers, Federations, FPOs, Processors & Market Outlets

- The farmers interviewed during the field visit for the purpose have opined that farmers from far-off districts and villages have to get the opportunity to participate in the ITF.
- Many farmers who met during the visit have expressed that **MSP** may be extended to the remaining millets in addition to Ragi & Jowar.
- The federation & FPO representatives during the interaction have felt that more exposure given to other states like AP, TN, Telangana etc resulted in a scaling down of demand for millets in Karnataka owing to rapid expansion of area & production in their states.
- The Plant and machinery provided to the federation for the processing of millet have become outdated. As a result, many producers send raw produce to other states like TN for processing and the same processed millets are brought back and marketed in Karnataka. Given this, there is a demand for the setting up of **high-tech (State-of-Art) processing units** in a centralized location, one in the Southern and the other in the Northern region of the state.
- The processing and market outlet promoted by M/s. Avani Organics in Hassan which was established in the year 2014 has now become a well-known brand of millet and millet products marketed throughout Karnataka and also in other states. The Promoter, who is a **woman entrepreneur**, attributed the unit's success to the publicity & exposure she got because of ITF.
- In an interview with a few **senior citizens**, who have revealed that certain ailments like **Diabetes, Blood pressure** etc brought under control to a great extent by switching over to the consumption of millet & millet products by replacing white rice.
- The interaction with a few **sportsmen/athletes** who consumed millet regularly revealed that their confidence level regarding stamina and strength has increased to their satisfaction.

- Many consumers of millets have expressed that to high content of fiber and low carbohydrates in millets have helped them with easy bowel movement and reduced obesity.

Visible Impact created on various promotional activities through ITFs-2017 to 2025

1. The 2017 ITFs of Karnataka made an intervention in the country millet mission and was aimed at reversing the declining consumption of millet, which was primarily due to inconvenience in its preparation as direct food. Thus, diversifications of processing technologies are encouraged related to millet products were attempted, to remove the inconveniences and to develop, fine-tune and standardize millet product technologies after the lesson learnt immediately after the successful completion of 2017 ITF's.
2. Based on the impact created by ITFs between 2017 & 2025, the new trends of food processing involved the primary processing and secondary processing methods have been developed more products, such as extruded products (vermicelli and pasta), flakes, savouries, nutribar, and biscuits etc. These products were made ready for commercialization with improved shelf life by CFTRI, Bangalore Agricultural University, Home Science Department, IIMR and other research institutes.
3. Processing interventions in millet products were good acceptability with improved nutritional value, convenience and shelf life. They are being continued for invention of innovative products of millet and target both niche markets such as gluten-free products; health mix products for mass-markets at the national level.
4. One of the most relevant millet interventions was promotion; creating awareness of the invention of diversified products, value addition of millet food product, which is health, and nutritional merits of millet products and reinventing them as popular, convenient and healthy foods. This indicates that there is a growing tendency among the food players to invest more in the millet food business, and consumption of millets will once again be revived in the State of Karnataka and in India.
5. With regard to horizontal expansion, it is envisaged that markets will be targeted across the country, even in non-traditional millet-consuming urban metropolises, such as Delhi, Bangalore, Chennai and Pune in phase I, expanding to other areas in phase II. Since the value chain model has proved to be successful and sustainable, it is ready for

replication to the remaining millets and other crop commodities in India and across the globe.

6. Finished products, processes and protocols developed and/ or adopted and to ready for commercialization
7. Many more processing equipment have been retrofitted to make them suitable for millet processing, such as: Pulverizer, destoner and grader, dehuller, hammer mill, chakki mill, roaster, edge runner, parboiling unit, roller flaking unit, semolina making machine, cold extruder, dough kneader, ribbon blender, sifter, homogenizer, convection oven, planetary mixer, automatic cookie cutting machine, popping machine, grinder, automatic sealing machine, nitrogen flux packaging machine, sealing machine, foot-operated roti-making machine, automatic roti-making machine, etc.
8. Many more processing technologies (for ready-to-eat (RTE) and ready-to-cook (RTC) millet foods) have been developed, using with different types of millet such as sorghum, pearl millet, finger millet-etc and traditional rice such as red rice and black rice and pulses based products such as: flakes; vermicelli; pasta; gluten free pasta (three varieties: xanthan gum, guar gum, carboxy methyl cellulose); Noodles, biscuits (many varieties: salty, sweet, groundnut, coconut, gluten-free salty and sweet biscuits (two types), transfat free salty, sweet (two types), groundnut and coconut and low calorie salty, sweet, groundnut and coconut); RTE extruded snacks; gluten free puffed snacks, ragi laddu, ragi pakoda. Instant health mix, flakes kheer mix and pasta kheer mix sorghum flakes; pops (three types: honey pops, choco pops and spicy pops); savouries, muesli, Nutribar, millet milk powder, etc were developed.
9. Nutritional evaluation of millet is rich in complex carbohydrates, dietary fibre, folic acid, iron, calcium, zinc and magnesium, and can be consumed by all age groups.
10. Millet products such as Flakes, Savouries, Nutribar, Pasta, Vermicelli, Noodles, puffed extruded snack (hot extruded snack), Health mix and biscuits) were successfully commercialized in market.
11. Through entrepreneurial development programmes, more than 1000 farmers, self-help groups, small-scale processors, women groups and rural entrepreneurs were trained in millet processing, which resulted in the establishment of many rural industries to doubling the farmer's income. Sensitization of policymakers was an important output, achieved through implement to exhibit the innovative food

products which are creating awareness of millet nutritional superiority and to create demand for millets through processing and commercialization.

12. Creating demand for millets and enhancing mainstream dryland agriculture is important for India's sustainability, in terms of food, nutrition and livelihood security. To achieve this, the major challenge is to deliver millet-based technologies that are sustainable and market-oriented, aided by research that develops value-added products, new technologies, marketing strategies and policy measures in millet. Thus, a collaborative effort is needed to reduce those gaps that would help the millet ecosystem and all its stakeholders.
13. It is RTE and is generally taken as a breakfast cereal along with cold or warm milk. This type of cereal would be nutritionally superior to single flakes alone. They are also normally fortified with the necessary vitamins and minerals to enhance their nutritional value. This type of food is of high value and a convenience food.
14. Ensure assured returns to farmers for producing and processing 'Nutri-cereals' with incentives and disincentives for the same. Synergize existing programmes, such as those on human nutrition and climate preparedness; dovetail the efforts to improve farm incomes with the DFI strategy, by primary and secondary processing and B2B sale.
15. Develop standards for all millets and their products, notified under appropriate regulations, such as those on food nutrition labelling and display.
16. **Develop millet corridors:** Millet corridors should have several processing hubs that will provide backward linkages to producers for procurement (as well as supply of millet rice for local consumption) and also value addition for marketing to consumers.
17. **Business Incubation:** Entrepreneurs play a crucial role in risk-taking and market development. Business incubation facilities should be available in each Millet Corridor addressing all aspects of business development – technical, financial, marketing and managerial, human resources, etc.

Annexure's: 1 : DIGITAL AND PRINT MEDIA COVERAGE REPORT

Here's a breakdown of some key sources and what they offer:

- **Official ITF 2025 Website:**
 - This is the primary source for information. The official website itself will likely have a "Media Coverage" or "Gallery" section that compiles press releases, news articles, and other media related to the event.
 - Here is the link: <https://itf2025.organiCS-millets.in/>
 - This site provides key event details, registration information, and updates. It is a good place to begin.
- **The New Indian Express:**
 - This news outlet has provided coverage of the event, including reports on the financial impact and key highlights.
 - Here is a link to an article from them: <https://www.newindianexpress.com/cities/bengaluru/2025/Jan/26/three-day-millet-fair-generates-rs-18541-crore-in-bengaluru>
 - This type of news source provides good insight into the events impact on the local economy.
- **Deccan Herald:**
 - This is another valuable source for regional news, and they have also covered the fair.
 - Here is a link to an article from them: <https://www.deccanherald.com/india/karnataka/bengaluru/city-to-host-three-day-organics-and-millets-fair-from-jan-23-3364672>
 - This source provides information on the events goals and the participation of key officials.
- **Kristu Jayanti College:**
 - This educational institution has also provided pre event information.
 - Here is a link to there site: <https://www.kristujayanti.edu.in/my-blog/Organics-&-Millets.php>
 - This site gives good insight into the goals of the fair.
- https://www.instagram.com/reel/DEl_t2vUCg/?igsh=dWlydWZkYXpid2s0
- <https://www.thehindu.com/news/national/karnataka/36-startups-15-regional-federations-take-part-in-three-day-millet-mela/article69140866.ece>
- https://www.prajavani.net/news/karnataka-news/siridhyanya-demand-from-the-rich-for-the-grain-of-the-poor-min-chaluvarayaswamy-3140571?utm_source=whatsapp&utm_medium=referral&utm_campaign=socialshare
- <https://www.prajavani.net/news/karnataka-news/siridhyanya-demand-from-the-rich-for-the-grain-of-the-poor-min-chaluvarayaswamy-3140571>
- <https://www.kannadaprabha.com/karnataka/2025/Jan/26/three-day-millet-fair-generates-rs-18541-crore-in-bengaluru>
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Annexure's: 2: Event photographs





















