



भाकृअनुप-भारतीय कदन्न अनुसंधान संस्थान  
ICAR - INDIAN INSTITUTE OF MILLETS RESEARCH

राजेन्द्रनगर, हैदराबाद - ५०० ०३०. तेलंगाना. भारत  
Rajendra Nagar, Hyderabad - 500 030. Telangana. India.



डॉ. विलास ए टोणपि  
निदेशक

**Dr. Vilas A Tonapi**  
Director

**Proposal on  
National SIRIDHANYA Awards 2019 (Second edition)**

**Organics & Millet 2019, International Trade Fair 2019**

**January 18-20, 2019  
Palace Ground, Bengaluru, Karnataka**

Dear Sir/Ma'am

**Greetings from ICAR- Indian Institute of Millets Research!**

Indian Institute of Millets Research (IIMR) and Society for Millets Research on behalf of Department of Agriculture, Government of Karnataka is organizing the second version of SIRIDHANYA awards in six categories. The awardee will be facilitated during the International Trade fair-Organics and Millets-2019, scheduled to be held at Bengaluru Palace grounds, Karnataka (INDIA) from 18th to 20th of January, 2019. Govt. of Karnataka has entrusted ICAR-IIMR to identify suitable candidate(s) to acknowledge their contribution in the field of Millets.

The awards will be presented in the valedictory session i.e. on 20 January, 2019 at Bengaluru.

Application is invited from R&D institutions, Scientists, NGOs and Startup engaged in the area of Millets, in order to identify & acknowledge their contributions made during past five years.

**Last date for submitting filled in nominations is January 13, 2019.**

It is to be noted that previous year National Siridhanya awardees are not eligible to apply for the current year, 2019 while they stand chance in the next year again.

It has a distinct criterion of Millets for nominations, multi-layer selection process with eminent jury members drawn from across disciplines. Nominations are invited for the following categories.

	Citation	Cash Award
Startup	SIRIDHANYA: Millets Industrious Startup Award (1 Nos)	Rs 20 000
NGO	SIRIDHANYA: Millets Outstanding NGO Award (1 Nos)	Rs 15 000
Scientist	SIRIDHANYA: Millets Outstanding Scientist Award (2 nos)	Rs. 30,000 and 20 000
R&D Institution	SIRIDHANYA: Millets Innovative R&D Excellence Award (2 no's)	Rs. 30 000 and 20 000

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ई-मेल/E-mail : director.millets@icar.gov.in, millets.icar@nic.in, वेबसाइट / Website : www.millets.res.in

Eligible candidates may apply in the prescribed format as the criteria is laid out for selection and will be duly evaluated. You are eligible to apply for only one category.

Filled in category wise nominations along with support documents needs to be submitted by mail to [awards.itf2019@gmail.com](mailto:awards.itf2019@gmail.com) along with a copy to [director.millet@icar.gov.in](mailto:director.millet@icar.gov.in) on or before January 13, 2019. Therefore, you are encouraged to widely circulate among various stakeholders involved in millets. Please stick to the deadline beyond that no application will be entertained. Canvassing in any form will leads to disqualification without any notice to the concerned.

Selected candidates will be informed on 16 January 2019, so that you may present for receiving the awards in person on 20<sup>th</sup> January during valedictory session.

Dr. B. Dayakar Rao, CEO, Nutrihub & Principal scientist, ICAR-IIMR, Hyderabad is nodal person ([dayakar@millet.res.in](mailto:dayakar@millet.res.in); 9963288838).

**Vilas A Tonapi**

**Convener, National Siridhanya Awards**

**& Director, ICAR-Indian Institute of Millets Research, Hyderabad**

Photo

**SREEDHANYA: Millets Awards 2019**  
**Category: Industrious Startup Award**  
**Citation and Cash Prize of Rs. 20000**

Nomination Form (Self Nomination Is Not Acceptable)  
**ALL RELATED TO MILLETS ONLY**

(Soft copies of filled in applications needs to be send to [awards.itf2019@gmail.com](mailto:awards.itf2019@gmail.com) on or before 13 January 2019)

The Siridhanya Start-up Award is for companies that have been working in millets sector with a great business idea founded on the promotion of Millets and the potential of significant social impact.

**Eligibility Criteria:**

**Part A: General Information**

S.No	Detail	Answer
1.	Start-up Name	
2.	Location	
3.	Founder(s) Name	
4.	Contact info	Phone: Email:
5.	Registered company name	
6.	Type of Company	<input type="checkbox"/> Proprietorship <input type="checkbox"/> Partnership <input type="checkbox"/> LLP <input type="checkbox"/> Pvt. Ltd.
7.	Annual Turnover (in ₹ Cr)	
8.	Is the company a product of restructuring?	<input type="checkbox"/> Yes <input type="checkbox"/> No

**Part B: Start-up Details**

Please fill the following details to apply for the awards. Limit your answers to 60 words or less for each question.

Sl.No	Detail
1.	<p><b>Elevator Pitch</b> <i>A one-liner summary that combines your vision/product &amp; the mission of your company</i></p>
2.	<p><b>Problem – Solution</b> <i>Clear definition of the TG, their pain points &amp; your solution</i></p>
3.	<p><b>Market Opportunity, Size &amp; Competition</b> <i>Total Available Market, total addressable market, serviceable addressable market &amp; competitive landscape</i></p>
4.	<p><b>Product / Service / Technology Offering</b> <i>How good is your solution, is the solution doable &amp; realistic. Does it solve the problem.</i></p>
5.	<p><b>Unique Selling Proposition &amp; Competition</b> <i>Your USP- Positioning, Product &amp; Competitive advantage</i></p>

6.	<p><b>Business model &amp; Go to Market Strategy</b> <i>Key revenue streams, distribution strategy, etc.</i></p>
7.	<p><b>Traction &amp; Key Metrics</b> <i>Timeline &amp; milestones to date, growth metrics. Press, partnerships, awards etc. Customer success stories and/or testimonials</i></p>
8.	<p><b>Team</b> <i>Background of the founding team, key managerial personnel and advisors (if any)</i></p>

(Signature of the Head/Founder/Managing Director)



**SREEDHANYA: Millets Awards 2019**  
**Category: Outstanding NGO Award**  
**Citation and Cash Prize of Rs. 15000**

Nomination Form (Self Nomination Is Not Acceptable)  
**ALL RELATED TO MILLETS ONLY** pertaining to past 5 years

(Soft copies of filled in applications needs to be send to awards.itf2019@gmail.com on or before 13  
January 2019)

**Note:** Institutions, state Governments, agricultural universities, Societies, organizations, millets farming promotion agencies, Millets research institutions/ centers, ICAR institutes, farming federations/ associations can nominate/ recommend outstanding NGO with full justification as per the template provided.

**\*Applicant awarded during last year will not be eligible to apply for this year.**

**Section A**

1. Name of NGO (in block letters) : \_\_\_\_\_

Regn. No. : \_\_\_\_\_

2. Name of the founder/Head: \_\_\_\_\_

3. Location: \_\_\_\_\_

4. Address: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

i) Mobile no/ Phone Number: \_\_\_\_\_

ii) Fax no. \_\_\_\_\_ E-mail: \_\_\_\_\_

5. Name of the Nominator: \_\_\_\_\_

6. Address and contact details of nominator: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

i) Mobile no/ Phone Number: \_\_\_\_\_

ii) Fax no. \_\_\_\_\_ iii) E-mail: \_\_\_\_\_



## **SECTION B**

### **Documentary evidence is essential for each of points**

1. Briefly introduce your NGO and statement of purpose (Not more than 200 words).
2. Year of experience in working with millets?
3. What is your social mission (Not more than 100 words)?
4. Have you done any social work pertaining to millet promotion, If yes-please describe briefly.
5. List of projects undertaken (Attached extra sheet) and current funding source.
6. Experience in working with government.
7. How many EDP related to promotion of millets you have conducted so far (Attached extra sheet)?
8. Quantifiable impact and sustainability of interventions
9. Networking with other NGO's and local bodies.
10. Networking with women's group and contribution towards women development.
11. Explain how your NGO is contributing in spreading knowledge about millets.
12. What is the impact of your activities on society as far as millets is concerned (Not more than 200 words).
13. Award and honors received till date.
14. Biggest challenge faced?
15. Any other relevant information.

(Signature of the Head/Manager/Founder)

**SIRIDHANYA: Millets Awards 2019**  
**Category: Outstanding Scientist Award**

**Citation and Cash Prize of Rs. 30000 (1<sup>st</sup>), 20000 (2<sup>nd</sup>)**

**Nomination Form (Self Nomination Is Not Acceptable)**

Photo

**ALL RELATED TO MILLETS ONLY pertaining to past 10 years**

(Soft copies of filled in applications needs to be send to [awards.itf2019@gmail.com](mailto:awards.itf2019@gmail.com) on or before 13 January 2019)

**Note:** Scientists from R&D Institutions /SAUs/ICAR Institutes based in India contributing in the area Millets promotion (farming and processing) are eligible for applying.

Eligibility for applications: Scientists with at least 10 years of R&D experience in the field of Millets Promotion, Innovative techniques, Varietal / Hybrids, Concept Innovation/ Process innovation / Unconventional Value addition and Large scale impact models are essential.

**\*Applicant awarded during last year will not be eligible to apply for this year.**

1. Name in full (in block letters) : \_\_\_\_\_  
(Surname followed by given name)
2. Place (Town/ Village. District. State) : \_\_\_\_\_  
\_\_\_\_\_
3. Date of Birth: \_\_\_\_\_
4. Nationality: \_\_\_\_\_
5. Field of specialization  
(i) Major discipline (Section): \_\_\_\_\_  
(ii) Area of specialization: \_\_\_\_\_
6. Present Position/Designation: \_\_\_\_\_  
(last post held, if retired)
7. Name of the ICAR Institute/ SAU/ R&D  
institute: \_\_\_\_\_
8. Address: \_\_\_\_\_  
\_\_\_\_\_



Phone no. (Work): \_\_\_\_\_ (Home): \_\_\_\_\_

Mobile no. \_\_\_\_\_ Fax no. \_\_\_\_\_

iv) E-mail: \_\_\_\_\_

**8. Academic career and professional attainments**

Exams/ Degree	Board/ Institution/University	Year of passing	Division/ position

(Attach photostat copies)

Position Held	Institution	Duration

**8. Special attainments of the nominee (maximum 200 words)**

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Concepts/Processes/Patents/Products/Technologies/Books (Please see Allocation of Marks)
I. Concepts, Processes and Patents
II. Products and Technologies
III. Books

II. Awards & honors, including Scientific Leaderships (Please see 81. No.2: Allocation of Marks)
International/National Honor/Awards of high repute given by Government or Inter-Governmental Organizations
Proven leadership in institution building/advance centre of national/ international repute
Fellowships of National Science Academies

D.Sc. (Hon.)
Other Honors/Awards by ICAR, CSIR, DST, DBT, NRDC, National Science Academies, etc.
International Post-Doctoral Fellowships/Awards
Young Scientist Awards/Associateship by the National Science Academies
National level Best Teacher/Researcher/Extension Worker Award
Awards by the Universities, Deemed to be Universities and State Government
National level Professional Society Award (a) Gold Medal, Fellowship, Honorary Membership based on the professional achievements (b) Other awards/recognitions (excluding paper/poster award)
Institute level Best Teacher/Researcher/Extension Worker award
Chair of prestigious committees/taskforce; President/Secretary of professional societies; Leadership position in research programmes or research organizations

I certify that the information given in the form is correct.

Date:

Signature of Nominee

Particulars of Nominator	Remarks about the suitability of the nominee
Signature of the Nominator:  Name: _____	

Address: _____ _____	
Date : _____	

Annexure

<b>Distribution of Marks</b>	<b>Total (100 Marks)</b>
<b>Publications : 40 Marks</b>	
(a) Twenty most important research publications: Each publication will be given a maximum of 3.0 marks with a cap of maximum 30 marks	30
(b) Next 20 research publications (other than above 20 publications): Each publication will be given a maximum of 1.0 mark will) a cap of maximum 10 marks	10
<b>Concepts, Processes, Patents, Products, Technologies &amp; Books : 60 Marks</b>	
Group I Concepts, Processes and Patents (Each will be given a maximum of 2.0 marks will a cap of maximum 10 marks	10
Group II Products and Technologies Each will be given a maximum af 2.0 marks will a cap af maximum 20 marks	20
Group III Books Each publication will be given a maximum of 2.0 marks will a cap of maximum 10 marks	10
Group IV Awards & honors, including Scientific Leaderships Each will be given a maximum of 3.0 marks will a cap af maximum 15 marks	15 Marks
Group V Policy documents Each publication will be given a maximum of 2.50 marks will a cap of maximum 05 marks	05 marks



**SIRIDHANYA: Awards 2019**  
**Category: R&D Excellence Award**

**Citation and Cash Prize of Rs. 30000 (1<sup>st</sup>) and 20000 (2<sup>nd</sup>)**

**Nomination Form**

(Soft copies of filled in applications needs to be send to [awards.itf2019@gmail.com](mailto:awards.itf2019@gmail.com) on or before 13 January 2019)

**Note:** R&D Institutions /SAUs/ICAR Institutes based in India contributing in the area Millets promotion (farming and processing) with not less than 10 years.

Name of ICAR Institution/ SAU/R&D Institution : \_\_\_\_\_

\_\_\_\_\_

Name of the Head : \_\_\_\_\_

Full postal and telecommunication address : \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Email : \_\_\_\_\_ Phone : \_\_\_\_\_

Mobile : \_\_\_\_\_ Fax : \_\_\_\_\_

**Nominations must cover the following aspects – ALL RELATED TO MILLETS ONLY pertaining to past 10 years**

1. A concise historical account of the establishment and development; organizational, functional and financial profile of the institution (Not more than 4 pages)
2. The specific objectives, relative priority and resource allocated to the various millets based programmes
3. Significant outputs and outcome during last five in the area of Millets Research and Development.

**A. Millets Research (10 marks each maximum upto 50 Marks)**

- Significant Research work done (not more than 10 pages including photographs and illustrations)
- Impact of achievements in quantifiable terms to increase productivity / profitability/sustainability
- Publications (List only those published in Peer reviewed journal and with NAAS rating of 6.0 or more. Indicate average number of publications per scientist along with NAAS Rating Average)
- Citation of 20 most important publications
- Significant advance made in science/technology,
- Patents obtained,
- Technologies developed and commercialized,
- Varieties developed including the breeder seed produced for each variety
- External funding mobilize

**B. Millets based Extension education (Not exceeding 8 pages) (Extent of 2.5 marks each maximum upto 25 marks)**

- Vocational training programmes organized & beneficiary & impact
- Farmers covered and impact
- Seed and Planting material distributed
- E-learning material for farmer produced
- Extension publications (Numbers) Radio Talks and Press coverage
- Innovation in Extension Education
- Impact of extension programmes (Indicate quantifiable indicators)
- Effective linkages with stake holders especially with development departments with documentary
- evidence of impact
- Resources generated
- No. of Villages and farmers covered
- Awards and Recognitions won by extension scientists at District,/State/National level
- Success stories documented
- Entrepreneurship developed
- List new technologies promoted and extent of adoption

**4. Human Capital: Staff position (cadre strength and in position) (5 marks)**

**5. Awards/Recognition by scientists at National level (5 marks)**



6. Overall Impact: (during last five years) **(2 marks each max of 10 marks)**

- Breeder Seed produced and sold (year wise)
- Area covered by varieties of institute
- Technologies commercialized and income generated.
- Consultancy money earned
- Patents obtained.
- Resources generated through sale of produce.

7. Externally funded projects (list and amount above 1 Crore). **(1 mark and maximum of 5 marks)**

8. Any other information that may reflect on the performance of the institution

I certify that the information given in the form is correct

(Head of the institute)

Name

Designation

Signature and seal

*Note: The application form may include only the essentially required facts and figures and should avoid unnecessary details. The application form must also contain a summary statement which should be quantifiable and in perfect sync with the criteria laid out for the award.*