

## Happenings at DSR, and AICSIP news

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### Farmers Orientation Workshop at Nanded

Under NAIP subproject "Creation of demand for millet foods through PCS value-chain", the Agri. Business Division of ITC Ltd and DSR jointly organized Farmers



Dr. B Dayakar Rao addressing the farmers

Orientation Workshop at Nanded on Sunday, 6 June, 2010 for this Kharif season. About 250 farmers participated in the programme where they were provided with mini-kit pack of seeds of CSH16, CSH14 and SPH 1148. Another meeting was conducted with 20 selected *Sanchalaks* to give orientation about objectives. Sorghum foods and "Jowar Rath" Mobile van showcased the processing technologies for creating awareness among people. Cash prizes of Rs 2000 and Rs 1000 were announced for the top two successful participating farmers with highest sorghum yields during Kharif 2010 in Nanded district of Maharashtra. Dr SV Rao, CL and Director, DSR, B Dayakar Rao, CPI, Shri K Nirmal Reddy, CoPI, Dr HS Talwar, CMU and District agricultural officials addressed the large gathering.

### CIC Meeting of NAIP-Millets Value chain

The fifth Consortium Implementation Committee (CIC) Meeting was held on 11 June, 2010 under the Chairmanship of Dr. SV Rao, Director, DSR and Consortium Leader of the NAIP Sub-Project on "Creation of demand for millets foods through PCS value-chain".

### समाचार सारांश

**नांदेड में कृषकों हेतु कार्यशाला :** रा.कृ.न.प. की उत्पादन-खपत प्रणाली (पी.सी.एस.) मूल्य शृंखला द्वारा कदन्न (मोटे अनाज) खाद्य पदार्थों की माँग निर्माण नामक उप-परियोजना के अंतर्गत ज्वार अनुसंधान निदेशालय तथा आई.टी.सी लिमिटेड के संयुक्त तत्वावधान में 6 जून 2010 को नांदेड में कृषकों के लिए एक कार्यशाला का आयोजन किया गया ।

**रा.कृ.न.प. - कदन्न मूल्य शृंखला पर सं.का.स. की बैठक :** डॉ. एस वी राव, निदेशक, ज्वा.अनु.नि. की अध्यक्षता में 11 जून 10 को संघीय कार्यान्वयन समिति की 5वीं बैठक हुई ।

**वेगान एगो फूड प्रॉडक्ट्स के साथ सहमति-पत्र :** बहु-धान्य रोटियों के उत्पादन तथा विपणन हेतु 16 जून 10 को डॉ. विरक्तमठ, निदेशक, चा.अनु.नि. की उपस्थिति में डॉ. एस वी राव, निदेशक, ज्वा.अनु.नि. तथा श्री भारत संकर तथा श्री प्रभाकर, वेगान एगो फूड प्रॉडक्ट्स ने सहमति-पत्र पर हस्ताक्षर किए ।

**संघीय परामर्श समिति की 4थी बैठक :** डॉ एन.जी.पी. राव, अध्यक्ष, सं.प.स. की अध्यक्षता में 26 जून 2010 को रा.कृ.न.प. की पी.सी.एस. मूल्य शृंखला द्वारा कदन्न खाद्य पदार्थों की माँग निर्माण नामक उप-परियोजना के संघीय परामर्श समिति की 4थी बैठक का आयोजन किया गया ।

**आ.एन.जी. रंगा कृषि विवि. में ज्वार स्टाल :** आ.एन.जी. रंगा कृषि विवि. में 15-18 जून, 10 के दौरान आयोजित एगोटेक-2010 प्रदर्शनी में ज्वा.अनु.नि. ने ज्वार स्टाल लगाया, जिसमें ज्वार तथा अन्य कदन्न खाद्य पदार्थों का प्रदर्शन किया गया ।

**जेमिनी टीवी के साथ साक्षात्कार :** तेलुगु के समाचार चैनल जेमिनी टीवी ने ज्वा.अनु.नि. में संचालित अनुसंधान एवं विकास गतिविधियों के संबंध में 27 जून 10 को डॉ. एस वी राव, निदेशक, ज्वा.अनु.नि. तथा डॉ. बी दयाकर राव का साक्षात्कार लिया ।

**साक्षी टीवी के साथ साक्षात्कार :** साक्षी टेलिविजन ने ज्वार के अर्द्ध-प्रसंस्कारित खाद्य तथा नए खाद्य पदार्थ जैसे - वर्मिसेल, पास्ता तथा पोहा बनाने की विधि को कवर करने के उद्देश्य से ज्वा.अनु.नि. प्रसंस्करण प्रयोगशाला में 19 जून 10 को एक विशिष्ट कार्यक्रम की रिकार्डिंग की ।

**स्टुडियो-एन के साथ साक्षात्कार :** तेलुगु चैनल स्टुडियो- एन ने ज्वा.अनु.नि. की प्रसार एवं अनुसंधान गतिविधियों के संबंध में डॉ. एस वी राव, निदेशक, ज्वा.अनु.नि. का साक्षात्कार लिया ।

**पुस्तक लोकार्पण :** सं.प.स. की 4थी बैठक के दौरान डॉ. एस वी राव, निदेशक की उपस्थिति में डॉ. एन जी पी राव ने *डायनामिक्स ऑफ वेल्थ, एंड ट्रेड चैनल्स ऑफ सोरघम इन इंडिया* नामक पुस्तक का लोकार्पण किया । बी दयाकर राव, एन सीतारामा, ए सुरेश, एम श्रीकांत, के निर्मल रेड्डी तथा एस वी राव इस पुस्तक के लेखक हैं ।

**आगंतुक :** श्री वाई एस विवेकानंद रेड्डी, भूतपूर्व सांसद तथा वर्तमान में आंध्र प्रदेश विधान परिषद के सदस्य ने चारा हेतु मीठी ज्वार के संबंध में चर्चा हेतु 07 जून 10 को ज्वा.अनु.नि. का दौरा किया ।

हिंदी सारानुवाद : डॉ. महेश कुमार



Dr. B. Dayakar Rao, CPI, CoPI's from ITC, NIN and ANGRAU, associates from DSR, RA's and SRF's participated in the meeting. Dr. SV Rao, during his



*Technical program and work plan being presented by Dr. Dayakar Rao*

inaugural remarks, appreciated and highlighted the progress made under this project. Dr. B. Dayakar Rao presented the technical progress for 2009-10 and work plan for 2010-11. He also highlighted various activities encompassing technological backstopping, on-farm production, identification of suitable genotypes for specific end products, development and fine tuning of semi-processed products and retrofitting of machines, entrepreneurship development of stake holders, commercialization efforts, signing of MOU with M/s Bhayanagar foods etc. The CIC strongly recommended to enhance financial allocation for promotional and commercialization activities of sorghum food products. Suggestions were made to have more press meets and TV shows to highlight the successful outcome of the project.

### Road shows at Malls and in public parks to popularize Sorghum foods

As part of promotional activity of Jowar products under NAIP subproject "Creation of demand for millet foods through PCS value-chain," road-shows were organized at Reliance Fresh malls and in KBR Park to popularize Sorghum foods this month. Road Shows were organized by Dr. B. Dayakar Rao, CPI of Millet-Value Chain project



*Overwhelming response seen for jowar foods at road shows*

During the Road shows DSR prepared and distributed hot delicious *Jowar Idli* and *dosa* to the people to create awareness of making *idli* and *dosa* with jowar. Customers rated the taste of *idly* as very good and enquired about preparation of *jowar idly* batter and availability of ready mix in the market. This Nutritional Awareness camp clarified many doubts of consumers about nutrition. Majority of the customers were sought regular supply of

these products on-shelves in the malls.

Ms. Vishala Devender from DSR and NAIP team involving Ms. Kiranmai, Shailaja Mr. Sriharsha, Pavan Kumar, Ashok, Ramesh and others actively participated in these road shows. Mr P Mukesh coordinated the event.

### MoU with Vegan Agri Food Products

A MoU was signed between DSR and M/s Vegan Agro food products for production and marketing of multi-grain *rotis* (prebaked segment) in the presence of Dr Viraktamath, Director, DRR on June 16, 2010. Dr. SV Rao, Director, DSR and Shri Bharat Sankar and Shri Prabhakar of Vegan agro food products were the signatories of this MoU. Local electronic media ETV covered the programme of signing the MoU. Dr



*MoU signing between DSR and M/s Vegan foods*

Viraktamath lauded the efforts of the NAIP team who are proactive in commercialization of sorghum foods with full dedication. Drs. Vilas A Tonapi and M Elangovan of IPR cell vetted the MoU for signing. Dr B Dayakar Rao organized this event. The commercialization of multi grain roties would be launched in July, 2010 by M/s Vegan agro food products.

### 4<sup>th</sup> Consortium Advisory Committee (CAC) meeting

The fourth Consortium Advisory Committee (CAC) meeting of the NAIP Sub-Project on "Creation of demand for millets foods through PCS value-chain" was held on 26 June, 2010 under the chairmanship of Dr. NGP Rao. The meeting deliberated thoroughly on the



*The Consortium Advisory Committee meeting in progress*

progress made under the project and future course of action to be followed. Committee felt that R&D part has to be strengthened while commending efforts on backward integration (ITC and DSR) and promotional



and marketing efforts on sorghum foods. A film produced by DSR on Jowar *roti* making and a success story on product specific on-farm production was screened to the committee, and was appreciated by the members. Prof Kamini Devi, CoPI, ANGRAU was felicitated by the CAC as she will be superannuating in August, 2010. This programme was organized by Shii K Nirmal Reddy and Dr. KN Ganapathy. The overall programme was coordinated by B Dayakar Rao, CPI & member secretary, CAC.

### Sorghum Stall at ANGRAU

DSR setup the sorghum stall in the exhibition "Agritech-2010" organized at ANGRAU from 15 -18 June, 2010, where sorghum and other millet foods were displayed.



*Visitors show keen interest in sorghum based products*

Dignitaries including Directors of the sister ICAR institutes, and scientists from various SAUs, farmers visited the sorghum stall. The importance of sorghum as health and nutritious food was explained to the visitors by the NAIP team. Sorghum food kits and relevant literature was distributed to the dignitaries.

### Media coverage:

**Interview with Gemini TV:** Gemini TV popular News channel in Telugu interviewed Dr SV Rao, Director, DSR and Dr. B. Dayakar Rao, CPI, NAIP millet value chain covering Sorghum Value chain and new R&D efforts being undertaken at DSR. This programme was recorded on 27 June, 2010 and telecast in the same week.

**Interview with Sakshi TV:** Sakshi TV recorded a special programme on June 19, 2010 at DSR processing laboratory to cover sorghum semi-processed foods and recipe preparation of novel food products such as vermicelli, pasta and flakes for telecasting in "EATOUT 100" programme, It was telecasted on June 27, 2010.

**Interview with Studio-N:** Studio-N, popular Telugu channel carried an interview with SV Rao about the activities of DSR depicting the promotional and research on 27 June, 2010. Studio-N also covered various activities of DSR at sorghum food processing lab. to create demand for farmers produce by suggesting farmers for adopting recommended package of practices.

### Release of Book

A book entitled "Dynamics of Value, and Trade Channels

of Sorghum in India" (ISBN number: 8933-30-85) authored by B Dayakar Rao, N Seetharama, A Suresh, M Sreekanth, K Nirmal Reddy and SV Rao was released by Dr. NGP Rao in the presence of Dr. SV Rao, Director during the Fourth CAC meeting organized at Hotel Fortune Select Manohar. This book is a joint contribution from DSR-ITC (ABD)-Transgraph consultant Ltd. under NAIP sub-project on Millets value chain. It throws light on the pattern and forms of sorghum consumption both at micro and macro level across the countries, demand estimation for novel uses of sorghum, value and trade channel for uses are discussed.

### Visitors

**Sh. YS Vivekananda Reddy**, Former MP and present MLC of AP legislative council visited DSR on June 7, 2010 to discuss about sweet sorghum for feed and fodder. Other issues discussed were techno-economic feasibility of using sweet sorghum feedstock for biofuel production and cogeneration. The team interacted with



*A compact disc on the profile of DSR being presented to Sh. YS Vivekananda Reddy by Dr. SV Rao, Director*

the Director, SV Rao and the scientists Drs VA Tonapi & SS Rao. The ICAR seed project at DSR supplied 6 quintals of sweet sorghum seed on cost basis to Mr. Reddy for cultivation during this kharif season at Pulivendula farm.

**Dr. HS Oberoi**, Sr. Scientist, Central Institute of Post Harvest Engg. & Technology visited DSR on 28 June. He interacted with Director and Dr. SS Rao on utilization of sweet sorghum biomass to produce biofuels. Dr. SS Rao explained the progress of sweet sorghum bagasse to



*Discussion in progress on possible collaboration with CIPHET*

produce bioethanol under DBT. An inter institutional collaboration between DSR and CIPHET on use of sorghum biomass to ethanol is planned.



### Meeting (M)/ Symposia (S)/Workshop (W)/ Training (T) / Conference (C) attended

S. No	Name of the Official	Participated in	Type	Venue	Dates
1	C Aruna & AV Umakanth	28 <sup>th</sup> Regional Coordination Committee meeting	M	Regional Station for forage production and demonstration, (Dept of Animal Husbandry, Ministry of Agriculture) Hyderabad	5 June, 10
2	Chari Appaji	Training on "General Management Programme"	T	ASCI, Hyderabad	7-18 June, 10
3	Sujay Rakshit, Sunil Gomashe, OV Ramana & V Ravkumar	Training programme on SAS	T	NAARM, Hyderabad	28 June – 2 Aug, 10
4	BV Bhat	Colloquium and research scholar advisory committee meeting	M	UAS, Bangalore	26 June 2010
5	BV Bhat	NFBSRA project review meeting	M	KAB- II, Pusa Campus, New Delhi	28 June 2010

### Official Tours

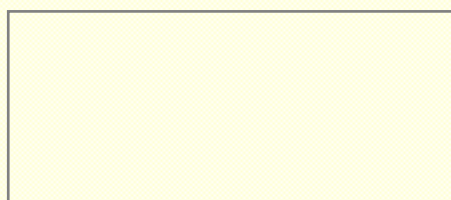
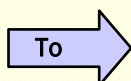
S. No	Name of the Official	Place Visited	Dates	Purpose
1	SV Rao, B Dayakar Rao, HS Talwar, Vishala Devender & Pramod kumar	Nanded, Maharashtra	5-7 June, 2010	Participate in Kharif farmers workshop

### Thought for the month

*Effective leadership is putting first things first. Effective management is discipline, carrying it out.*

Stephen Covey

### Printed Matter / Book Post



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