Millet e-Cooking Contest

Objective: Objective of the contest is to garner more visibility for IIMR and Nutrihub

Concept: Concept of the contest is to conduct recipe competition PAN India, during this lockdown. As an initial step, we will call for recipes to be sent in the google form from the participants. After receiving the application form, a committee is formed to screen the applications and select the top ten participants. These top ten participants are intimated to prepare the selected recipe and send a two to three minute video. Final selection of winners will be made by the committee and the top three are intimated.

Theme: The theme of the contest can be “Millets and ‘UR’ Kitchen”

Committee for Selection: Panellists will be comprised of Chef Raju (ETV Fame), Mrs. Hema Malini (Founder of Ahobilam Foods), Dr. Visarada (Principal Scientist, ICAR-IIMR) and Dr. Dayakar Rao B (CEO, Nutrihub and PS, ICAR-IIMR)

Selection Criteria: The following are considered for marking

1) Relevance to present lifestyle
2) Nutritional Component
3) Ease of cooking and
4) Novelty

In addition to these, those who are making a millet dish for snacks/breakfast will get 10 points and those making for lunch get 20 points.

Prizes: The top three get cash prize of 3K, 2K and 1K rupees in the order of their position. All the top ten will get e-Certificate of participation.

Timelines: Tentative timelines are given below.

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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<tbody>
<tr>
<td>Call for Recipes Starts from</td>
<td>15th May 2020</td>
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<tr>
<td>Call for Recipes Ends on</td>
<td>7th June 2020</td>
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<td>First round of applications shortlisting and announcing of results by</td>
<td>12th June 2020</td>
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<tr>
<td>Video making and receipt of same to our inbox by</td>
<td>18th June 2020</td>
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<tr>
<td>Announcing of winners</td>
<td>20th June 2020</td>
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<tr>
<td>Distribution of e-Certificates and disbursement of cash by</td>
<td>22nd June 2020</td>
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RSVP: Ms. Sri Devi Nune,
Chief Business Manager, 79777 87645

Dr B Dayakar Rao
PS, ICAR-IIMR &
CEO, Nutrihub
MILLETs AND 'UR' KITCHEN

MILLET e-COOKING CONTEST

Recipes

INVITING MILLET RECIPES FROM THE ENTHUSIASTS

LAST DATE TO APPLY
07.06.2020

APPLY HERE
https://forms.gle/j4CZ81YNfffWMrsH9

SCAN TO APPLY

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