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### Packaging of Millet Products with Futuristic Growth Strategy Mooted

**Bhubaneswar, 09/11/2023:**

A session on packaging technologies was organised as part of the International Convention on Millets which is being organised by the Department of Agriculture and Farmers' Empowerment, Government of Odisha, at Bhubaneswar. This session aimed towards creating awareness about the importance of packaging of millet-based products and also discussed how to eradicate the challenges that the enterprises face to sell their products with a good profit. It also helped the attendees to gain knowledge in understanding the needs and demands of the consumers and managing the demand and supply chain with proper planning.

The session included Dr. Babu Rao Guduri, Joint Director, IIP, Mr. Hari Narayan Patel, CEO, Pack Pedia, Mrs. Ruma Ghatak, Head, Packaging Development, Pidilite Industries, Mr. Ananth Kumar, CEO, Pragati Pack Noida Pvt. Ltd, Dr. A.V Sessa Sainath, Senior Principal Scientist, IICT-Hyderabad and Mr. Anahita Karandae, Asst. General Manager, M/s. Alembic Pharmaceuticals Ltd. The speakers highlighted the importance of efficient processing and packaging technologies for value-added millet products, the need of a roadmap for raising public awareness of millet's high nutritional value in India and other countries, and ways to improve farmers' livelihoods. Other topics were regulations on millet branding and packaging, challenges and opportunities facing the millet industry, sustainable approaches to millet product packaging and innovative approaches to value-added millet product packaging. The goal of the session was to improve millet products with additional value by using a futuristic growth strategy to reach a large number of consumers in Indian and international markets. Significance of moisture-free packaging was also discussed.

The primary issues covered in the session included value addition, appropriate packaging, branding, extending product shelf life, and creation of worldwide market for millets. Dr. Babu Rao Guduri provided examples of how the Indian Institute of Packaging helped India's standards for high-quality packaging grow significantly. He continued by stressing upon the significance of packaging in building consumer trust and securing a long-term position in the food industry. MoU signed between Odisha Millets Mission and IIP would undoubtedly garner recognition for us in the international market, he also said.

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