

Report

GUEST LECTURE

ON

MILLETS STARTUP : INNOVATION AND CHALLENGES

March 27, 2023

ORGANISED BY :

Department of Commerce  
Govt. SMS PG College, Shivpur, MP.

Invited expert -

Prof. U. C. Gupta, HOD (Commerce)

The programme on Millets startup, Innovation and challenges started with welcoming respected Principal Sir, Prof. Mahendra Kumar; our Guest speaker, Dr. U. C. Gupta (HOD, Commerce), Dr. Pavan Kumar Shrivastava (HOD, Economics), Prof. Viveendra Kaushal and other dignitaries. The session was coordinated by Dr. Shubhangi Bhardwaj.


The invited speaker deliberated upon the increasing interest of the government on Millets and how budding entrepreneurs could tap into this area. The speaker also cited few examples of entrepreneurs such as Sanjeeta KK, Founder OGMO Foods. She started her career sourcing raw materials as millets and processing them into small production unit.


The dice was taken over by the Principal who discussed about the benefits of consuming "ShriAnna" and how youngsters could get high nutritional value from them.

Dr. Pawan Kumar Shrivastava gave his valuable inputs as to how millets is the recent focus of the government wherein entrepreneurs are to be motivated and engaged to start new business units in the area of millets.

Prof. Virendra Kaushal deliberated upon the use of millets and ensuring regular supply among the Army personnel. This could provide them with mental and physical strength.

Overall, increase intake of millets require an increase in production which is only possible when young and budding entrepreneurs bring something new to the table with given talent and skills.

  
Dr. Shubhangi Bhadwaj  
Programme Coordinator

**प्राचार्य**  
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स्नातकोत्तर महाविद्यालय शिवपरी  
  
Prof. Mahendra Kumar  
Principal