

अमर उजाला

Friday, 16 February 2024

आहार पैटर्न को बाजरा में बदलने के महत्व पर जोर

जम्मू। भारतीय प्रबंधन संस्थान जम्मू ने भारतीय सामाजिक विज्ञान अनुसंधान परिषद के सहयोग से वीरवार को जगती परिसर में बाजरा वर्ष 2023 सरकारी पहल का आकलन पर केंद्रित एक कार्यशाला का आयोजन किया। इसमें बाजरा के औषधीय, पोषण और सूजन-रोधी गुणों का हवाला देते हुए आहार पैटर्न को बाजरा की ओर बदलने के महत्व पर जोर दिया गया। कार्यशाला में बाजरा संवर्धन के माध्यम से सतत कृषि और पोषण को बढ़ावा देना, उत्तर-पश्चिम के चयनित क्षेत्रों का एक अध्ययन विषय पर केंद्रित थी। डॉ. कुलबिंदर कौर परियोजना आईआईएम जम्मू के निदेशक और सहायक प्रोफेसर ने कहा कि कार्यशाला का प्राथमिक उद्देश्य टिकाऊ कृषि और पोषण पर सरकारी पहल के प्रभाव और खाद्य सुरक्षा और पोषण के भविष्य को आकार देने में इसकी भूमिका का विश्लेषण करना था। प्रो. बीएस सहाय, निदेशक आईआईएम जम्मू ने आईआईएम जम्मू की पहलों का व्यापक अवलोकन प्रदान करते हुए बाजरा के महत्व पर जोर देने में प्रधान मंत्री के रणनीतिक नेतृत्व को रेखांकित किया। इस दौरान डॉ. बीएन स्कास्ट के कुलपति त्रिपाठी, डॉ. विवेक शर्मा आदि मौजूद रहे। वक्ताओं को सम्मानित किया गया। संवाद



आईआईएम की ओर से जगती परिसर में वीरवार को दीप प्रज्ज्वलन करके कार्यशाला को शुरू करते अधिकारी।



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IIM Jammu, ICSSR jointly host Workshop on Government Initiative: Assessment of Year of Millets 2023

The institute informed that this workshop was a pivotal component of the ICSSR-sponsored short-term empirical research project, that delved into the theme of "Promoting Sustainable Agriculture and Nutrition through Millet Promotion: A study of selected areas of North-west.



Indian Institute of Management (IIM) Jammu, in collaboration with the Indian Council of Social Sciences Research (ICSSR), organized a workshop centered on the "Assessment of Year of Millets 2023 Government Initiative". The institute informed that this workshop was a pivotal component of the ICSSR-sponsored short-term empirical research project, that delved into the theme of "Promoting Sustainable Agriculture and Nutrition through Millet Promotion: A study of selected areas of North-west.

Dr Kulwinder Kaur, Project Director and Assistant Professor, IIM Jammu stated that the primary objective of the workshop was to analyse the impact of the Government Initiative

on sustainable agriculture and nutrition, and its role in shaping the future of food security and nutrition.

The workshop proceeded with insightful sessions by various speakers, including Professor Vinod Gupta, Professor, Agricultural Extension Education, SKUAST-Jammu, Dr. Pawan Kumar Sharma, Associate Professor (Agricultural Economics) at SKUAST-Jammu, who presented on "Dynamics of Improving farmers livelihood through millets cultivation," and Dr. Meenakshi, Professor (Agronomy) at SKUAST-Jammu, who assessed the impact of millets cultivation on farmers' prosperity. Ms. Swati Basotra, Founder of Shakti Maa Agriculture and Skills Development Co-op Society Ltd., Jammu, provided valuable insights into consumer perceptions surrounding millets promotion.

The workshop concluded with a stimulating panel discussion and interactive Q&A session, fostering collaboration and knowledge exchange among participants.

Professor B S Sahay, Director, IIM Jammu, provided a comprehensive overview of IIM Jammu's initiatives and underscored the strategic leadership of the Prime Minister in emphasizing the importance of millets. He emphasized the significance of shifting dietary patterns towards millets, citing their medicinal, nutritional, and anti-inflammatory properties. He stressed the need to leverage branding and marketing strategies to popularize millets as a superfood and promote its consumption. As a proactive measure, he announced that IIM Jammu promotes increased millet consumption by providing a full-day meal made of millet once a week to students and faculty, promoting a healthier lifestyle on campus. He urged farmers to contribute to this endeavour and join hands in making the new campus of IIM Jammu environmentally friendly. He underlined the profound significance of the workshop and the collaborative efforts aimed at fostering sustainable development in the region.

He articulated how initiatives such as the Year of Millets 2023 Government Initiative serve as catalysts for positive change, not only in promoting sustainable agriculture but also in enhancing nutritional security and fostering economic prosperity in the region. He extended an invitation to farmers, academia, and industry stakeholders to collaborate with IIM Jammu in initiatives related to millet marketing, branding, and pricing. He assured support from IIM Jammu in facilitating farmers and entrepreneurs in their endeavours.

<https://www.shiksha.com/news/mba-iim-jammu-icssr-jointly-host-workshop-on-government-initiative-assessment-of-year-of-millets-2023-blogId-155757>

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IIM, ICSSR host workshop on Assessment of Year of Millets 2023

GJ REPORT

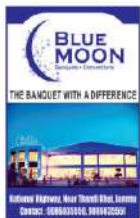
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This workshop, a pivotal component of the ICSSR-sponsored short-term empirical research project, delved into the theme of "Promoting Sustainable Agriculture and Nutrition through Millet Promotion: A study of selected areas of

North-west." The event was presided over by Prof. B.S. Sahay, Director, IIM Jammu and Dr. B.N. Tripathi, Vice-Chancellor, SKUAST.

Present on the occasion were Dr. Kulwinder Kaur, Project Director and Assistant Professor, IIM Jammu, Prof. Vinod Gupta, Professor, Agricultural Extension Education, SKUAST-Jammu, Dr. Pawan Kumar Sharma, Associate Professor (Agricultural Economics) at SKUAST-Jammu, Dr. Meenakshi, Professor (Agronomy) at SKUAST-Jammu, Dr. Vivek Sharma, CIO, IIM Jammu.

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STATE TIMES

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STATE TIMES NEWS

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The event commenced with a welcome address by Dr. Kulwinder Kaur.

This workshop was a pivotal component of the ICSSR-sponsored short-term empirical research project, that delved into the theme of "Promoting Sustainable Agriculture and Nutrition through Millet Promotion: A study of selected areas of North-west.

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Prof. B.S. Sahay, Director, IIM Jammu felicitating Dr. B.N. Tripathi, Vice-Chancellor of SKUAST.

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Dr. B.N. Tripathi, Vice-Chancellor of SKUAST, delivered a compelling address highlighting the significance of millets in achieving food security and nutrition goals.

He emphasized the government's efforts to incorporate millets into the public distribution system, aiming to raise awareness about their nutritional benefits along with the inclusion of Millet delicacy in the recently concluded G20 Summit.

He underscored the importance of reviving millet consumption, emphasizing that millets were widely consumed before the Green Revolution.

He urged farmers to collaborate with institutions such as IIM Jammu, ICSSR, and SKUAST to promote millet cultivation and consumption.

He emphasized the value of workshops like the one

hosted by IIM Jammu, providing a platform for experts to share insights and create a healthy ecosystem for millet promotion.

The vote of thanks was proposed by Dr. Vivek Sharma, Chief Innovation Officer, IIM Jammu.

The workshop proceeded with sessions by speakers, including Prof. Vinod Gupta, Professor, Agricultural Extension Education, SKUAST-Jammu, Dr. Pawan Kumar Sharma, Associate Professor (Agricultural Economics) at SKUAST-Jammu, who presented on "Dynamics of Improving farmers livelihood through millets cultivation," and Dr. Meenakshi, Professor (Agronomy) at SKUAST-Jammu, who assessed the impact of millets cultivation on farmers' prosperity. Swati Basotra, Founder of Shakti Maa Agriculture and Skills Development Co-op Society Ltd., Jammu, provided valuable insights into consumer perceptions surrounding millets promotion.

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Workshop held on 'Assessment of Year of Millets 2023'

NL CORRESPONDENT

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■ JL NEWS SERVICE

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JAMMU BULLETIN NEWS
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Daily **JAMMU RISING** JAMMU, FRIDAY, FEBRUARY 16, 2024

NEWS P-3 NEWS P-5 NEWS P-12 NATIONAL P-8 SPORT P-7







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The vote of thanks was proposed by Dr. Vivek Sharma, Chief Innovation Officer, IIM Jammu extended heartfelt gratitude to all participants, speakers, and collaborators for their invaluable contributions to the workshop's success, reaffirming IIM Jammu's commitment to advancing research and fostering sustainable development.



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REFUGEE MESSAGE BUREAU
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commitment to advancing research and fostering sustainable development. The inaugural ceremony culminated with the National Anthem. The workshop proceeded with insightful sessions by esteemed speakers, including Prof. Vinod Gupta, Professor, Agricultural Extension Education, SKUAST Jammu, Dr. Pawan Kumar Sharma, Associate Professor (Agricultural Economics) at SKUAST-Jammu, who presented on "Dynamics of Improving farmers livelihood through millets cultivation," and Dr. Meenakshi, Professor (Agronomy) at SKUAST-Jammu, who assessed the impact of millets cultivation on farmers' prosperity. Ms. Swati Basotra, Founder of Shakti Maa Agriculture and Skills Development Co-op Society Ltd., Jammu, provided valuable insights into consumer perceptions surrounding millets promotion. The workshop concluded with a stimulating panel discussion and interactive Q&A session, fostering collaboration and knowledge exchange among participants.

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emphasizing the importance of millets. He emphasized the significance of shifting dietary patterns towards millets, citing their medicinal, nutritional, and anti-inflammatory properties. He stressed the need to leverage branding and marketing strategies to popularize millets as a superfood and promote its consumption. As a proactive measure, he announced that IIM Jammu promotes increased millet consumption by providing a full-day meal made of millet once a week to students and faculty, promoting a healthier lifestyle on campus. He urged farmers to contribute to this endeavour and join hands in making the new campus of IIM Jammu environmentally friendly. He underlined

the profound significance of the workshop and the collaborative efforts aimed at fostering sustainable development in the region. He articulated how initiatives such as the Year of Millets 2023 Government Initiative serve as catalysts for positive change, not only in promoting sustainable agriculture but also in enhancing nutritional security and fostering economic prosperity in the region. He extended an invitation to farmers, academia, and industry stakeholders to collaborate with IIM Jammu in initiatives related to millet marketing, branding, and pricing. He assured support from IIM Jammu in facilitating farmers and entrepreneurs in their endeavours.



Friday, 16 February 2024

IIM Jammu in collaboration with ICSSR Hosts Insightful Workshop on Government Initiative: Assessment of Year of Millets 2023

Indian Institute of Management (IIM) Jammu, in collaboration with the Indian Council of Social Sciences Research (ICSSR), organized a thought-provoking workshop centered on the "Assessment of Year of Millets 2023 Government Initiative" on 15th Feb 2024 at its Jagti Campus. The event commenced with the ceremonial lighting of the lamp, followed by a warm welcome address by Dr. Kulwinder Kaur, setting the tone for the day's discussions.

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Dr. B.N. Tripathi, Vice-Chancellor of SKUAST, delivered a compelling address highlighting the significance of millets in achieving food security and nutrition goals. He shed light on the initiatives undertaken by the Government of India, spearheaded by Prime Minister Narendra Modi, to declare 2023 as the “International Year of Millets” (IYoM). He emphasized the government's efforts to incorporate millets into the public distribution system, aiming to raise awareness about their nutritional benefits along with the inclusion of Millet delicacy in the recently concluded G20 Summit. Drawing attention to inspiring examples, he shared the stories of Raimati Ghiuria, a tribal farmer from Odisha's Koraput district, who has preserved 30 varieties of millets, and Dr. Khader Vali, also known as the Millet Man of India, a Padma Shri awardee renowned for his sustainable agricultural practices. He underscored the importance of reviving millet consumption, emphasizing that millets were widely consumed before the Green Revolution. He urged farmers to collaborate with institutions such as IIM Jammu, ICSSR, and SKUAST to promote millet cultivation and consumption. He emphasized the value of workshops like the one hosted by IIM Jammu, providing a platform for experts to share insights and create a healthy ecosystem for millet promotion.

The vote of thanks was proposed by Dr. Vivek Sharma, Chief Innovation Officer, IIM Jammu extended heartfelt gratitude to all participants, speakers, and collaborators for their invaluable contributions to the workshop's success, reaffirming IIM Jammu's commitment to advancing research and fostering sustainable development. The inaugural ceremony culminated with the National Anthem.

The workshop proceeded with insightful sessions by esteemed speakers, including Prof. Vinod Gupta, Professor, Agricultural Extension Education, SKUAST-Jammu, Dr. Pawan Kumar Sharma, Associate Professor (Agricultural Economics) at SKUAST-Jammu, who presented on "Dynamics of Improving farmers livelihood through millets cultivation," and Dr. Meenakshi, Professor (Agronomy) at SKUAST-Jammu, who assessed the impact of millets cultivation on farmers' prosperity. Ms. Swati Basotra, Founder of Shakti Maa Agriculture and Skills Development Co-op Society Ltd., Jammu, provided valuable insights into consumer perceptions surrounding millets promotion.

The workshop concluded with a stimulating panel discussion and interactive Q&A session, fostering collaboration and knowledge exchange among participants.

<https://www.campusvarta.com/article/iim-jammu-in-collaboration-with-icssr-hosts-insightful-workshop-on-government-initiative-assessment-of-year-of-millets-2023>

JK MONITOR

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