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NEWSLETTER

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ISSUE 36



Path to Growth

SBER GENERAL PARTNER | GAZPROMBANK STRATEGIC PARTNER | BRICS WBA | BRICS 2024 RUSSIA

CERTIFICATE OF PARTICIPATION

IS AWARDED TO

Vidya Joshi

for participating in the BRICS Women's Startups Contest,
organized by the BRICS Women's Business Alliance in June-October 2024.

Having become one of the key events of the BRICS WBA during Russia's BRICS Chairship in 2024, the Contest aimed at stimulating women's entrepreneural activities. Since its official launch in June 2024, the Contest received more than 1000 applications from 30 countries.

The general partner of the BRICS Women's Startups Contest is Sberbank PJSC, Russia's largest bank and a leading global financial institution.

The strategic partner of the Contest is another leader of Russia's banking industry Gazprombank (Joint Stock Company).

Global Chairperson of the BRICS Women's Business Alliance

Anna Nesterova

Excited to be a part of the **BRICS Women Business Alliance!** We're proud to take the rich legacy of Ayurveda and Millets to new heights.

Let's go, Nutrimillets!

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Millets are making comeback in India

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PREFACE



Vidya Gunturkar - Joshi
Founder NMFPL

Dear Readers, Stakeholders, Supporters, Team NMFPL, and Well-Wishers, Warm greetings and best wishes for the new calendar year!

As the saying goes, "Time flies," and indeed it does! This marks our **36th** newsletter, and we would like to sincerely thank each of you for your continuous appreciation and encouragement.

Looking ahead to the next financial year, we plan to implement several changes to make our newsletter even more effective and informative.

The third quarter of this year has been particularly encouraging, as we've made significant strides both nationally and internationally.

One notable milestone was our participation in the **BRICS Women Startup Contest**, where we were one of over 1,000 entries from more than 35 countries across various sectors. We represented the Health and Nutrition sector, and our idea was well-received by the organizers.

Similarly, in the **Tetra Pak - Startup India** Contest, we were honored to be among the top 20 finalists. This recognition opens up opportunities for us to collaborate with Tetra Pak in developing our products and gaining valuable insights into market trends, distribution, and supply chain strategies.

We also have exciting news to share: **Dr. Yuvraj Bhosale,** Senior Researcher at IIT KGP's Department of Agricultural and Food Engineering, has kindly agreed to mentor us in our mission to provide healthy food options for all. With his expertise, we are confident that our products will reach new heights in both quality and nutritional value.

We are continuously evolving in terms of product development and market demographics, and we look forward to offering even more healthy and delicious products this year.

We greatly value your support, feedback, and suggestions to help us improve.

I will keep you posted on this. Please do write us to share the feedback on the newsletter on nutrimillets.foodspl@gmail.com .

Best Regards

Vidya Gunturkar-Joshi

BRICS WOMEN'S STARTUPS CONTEST
(AND NEW DIGITAL PLATFORM FOR WOMEN ENTREPRENEURS)



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The BRICS Women's Startups Contest, which saw over 1,000 applications from 25 countries, highlighted the immense potential of women entrepreneurs across the globe. Countries such as Brazil, China, India, Russia, and South Africa participated, showcasing highly developed and ambitious projects.

Recognizing the need for ongoing support, the BRICS Women's Business Alliance (WBA) has launched a digital platform to support women entrepreneurs by providing access to a startup database.

This initiative will facilitate networking, financial opportunities, and strategic partnerships, helping women grow their businesses. Entrepreneurs are encouraged to register their projects on the platform to join the BRICS women's community.

We were honored to receive an invitation from the Russian Chapter of the BRICS Women's Business Alliance to register our project on the Common BRICS WBA Platform and join the vibrant BRICS women's community. They expressed confidence in our idea and emphasized the importance of providing greater attention to its details. The BRICS WBA is eager to offer long-term support to help bring our vision to life.

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SELECTION FOR THE **"STARTUPS BY TETRA PAK"** PROGRAM







Nutrimillets has been selected as one of the 20 finalists for the Pitching Round of the **"Startups by Tetra Pak"** Program, in collaboration with **Startup India.**

This selection is a recognition of the innovative approach and business model our startup presented, standing out among a pool of exceptional applicants. This selection opens up opportunities for us to collaborate with Tetra Pak in developing our products and gaining valuable insights into market trends, distribution, and supply chain strategies.

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MILLET AWARENESS

UDYOJAK CONFERENCE



The **Udyogjak Conference** was held in **Chhatrapati Sambhaji Nagar** to discuss the challenges faced by entrepreneurs and explore the opportunities available to them.

The event was attended by prominent industrialists, businessmen, and MSME entrepreneurs. Sitting MLAs of the city also addressed the gathering.

Dr. Pramod Sawant, the Chief Minister of Goa, was the chief guest and shared insights on the business opportunities in Goa.

During the conference, we presented a gift box of **Nutrimillets** products and provided a brief overview of our business.

He expressed appreciation for our products and extended an invitation to explore expansion opportunities in Goa, should we consider it.

MAHA UDYAMI SASHAKTIKARAN PROGRAM



I was honored to be invited to the **Maha Udyami Sashaktikaran Program**, organized by the **Maharashtra Small Industries Development Corporation (MSSIDC)**, Government of Maharashtra and **India SME Forum.**

The program provided valuable insights into the benefits available to entrepreneurs, including:

1.Digital financing support up to **Rs. 50 lakhs** under **PMEGP**, **CGTMSE**, and **CMEGP**.

2.Support up to **Rs. 5 lakhs** under the **IC scheme** for export promotion.

3.Subsidy/Reimbursement up to **Rs. 5 lakhs** for **Trademark** and **Patent** registration.

4. Participation in **Government Tenders** under **MSME** reservation (25%) on **GeM**.

5. Guidance on **Best Practices for MSMEs** – including financing, branding, GST, competitiveness, marketing, and exports.

A team of expert facilitators was present, and it was definitely worthwhile to attend.

The program offered valuable insights and took the time to explain each benefit in detail.

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MILLET AWARENESS

UDYAMI MARATHWADA: SUCCESSFUL YOUNG ENTREPRENEURS CONFERENCE





We were delighted to participate in the **"Udyami Marathwada: Successful Young Entrepreneurs Conference"**, held on **Friday, November 15, 2024**, in **Chhatrapati Sambhajinagar**, and organized by **Mahatma Phule Krishi Pratishthan**.

The conference brought together active farmers, producer companies from Marathwada, wooden oil mill entrepreneurs, women entrepreneurs, and young entrepreneurs to exchange insights and explore opportunities for growth.

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YOUNG MINDS GREAT IDEAS



With
Mr.Abhilash Goje



With
Miss Komal Ghodke

Meeting young minds is always a pleasure. Their zeal, enthusiasm, and creativity inspire us to elevate our own work. Recently, we had the pleasure of hosting two such young entrepreneurs at our facility.

Miss Komal Ghodke, a Bachelor of Food Technology, started her millet-based startup in the tier-3 city of **Nanded**, Maharashtra. Her passion and dedication to the business were truly commendable.

We also had the opportunity to meet **Mr. Abhilash Goje**, a young entrepreneur from **Chhatrapati Sambhaji Nagar**, who runs an innovative online platform for daily meal services. His business offers a win-win solution for both customers and meal owners.

We extend our best wishes to both of them for their future endeavors.

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THANK YOU!!

Let’s make it together!!

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