

AICTE launches AMRUT to promote Millets Offers a unique platform to showcase skills and passion for Millet-based dishes

All India Council for Technical Education (AICTE) Chairman Prof. T.G.Sitharam launched **AMRUT – 'AICTE Millet Recipe Unleashing Talent'** today at AICTE HQ, New Delhi. AMRUT – “AICTE Millet Recipe Unleashing Talent” is a Millet recipe preparation competition for students, faculties and supporting staff from AICTE approved institutions to come out with innovative yet traditional recipes. It is the first of this kind competition organized by AICTE to celebrate the rich tapestry of flavours, traditions, and innovation with millets.

The International Year of Millets 2023 was widely celebrated in India to raise awareness of the multiple benefits of Millets on health, environment and economic development. AMRUT is an endorsement by AICTE for Millet promotion. The competition will further aim to encourage consumption of millets by the general public and establish a larger market for millet and millet based products.

Addressing at the launch, AICTE Chairman highlighted the government policies and market innovations to promote the production and consumption of millets. Chairman said that millet provides innumerable benefits to farmers, consumers and the environment and makes an important contribution to global food-nutrition security. By highlighting the specialty of millet, he said Millets are small, but nutritious, rich in fiber and provide strength to the body. Millet has the power to revolutionize our approach to agriculture, climate and food security. Millet is nature's gift to humanity, as well as a promising source of food for a sustainable future.

AMRUT competition is an unparalleled opportunity to showcase skills, creativity, innovativeness, and passion for millets. The competition invites recipes in 3 categories: *Starter, Main course & Deserts and Confectionaries* under 3 sub-categories based on *Millet Ratio 70% and above, 50-70% and 30-50%*. After an evaluation by an expert committee based on the uniqueness and innovation of the recipe, the shortlisted teams will be finalized to compete in the grand finale, scheduled to be held in the first week of March 2024 in New Delhi. The winning teams of each sub category will be awarded with certificates and a cash prize of Rs.1 Lakh.

The contest is open for students, faculties and supporting staff of AICTE approved institutes. The interested participants can either compete in a team consisting of students, faculties and supporting staff or can participate in individual teams of students, staff and faculties. Those passionate about cooking can submit their application for AMRUT via Google form available at AICTE web portal. The last date for submission of application is 25th January, 2024.