



NERA MILLET MAGIC



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A Food and Agriculture Organisation (FAO) official event  
for International Year of Millets 2023



**Aim: To revive and restore ancient millets to the food plate and link it with art, culture and culinary heritage of nations.**

Mera Millet Magic, is a synergistic people's movement' in response to Hon'ble Prime Minister Modi's call to mainstream millet consumption.

The Hon'ble Minister of State of External Affairs and Minister of State of Culture, Smt. Meenakshi Lekhi has signed the FIRST PLEDGE on 21 May, 2023.

SHREE ANNA' or common millet has been cultivated for thousands of years. Nutrition- rich, drought resistant, grown in poor soils, millets are a relatively short-season crop, capable of producing seed from 60 days to 100 days after planting.

Mera Millet Magic is the Grain-Changer Game-Changer to increase the use of gluten-free millets in diets to fight burgeoning lifestyle and other diseases. It can contribute towards a Rescue Plan for People and Planet as it improves nutrition and gut-strength; and reduces agricultural water withdrawal.

Cultivated in Nigeria, Niger, Mali, Burkina Faso, Sudan, Ethiopia, Chad, Senegal, India, China, the Mera Millet Magic campaign includes online activities and offline exclusive Millet festivals in malls, heritage institutions, art and cultural centres, diplomatica missions, to:

1. Create a world record with one million pledges to restore gluten-free millet meals to the global food plate
2. Revive the art, culture and culinary heritage of millets
3. Accelerate the achievement of the sustainable development goals related to health, nutrition and environmental sustainability.

Mera (My) Millet Magic is a joint initiative of Celiac Society of India, Asha Chandra Welfare Consultancy (Patron All India Women's Education Fund Association) and ECOSOC holder ShOObh Group Welfare Society -- all non-profits.



Mera Millet Magic pledge signed by Dr. Anupa Siddhu, one of India's, in fact, Asia's leading experts in Food and Nutrition and the Director (Principal) of Lady Irwin College, University of Delhi.

Mera Millet Magic pledge document officially launched and signed by Smt. Meenakshi Lekhi ji Hon'ble Minister of State for Culture and External Affairs

## Mera Millet Magic PLEDGE:

- To Eat One Millet Meal Each Day.
- To Produce, Promote & Revive Miracle Millet (Gluten-free) as a Major Component of the Food Basket.
- To Strengthen Global Nutrition, Food Security, Decent Jobs, and Economies.
- To Accelerate Climate-Resilient Smart-Agriculture Action.

,For this initiative we seek your support in the form of sponsorships, and take forward the vision of ONE EARTH, ONE FAMILY, ONE FUTURE.

## Sponsorship Opportunities

	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Friends Sponsor	Delegate Kit Bags Sponsor	Delegate Badges Sponsor
INR	60 Lakhs	36 Lakhs	25 Lakhs	12 Lakhs	2.5-7.5 Lakhs	6 Lakhs	5 Lakhs
Logo branding on the campaign social media	✓	✓	✓	✓	✓	✓	✓
Logo display in sponsor/Partner panel	✓	✓	✓	✓	✓	✓	✓
Company profile pamphlet (A-4 Size, maximum 2 pages)to be insert in delegate kit bags	✓	✓	✓	✓	✓	✓	✓
Complimentary registrations at the conference	10	8	6	4	2	2	2
Advertisement in the Abstract/Souvenir Book/Programme Booklet/ Recipe Book	Full Page	Full Page	Full Page	Half Page	Half Page		
Logo in Backdrop	✓	✓	✓	✓			
Exhibition Stall (3mx3m)	✓	✓	✓	✓			
Sponsor company AV to run on screen of 1-2 minutes during the breaks	✓	✓	✓	✓			
Display of logo on all major signages at the venue	✓	✓	✓	✓			
Participant in the Panel Discussion	✓	✓					
Branding of Hall in the company name	Main Hall	Parallel Hall					
Standee Display in the Parallel hall	✓	✓					
Standee Display in the main hall	✓						
Logo display on registration kit bags	✓					✓	
Logo display at back of registration badges							✓
Logo Display on Lanyards							✓

Note: Taxes will be extra on the above cost as per the government rules



- Additional fixtures on prior request and on chargeable basis

## Carpet Flooring



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