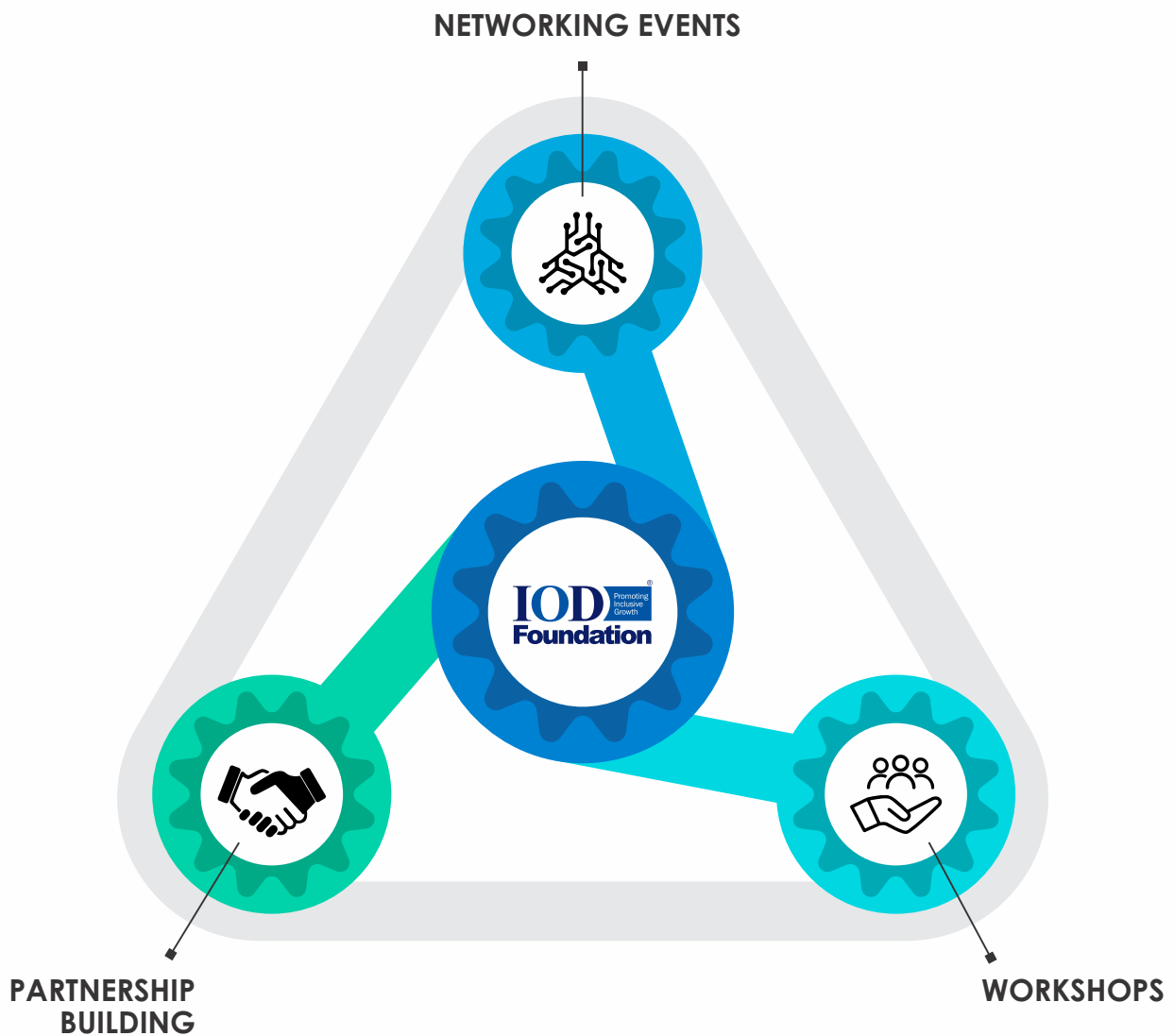


ACTIVITIES CONDUCTED IN 2022-2023

To develop new ways to strengthen our approach, community's core strength, we focused on understanding the latest trends and best practices in Indian philanthropy, insights on diverse sectors, and participatory approaches through attending a number of networking events related to CSR and Sustainable Growth of the Industry.



“WORLD FREE FROM CHILDHOOD BLINDNESS”

New Delhi

MAY 11, 2022

New Delhi: IOD Foundation in association with **Eye Foundation America (EFA), USA, Goutami Eye Institute & Nagrik Foundation** organized a Free Eye Camp for children, led by **Dr. V. K. Raju**, President, Eye Foundation of America at the **SDMC Primary School, R. K. Puram, New Delhi** on **May 11, 2022**. More than 500 children from the school and the surrounding area of R. K. Puram had benefitted through this Free Eye Camp. Free packed lunch and mineral water was also provided to all children. This was supported by **The Akshya Patra Foundation**.

Distinguished guests were present in person and provided voluntary services towards the success of the camp. At the function, **Dr. Govardhan** from Goutami Eye Institute delivered the Welcome & Opening Remarks. **Mr. Deepak Dwivedi**, Chairman, Blitz India Media, **Mr. Pradeep Chaturvedi**, Vice President, IOD Foundation, **Dr. V. K. Raju**, President, EFA & Goutami Eye Institute, **Ms. Sangeeta Sayal**, President, Rotary GGN Passion & **Dr. Srinivas Reddy** from Gangaram Hospital delivered Special Remarks. Vote of Thanks was delivered by **Rtn. Sandeep Saxena** from Nagrik Foundation.



Distinguished Guest at the function



Eye Specialist diagnosing the children



Dr. V. K. Raju, President, Eye Foundation of America attending child patients.



Lunch Session

In Association with



Supported by



AZADI KA AMRIT MAHOTSAV 75 YEARS OF SWEET INDEPENDENCE

August 15, 2022



fun game of dumb-charades, enacting the movies that depicted the emotions of patriotism, the sacrifice, the culture, the people, and the strength of India as one with its people. Being connected to the roots defines you, and being aware of the history fosters a sense of shared community. To encourage this, we played a fun rapid fire quiz round, asking questions about how we got the Indian Independence. The event was made memorable by everyone's sporting spirit.

IOD Foundation extended the celebration by being a part of a *flag-raising ceremony with the young children and their parents in Green Fields Colony, Faridabad,*



15th August, a proud day for every Indian citizen where we all honour the shared feeling of love and respect for those who sacrificed for our country's freedom to see this very day, where everyone can be seen as united, respected, welcomed and free to exercise their own individual beliefs as well. **The journey of 75 years has only been forward-looking, towards a nation that believes in the vision of progressive citizens, taking everyone forward, together!**

We are all striving towards independence in different ways, but we will never forget how far we have come and feel fortunate to live in a developed country where needs are recognised and met, actions are taken, and obligations are honored.

IOD Foundation marked the occasion by celebrating with the staff at the office. The event commenced with the *distribution of our Indian Flag*, a step taken in accordance with the **"Har Ghar Tiranga" Campaign** led by the Government of India to encourage every Indian to host the flag at home and ignite the sentiment of patriotism. The event continued with a



*Carry your dreams in your eyes, feel alive,
And fly like the free waves of the wind
With no bounds in sight.
Feel this freedom with open arms;
for many people have battled so that
you can feel such warmth.
Consider each moment a fresh start
and embrace life..”*



Haryana, in honour of the country's 75th anniversary. You feel happy and joyous as you watch the nation's symbol, the tri-color flag, and rise before your eyes. The event continued with cultural activities in which young kids from various Faridabad neighbourhoods enthusiastically took part and performed on stage while *reciting Desh Bhakti songs, engaging in various dance routines, reminiscing famous dialogues etc.* Such events foster a sense of community, build community trust, and demonstrate the strength for a better country.

Following that, all of the attendees received refreshments and lunch, and the event came to a conclusion, leaving everyone with lovely memories and a peaceful feeling in their hearts. **IOD Foundation** was thrilled to collaborate with a number of organisations in implementing such **National Flagship Programme initiatives.**

We are appreciative of all the freedom warriors and the support people gave them that made today possible. ■

SPECIAL PROGRAMME ON

INTERNATIONAL DAY OF AWARENESS OF FOOD LOSS AND WASTE

Theme:

Building Resilient, Inclusive, and Sustainable
Food Systems – From Production to
Consumption

Thursday, September 29, 2022

The **IOD Foundation, India** organized its first panel discussion webinar on September 29, 2022, commemorating 'International Day of Awareness of Food Loss and Waste' in association with **Blitz India** as a Media Partner and **SDG Choupal** as a Sustainability Partner. The theme of the session was '**Building Resilient, Inclusive, and Sustainable Food Systems – From Production to Consumption.**' In the year 2020, the United Nation General Assembly designated September 29 as the International Day of Awareness of food loss and waste, with the intention of raising "awareness of the importance of the problem and its possible solutions at all levels, and to promote global efforts and collective action towards meeting goals of SDG 12-Responsible Consumption and Production." The webinar was attended by 80+ participants, including corporate citizens, food waste champions, agriculturalists, food scientists, industry experts, academicians, and university students, amongst many others, to listen to the latest developments and discuss strategies to build resilient, inclusive, and sustainable food systems.

The '**Welcome Address**' was delivered by **Mr. Pradeep Chaturvedi**, Vice President, IOD Foundation. He graciously welcomed all the distinguished speakers, event partners, and the participants. He introduced the theme of the webinar and referred to the FAO's strategic approach of working with a greater number of smaller organizations than just a few large organizations to tackle the problem better and increase the impact area. He mentioned how food wastage is affecting our climate and the urgency to make the food system processes climate resilient and said to overcome the situation we would be required to keep a human-centric development approach with diversity involved, leading to inclusive growth.

This was followed by the '**Special Address**' delivered by:

- 1. Mr. Bharatarshabha Dasa**
National President and Trustee
The Akshaya Patra Foundation
- 2. Dr. Sujeet Ranjan**
Associate Director
Tata Trusts
- 3. Dr. Nilesh Lele**
Founder and Managing Director
Exelon Foodbio Advisors Pvt. Ltd.
- 4. Dr. Smriti Pahwa**
Senior Consultant
Public Health Nutrition

Mr. Dasa discussed the role played by the Akshaya Patra Foundation in reducing hunger and malnutrition, as well as how the organization feeds over 2 million children daily in 65 places across India as part of its midday meal programme. He elaborated on the topic of the debate by providing important food statistics that detailed how much food is wasted and where it comes from in both commercial and residential settings. He said that hunger is a silent killer because, unlike other accidents or fatalities, many people die from it without receiving media attention, which leads to a lack of awareness. He described the agonizing discomfort we can experience if we skip two meals a day in order to help the audience acknowledge the annoyance of hunger. He described the agonizing discomfort we can experience if we skip two meals a day in order to help the audience acknowledge the annoyance of hunger. Later, he emphasized that there are two realistic ways to combat food waste: by engaging in individual practice and by developing new programmes that make efficient use of



Mr. Pradeep Chaturvedi
Vice President
IOD Foundation



Mr. Bharatarshabha Dasa
National President and Trustee
The Akshaya Patra Foundation



Dr. Sujeet Ranjan
Associate Director
Tata Trusts

mass grain production. He concluded by highlighting their organization's solution for the problem, saying, "Akshaya Patra has a proper system to track data from the schools at which they feed to ensure no food is wasted by producing the necessary number of meals, and in case the food still gets left over, the organization uses it to generate biogas or feed it to cattle."

Mr. Ranjan made an opening remark by addressing how Tata Trusts is acting as a catalyst in fighting against malnutrition rather than just a merit donor. He cited ancient Indian wisdom when he said that '*food is Madhur dharma (nectar) and that to waste it is paap karma (sin).*' In his opinion, zero hunger and good nutrition have the power to empower people to move towards a healthy life. According to the National Family Health Survey Report, which he indicated, "89 percent of children between the age groups of six months and two years don't get an adequate diet," there is a significant nutritional gap in children. He addressed the matter by recalling his first job in the food sector with USAID, where he discovered the benefit of adding responsibility at the individual, community, and system levels. He emphasized how Tata Trusts is becoming a contributor to the solution through interventions like midday meals, take-home rations, training farmers with proper harvesting, transportation, and supply chain techniques, and supplementary nutrition programmes for lactating mothers and children (6 months–6 years). As a part of the solution, he emphasized the importance of learning food loss mitigation techniques from international procedures (France, Norway, and Denmark) and including innovative technology. He concluded by saying, "Development is only possible if people are engaged in a way that they are empowered to understand the importance of taking action at the individual level and not just relying on the policy and procedures."

Dr. Lele spoke on the impetus for this specific conversation, which questioned the obligation to feed the growing population and the GHG emissions caused by food waste. He raised the second point by asking, "Where are the problems?" and "What might be the potential solutions at all stages, from post-harvest to transportation to packaging to consumption?" He underlined the solution, saying that it was best to identify problems at multiple levels and have small, decentralized solutions at each level (mentioning potential strategies) rather than focusing on a single action at a single level to stop losses, which is a good strategy to tackle the situation. He drew insights and examples from already existing small-scale and easy-to-implement solutions under ICAR, ICAR Labs, etc. He addressed the third major issue, the imbalance between supply and demand, and he made a bold suggestion for creating a national agricultural strategy to determine how much grain the nation needs on a state-by-state and month-by-month basis and then allocate the growing patterns accordingly. He emphasized the importance of developing policies that allow for the mapping of supply and demand in his final remarks.

As part of her opening remarks, Dr. Pahwa engaged the audience in a fun exercise. She used an activity to illustrate how our brains are trained to focus on one occurrence while other things are going on in the background in the same scene, connecting it to the fact that food problems are numerous, widespread, and of various types. She emphasized the concept of 'missed opportunities cognition mindset' and urged the audience to concentrate on the influence they could have had on how they dealt with food, food losses, and food waste, whether they were in a school, NGO, office, corporate, or essentially any setting. She inspired everyone to take the required steps in their own communities



Dr. Nilesh Lele
Founder and Managing Director
Exelon Foodbio Advisors Pvt. Ltd.



Dr. Smriti Pahwa
Senior Consultant
Public Health Nutrition



Mr. Reji Mathew
Secretary General
IOD Foundation

and at their own levels, minimizing the loss, at least in terms of consumption. She emphasized the importance of recognizing the lack of knowledge on how to take effective action, focusing on what interventions work, where they work, and how to find the necessary hotspots to take workable actions. She suggested that companies with a significant presence can develop distinctive platforms, interfaces, and resources to integrate food waste with the E and S of ESG. She concluded her remarks by keeping focus on missed opportunities, cumulative gains from small efforts, and companies to introduce the agenda for the people to see linkages at higher levels.

This was followed by the panel discussion.

Key takeaways from the questionnaire:

1. **Mr. Dasa** emphasised, 'Greed shouldn't override you and lead to a hoarding tendency at the individual level, and the community as a whole should imbibe this value to curb wastage and losses.' (Greed is not justified; need is!)
2. **Mr. Ranjan** concentrated on the need to use technology and data culture to enhance the supply chain and reduce losses with regard to the production and retail sectors. He made a point of outlining how Tata Trusts collaborates with local and state agencies, as well as farmers, to build capacity and support technology. He went on to discuss the significance of bringing about multi-sectoral behavioural change and raising awareness among service providers and the general public. Dr. Pahwa added to this by saying that we shouldn't underestimate the effectiveness of encouraging and advocating small, realistic steps and making practises like food audits ingrained in society.

3. **Dr. Lele** brought up the concept of "**food literacy**" which should encompass all facets of food as well as the struggles or procedures that farmers actually go through to produce the food that we consume. He highlighted a specific rule he picked up as a kid: only put on your plate as much food as you can actually consume, and he stressed that it should be ingrained in everyone as far as behavior change is concerned. Gandhi once said, 'There is enough for everyone's need, but there is not enough for everyone's greed.' He cited this as the reason why farmers did not receive a fair price or why consumers were forced to pay outrageous prices.
4. **Dr. Pahwa** concentrated on the need for consuming locally grown seasonal fruits and vegetables to preserve environmental harmony, promote excellent health, and provide items at a reasonable price. She went on to stress the significance of creating a sustainable food ecology.

Mr. Reji Mathew, Secretary General of IOD Foundation proposed the '**Votes of Thanks**' and highlighted the main pointers discussed during the session.

The webinar was hosted online via Zoom and is also available on IOD Foundation's YouTube page. ■

Compiled by:

Ms. Namrata Garg
Associate Manager-Projects
IOD Foundation

A VIEW OF WEBINAR PANEL



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A Report

FREE MEDICAL HEALTH CHECK-UP CAMP

October 09, 2022, Okhla, New Delhi

New Delhi: IOD Foundation supported by their **CSR Partner National Internet Exchange of India (NIXI)**, organized a Free Medical **Health Check-Up Camp** on **Sunday, October 09, 2022** at Okhla Community Development Center, Basti Vikas Kendra, Opp. C-161, Okhla Phase-1, New Delhi-110020.

It is challenging to get basic healthcare treatments where timely treatment is another issue due to a huge disparity between demand and supply in several parts of healthcare systems, such as doctor-patient ratio, healthcare infrastructure-population ratio, and so on. To address this issue, IOD Foundation and NIXI joined hands to take a step forward to close such gaps at their ends.

The purpose of setting up this camp was to give the underprivileged population in and around Okhla Phase-1 access to free basic medical services that they cannot afford and to assist them in receiving an early diagnosis or treatment for the illness they are facing.



Entrance at the Venue



Registration in Progress

One day before camp, the location was set up, and all essential preparations were made. Before the camp began, the space was sterilized, and all COVID guidelines were followed to ensure safe conduct. The area for the doctors was set up in several rooms according to departments. To assure protection, sanitizers, medical gloves, and masks were offered. The camp got started at **10:00 AM and continued until 3:00 PM** (beyond the originally scheduled closing time of 2:00 PM) to accommodate the last patient.

9 specialized doctors from the different departments of **ENT, General Medicine & Pain, Eye, General Physician, Homeopathy, and Dental** diagnosed the patients and prescribed the necessary medicines. Free medicines were distributed as per the prescription at the medicine counter. **Paramedical staff and volunteers from Lady Hardinge**



ENT Specialist Attending the Patient



Eye Specialist Attending the Patient



Dental Checkup in Progress



Homeopathy Specialist attending the patient



General Physician attending the patient

Medical College joined the doctors to assist in diagnosis and provide further patient guidance. **More than 250 people** (of all age groups) from the nearby communities of *Okhla Phase 1, Okhla Main Camp, Indira Camp, Sanjay Camp, Sanjay Colony, and Tekhand* came for diagnosis and received benefits from this camp despite the significant rainfall.

All patients had their blood pressure, blood sugar levels, and heart rates checked at the camp's entry. With the assistance of the paramedical team, the patients underwent a comprehensive assessment before being directed to the



Eye Checkup in progress



Dental Checkup in progress



Venue



Medical examination in progress



Medical examination in progress



Free Distribution of Medicines at the venue

appropriate department for the necessary checkup. The patients received **refreshments (water bottle, biscuits, and juice)** after the routine checkup.

Even though just a few last-minute plans had to be made to protect the venue from the rain, the venue was well-managed and the event was a success. Regardless of the heavy rain, the crowd size was unexpected, and there were long lineups.



Distribution of Refreshments

Patients continued to enter even after the gates were closed at 2:00 PM. We were glad to share this opportunity with the volunteers from Lady Hardinge Medical College, who seemed to learn a lot. Involving students was intended to foster a feeling of community and make them aware of the real scenario.

Mr. Reji Mathew, Secretary General of IOD Foundation thanked and commended all the doctors, paramedical professionals, and volunteers for making the medical camp a huge success. He also expressed gratitude towards the employees of IOD Foundation for their tireless work in pulling the event off despite the many challenges faced.

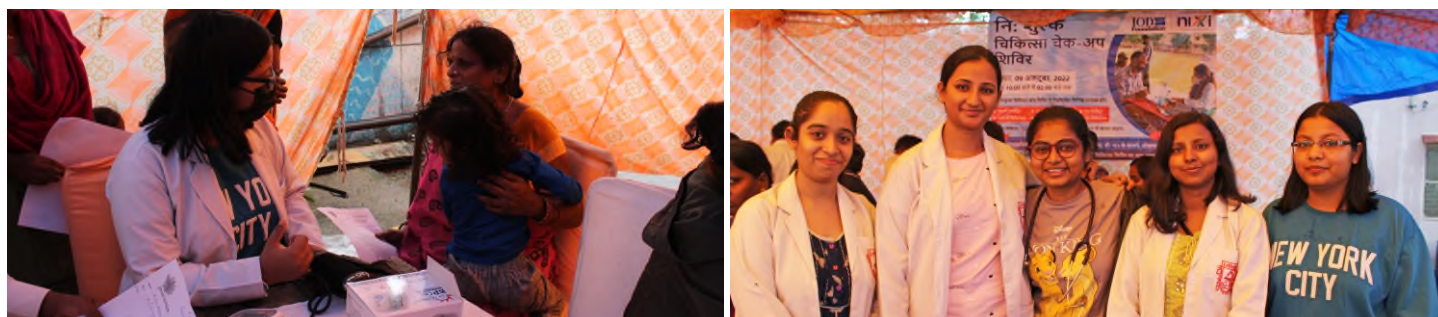
We aim to capture more underprivileged areas through such initiatives and provide basic healthcare facilities at best, encouraging more and more organizations to invest in public health in **a country of 1.3 billion people where India spends barely 1.5% of its GDP on healthcare**, which is amongst the lowest in the world.

Complied by:

Namrata Garg
Associate Manager- Projects
IOD Foundation



Free Medical Checkup for Kids



Volunteers from Lady Hardinge Collge, Delhi



Team of Doctors and other Medical Staff

Organized by



Supported & CSR initiative by



To know more visit:
www.iodfoundation.com

E: info@iodfoundation.com

WOMEN'S LEADERSHIP CONCLAVE 2023

Empowering Women Leaders towards
Resurgence and Business Opportunities
to meet Sustainable Development Goals

MARCH 10, 2023, Bengaluru

IOD Foundation & the Institute of Directors (IOD), in association with the Women's Indian Chamber of Commerce & Industry (WICCI) & The Club G100, organised the **Women's Leadership Conclave 2023, supported & CSR initiative by M/s Kanti Sweets Pvt. Ltd.** The theme of the conclave was **'Empowering Women Leaders towards Resurgence & Business Opportunities to Meet Sustainable Development Goals.'** The venue of the conference was the Hotel Lalit Ashok in Bengaluru. Leading voices from the business and academic communities attended the event. It addressed the role of women in business and society while promoting gender equity and empowerment of women and girls (SDG5). As part of the celebration of the **International Year of Millets 2023**, the event also centred on raising awareness on rediscovering millets as Indian superfood.

INAUGURAL SESSION

The Conclave was inaugurated with the traditional lighting of the lamp by select guests. The **'Welcome Address'** was delivered by **Brigadier Rajeev Kapoor (Retd.)**, Governing Council member of IOD Foundation & Regional Director, Institute of Directors, Bengaluru Region. He extended a warm welcome to all dignitaries, speakers, panellists, and valuable partners participating in the event. He explained the purpose of the conference, and mentioned that the Millets Export Promotion Programme against the backdrop of the proposal of India that was supported by 72 countries which lead to the United Nations General Assembly (UNGA) declaring 2023 as the International Year of Millets (IYoM) thereby creating value generation and promotion of sustainable products in food choices. He further highlighted that women's economic empowerment is a



Justice M. N. Venkatachaliah
former Chief Justice of India;
Chairperson, Institute of Directors



Ms. Maharaja Kumari Kamakshi Devi Wadiyar from
the Mysore Royal family at the **'Lighting of the Lamp'**
ceremony; also seen **Dr. Khadar Valli** (left)



Dr. Harbeen Arora Rai, Founder, The Club G100 &
Women's Indian Chamber of Commerce and
Industry (WICCI) delivering the **'Inaugural Address'**



Dr. Jayaprakash Narayan
Managing Trustee
World Ayurveda Foundation
delivering the '**Special Address**'



Dr. Khadar Valli
Independent Scientist &
Padma Shri Recipient, known as the
'Millet Man of India' delivering the
'**Keynote Address**'



Dr. Khadar Valli, Padma Shri Recipient, also known as the
'Millet Man of India' felicitated by **Mr. Arun Balakrishnan**
also seen **Dr. Jayaprakash Narayan** (centre)

prerequisite for development which will facilitate building bridges and connections to build their businesses, farms and enterprises successfully thereby improving their working conditions economically.

This was followed by the '**Chief Guest Address**' delivered by:

Justice M. N. Venkatachaliah

former Chief Justice of India &
Chairperson, Institute of Directors, India

Justice Venkatachaliah, in his virtual address, welcomed the guests and congratulated Padma Shri recipient, **Dr. Khadar Valli** for his support and contribution to the millet revolution. He said that 2023 had been proclaimed the International Year of Millets (IYM 2023) by the United Nations General Assembly. India is the world's biggest millet producer, and more needs to be done to promote millets in India. Also, there is a need for the food industry to improve the taste of its ready-to-eat millet products so that they can be used in child nutrition programmes.

This was followed by the '**Inaugural Address**' delivered by:

Ms. Harbeen Arora Rai

Founder, The Club G100 &
Women's Indian Chamber of Commerce and Industry (WICCI)

Ms. Rai spoke about women's empowerment. She emphasised the importance of collaboration for promoting gender equality and women empowerment. She also said that millets have been a staple food of the Indian diet for centuries and are now being rediscovered as a nutritious and sustainable food source. She discussed the significance of millets, which she said is an affordable and nutritious option. She said that using millets as an integral part of the Indian diet can help in eliminating hunger and also transform agri-food systems. She expressed her views on the importance of '*Bioayurveda*' as well.

This was followed by the '**Special Address**' delivered by:

- Ms. Maharaja Kumari Kamakshi Devi Wadiyar**
from the Mysore Royal family
- Dr. Jayaprakash Narayan**
Managing Trustee
World Ayurveda Foundation

Ms. Wadiyar spoke about the importance of mothers in promoting nutritious food and said that a mother is the first teacher to her children. With regards to millets, she said that India is the 'bed of millets' in the world. She outlined the historical and traditional connection of millets with the Indian diet.

Dr. Narayan spoke about the numerous ayurvedic benefits of millets. He highlighted that millet is a food having superior nutritional values and is rich in calcium, iron, and fibres that help in fortifying essential nutrients for good health & tackle malnutrition. He opined that producing millets can also be very lucrative and there is a strong potential to acquire millet-based products falling under the category of Ready to Eat (RTE)/ Ready to Serve (RTS).

This was followed by the '**Keynote Address**' delivered by:

Dr. Khadar Valli

Independent Scientist & Padma Shri Recipient
known as the 'Millet Man of India'

Dr. Valli spoke about his work on reviving traditional millet consumption, cooking and cultivation practices. He described a few varieties of millets and said there are around 6000 varieties worldwide. Millet grass is '*Svayambhu*', i.e. self-born. It can grow independently and is fully sustainable, with almost 300 types that humans can eat. He added that food has been corporatised

after the white and green revolution, and we have lost our diversified food habits. He also mentioned the benefits of consuming millets and how it helps to create excellent and balanced health. He added that it is necessary to transform the kitchen into millet-based foods. He suggested that value chain management of millets products such as sweets, cookies, flake, flour, noodles, etc. can be incorporated in the Mid-Day Meal/Anganwadi/Self Help Group (SHGs) at the districts and village levels. He added that millet may become 'smart food for smart people'. Dr. Valli was presented with a "Certificate of Appreciation" for his role in promoting the use of millets from the World Book of Records – London.

PANEL DISCUSSION – I

Women Leadership - Activating a Collective Vision: Inspiring & Engaging Women in Business

The theme of the Panel Discussion was introduced by **Mr. R. G. Rajan**, Zonal Director of the Institute of Directors, former Chairman and Managing Director of RCF Limited & former Chairman of SCOPE.

The 'Opening Address' was delivered by:

Mr. C. Vasudevappa

former Vice Chancellor

National Institute of Food Technology Entrepreneurship and Management (NIFTEM)

Mr. Vasudevappa spoke about India's agricultural revolution and how it increased life expectancy and fulfilled nutritional requirements. With regards to women, he said that women in business have greater management skills. He said that gender

diversity is a cross cutting theme and plays an instrumental role in fulfilling Sustainable Development Goals.

The Panel comprised **Mr. G. K. Suresh**, former Vice President of New Product Development, ITC Limited, **Mr. Baranidharan Pacha**, CCO, Chef's Imprint, **Ms. Jyothi V. K.**, General Counsel & Vice President, Aditya Birla Fashion & Retail Limited and, **Mr. Sundharesan Jayamoorthi**, Governance, Compliance and Sustainability Advisor, as the Moderator.

The distinguished panellists shared insightful opinions about legal and compliance risks in business, the importance of mental and physical health and knowing the right way to market products to expand the business. **Mr. Suresh** spoke about scaling up businesses and how women must participate, in all domains including the sales and marketing domains. **Mr. Pacha** said that women always work with inclusivity and are very intuitive, which puts them ahead of men. Women usually adopt innovative approaches. **Ms. Jyothi** focused on legal risks and said that it is not just compliance but the knowledge of laws relevant to your business. Intellectual property management is essential to keep track of your business. **Mr. Jayamoorthi** spoke about inspiring women in the business world and how women add value to any business with their high emotional intelligence and superior communication skills.

PANEL DISCUSSION – II

Opportunity & Challenges in Harnessing the Potentials of the Millet Industry

The theme of the Panel Discussion was introduced by **Mr. R. G. Rajan**, Zonal Director of the Institute of Directors, former Chairman of RCF Limited & former Chairman of SCOPE.



Mr. Chindi Vasudevappa
former Vice Chancellor, National Institute of Food Technology Entrepreneurship and Management (NIFTEM) delivering the 'Opening Address' of Panel Discussion – I



Distinguished Guests of Panel – I
(L to R) **Mr. Baranidharan Pacha**, **Ms. Jyothi V. K.**, **Mr. Sundharesan Jayamoorthi**, **Dr. Chindi Vasudevappa**, and **Mr. G. K. Suresh**



Prof. Raghunath S.
Chairman
Academy of International Business (AIB) –
South Asia Chapter delivering the
'Opening Address' of Panel Discussion – II



Ms. Shikha Sharma (extreme left), Director, Kanti Sweets Private Limited India
Country Chair – Food Innovation, The Club G100
along with **Kanti Group Senior Management Executives**



Distinguished Guests of Panel – II
(L to R) **Ms. Deepa Madhusudan Patil**, **Ms. Jayanthi Ramanan**, **Dr. Rajashree Krishnaswamy**, **Ms. Selvalakshmi K. M.** and **Ms. Ruchika Bhuwalka**

The '**Opening Address**' was delivered by:

Prof. Raghunath S.

Chairman

Academy of International Business (AIB) – South Asia Chapter

Prof. Raghunath while discussing millets and their market, spoke about supply and demand and said that we need to make more culinary delights and innovate with the taste. He added that millets would change the game of grains in the world.

The panel comprised **Ms. Jayanthi Ramanan**, Mentor, Sewa International Cleveland Chapter, **Ms. Selvalakshmi K. M.**, Founder, Farmz to Familiez, **Ms. Deepa Madhusudan Patil**, Farmer, Dhruvdhaanya Millet Farming, **Ms. Ruchika Bhuwalka**, Health and Nutrition Enthusiast, Founder of MilletAmma, and **Dr. Rajashree Krishnaswamy**, Founder & Chief Executive Officer, Catalyze Centre for Learning, as the Moderator.

All the esteemed speakers articulated wonderfully the challenges faced in their journeys while acknowledging the current success of their businesses. **Ms. Ramanan** shared her journey of using and growing millets. She said it is one of the

most accessible and sustainable growing grains. She added that the millet market is only 7%, and there is a need to promote millets as a nutritional food. **Ms. Selvalakshmi** said that women entrepreneurs are making business revolutions today. She added that the millet market has enormous potential. **Ms. Patil** spoke about her journey as a farmer, leaving her corporate job to look after her family's farmland & founding 'Dhruvdhaanya', an agro farm in 2019. **Ms. Bhuwalka** said that millets are a superfood with high fibre and alkaline properties. The challenge lies in creating awareness about millet's benefits and innovating healthy recipes. **Dr. Krishnaswamy** spoke about the opportunities and challenges faced while harnessing the potential of millets.

The panel discussion was curated by **Ms. Lakshmy Shankar**, Chief Executive Officer & Founder, Kaizen Consult.

The '**Closing Address**' was delivered by **Ms. Priya Vishwanathan**, General Manager, Ama Stays & Trails, The Indian Hotels Company Limited (IHCL). She thanked all distinguished guests and speakers for their valuable time.

IOD Foundation & Institute of Directors congratulated **M/s Kanti Sweets Pvt. Ltd** as part of their CSR initiative for supporting Women Empowerment while also reviving India's staple foods.

Women's Indian Chamber of Commerce & Industry (WICCI) and **The Club G100** were also thanked for their support towards

hosting the event on inspiring women leaders and celebrating the International Year of Millets 2023.

This report is compiled by:
IOD Foundation



Distinguished Guests of the Event



Ms. Priya Vishwanathan
General Manager, Ama Stays & Trails
The Indian Hotels Company Limited (IHCL)
delivering the 'Closing Address'

CSR PARTNER



IN ASSOCIATION



Medical Aid

Accessibility issues make health conditions worse. But there are people who cannot afford the most basic services, despite their being made available. There are many households where the only provider becomes ill, putting their ability to afford basic essentials in jeopardy. Therefore, IOD Foundation started a campaign called **"#MedNeedsMet"**, where we identify the families in need of medical assistance and, based on our capacity, provide them with support by covering a percentage of their operational medical costs. IOD Foundation funded the operational costs of those who were ill and couldn't even afford the most minimal amount as part of our commitment to improving healthcare for the most vulnerable. We helped few such families in 2022-2023, and it brings us great pleasure to report that after each person recovered from their sickness, they were once again able to provide for their family.



Together **grow** we will



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