

ACADEMIC YEAR 2023- 2024 / EVEN SEMESTER

IEEE STB-12261

Title: Millet and India Poster Design Competitions Report

Date: 12.03.2024

Objective:

The poster design competitions aimed to raise awareness about the importance of millets in Indian agriculture, nutrition, and culture. It sought to engage artists and designers in visually communicating the significance of millets and their potential role in promoting sustainable food systems and improving public health.

Competitions:

1. Millet Awareness Poster Design Competition: Participants were tasked with creating posters that highlighted the nutritional value, environmental benefits, and cultural significance of millets in India. This competition focused on promoting the health benefits of millets and encouraging their consumption as a part of a balanced diet.

Judging Criteria:

1. Creativity and Originality
2. Clarity of Message
3. Visual Impact
4. Relevance to Theme

Winners:

Millet Awareness Poster Design Competition:**

First Prize: S. Sakthivel, III- Yr/ MECH- KCE

Second Prize: M. Adhityan, Faculty, PCPC

Third Prize: R. Vasanth, II- Yr/ CSE- SRM TRP

Key Themes and Messages:

1. **Nutritional Value:** Posters emphasized the nutritional richness of millets, highlighting their high fibre, protein, and micronutrient content.
2. **Environmental Sustainability:** Designs showcased the environmental benefits of millet cultivation, such as water efficiency and soil health improvement.
3. **Cultural Heritage:** Some posters depicted the cultural significance of millets in Indian cuisine, traditions, and festivals.
4. **Health Promotion:** Others focused on promoting millets as a healthy alternative to refined grains, contributing to the prevention of diet-related diseases.

Impact:

1. **Increased Awareness:** The competitions successfully raised awareness about millets among the public, highlighting their importance in sustainable agriculture and nutrition.
2. **Creative Engagement:** Artists and designers were creatively engaged in advocating for millets, bringing attention to their diverse benefits through visual communication.
3. **Community Participation:** The competitions fostered community participation and dialogue around the role of millets in addressing food and nutrition challenges in India.

Future Initiatives:

1. **Continued Advocacy:** Organize similar competitions and campaigns to sustain momentum and further promote millets across diverse audiences.
2. **Collaboration:** Collaborate with stakeholders in the agriculture, nutrition, and creative sectors to amplify the impact of future initiatives.
3. **Education and Outreach:** Develop educational materials and workshops to deepen understanding about the importance of millets and encourage their integration into diets and farming practices.

List of Participants:

<i>S.No</i>	<i>Participant Details</i>	<i>In Count</i>
1	UG Participants - KCE	25
2	Other College UG Participants	12
3	PG Participants - KCE	03
Total Beneficiaries		40

Boucher:

KINGS COLLEGE OF ENGINEERING
 Affiliated to Anna University, Chennai | Accredited by NAAC with B++ Grade
 Near Thanjavur, Punalkulam, Pudukkottai Dt.- 613 303 , Tamil Nadu, India

IEEE MADRAS SECTION
 SIB 16621

IEEE SIGHT
 Special Interest Group on Sustainable Technology

IN ASSOCIATION WITH IEEE MADRAS SECTION YOUNG PROFESSIONALS & IEEE MADRAS SECTION SIGHT ORGANIZING

MILLET & INDIA - POSTER DESIGN COMPETITION

THEME: " INDIA'S WEALTH - MILLETS FOR HEALTH "

SCAN ME FOR SUBMISSION

Last Date for Submission: 12.03.2024

STUDENT VOLUNTEERS
 P. PRIYANIRANJANI, G. RASIKA, P. JAYA PRASAD

COORDINATOR
 Ms. R. ABINAYA
 AP/CSE

CONVENOR
 Ms. S. ABIKAYIL AARTHI, AP/CSE
 REPRESENTATIVE - IEEE YP MAS

IEEE SBC
 DR. J. ARPUTHA VIJAYA SELVI
 PRINCIPAL

Participation Snaps:

IEEE- MYP - Millet & India Poster Design Competition Form (Responses)

Timestamp	Email Address	IEEE SECTION NAME	Name with Initial at the la	IEEE Membership Numb	College Name with distr	Contact Number	Department	Year of Studying
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2/22/2024 15:19:09	cveeramani98@gmail.co	Non	Veeramani.C	Non membership	Kings college of enginee	9025456440	B-tech AI&DS	1st year
2/26/2024 7:34:54	akashkallyamoorthy4@g	Student	Akash.K	Non IEEE Member	KINGS COLLEGE OF ET	9025630820	Computer science and et	1st year
3/2/2024 16:16:17	dk0933560@gmail.com	IEEE Madras section	Kiruthika.D	99743578	Kings college of enginee	7904501584	Electronics and commun	2nd year
3/4/2024 4:45:04	lp475231@gmail.com	1st year Civil	Lakshmi Priya.S	Non IEEE Member	Kings College of enginee	9025976903	Civil	1st year
3/6/2024 8:09:09	rsnithish17@gmail.com	Student	NITHISHKUMAR.S	Non IEEE Member	Kings College of enginee	9342010124	CSE - A	2023/Dr.G.Jeyak
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3/7/2024 10:13:20	suganthalakshmi@yahoo	PG	Suganthalakshmi	IEEE Member	PREC	6382120311	IT	PG Student
3/8/2024 17:15:08	alamelu213@gmail.com	Madras section stb 1662	Alamelusundari.E	IEEE Member	KCE	9739054172	ECE	UG Student

Sample Presentation

INTRODUCTION

Celebration of year 2023 international year of millets is Pride for India, which the world's largest Producer of these millets, accounting 20% of global Production and having average Yield of 1237kg/hectare more than global average of 1229kg/hectare.

INDIA'S MILLETS MAP

Map showing the production of various millets across India, including Sorghum, Pearl Millet, Finger Millet, and others.

INDIA RANKS HIGHEST IN MILLETS PRODUCTION

Bar chart comparing India's millet production (1237 kg/ha) with other countries like the USA, France, and others.

MAJOR MILLETS
 Sorghum (jowar), Pearl Millet (bajra), Finger Millet (ragi mandra).

MINOR MILLETS
 Foxtail millet (Kangani/ Kakun), Proso millet (cheena), Krdi millet, barnyard millet (sawa/sarwa/ shangora), Little millet(kutki).

Pseudo Millets
 Buck-wheat (kutta) and amaranth (chaulai). Top Five State: Rajasthan, Karnataka, Maharashtra, Uttar Pradesh and Haryana.

IMPORTANTS OF MILLETS

- Climate-friendly crop-millets are resilient to climate change as they are pest free, adapted to a wide range of temperature and moisture regimes, and demand less input of chemical fertilizers to grow; thus making them bio-diverse and climate-smart Crops.
- They have low carbon and water footprint.
- Viable options for small farmers.
- Due to low investment and hardly survival capability these crops are suitable for small and marginal farmers.

India's wealth Millets for health

In millet's embrace, health and taste intertwine

Nutrition, Exercise, Balance

Fuel your body with millets
nature's wholesome delight
embrace vitality day and night

Benefits of Millets

- Nutritious
- Easy on the Tummy
- Keeps Energy Steady
- Good for the Heart

Millets: India's ancient grains, sustaining health and heritage

Submitted by SRM Student

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**MILLETS & INDIA
INDIA'S WEALTH-MILLETS
FOR HEALTH**

Millets are one of the oldest food grains known to mankind and possibly the first cereal grain used for domestic purpose.

"MILLETS - Small grain, big benefits"

Millets are called 'superfood' and play important role in fighting malnutrition

Discover the goodness within every millet grains

From farm to plates, millets nourish every stage

Nature's tiny wonders packed with nutrition millets

Embrace health, Embrace Health

"Eat millets, nourish your health - a grain of goodness for a lifetime of well-being."

HEALTH BENEFITS OF MILLETS

- Nutritious
- Easy on the Tummy
- Keeps Energy Steady
- Good for the Heart

Small grains, Big impact

"Ancient grains, Modern superfoods"

Submitted by KCE student

Best Collection of Presentation

INDIA'S WEALTH - MILLETS FOR HEALTH

Millets are a group of cereal grains that belong to the Poaceae family, commonly known as the grass family. It's widely consumed in developing countries throughout Africa and Asia.

Benefits of Millet

- Gluten free - good for Celiac disease
- Breaks down easily
- Easy to digest
- Supports brain development
- Rich in antioxidants

INDIA RANKS HIGHEST IN MILLETS PRODUCTION

Country	Production (Million MT)
India	41%
China	11.62%
USA	0.75%
France	1.88%
Spain	0.67%
Italy	0.59%
Germany	0.4%
UK	0.36%
Japan	0.29%
South Korea	0.24%
Canada	0.23%
USA	0.22%
France	0.21%
Germany	0.19%
UK	0.18%

INDIA'S MILLETS MAP

India's major millets producing states are Andhra Pradesh, Karnataka, Madhya Pradesh and West Bengal. Major millets produced in India are Pearl Millet, Sorghum, Finger Millet, and Bajra.

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**India's health
Millets for wealth**

"SMALL BUT MIGHTY; DISCOVER THE POWER OF MILLETS."

"MILLETS: NOURISHING OUR BODIES, NURTURING OUR PLANET."

"REVIVE YOUR HEALTH WITH THE GOODNESS OF MILLETS."

"MILLETS: A SUSTAINABLE, NUTRITIOUS AND DELICIOUS CHOICE."

INDIA'S WEALTH - MILLETS FOR HEALTH

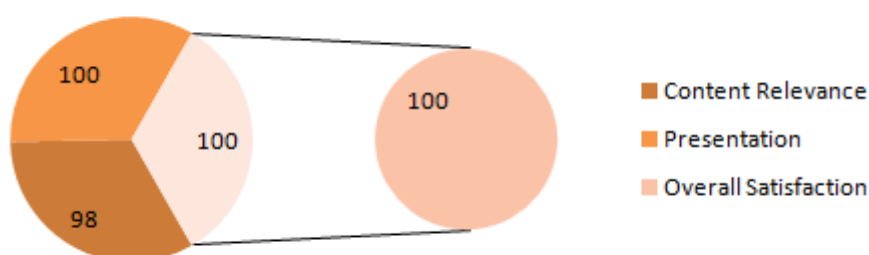
GOOD HEALTH is the best WEALTH

Millets

Judges:

S.No	Juries Details	Name of the Juries
1	IEEE-STB16621 Student Branch Chairman	Ms. B.M.Nithyashri
2	IEEE-STB16621 Student Branch Secretary	Ms. S. Abikayil Aarthi
3	IEEE- STB16621 Volunteer Member	Ms. K. Abinaya


Feedback by Judges:




Conclusion:

The poster design competitions successfully engaged artists and designers in advocating for millets, contributing to increased awareness about their nutritional, environmental, and cultural significance in India. By harnessing the power of visual communication, these initiatives have laid a foundation for continued advocacy and action to promote millets as a sustainable and nutritious food option for all.


Co-ordinator
(Ms. K. Abinaya AP/ CSE)
IEEE- MEMBER


Convenor
(Ms. S. Abikayil Aarthi AP/ CSE)
IEEE- MYP Representative


Principal
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(Dr. J. Arputha Vijaya Selvi)