

Dear Sir/Madam,

Greetings from the All India Council for Technical Education (AICTE)!

India, with its rich diversity, has a culinary heritage as diverse as its culture. AICTE recognizes the importance of preserving traditional dietary practices and promoting healthier alternatives. In this spirit, we are pleased to invite your esteemed institution to participate in the AICTE Millet Recipe Unleashing Talent (AMRUT) competition.

About AMRUT:

The International Year of Millets 2023 was an opportunity to raise awareness of the multiple benefits of millets, from nutrition and health to environmental sustainability and economic development. AMRUT is a platform created to endorse the benefits of millets in nutrition, health, environmental sustainability, and economic development. This competition aims to unleash the culinary talents of students, serving faculties, and supporting staff from AICTE-approved institutions by encouraging the creation of innovative millet-based recipes.

Competition Categories:

Participants are invited to submit their entries in three categories:

1. Starters (breakfast & snacks)
2. Main course (lunch & dinner)
3. Desserts & Confectioneries

Each category has three sub-categories based on millet ratio – 70% and above, 50% to 70%, and 30 to 50%.

Award and Recognition:

The winning teams of each sub-category will be awarded with certificates and a cash prize of **₹1 Lakh**.

Eligibility Criteria:

- Team Size: Maximum 4 participants (with at least one female member)
- Participants must be current students, serving faculties, or supporting staff.
- Separate applications for each category are required if participating in more than one.
- Teams may be a blend of students, serving faculties and supporting staff. However exclusive teams of students, serving faculties and supporting staff can also participate.

Assessment Criteria:

Contestants will be judged on the following criteria:

- Uniqueness and Innovation.
- Composition (major use of millets).
- Flavour.
- Easiness to prepare & acceptability.

- Presentation & general impression.

Timeline:

- Registration Opens : **3rd Jan 2024**
- Last Date for Submission : **25th Jan 2024**
- Announcement of Shortlisted Teams : **6th Feb 2024**
- Grand Finale at New Delhi : **1st March 2024**

How to Apply:

Please visit <https://forms.gle/fWPb3gE23tbjop3K6> to fill the registration form.

Please visit the AICTE website <https://facilities.aicte-india.org/amrut> for detailed guidelines.

We look forward to your enthusiastic participation in AICTE's AMRUT competition. Let's join hands to promote millets and showcase the culinary talent within our academic community. For any queries, feel free to contact us:

- Email: ipc.pap@aicte-india.org
- Phone: 011-2958-1013

PFA:-<https://drive.google.com/file/d/1Znc2-LfX6VEcgHliW5g6ISegtFOQ1awv/view?usp=sharing>

PFA:-

<https://drive.google.com/file/d/1lmnPPjig3U6iF6kIBMIPJbzNji22bzFS/view?usp=sharing>

PFA:-<https://drive.google.com/file/d/1nssLYTZQ-5eYrNVEpVaAthrXCYtaohm8/view?usp=sharing>

PFA:-<https://drive.google.com/file/d/1CWo7eYBM7ShldW6TVXi-dYEAPhwaqo/view?usp=sharing>

With Best Regards,

Dr. Ramesh Unnikrishnan

Advisor

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