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KRISTU JAYANTI COLLEGE LAUNCHES MILLETS MELA UNDER VIKSIT BHARAT @ 2047 INITIATIVE

Kristu Jayanti College, as part of its inclusive growth programme Kristu Jayanti Sarva Vikas, inaugurated the Millets Mela in alignment with the Government of India's One District One Product (ODOP) scheme under the Viksit Bharat @ 2047 vision. The inauguration was graced by Dr GT Putra, Director of Agriculture, Government of Karnataka, and Mr Shashi Raj, poet and social worker. This event, organised under the Unnat Bharat Abhiyan (UBA) initiative, aims to channel the energy of students and youth towards the common goal of a developed India. It welcomed Farmer Producer Organisations (FPOs) from Chitradurga, Bijapur, Chintamani, and Davanagere, fostering collaboration and knowledge exchange between agricultural stakeholders and students.

In his inaugural address, Dr GT Putra highlighted the importance of millets, noting that India is the world's largest producer of millet. In his presidential address, Fr Dr Augustine George, Principal of Kristu Jayanti College, commended the initiative for building connections between students and farmers and praised the collective efforts of faculty and students. He stated, "Our focus is on promoting district-specific products under the Government of India's ODOP scheme, which emphasises skill development, quality enhancement, and better market access through the Millets Mela. Today, we are focusing on millets, the ODOP product of Davanagere. This initiative supports the

Atma Nirbhar Bharat vision, aiming to boost rural employment, preserve culture, and foster sustainable development."

Another highlight of the event was the launch of the Kristu Jayanti Smart Agri App, a soil testing application developed by students from the Computer Science Department. This app addresses farmers' daily challenges while establishing a direct link between farmers and consumers. Its features include a Smart Bulb powered by IoT technology, real-time temperature and humidity monitoring, and an NPK soil quality graph, all designed to improve productivity and market access for farmers.

The event also marked the launch of two student-led initiatives. The Department of Life Sciences introduced Paramparika Foods Pvt Ltd, a startup founded by Ms Anu K Raphael, a second-year Life Sciences student, which reintroduces traditional millets through modern, health-conscious beverages. Additionally, Mr Mithun, another second-year student from the same department, launched Nutri24 Multigrain Mix, a product under his Agri Foods venture, founded in September 2024.

The Millets Mela served as a platform to promote sustainable agriculture and local entrepreneurship, strengthening the link between academia and agriculture to foster inclusive growth and development.