

Prof. O.P. Singh
Dean Student Welfare
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Dr. A.P.J. Abdul Kalam Technical University
Uttar Pradesh, Lucknow
Sector-11, Jankipuram Vistar, Lucknow, Uttar Pradesh-226031

Ref: AKTU/DSW/2024/ 111

Date: 15 January, 2024

To,
The Director/Principal
All Institutions affiliated to Dr. A.P.J. Abdul Kalam
Technical University, Uttar Pradesh, Lucknow

Subject: Invitation to participate in AICTE Millet Recipe Unleashing Talent (AMRUT) competition.

Dear Sir/Madam,

In reference to the above subject matter kindly refer the email received from All India Council for Technical Education (AICTE), New Delhi dated Jan 11, 2024 (copy annexed). It has been informed through the said email that AICTE is organising "Millet Recipe Unleashing Talent (AMRUT) competition" to promote millets and showcase the culinary talent within our academic community and invited AICTE-approved institutions to participate in the same. All the details about AMRUT, Competition Categories, Award and Recognition, Eligibility Criteria, Timeline, etc. are attached with this letter.

In view of the above, you are requested to kindly take necessary action for participation of your institution in AICTE Millet Recipe Unleashing Talent (AMRUT) competition.

Encl: As above

VP & Registrar

Sincerely Yours

(O.P. Singh)

CC to the following for kind information:

1. Registrar/Finance Officer, AKTU, Lucknow
2. Public Relations Officer, AKTU, Lucknow
3. Staff Officer, AKTU, Lucknow for kind perusal to Hon'ble VC Sir

Submitted to: The Principal - for kind information

(O.P. Singh)

16/1/24



Dean Student Welfare <dean.sw@aktu.ac.in>

Fwd: Invitation to participate in AICTE Millet Recipe Unleashing Talent (AMRUT)

1 message

Vice Chancellor AKTU <vc@aktu.ac.in>
To: Dean Student Welfare <dean.sw@aktu.ac.in>

Thu, Jan 11, 2024 at 6:41 PM

----- Forwarded message -----

From: nro mic <nro.mic@aicte-india.org>

Date: Thu, Jan 11, 2024 at 11:20 AM

Subject: Invitation to participate in AICTE Millet Recipe Unleashing Talent (AMRUT)

To:

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 AICTE-approved institutions under your Region 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 are also allowed.

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 scan the following QR Code or 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

With Best Regards,

Dr. Ramesh Unnikrishnan

Advisor

Training and Learning Bureau

All India Council for Technical Education,

Nelson Mandela Marg, Vasant Kunj,

New Delhi- 110070



Thanks & regards

Dipan Sahu

Assistant Innovation Director

Ministry of Education's Innovation Cell

AICTE HQ, Nelson Mandela Road, Vasant Kunj,

New Delhi 110070 Phone: 011 29581226

Thanks & Regards

Pooja Sharma

NRO Zonal Incharge

Innovation Cell | AICTE HQ,

Ministry of Education | Govt. of India

Nelson Mandela Marg, Vasant Kunj-110070

- AMRUT Guidelines Document v3.pdf
- Event final Brochure.pdf
- Hon'ble Chairman AICTE Message.mp4
- Invitation to Participate in AMRUT.PDF
- QR Code for Google Form - AMRUT.png



ALL India Council for Technical Education

A M R U T

AICTE Millet Recipe Unleashing Talent

Guidelines Document

**Unlocking the Flavours of Tradition and
Innovation**



ABOUT AMRUT

India is a synonym for diversity. It has a vast expanse of people, culture, traditions, and even diet is not an exemption. Every dish has significance and cultural roots from Kashmir's Rogan Josh, Gujarat's Dhokla, Tamil Nadu's Pongal to Arunachal Pradesh's Thukpa, Karnataka's Bisibelabath to Hyderabad's Dum Biryani. Millets were once, part of the main course and special diet for Indians. India leads the world in millet production though cultivated differently in various regions. Millets are rich in fibre, nutrition, and supplements for immunity and natural well-being.

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. This strengthened science-policy interaction, facilitated partnerships, mobilized stakeholders to take action on promoting and producing millets, and encouraged consumption of millets by the general public. To endorse the same, All India Council for Technical Education is organizing AMRUT - "AICTE Millet Recipe Unleashing Talent" a Millet recipe preparation competition for students, supporting staff and faculties from approved institutions to come out with innovative yet traditional recipes.

The competition invites recipes in 3 categories: *Starters (breakfast & snacks)*, *Main course (lunch & dinner)* and *Deserts & Confectionaries* under 3 sub-categories based on Millet Ratio 70% and above, 50-70% and 30-50%. The teams can submit their application via Google form available at AICTE AMRUT web portal. The teams shortlisted in each of the 9 sub categories shall be invited to New Delhi for the Grand finale. Winners of each sub category will be awarded with certificates and a cash prize of Rs.1 Lakh.

AMRUT shall be an unparalleled opportunity to showcase your skills, creativity, innovativeness, and passion for millets.

ELIGIBILITY CRITERIA:

- Team Size: Maximum 4 participants (with at least one female member)
- Participants must be current students, serving faculties and supporting staff.
- Separate application is to be submitted if the team intends to participate in more than one category.
- 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.



TECHNICAL PARAMETERS:

- Recipe should be prepared with millets as major ingredient.
- For the qualifying round, participants have to submit the following:
 - i. 3 photographs in high resolution in a single file (*.pdf format not more than 10 MB):
 - Photo of the ingredients used for the Recipe.
 - Photo of the dish
 - Photo of participants along with the dish
 - ii. Description of the Recipe in Hindi/ English Max 250 Words. The description should be precise and clear with all the steps involved.
 - iii. A recipe preparation video. The video must be uploaded on YouTube in full HD quality (1920x1080). The video should be recorded after the date of announcement of the competition. The YouTube link of the video should be submitted in Google Form. The video should be with proper Introduction of participant which includes face of the participant, name, location, and the details of the millets used. It should be a unique video, not available on any other social media platform or YouTube channel.
- Team has to prepare the same recipe during the Grand Finale, if qualified.
- Shortlisted teams must bring the ingredients for preparation of the recipe for the Grand Finale.

DATA TO BE SUBMITTED:

- Team details (Name, Email ID, College/ University Name, Mobile Number).
- Category and Sub-category of recipe.
- Write-up about the millet recipe (Max. 250 Words)
- Details of ingredients used for the preparation of the millet recipe.
- YouTube Link of the recipe making video.

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.

Note: Decision of the Jury will be final.

TIMELINE:

Description	Date
Launch of the Event and Registration opens	3 rd Jan 2024
Last date of submission of application	25 th Jan 2024
Announcement of shortlisted teams	6 th Feb 2024
Live Grand Finale @ New Delhi	1 st March 2024

STAGES:

The competition will be divided into two Rounds:

Round 1 (Qualifying Round)	Online applications submitted through Google Form will be evaluated by an expert committee to shortlist teams for Grand finale in 9 sub-categories.
Round 2 (Grand Finale)	Shortlisted teams will compete for the Finale and will prepare the Dish LIVE (which they have submitted already in writing + video) in front of Judges and audience at New Delhi.

TERMS & CONDITIONS:

1. The competition is open for students, serving faculties and supporting staff of AICTE approved Institutes.
2. Travel allowance (subject to a maximum of 2nd Class sleeper Train Fare) and accommodation for participants shortlisted for Grand Finale (maximum for two nights) shall be borne by AICTE.
3. Entries must be submitted on AICTE portal. Entries submitted through any other mode will not be considered for evaluation.
4. The participant and profile owner should be the same for Grand Finale. A mismatch will lead to disqualification.
5. Submission of the recipe (Photo/Video) must be original and should not violate any provision of the Indian Copyright Act, 1957. If any entry is found infringing on others, the entry will be disqualified from the competition.
6. AICTE reserve the right to reject any entry that does not feel suitable/ appropriate or that does not conform to any of the conditions listed above.
7. By sending the entries, the entrant accepts and agrees to be bound by the Terms & Conditions mentioned above.



8. In the event of unforeseen circumstances, AICTE reserve the right to amend or withdraw the competition at any time. For the avoidance of doubt, this includes the right to amend the terms and conditions.

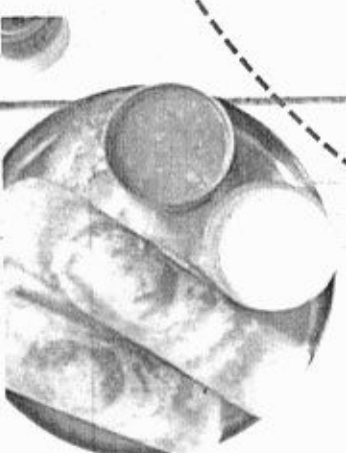
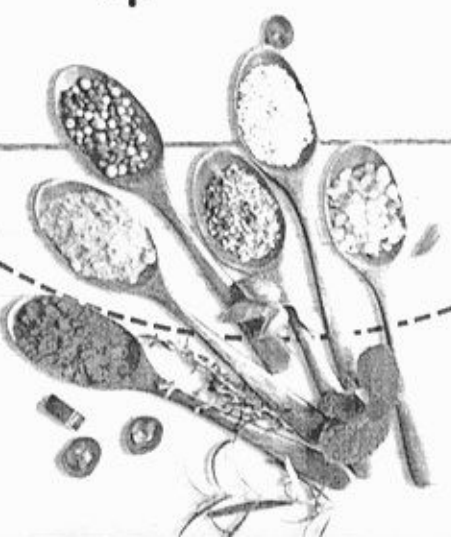
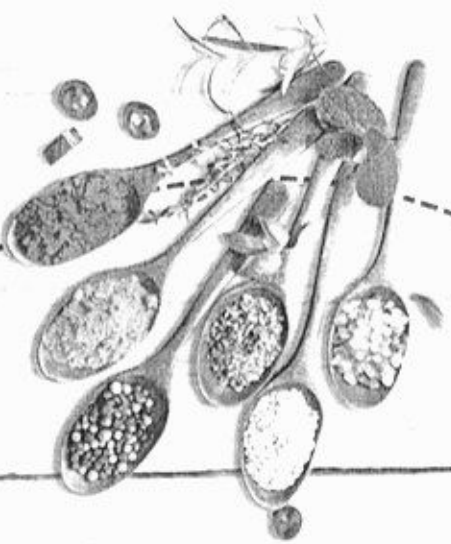


ALL India Council for Technical Education
celebrate the International Year of Millets



AICTE Millet Recipe Unleashing Talent

**Unlocking the Flavours of
Tradition and Innovation**



Welcome to AMRUT 2023!

AICTE invites you to embark on a culinary journey celebrating the rich tapestry of flavours, traditions, and innovation with millets. Join us in this extraordinary event, showcasing your skills and passion for millet-based dishes.

Why AMRUT?

Celebrating Diversity: Explore the vast expanse of Indian cuisine, reflecting the cultural diversity from Kashmir to Tamil Nadu.

Nutrition and Well-being: Discover the health benefits of millets and contribute to food security and farmer welfare.

Global Recognition: Contribute to India's vision of becoming a global hub for millets.

About AMRUT:

The AICTE Millet Recipe Unleashing Talent is a unique platform by the All India Council for Technical Education. It aims to create awareness and increase the production and consumption of millets. This event aligns with the United Nations' declaration of 2023 as the International Year of the Millets.

Event Highlights

Date: 1st March, 2024

Location: AICTE HQRs., New Delhi

Categories: Starters (breakfast & snacks), Main course (lunch & dinner) and Bakery & Confectionery

Competition: Three sub categories based on usage of millet under each category; based on Millet Ratio 70% and above, 50-70% and 30-50%.

How to Participate:

Registration: Visit our official website <https://www.aicte-india.org/> to register.

Submission: Submit your millet recipe along with its significance and cultural roots.

Selection: Our expert panel will select the best recipes for the final event.

For more Details, please visit our website or using QR Code to Register Directly

Time lines

Launch of the event	3 rd Jan 2024
Last date of submission of application	25 th Jan 2024
Announcement of shortlisted teams	6 th Feb 2024
Live Grand Finale @ New Delhi	1 st March 2024

Awards & Recognition

Prizes: Rupees One Lakh each for winners under each category.

Total 09 Lakh Prize money!!

