



परंपरा का स्वाद, सेहत के साथ

Developed by Food &
Nutrition Experts

0% Gluten | Rich in Protein | High Fibers

Monthly Newsletter Jun July - 2023



Another Feather in the cap
Award by **Odisha Corporate Foundation**



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PREFACE



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Vidya Gunturkar - Joshi
Founder NMFPL

Dear Readers, stakeholders, supporters, team MTHF and well wishers,

Welcome to the 22nd NMFPL newsletter.

Last two months were very good in terms of getting business to the next level. We have received references of exporters, product development experts, branding and marketing experts.

We are also improving our packing to BOPP+LD and soon all the products will be available in the new improved packing.

Soon, may be in the next month, first "The Nutrimillet's Shop" will be launched at Chhatrapati Sambhaji Nagar, preparations for the same are undergoing.

We are also planning to launch the products at air port and railways station and exploring the opportunities for the same.

This year we will outgrow in all fields in numbers whether production, sales, team or turnover. We are in a process of building foundation for the same with some of the best minds in town. I will certainly keep you posted on the developments.

Please do write us to share the feedback on the newsletter on milltes.treats@gmail.com.

Best regards

Vidya Gunturkar - Joshi



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BENEFITS OF JOWAR



JOWAR BENEFITS

Jowar is rated among the top five healthy grains in the world. Jowar also known as sorghum in English has lately become the 'new quinoa' due to its gluten free property and the innumerable health benefits that it provides.

Improves digestion - Jowar contains a good amount of fibre, around 48 per cent of what is required by our body on daily basis. Fibre adds bulk to the stool and thus helps it pass smoothly through the digestive tract. As jowar helps in digestion it prevents problems like gas, bloating, constipation and diarrhoea.

It fights against free radicals - Jowar (sorghum) has a layer which contains anti-cancer properties and also fights the free radicals which are responsible for pre-mature ageing.

Boosts immunity - Jowar contains magnesium, copper and calcium which helps in making bone and tissues strong. Jowar also contains iron which helps to increase the red blood cells. All this in turn improves our immunity.

Improves heart health - As we have already mentioned jowar is rich in fibre, it helps to lower the LDL (bad cholesterol) and in turn reduces the chance of heart diseases including stroke.

Controls blood sugar level - Being a complex carbohydrate, jowar gets digested slowly and thus promotes gradual rise in blood sugar. This is why it is a great choice for people who suffer from diabetes and for the ones those who want to lose weight.



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MILLET AWARENESS CAMP ESIC Hospital

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With the help of ESIC hospital of Chhatrapati Sambhaji Nagar, a one day awareness camp was organized on 14h July. Not only staff but doctors, Visitors and OPD patients made a visit. We made them aware of millet benefits and also offered millet products at a very subsidized rates.





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STARTUP INDIA WORKSHOP

Attended the workshop for women entrepreneurs at SNDT University, Mumbai organized by Start up India and Maharashtra State Innovation Society.

A good learning experience, found some connects and observed pitching skills of fellow start ups as well.





AWARD

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Felicitated by Odisha Corporate Foundation (OCF) at Bhubaneswar on 29th Jul 2023. Thank you OCF for all the support and motivation.

It was a learning experience and made some good connects as well. More power to you all lovely womenpreneurs!





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THANK YOU!!

Let's make it together!!



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