



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.