



## Who can attend?

- ◆ Millet Entrepreneurs, Executives from industry, Service and Government Organizations including R&D laboratories.
- ◆ Faculty from reputed academic institutions and technical institutions.
- ◆ Students at all levels

## Registration Details

The workshop is sponsored by the ICSSR, New Delhi. \*NIT faculty and Experts in the field will handle and deliver lectures in the workshop. The Participant need register at <https://forms.gle/urAoxVDekPEHWWz56> latest by 09 Jan 2025.

Upon confirmation of registration, course coordinators will send the necessary details to the participants.

**Registration Fee: NIL**

## Important Dates

Course Schedule: January 10th, 2024

Last date for course registration: January 08th, 2024

Confirmation of successful registration by mail: January 09th, 2024

Venue: School of Management (NIT Rourkela)

## Workshop Mode: Offline Contact:

Dr. Kunja Sambashiva Rao  
Assistant Professor (SM-306)  
School of Management, NIT Rourkela  
Tel: +91- 9849295887  
Email: [kunjasr@nitrrkl.ac.in](mailto:kunjasr@nitrrkl.ac.in)

## Workshop Overview

This workshop delves into the multifaceted dimensions of customer knowledge regarding millets. It explores the marketing activities spearheaded by the Odisha Millet Mission, highlighting its strategies and initiatives. Additionally, the session examines the generational differences in the factors that drive, or hinder millet consumption and the marketing approaches tailored by the Odisha Millet Mission to address these variations.

## About Coordinators



**Dr. Kunja Sambashiva Rao,**  
**Principal Investigator (PhD,**  
**MBA)**

Dr Kunja Sambashiva Rao is an Assistant Professor in the School of Management of NIT Rourkela since March 2020. He pursued his Ph.D. in Marketing from University of Hyderabad. He has post-doctoral experience from Australia National University, Australia. His research interest includes retail management, social media marketing, consumer behaviour.



**Dr. Vivek Kambhampati,**  
**Co-Principal Investigator**  
**(PhD)**

Dr Vivek Kambhampati is an Assistant Professor in the Department of Food Process Engineering of NIT Rourkela since June 2023. He pursued his Ph.D. in Food Process Engineering from National Institute of Technology (NIT) Rourkela. His research interest includes process modelling & optimization, functional foods, drying & dehydration, novel non-thermal technology, and postharvest management



ICSSR Sponsored  
One-day Workshop

on

“A Study on the Impact of Millet Marketing and Promotion on Purchasing Behaviours of Urban Consumers (Gen X, Y, Z): Odisha Millet Mission Perspective”

January 10, 2025



School of Management  
National Institute of Technology Rourkela  
Odisha-769008, India

## Project Coordinators

Dr. Kunja Sambashiva Rao  
Assistant Professor  
School of Management  
National Institute of Technology Rourkela

Dr. Vivek Kambhampati  
Assistant Professor  
Department of Food Process Engineering  
National Institute of Technology Rourkela