



ISMA
indian sugar mills association

MEETHA, the Knowledge Portal

This knowledge portal endeavors to act as a one-stop source of information for all consumers, medical practitioners, nutritionists, chefs, and other stakeholders in the Indian market concerning the nature of use, know-how, nutrition facts about “SUGAR”. “Meetha” aims to be India’s foremost and leading website providing a plethora of educative information about the consumption, utilization and most importantly the nutrition value.

The portal will also aim towards establishing itself as a platform bearing de-facto scientific and nutritive voice of the Indian sugar industry. Through this platform, we can strive towards making a difference by continuously supporting consumer information and sharing our knowledge of sugar to increase consumer understanding and confidence in the role that sugar plays in a nutritious, balanced and enjoyable diet. As part of the knowledge portal, we will address multiple stakeholders while engaging them as part of our academic driven resource vault.

The portal will serve as a resource center for the sugar industry and key audiences by providing information to members, media, the government and the general public.