

Local and regional value chain development for small millets

Some observations and reflections

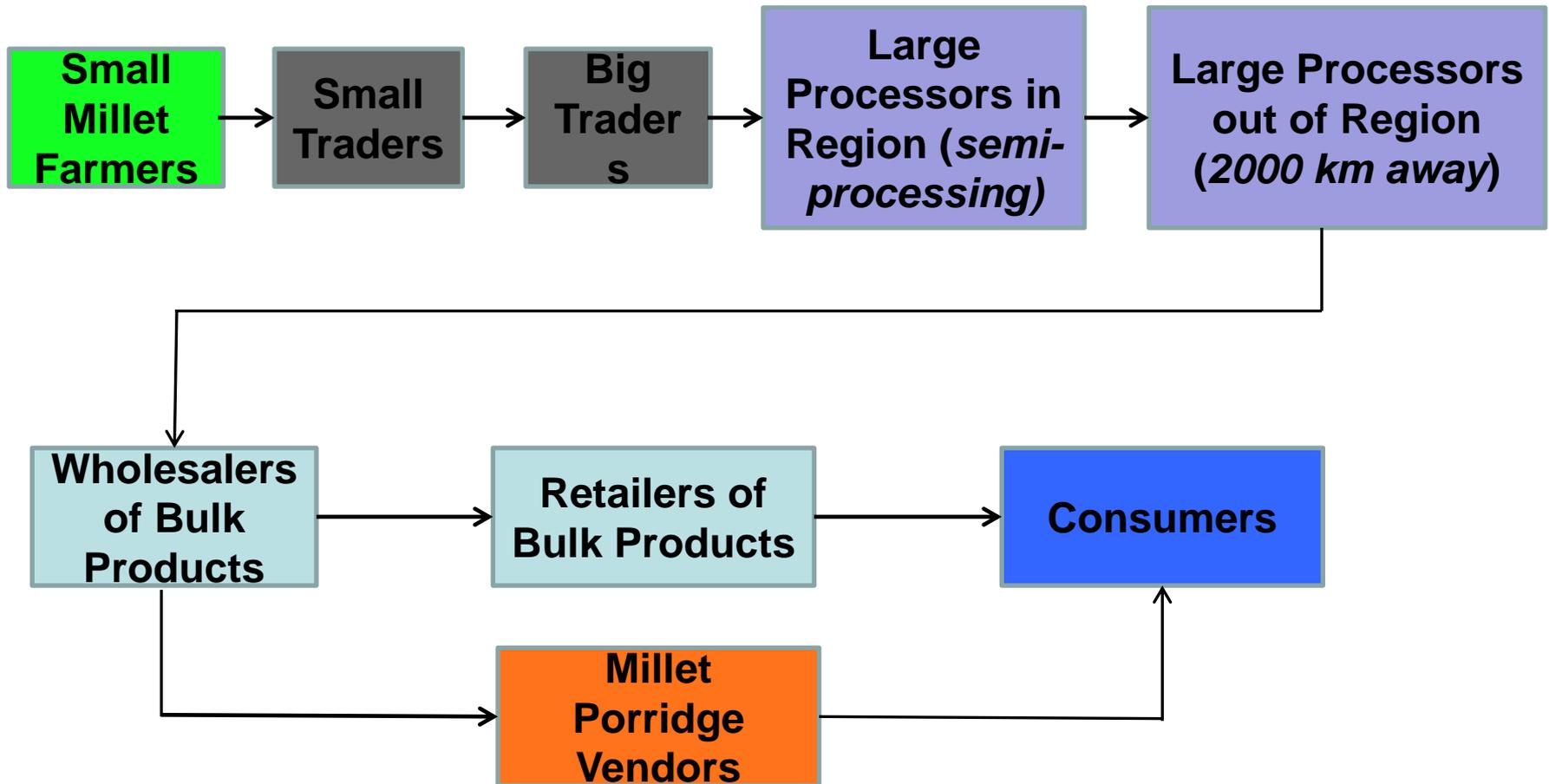


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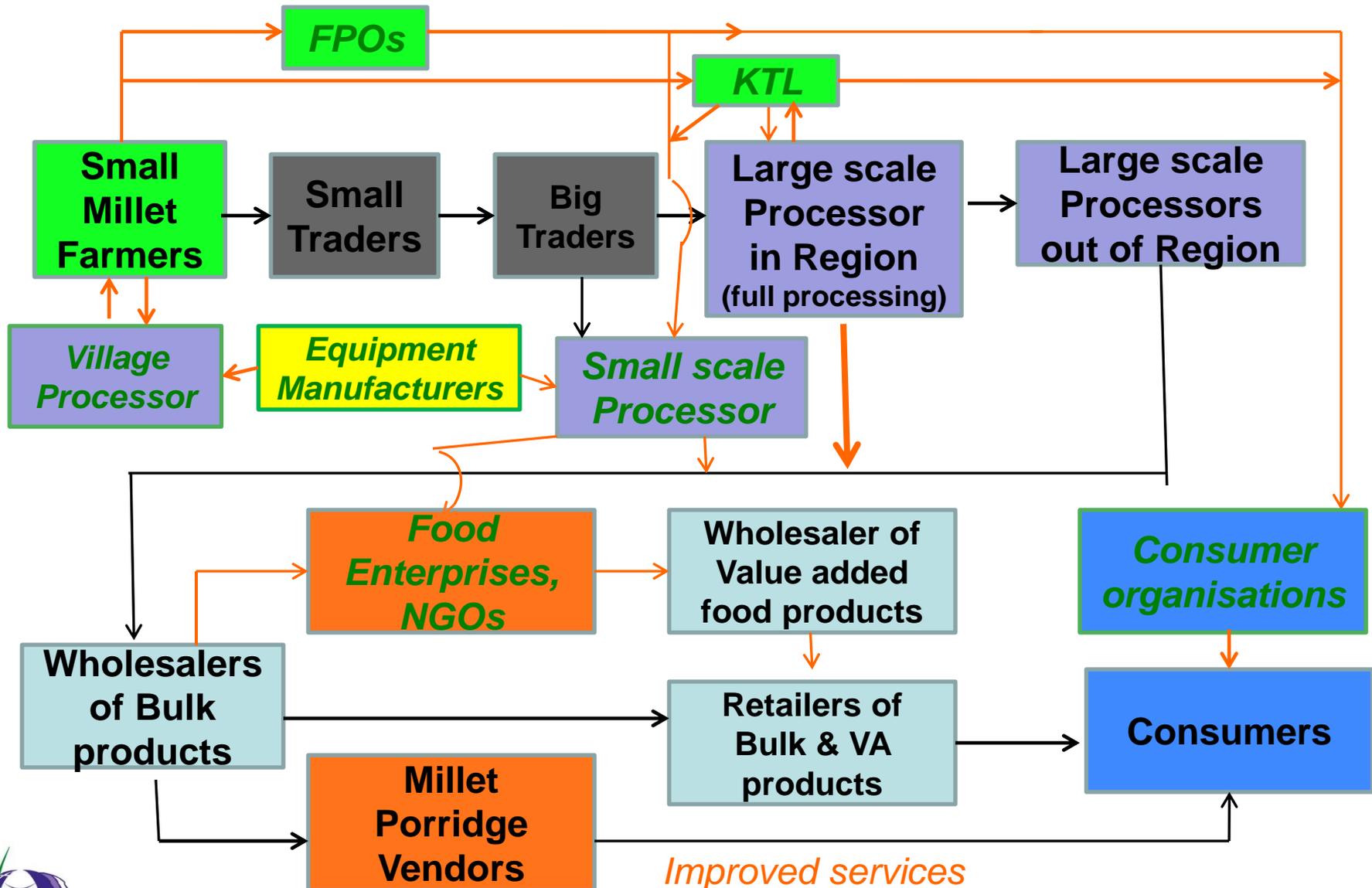


Project Dissemination Workshop
Scaling up Small Millet Post-harvest and Nutritious Food
Products Project

Earlier Market Chain of Small Millets in TN region



Current Regional Market Chain of Small Millets



Observations

- Value chain transformation is in progress
- All the project initiatives focus on this transformation
- Result of many actors
 - Private actors have played significant role
 - Strong contribution of Karnataka Govt.
 - The equipment manufacturers, food enterprises, technology transferring institutions associated with the project have significantly contributed
- Involvement of local actors has made the crucial difference



Observations

- The large scale processors in Tamil Nadu has contributed and benefited significantly
- Large scale food manufacturers yet to make a difference



Concerns

- Price fluctuation at farm gate level quiet high
 - Farmer is not assured of viable price
- Supply chain constraints are still high
- Small scale local processors have to compete with large scale local processor
- Price at consumer level need to be optimised
- Inadequate reach to the “bottom of the pyramid consumers”
- Less progress with producers as consumer



Some thoughts on next steps

- Medium to long term regional level strategy for taking forward needed
- Support and active role of government in the long term is crucial
- Technology gaps need to be addressed
- Twin strategy of (i) supporting market development & (ii) implementing ‘what market will not do’ to be followed
 - increase consumption among the “BOP” population
 - to strengthen the roles of women, farming communities and marginalised communities (STs and SCs) in the emerging millet value chains



Some thoughts on next steps

- Supporting market development
 - Lot of scope for innovation and role of multiple actors
 - Focused support to be given for different actors
 - Onsite incubation can be a key component
 - Business enabling support to be offered
 - Less taxes, easy credit, lessening entry barriers in the market, B2B meet, etc.
 - Business regulation and standards to be evolved and ensured



Some thoughts on next steps

- Doing what market will not focus
 - Focused interventions at the producer level
 - Support for integrated interventions at different scales (micro to medium)
 - Inclusion of small millets in public food programs
 - Large scale awareness and skill building innovative campaigns
 - Focused support to non-profit actors- R&D organisations, NGOs, CSOs,



Some thoughts on next steps

- Has high learning value for other regions with millets
- Transferring the positive elements and working models to other regions
- Scaling up the proven 'working models on local/ regional small millet value chain development' available in few states to other parts of the country holds promise





Thank you!



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