

# Scaling up appealing small millet food products outside Tamil Nadu



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# Outline of presentation

- Introduction
- Building on RESMISA project
- Identification of potential partners
- Process of promoting SM Food products
- Support in scaling up SM Food products
- Scope for scaling up SM Food products

# Introduction

- Building on earlier RESMISA project
- Involvement of other partners/KVKs/Agriculture university
- Developing support system among organizations
- Linkage building with resource agencies
- Convergence with other projects
- Influencing policy level interventions

# Building on Earlier Project-RESMISA

- Recipe contest and demonstration
- Organising recipe training
- SHG members as trainer
- Active involvement of FPOs



# Identification of potential partners

Odisha (13org.)

- NIRMAN, CYSD, Living Farms, SACAL, Asha Kiran Society, KFA, CIRTD, Anhisra Club, SPREAD, FES, PRADAN and Harsa Trust

Andhra Pradesh (12org.)

- VIKASA, Sabala, Six Kajanjam Federations, SMILE, Sanjeevani, WASSAN, Laxmi Agro Foods and 6 organizations under comprehensive millet programme of A.P.

Madhya Pradesh (11 org.)

- Kanha Producer Company, Mahesmati Farmers Producer Company and Santikunj Farmers Producer Company, NGOs like Mahila Shakti, Ranjavati, Tej Ekta, Samarthan, WORK, WOTR etc.; SME like Ekgaon Technical Pvt. Ltd.

Chhattisgarh (13 org.)

- KVKs, PRERAK, ESAF, READS,, PRAVAH, NIRMAAN, Basna Farmer Producer Company Ltd, Balud Farmer Producer Company Ltd, Krishikiran Mahasamuh, Drishtee Foundation, State Rural Livelihood Mission, Ajeevika,;DES, IGKV

Jharkhand (1)

- Abhivyakti Foundation, Bero Krishak Sangh along with three federations

Maharastra

- KVK Nadurbar and Mahila Arthik Vikas Mahamandal (MAVIM)

# Process of promoting SM Food products

- **Advertisements-** RRA Network, local Newspaper, website, Exploring NGO Network, KVKs, Agriculture universities, etc.
- **Selection of recipes based on the local context** (from recipe contest, Recipe festivals etc.)
- **Local/regional specific recipes-**Ragi Laddu, Ragi Halwa, Little Millet Upma, Ragi Pokoda, Ragi *Gari* (like Vada), Ragi idli, Ragi Dosa, Foxtail Millet Upma, Foxtail Millet Khir etc.
- **Organising TOTs among staffs of organizations**
- **Involving scientists of Home Science departments for undertaking research and scaling up**
- **Facilitating organizations to start millet food enterprises**
- **Linked with other projects-** Community health care for children and women, SBIRSETI, OMM, NABARD etc.

# Support in scaling up SM Food products

- Conducting ToTs
- Market linkages
- Setting up processing units
- Designing recipe promotional materials
- Supplying basic infrastructures-NIRMAN, SACAL, Anhisa Club, CYSD, Living Farms, SPREAD
- Organising promotional events
- Conducting seminar in schools and colleges
- Introduction in canteen and organizational events



# Snaps of



Exposure visits of Millet Mission Odisha staffs



Collector's visit to SM recipe training



SM Recipe training at IGKV, Chhattisgarh



Walkathon on recipe promotion in Odisha

Recipe training at Mandla (M.P.)



Recipe training Nandurbar, Maharashtra



Collector's involvement in SM consultation workshop in Madhya Pradesh



Inputs on SM food products promotion through OMM



# Scope of scaling up SM Food products

- Creating ground level preparation
- Need rigorous training and capacity building for developing context specification SM Food products
- Enhance quality SM Food products
- Continuous efforts for creating awareness on health and nutrition status of SM food products
- Conducive environment through policy interventions
- Introduction of SM based business incubation for promotion
- Need of technology transfer from Southern India

Thank You!

