

Scaling up the reach of appealing small millet food products

Capacity building of end users



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DHAN Foundation
Building Institutions for Generations

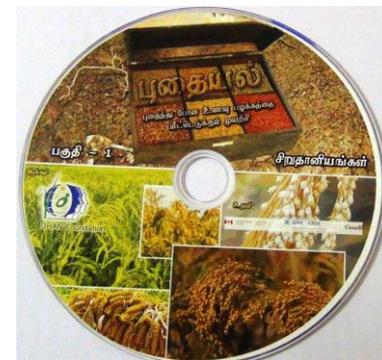
Scheme of presentation

- Preparation of promotion materials
- Promotion with different consumer groups
 - Efforts taken
 - Results
 - Learning
- Over all learning
- Scope for scaling up to make larger impact



Preparation of promotion materials

- Film on cooking demonstration in Telugu, Hindi & Odiya
- A music album of motivational songs developed
- A radio program on health benefits, medicinal properties and utilisation of small millets in Tamil and Telugu
- Awareness Posters - Tamil, Telugu
 - Most of them available at www.dhan.org/smallmillets2/



Content of promotional material

- Introducing the crops
- Food for all
- Can be as appealing as any other food
- Banking on culinary heritage
- Health benefits
- Easy to cook
- Ways of cooking & tips for integration with regular diets
- Need to eat less polished small millets
- Advantages of barboiled rice



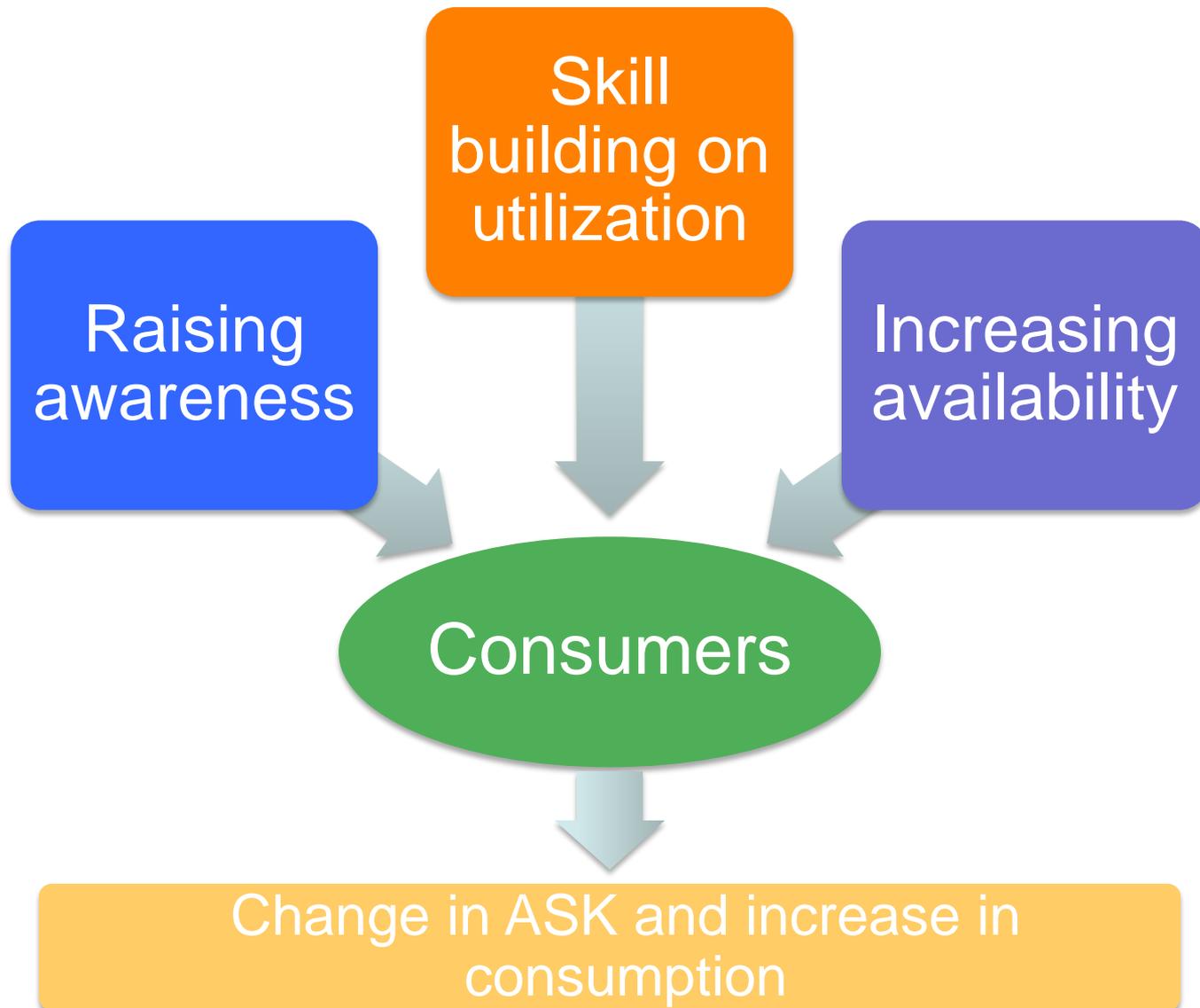
Consumer groups and their issues limiting consumption

1. Consumers in Production areas	<ul style="list-style-type: none">✓ Not retaining the small millets produced for consumption✓ High drudgery related to processing✓ Declining consumption✓ Lack of awareness on appealing home made SM recipes
2. Consumers in Non-production areas	<ul style="list-style-type: none">✓ Lack of awareness in small millets' benefits✓ Lack of skills on utilization of small millets✓ Inadequate availability✓ High price of small millet ready to eat & ready to cook food products✓ Less quality of small millet food products
<ul style="list-style-type: none">• Organised consumers• Unorganised consumers	

– Differentiated efforts needed



Approach for promoting consumption



Points given attention

- Consumption of small millets as meals, tiffin or in any form involving substantial quantity will make a difference on the nutrition
- Building on prevailing local/ regional food cultures
- Building on available functional knowledge & skills on recipes & health benefits
- Have to cover the wider section of the society, with the focus on poor families



Consumption Promotion efforts taken in the production areas

Raising awareness

- Campaigning thro' folk music, songs, dance and skits
 - Jawadhu Hills and Anchetty, Tamil Nadu
 - Reached 2340 students and 530 adults from 15 villages
- Wall paintings
- Films on cooking demonstration thro' local TV channels- Peraiyur



Skill Building

- Focus was on
 - Recipe demonstration on appealing home made SM recipes
 - Recipe competition to revive appealing traditional recipes
- The knowledge and skills of 2211 persons (1702 women, 358 men and 151 children) on inclusion of small millets in their diets was enhanced through recipe demonstrations



Increasing availability

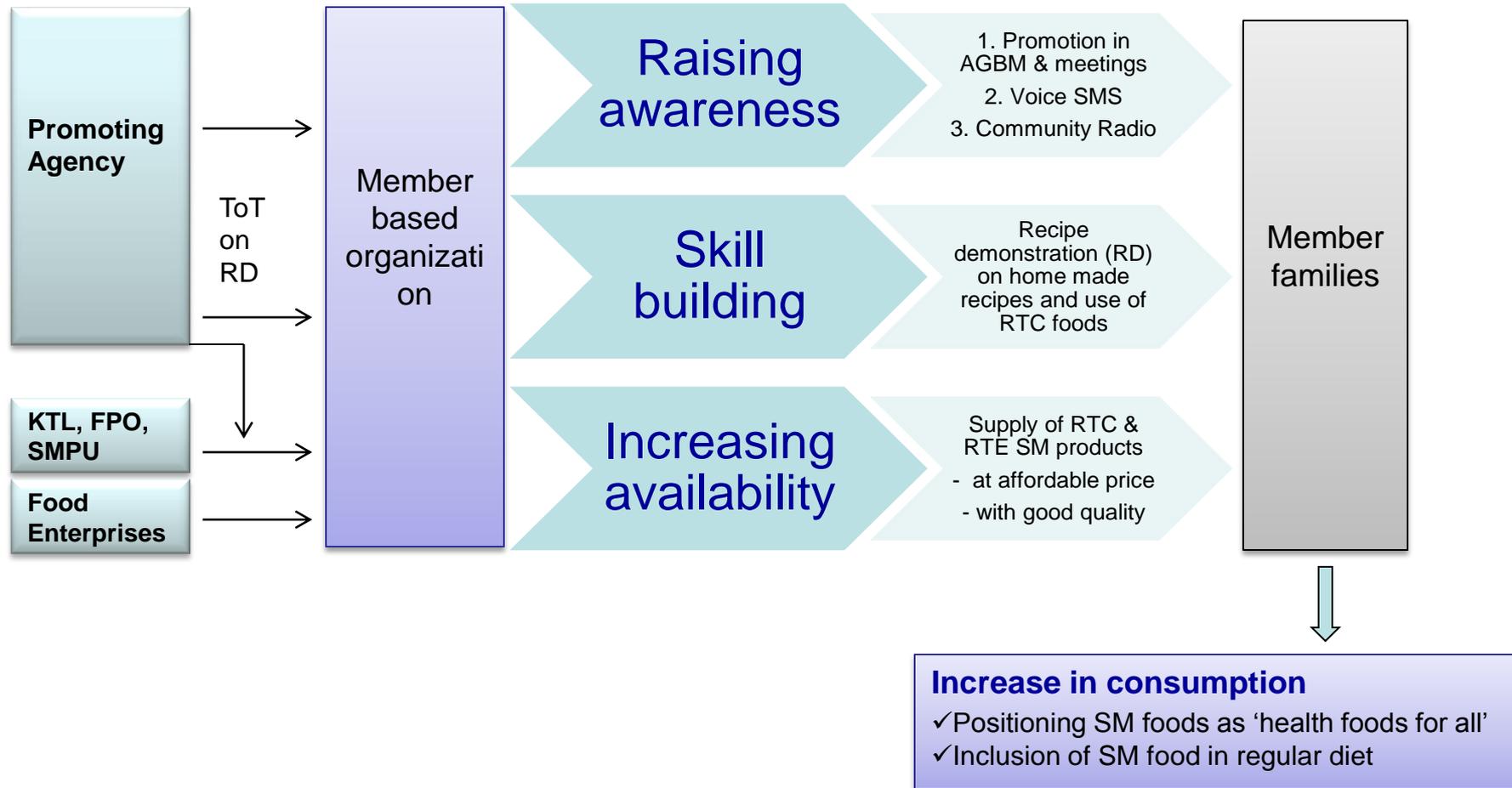
- Setting up new village level processing units
- Revived the 16 local processing units in production areas in Tamil Nadu and 5 in Odisha

Results

- Consumption increased
- But slowly picking up
 - Need more investment on promotion



Consumption Promotion model for member based organisations



Efforts taken

- 78 Women SHG / Farmers federations (24 urban, 49 rural and 5 tribal) were engaged
 - Tamil Nadu- Madurai, Salem, Dindukal, Kancheepuram and Vellore and Tanjore districts
 - Andhra Pradesh -Chittoor and Visakhapatnam districts
 - Odisha- Koraput
- ToT on recipe demonstration
 - The capacity of 729 persons including 626 women and 103 men built
- A set of promotion materials and cooking kit provided



Raising awareness

- Orientation and recipe introduction in community events
 - Cluster AGBM of seven clusters at Kanchepuram
 - “Vilakku Pooja” in Tirupathur SHG federation
- Promotional events
 - 14 Kalajatha events in seven federations in the Chittoor region of Andhra Pradesh; 2,314 persons including school students, teachers, farmers and the SHG women participated
 - Cooking competition organised by Kottampatti



Raising awareness...

- Orientation to 100 diabetic patients on the use of millets in their diets at Visakhapatnam.
- Voice SMS to **14764 persons**
 - **Covers** proverbs, the preventive and curative medicinal properties of millets and nutritional and medicinal benefits specific to foxtail, barnyard and finger millets
- 2018 monthly calendar with motivational messages in Tamil & Kannada for 2750000 members



**வரகும் சாமையும் தருமே ஊட்டம்!
பொட்டல உணவில் எதற்கு நாட்டம்!**

சிறுதானிய பின்-அறுவடை தொழில்நுட்பங்கள் மற்றும் சத்தான உணவு வகைகளை பரவாக்குதல் திட்டம்



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Skill Building

- Skills of 10,450 persons (8,949 women, 820 men and 677 children) on inclusion of small millets in their diets was enhanced through recipe demonstrations.



Increasing availability

- Given the constraints in access to small millet food products and the need for a 'nudge' to include small millets in the regular diets, efforts were made to organised supply at affordable prices
 - Working relationship was built with FPOs and food enterprises
 - Serve as large scale demonstrations
 - About 160 tonnes of small millet food products supplied to the members



Consumption Promotion model for unorganised families

- Raising awareness
 - Large scale promotional events like WALKATHON
 - Campaign in the schools
 - Campaign through Community radio in 32 locations



Skill building



SM recipes skill building training given to Inba Seva Sangam, Karur



Paid cooking classes for urban enthusiasts



Training to caterers



Engaging different actors



Novel and innovative small millet recipe competition for College students was organized in Madurai.



Short Film contest on the theme of „Small Millets- Our Food: Our Pride“ as part of the Madurai Symposium at Madurai, Tamil Nadu



Overall learning

- Prerequisites
 - Wider media & event based campaign/education to generate demand
 - Shortening of millet food chains to supply small millet foods at affordable price
 - Engagement of many actors
- Promoting consumption through member based organisations like women/ farmers organisations hold promise



Moving forward...

- Promoting consumption need to be sustained in various forms until small millet food products transforms from a “consciously consumed food” to a “food that is consumed default- becoming part of monthly family food budget”
- There is large scope for scaling up the learning
 - Within DHAN
 - In general





Thank you!



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