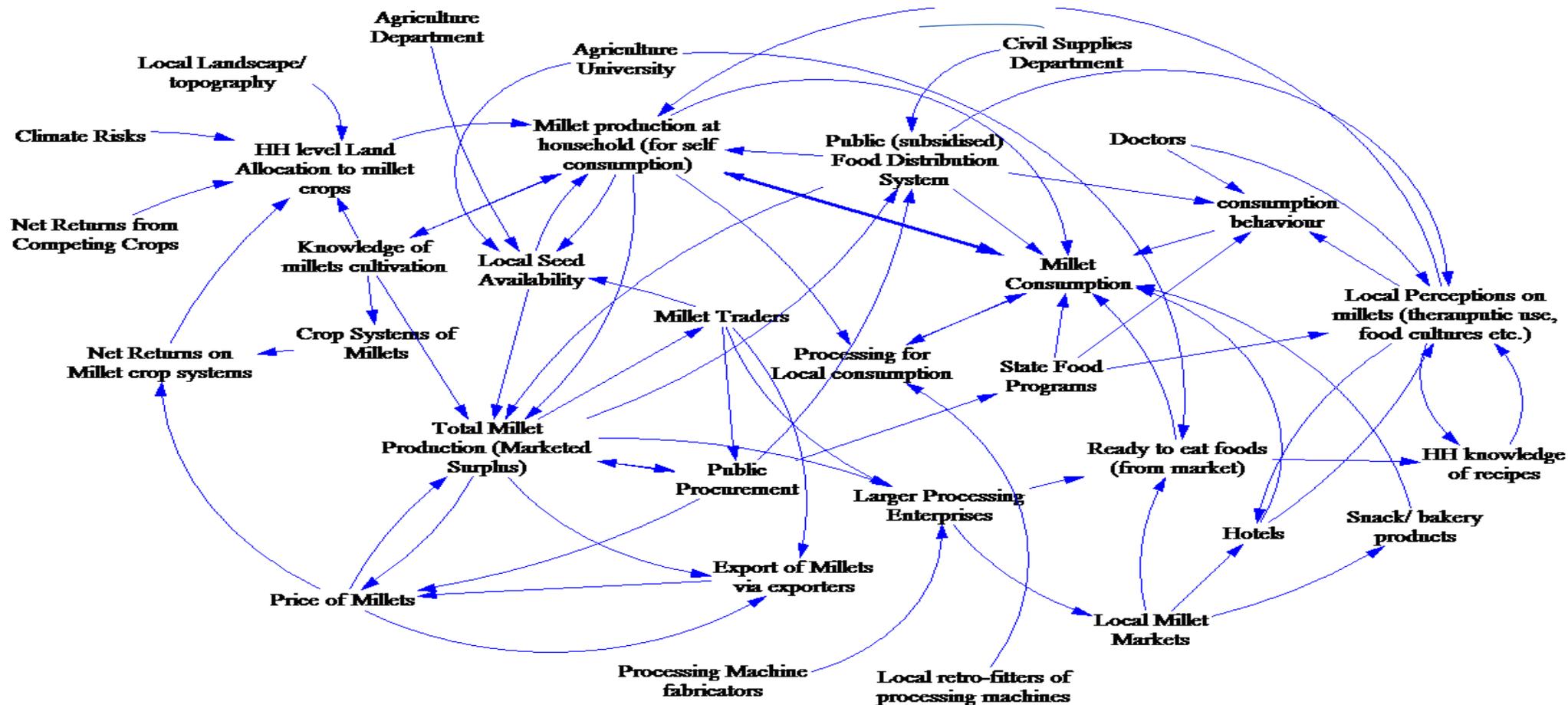


# SPECIAL PROGRAMME FOR PROMOTION OF MILLETS IN TRIBAL AREAS OF ODISHA

Taking Millets to Millions.....  
Government of Odisha Initiative



# Millets Ecosystems: Casual Loop Analysis



A complex interplay of policies, changes in food cultures, public investments and others have resulted in decline of millets over time - on farms and in plates. Revival of millets has to negotiate with these multiple causal loops, actors and their relations. It requires simultaneous action on crop systems, improving productivity, food cultures, state nutrition programs and public investments on value addition and market infrastructure development, among others. There is no single or linear magic-bullet for millets revival.

# Consultation on Reviving Millets



One day Consultation on Reviving Millets in  
Southern Odisha  
Organised by  
Development Commissioner and NCDS  
In collaboration  
with  
ASHA Network & RRA Network  
Venue- NCDS, Bhubaneswar  
Date-27<sup>th</sup> January 2016

ASHA Living Farms. Chetna Organic Revitalising



Consultative Meeting for  
revival of millets with  
Academia , Civil Society  
and Government  
Departments chaired by  
Development Commissioner  
led to emergence of special  
programme on millets.

# UNIQUENESS OF INITIATIVE



## INSTITUTIONAL ARCHITECTURE

Three pillars of progress

Government, Civil Society and Academia came together from Day 1

## PILOTING IN SNPs

Exploring inclusion of millets in ICDS, MDM, Ashram Schools and PDS

## DRAWING ON EXPERIENCES

Initiative designed on proven grassroots experiences of Civil society, Department and farmer groups from 5 states (Andhra Pradesh, Karnataka, Odisha, Tamil Nadu, and Telengana)

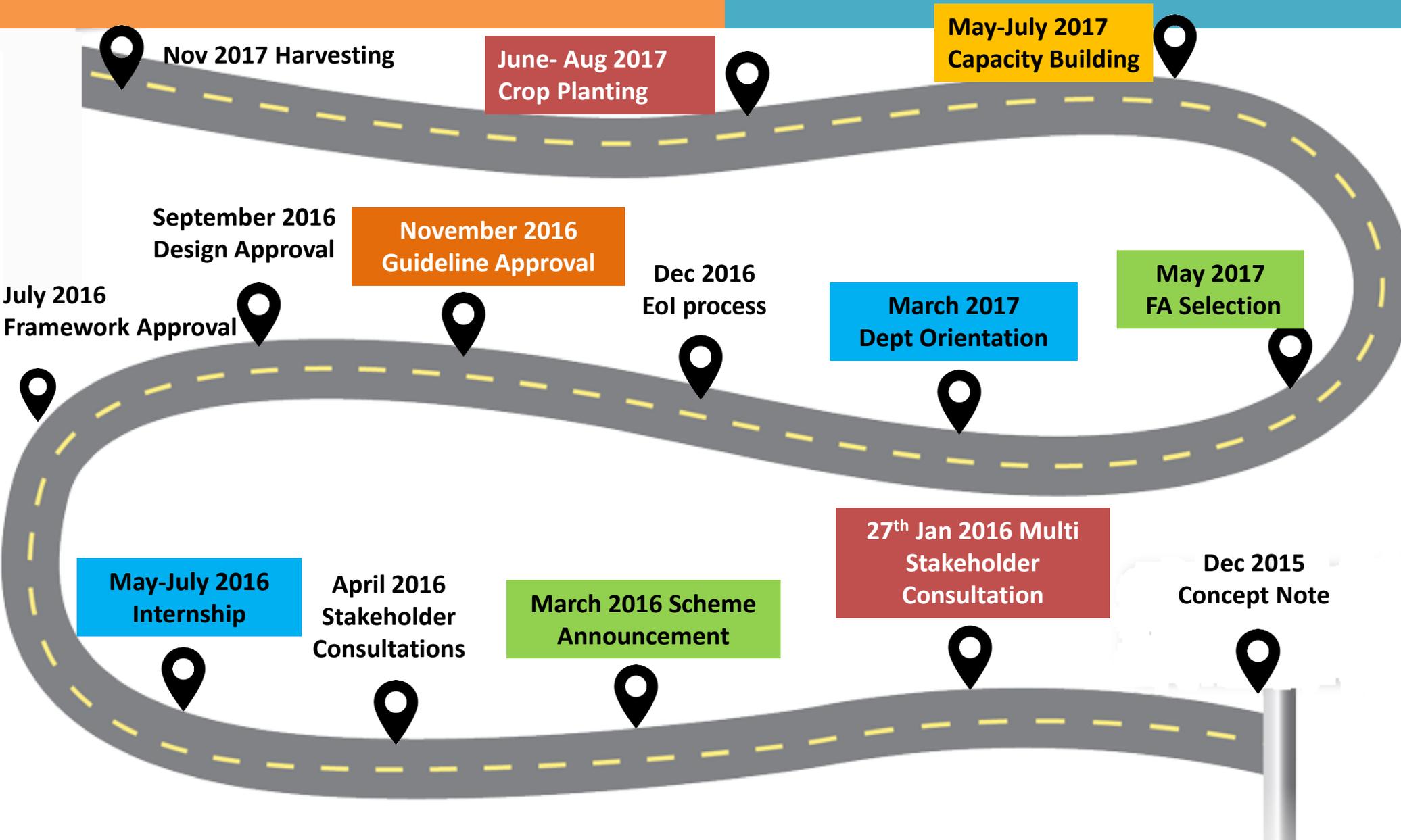
Combining Tradition And Science

## LOCAL BIODIVERSITY

Focus on using local seeds/germplasm and improving them

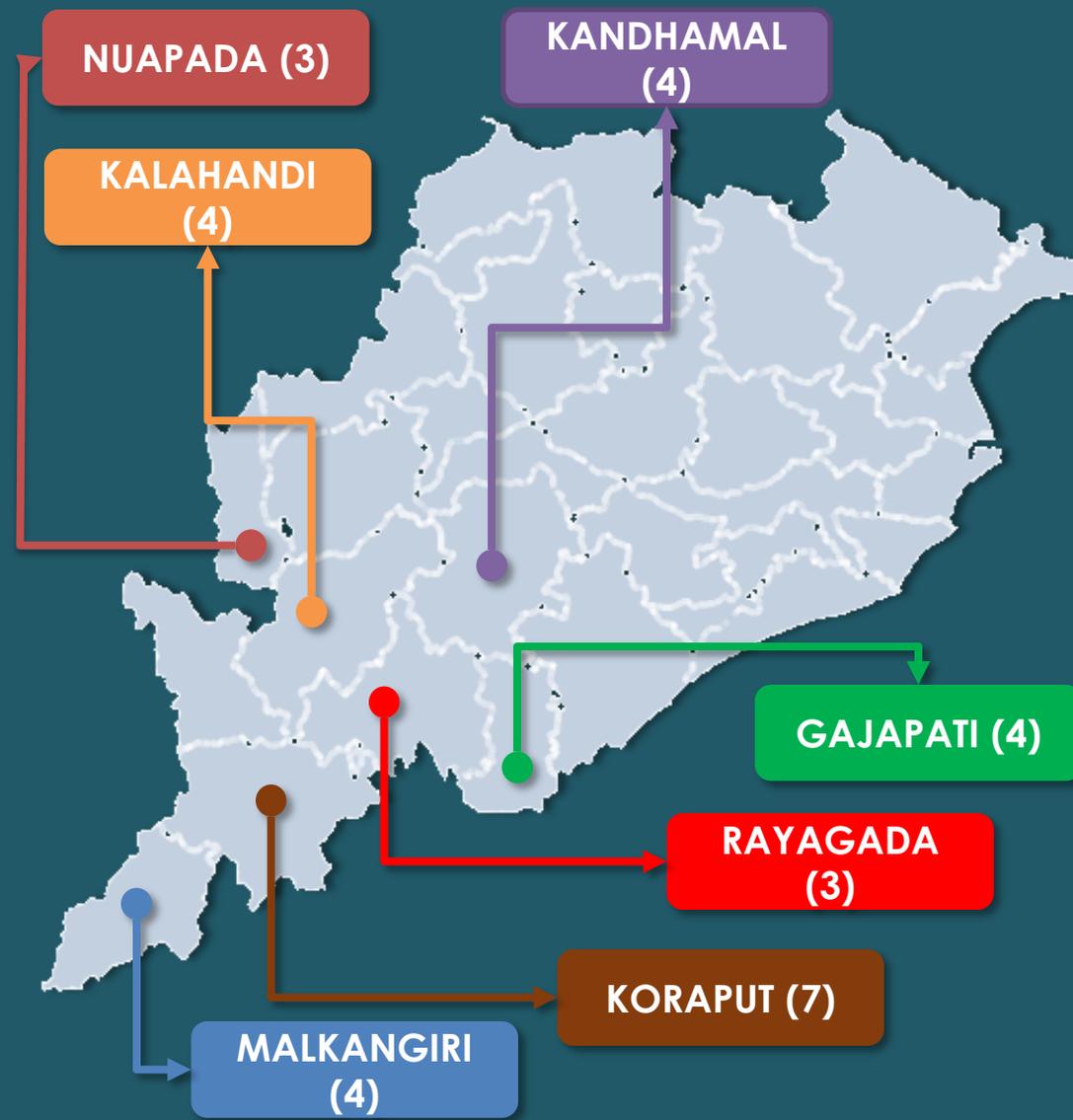
# THE JOURNEY...Taking

# "Millets to Millions"



# PROGRAM OBJECTIVES

- Promoting Household Consumption.
- Improving Millet Productivity.
- Promoting Processing Units.
- Establishing Market Linkages
- Inclusion of millets in State Nutrition Programs and Public Distribution System
- Project duration- 5 years (2017-2022)
- **Total Project cost : Rs 65.54 Crores**
- **Cost for 1st year (2017-18) : Rs 12.41 Cr**



## SCALE OF THE PROGRAMME

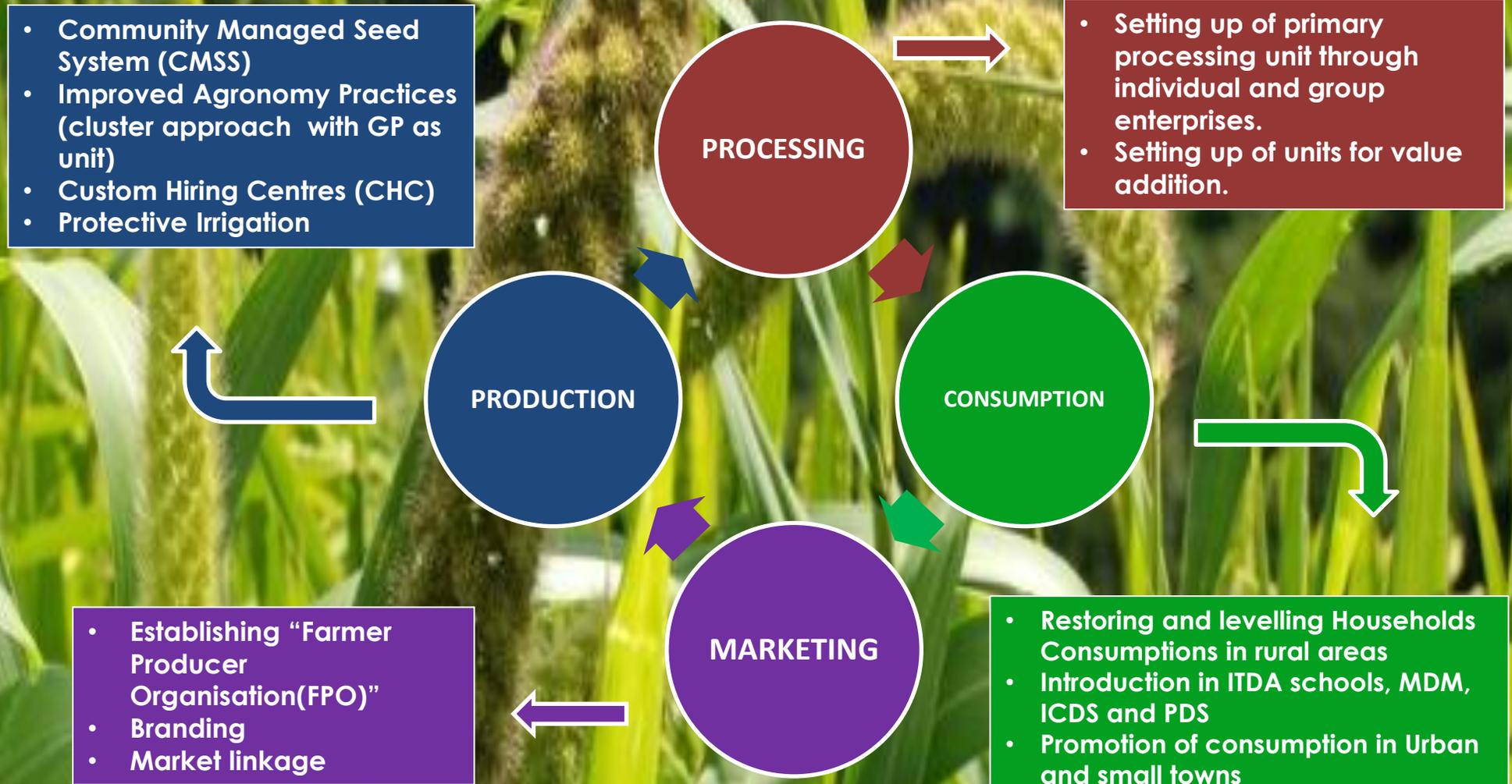
7 DISTRICTS

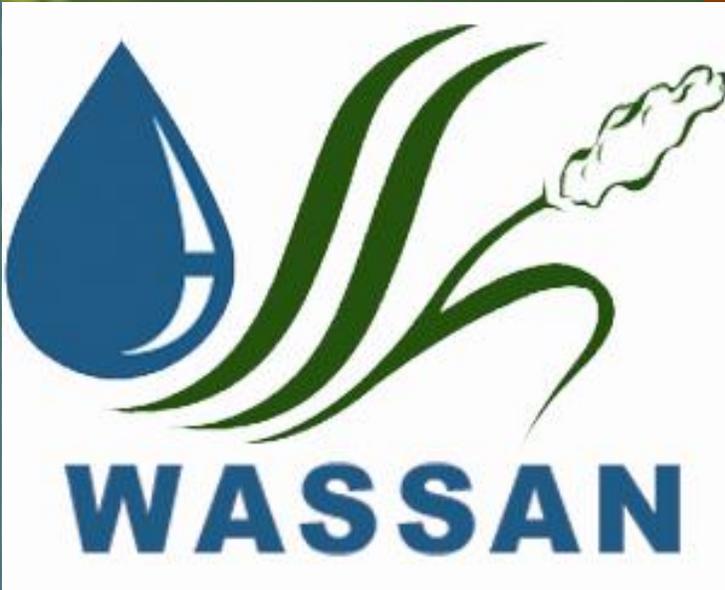
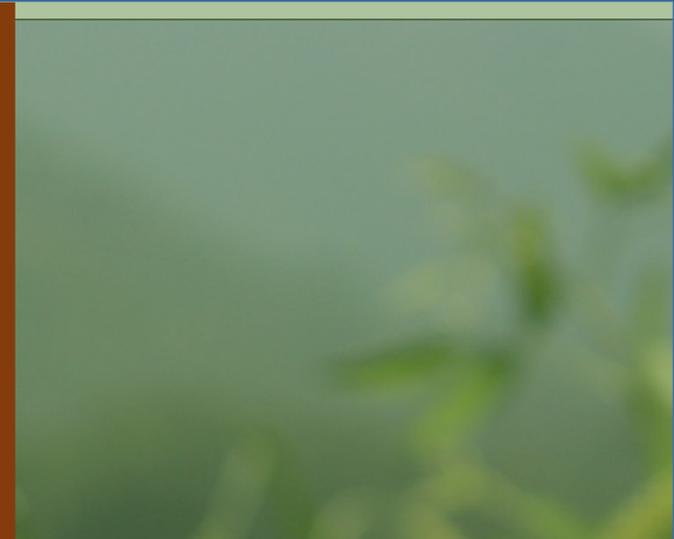
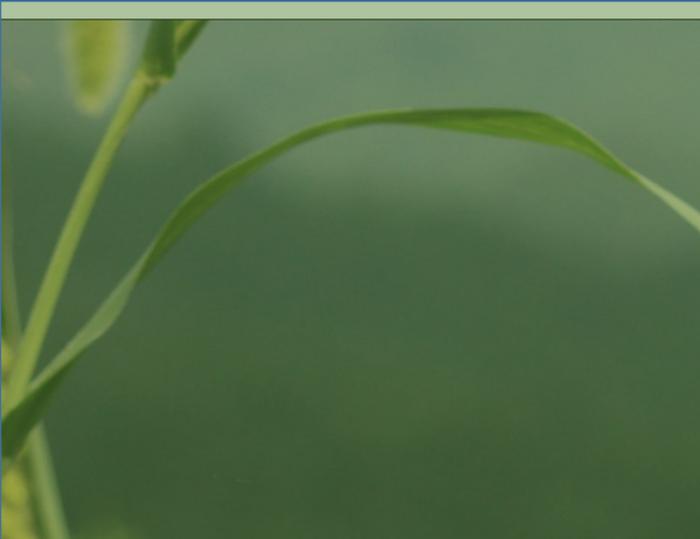
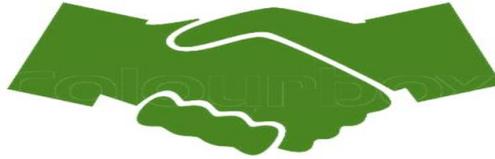
28 NGOs IN 30 BLOCKS

Programme is expanded to 25 additional blocks from 2018 onwards bringing total investment to **126.65 Cr**

AREA TARGET including expansion:  
1.0 LAKH ACRES

# Framework of the Programme





*Unique Partnership between Government , Academia and Civil Society*

Careful and stringent selection process –  
application, presentation, field verification  
Policy making, Meticulous development of guidelines  
,implementing & monitoring  
Involvement of all stakeholders in participatory approach.



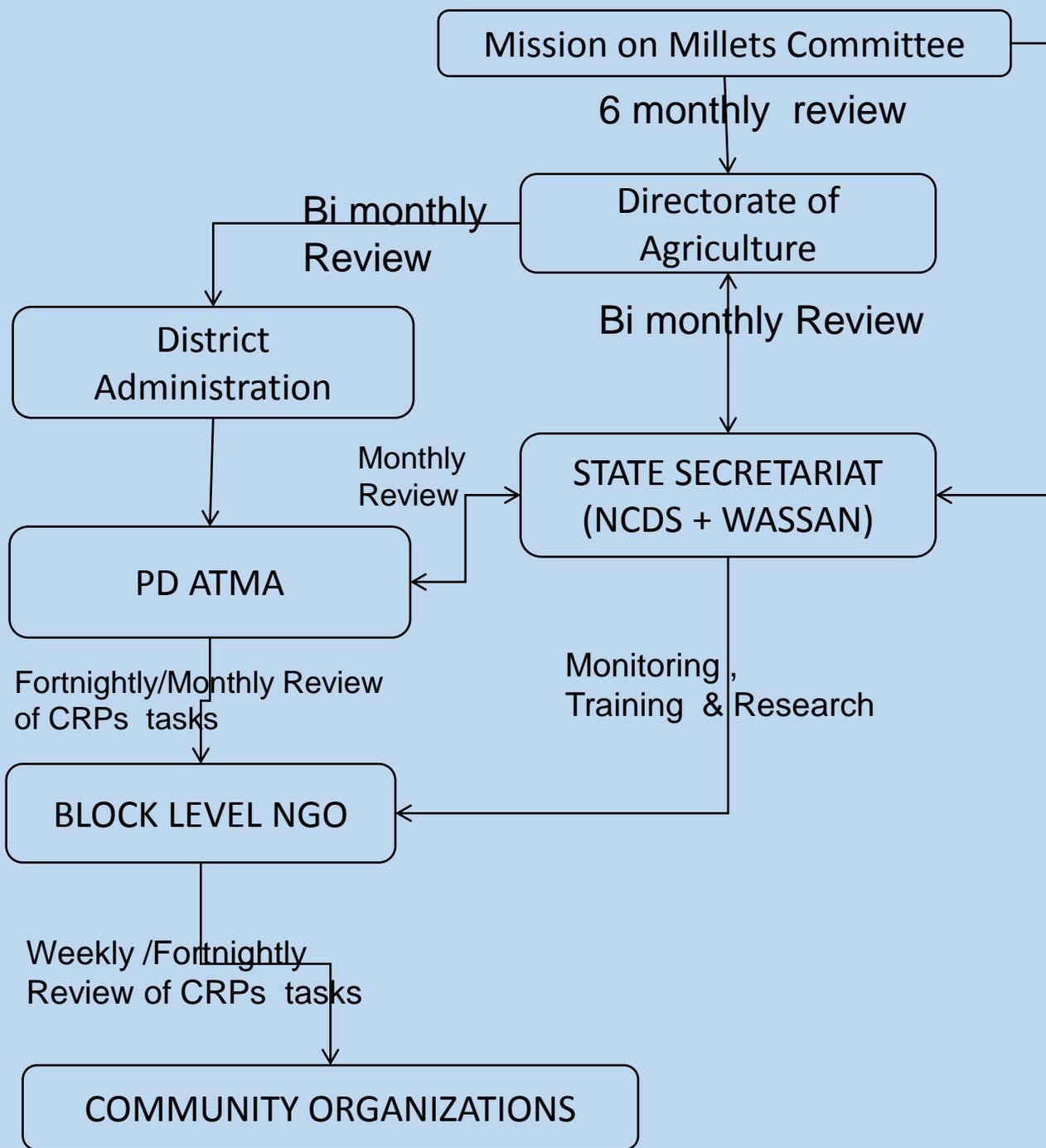
←  
**GOVERNMENT**



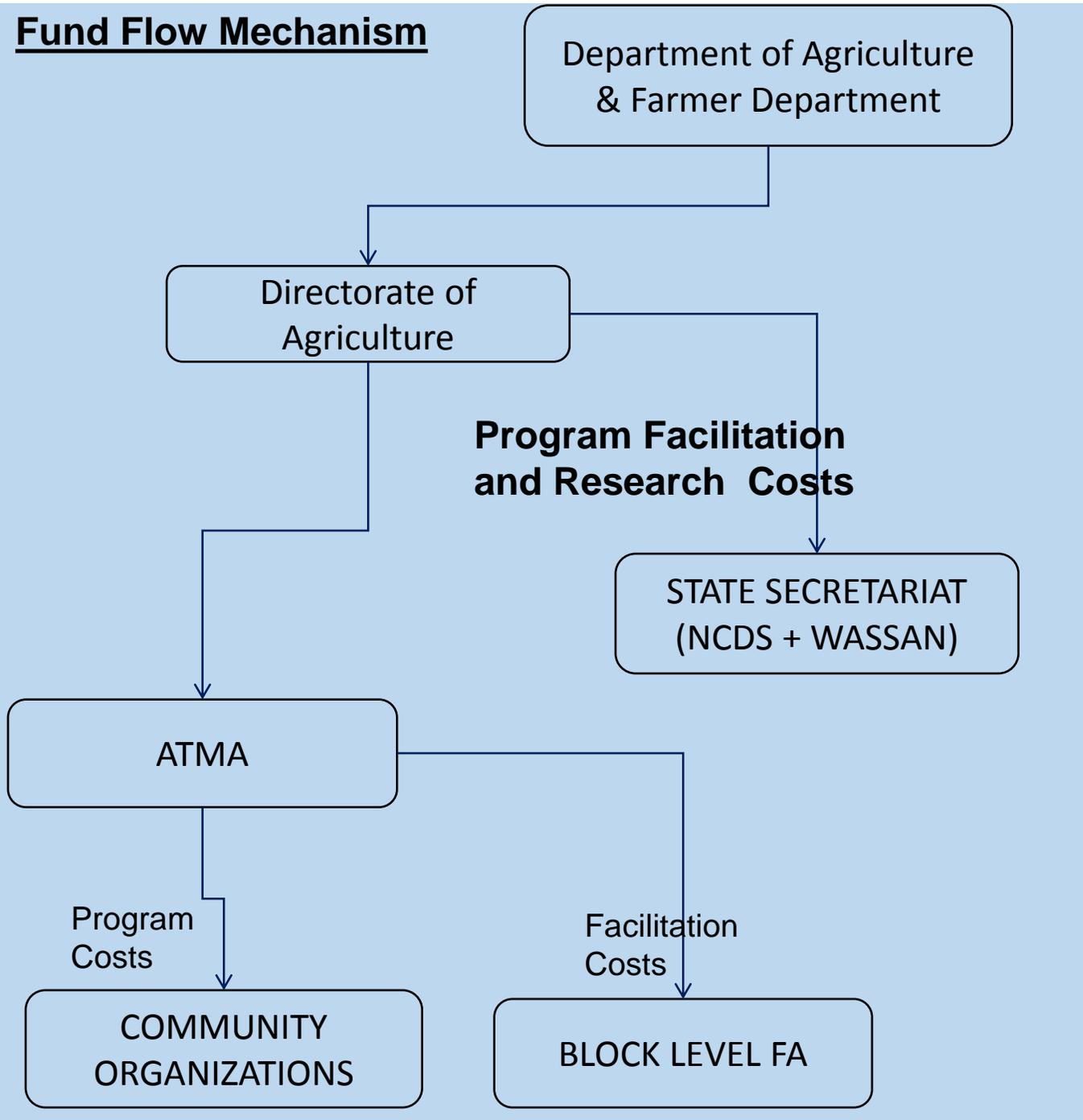
- State/Dist
- Participat
- National/i
- TIGR2
- Camb
- Pace U
- Cover
- Meiji/K
- IIT Mu
- ICSSF
- NBPG
- NRAS
- CGIAR

Bridge the field level gap  
Active follow-up on daily basis  
Capacity building with involvement of agencies  
Monthly participatory implementation plan  
Ownership by Dept led to regular review

# Program Delivery Mechanism



# Fund Flow Mechanism



- Funds transferred through NEFT/RTGS
- Three levels of approvals for checks and balances
- All transactions are online
- All transactions including monthly Phy/Fin are uploaded online
- All Parties are liable for RTI

# ***Millet Mission Odisha won Silver Prize as “Skoch Transformational Innovation Award”***







# Impressive yields per acre through SMI. More than 150 Crop Cutting Expts



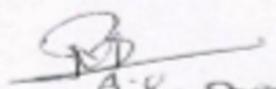
Highest yield recorded is 13.6 Qntl/Acre. Avg yield is 8-9 Qntls/Acre - SMI

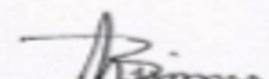


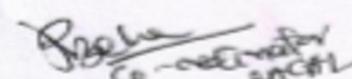
## Demonstration during Kharif 2017-18

S. No	District	Block	Area in Ac	Farmers
1	Koraput	7	2573	8091
2	Malkangiri	4	1538	1605
3	Gajapati	4	1117.5	1141
4	Rayagada	3	749	661
5	Nuapada	3	597.42	879
6	Kalahandi	3	506	442
7	Kandhamal	4	363	638

SL No	Details	Result
1	Farmers Name	Laxmi Nayak Wife of Surendra NAYAK
2	Adhar No	363100537124 of Surendra Nayak
3	Village Name	Andiragada
4	G.P. Name	Baghamari
5	Block Name	Mohana
6	GPS Cordination	Lat - 19° 18' . long - 84° 14' Alt - 672m
7	Survey No	
8	Quantity of cattle manure applied on main field (Quantal)	10
9	Date of transplanting done	13/7/2017 By Cycleweeder
10	Age of seedlings transplanted	19
11	No of plant transplanted	1
12	Name of the ragi variety	Bhairabi
13	Date of first weeding	30/7/2017 cycle weeder
14	Quantity of Jeevamrutha applied in ltrs/acre	200
15	No of times log rolling	2
16	Date of second weeding	14/8/17
17	Date of third weeding	25/8/2017 by hand manuel
18	Date of critical irrigation if done	No
19	Date of CCE	28/9/2017
20	Date of Field day observance for result analyses	11/10/2017
21	Yield in 5 square meter in kg fresh finger 12.5 kg	After 6 days dried grain weight 8.5kg
22	Yield per acre	1360 kg
23	No of tillering	11 to 13

  
A.V. Baghamari  
Signature Evaluator-2 11.10.17

  
R. Kumar  
Signature Evaluator-2

  
S. S. Srinivas  
Signature Evaluator-3 11.10.17

Remarks and

# Large Scale Mobilisation through melas and festivals at district levels



# Engagements with Public



National Grid Mission on Mill-to-be-Gold

COME JOIN US IN CREATING  
MILLET REVOLUTION



LOOKING FOR  
INTERNS  
TO SPREAD  
AWARENESS

CALL FOR VOLUNTEERS /  
PROFESSIONALS

MILLET MISSION ODISHA  
*A Govt of Odisha Initiative*

MILLET URBAN

INTERNSHIP PROGRAMME



- ❑ To promote millets in urban areas
- ❑ To involve conducting millet cooking workshops and related events in various places

FOR MORE DETAILS, VISIT US NOW  
[WWW.NCDS.NIC.IN](http://WWW.NCDS.NIC.IN)  
[WWW.MILLETSODISHA.COM](http://WWW.MILLETSODISHA.COM)



# Project Progress



<b>S N</b>	<b>Activity</b>	<b>Total</b>
1	Events /Melas	10
2	Centralised Events	8
3	Centralised Trainings	25
4	District level Trainings	40
5	Field Level Mobilisation Meetings	313
6	Urban Internship Programme	35

*Reached out to about 1,00,000 people through all these activities!*

**The Chicken Classic Egg Problem in Millets ..... SNPs can potentially break this dilemma & trigger markets and infrastructure investment**

**Production → Where is Demand?**



**Consumption → Where is Supply?**



**Inclusion of millets in SNPs can break this dilemma & trigger private investment and infrastructure investment**

# Crucial Issues in bringing millets in SNPs

- 
- 1. Zeroing on the millet - Linking it to local production systems*
  - 2. Participatory recipe development (Food Festiva) . Recipes thus developed should be*
    - 1. Location Specific*
    - 2. Popular & Acceptable*
    - 3. More nutritious*
    - 4. Palatability among children and adults*
  - 3. Cost Analysis*
  - 4. Processing at local level due to low shelf life of processed millets*
  - 5. Orientation/Sensitisation/Training of the stakeholders*

*Millet Revolution should be consumption centric revolution instead of production revolution !*

# Launching Millet Biscuits with Ragi in Tribal Hostels



# Millet Option Proposed for ICDS



# Important Policy Pointers for bringing millets into Programmes

## MILLETS IN ICDS IN GAJAPATI DIST.

Special Programme for Promotion of Millets in Tribal Areas of Odisha

Venue : Rajiv Gandhi Sava Kendra, Chandipur, Mahang

Funded From : State Plan 2017

WASSAN

WASSAN

WASSAN

- ❑ **Bringing Millets into PDS:** Availing the PDS subsidy is crucial as rice is supplied at Rs 1 per kg where as millet price varies between Rs 35 to Rs 55. PDS subsidy should be extended to other minor millets such as Foxtail Millet, Little Millet, Proso Millet , etc
- ❑ **Linking Millets to Production Systems:** If linking is not done with local production systems then sustainability is very low.
- ❑ **Location specific menus:** Menus promoted should be based on the local traditional consumption patterns. Efforts should be made not to introduce alien recipes and foods.
- ❑ **Decentralized Processing :** Due to short shelf life , without decentralized processing, any inclusion of millets will face uphill challenges of pest infestation and storage.

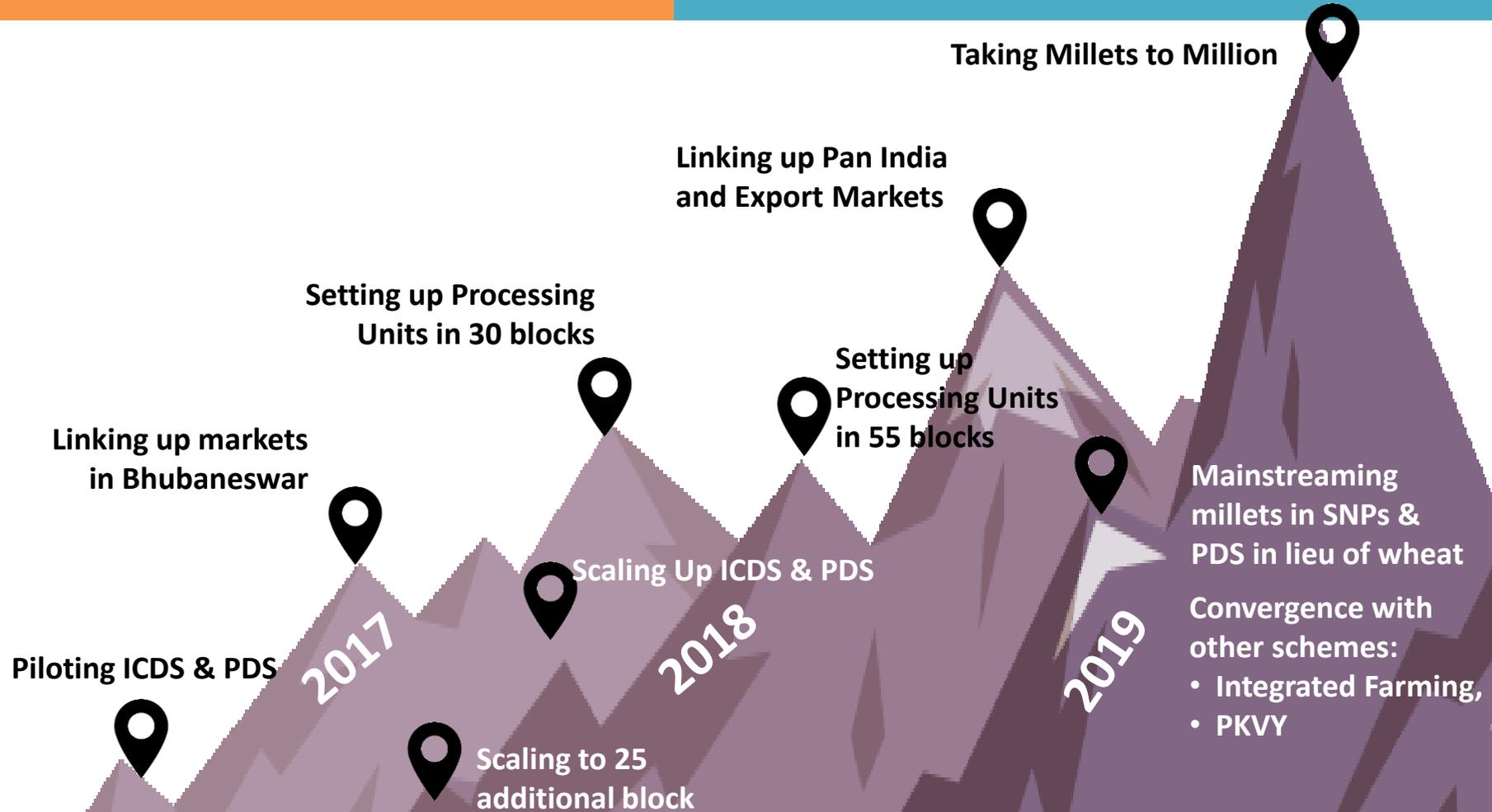


# SCALABILITY



- ❑ Addressed at the **designing** stage – An **institutional architecture** was prepared wherein the line departments of government, civil society and academia complement and supplement each other. Emphasis was given on details at the **block, district, and state level** coordination and review.
- ❑ **Proof of the pudding lies in its eating**  
The response at the ground within four months of its implementation has been beyond expectation and the Government of Odisha is now extending the programme to another 25 blocks under Rashtriya Krishi Vikash Yojaana (RKVY)

# FUTURE ROAD MAP....Taking Millets to Millions







THANK YOU