



International Convention on Millets

ODISHA, INDIA | 9TH & 10TH NOV 2023

Janata Maidan, Bhubaneswar



Millets

Ancient Grains for
Modern Challenges



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Modern Challenges



Message



Millets have formed a substantial part of our dietary patterns since ages. In Odisha, they've primarily been grown by our tribal communities, who have made sure that these precious grains are around even today.

Back in 2017, my Government started the Odisha Millets Mission, to promote the production and consumption of Millets. With this Mission, we're aiming at a large scale revival of these indigenous supergrains, by promoting them as an essential part of today's diets. These humble grains bring quite a few exceptional health advantages to us. Being truly climate resilient, they can grow across all climates and terrains, which greatly helps the small and marginalised farmers. Due to their low Water and Carbon footprint, they're planet friendly as well.

By declaring Year 2023 as the International Year of Millets, the United Nations and the FAO have successfully brought these coarse grains into global limelight, and sent out a strong message to the world that these ancient grains can become excellent answers to modern day challenges. For the same, I thank them from the bottom of my heart! Taking to next level, Odisha is about to complete its journey from first Millet Divas (10th November 2022) to International Convention on Millets (9th & 10th November 2023) with active involvement of farmers, millet mothers, school children, teachers, sportspersons, women SHGs, FPOs, entrepreneurs, doctors, hotels, and many others from urban and rural areas. Odisha has adopted whole of government and whole of society approach to revive and mainstream millets. With these significant efforts, our state will leave no stone unturned to ensure these super foods reach plates of common people. Empowering tribal communities through promotion of millets and millets based entrepreneurship is our mission.

Through the Odisha Millets Mission, we're relentlessly working towards positively impacting the State's health index, by spreading awareness and creating a positive outlook amongst the citizenry. I truly hope these exceptional grains win back their deserved recognition in today's society, and help us all in leading a healthier life!

Jai Jagannath!!

Chief Minister, Odisha



About

Odisha Millets Mission

Millets have been traditional crops for tribal farmers of Odisha since time immemorial. Millets are climate resilient crops and powerhouse of nutrition. As climate change emerges as a prominent challenge of our times, humble millets are being recognised as hope for our future. These are often grown by vulnerable small and marginal rainfed farmers. Guided by the principles of justice and equity for rainfed tribal farmers, under the guidance of Hon'ble Chief Minister, Government of Odisha launched Odisha Millets Mission (OMM) in 2017.

The key objectives of OMM are increasing household consumption, revalorising millet food cultures, conservation & promotion of indigenous millet landraces, promotion of decentralised processing and value addition through WSHGs/FPOs, improving productivity of millet-based crop systems, procurement, and inclusion of millets in PDS and others. Mission Shakti WSHGs and Farmer Producer Organizations implement OMM at grassroots with support of civil society organizations.

Government of India and NITI Aayog has recommended adoption of OMM as a model for promotion of millets to State Governments. UN-FAO and WFP has identified OMM has one of the best practices for replication in India and Africa under South-South Collaboration.



Background

International Convention on Millets

United Nations declared 2023 as International Year of Millets and Odisha celebrated this year through various promotional millet activities. Under leadership of Hon'ble Chief Minister, Odisha has also dedicated 10th November as Millet Divas (*Mandia Dibasa*). Odisha Millets Mission organised millet mother events with Anganwadi workers and pregnant lactating mothers, food festivals, quiz and essay competitions in schools, sporting events with Sports Deptt, rallies, awareness campaigns and many other activities throughout the year. Collaboration was also taken up with hotel and restaurant associations, chef associations, hospitals, doctors, food bloggers and residential welfare associations. Wall paintings, post card exchange programs and others activities were also conducted in the urban locations of Odisha.

With aim to take OMM to the next level, Government of Odisha is organising a two day International Convention on Millets (ICM) at Janta Maidan, Bhubaneswar on November 9 & 10. The theme of the ICM is “**Millets – Ancient Grains for Modern Challenges**”. It will consist of farmer engagement activities, displaying emerging technologies and farm machineries, experience centres, technical sessions, policy roundtables, B2B meetings, International Food Festival, Quiz competitions, Cooking competitions and many more. The ICM will focus on the tribal heritage of millets and showcase success stories of millet entrepreneurship of Mission Shakti groups.



Objectives

- Revisiting the efforts and strategies of different stakeholders during IYoM 2023 to develop commensurate roadmap of millets for future along with showcasing tribal culture and heritage of Odisha.
- Deliberations on policy reforms and investments opportunities in millet ecosystem.
- Identification of future research priorities and emerging technologies related to millets in collaboration with FAO, CGIAR, APAARI, ICAR, CSIR, and others.
- Creating a platform for interaction and collaboration with Educational institutions, Health Institutions, Hotel associations, Chef associations, and others for generating massive awareness and leading to acceptance of millets.
- Showcasing the success stories of custodian farmers, Women Self Help Groups and other stakeholders of Odisha Millets Mission.
- Facilitating the market linkages between companies, MSMEs, FPOs, WSHGs for millet-based products.





Tribal Culture integral to ICM



Showcasing tribal culture and heritage related to millets.



Highlighting cultural and anthropological linkages between tribal culture, their knowledge and food systems.



Showcasing Millet diversity, forgotten foods and climate resilient millet cropping systems of tribal communities.



B2B session/Industry roundtables for linkages between WSHGs and FPOs for better livelihoods



Special focus on tribal cuisine in the International Millet Food Festival through tribal WSHGs



Key Activities



Policy Round
Table



Engaging Session
for Farmers



Technical
Sessions



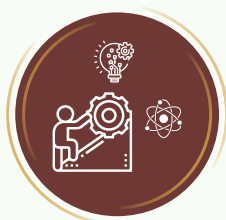
Machinery & Technology
Demonstration



Experience
Centre



Business
Sessions



Start-Up
Challenge



International
Millet Food Festival



Art & Culture
Programmes



Session Theme & Collaborators

SHG led entrepreneurship-success and challenges	
Agrobiodiversity and landraces, Experiences on seeds conservation Farmer cultivation practices on millets	
Best practices and learnings from India and Africa	
Enhancing production and productivity through scientific approaches & Policy roadmap on millets for next 10 years	
Millets nutrition and health benefits involvement of NIN, Hospitals and others	
Processing and value chain	
Sustainability & circular economy	
Millets and Tribes : Focus on cultural and anthropological aspects of tribal food systems	
Engagement with schools & colleges	
Start-up challenge	
Business sessions & Postcard exchange	



Session Theme & Collaborators

Co-anchoring sessions with IIMR & FAO and anchoring machinery demonstration



Millets & Sports



Sports & Youth Services Department
Government of Odisha

Emerging technologies from seed to fork

BILL & MELINDA
GATES foundation

Consumer behavior and dietary shifts in millets



Scaling up of millet service centers through FPOs



Packaging technologies



International millet food festival



Story telling initiative on millets



Village history session & Millet mother events



Promotion of millets through Hotels



Gender integration in millets & Govt policies



Forgotten foods & Farmer songs session



Schedule

DAY 1 | 9th November 2023

Main Hall

10:00 AM - 12:00 PM	Inauguration of the International Convention on Millets by Hon'ble Chief Minister
12:30 PM - 01:30 PM	Stall Visit
02:30 PM - 06:00 PM	Farmer-Scientists interactions and other farmer engagements
06:00 PM - 08:00 PM	A musical concert on climate change and millets by Ricky Kej

Round Table

12:30 PM - 01:30 PM	Policy roadmap on millets for next 10 years
02:45 PM - 04:15 PM	Gender integration in Millets & Govt. policies
04:30 PM - 05:45 PM	Promotion of millets through Hotels & Restaurants

Hall A

12:30 PM - 01:30 PM	Enhancing millets productivity through scientific approaches
02:30 PM - 03:30 PM	Learnings & best practices from states, GoI and other countries
03:45 PM - 04:45 PM	Emerging technologies from seed to fork
05:00 PM - 06:00 PM	Processing and value chain

Hall B

12:30 PM - 01:30 PM	Packaging technologies for millet products
02:30 PM - 03:30 PM	Sessions on linkages between millets and health
03:45 PM - 04:45 PM	Agrobiodiversity and landraces of millets
05:00 PM - 06:00 PM	Millets and tribal food cultures

Hanger A

12:30 PM - 01:30 PM	Quiz competition
02:30 PM - 04:30 PM	Storytelling on millets
04:45 PM - 05:45 PM	Experience sharing of millet mothers

Business Lounge

02:30 PM - 06:00 PM	Business sessions for WSHGs/ FPOs/ Startups/ MSMEs/ FMCG & Exporters
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MILLI, the mascot of
#ICModisha2023

DAY 2 | 10th November 2023

Main Hall

10:30 AM - 01:30 PM	SHG led entrepreneurship- success and challenges
02:30 PM - 04:00 PM	Farmers songs
04:30 PM - 05:30 PM	Closing ceremony

Round Table

10:30 AM - 11:30 AM	Forgotten Foods
11:45 AM - 12:45 PM	Experience sharing on seeds conservation
12:45 PM - 01:30 PM	Experience sharing on farmer cultivation practices
02:30 PM - 03:30 PM	Experience sharing village history interventions

Hall A

10:30 AM - 12:00 PM	Scaling up of millet service centers through FPOs
12:15 PM - 01:15 PM	Consumer behavior and dietary shifts
02:30 PM - 03:30 PM	Sustainability & circular economy

Hall B

10:30 AM - 01:30 PM	Start-up challenge
02:30 PM - 03:30 PM	Millet & Sports

Hanger A

10:30 AM - 11:30 AM	Essay/ Extempore competition
11:45 AM - 01:30 PM	Postcard exchange creative engagement with students
02:30 PM - 03:30 PM	Session with grassroots NGOs

Business Lounge

10:30 AM - 03:30 PM	Business sessions for WSHGs/ FPOs/ Startups/ MSMEs/ FMCG & Exporters
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International Food Festival

10:30 AM - 01:30 PM	Cooking competition
02:30 PM - 03:30 PM	Interactions with chefs on millet recipes

Star Attraction at ICM 2023



Ricky Kej

The three time Grammy Award Winner had collaborated with the Government of Odisha to compose the Mandia (Millet) Song in tribal Desia language and English. Released by the Hon'ble Chief Minister, Odisha. This song created groundbreaking awareness among the youth. At the ICM 2023, the Grammy winner is about to enthrall the audiences with his electrifying performance.

Vikas Khanna

The celebrity Chef Vikas Khanna's love for Odisha is well-known with his iconic showcasing of the Konark Wheel at the Times Square, New York. His unique millet recipes will put the spotlight back on the ancient grain.



Nearby Odia Cultural and Heritage sites to visit



Jagannath Temple

Built by King Anantavarman Chodaganga Deva of the Ganga Dynasty in the 12th Century AD, Jagannath Temple is the epitome of Odia culture and its rich heritage. Located 60 Kilometres from Bhubaneswar, the temple is a must-visit to understand the customs and spirituality of Odisha.

Lingaraj Temple

Built in the deula style by the kings of Somavamsi Dynasty with later additions from the Ganga rulers in 11th Century AD, Lingaraj Temple is the largest temple of Bhubaneswar. Located in the Old Town of Bhubaneswar, this becomes a must-visit.



Konark Sun Temple

The holy triangle of Odisha gets completed with a 60 Kilometers scenic drive from Bhubaneswar to the Konark Sun Temple. The UNESCO World Heritage Site built in the 13th Century by King Narasimha Deva I is a grand celebration of Kalinga Architecture marking it a must-visit on every traveler's itinerary.



Kalabhoomi

Odisha Crafts Museum or Kalabhoomi as the denizens refer it, is a celebration of the rich craftsmanship of Odia Artisans making it a must-visit.

Dhauli Peace Pagoda

Located at the banks of River Daya, 7 Kilometres away from Bhubaneswar, the peace pagoda serves as a reminder of peace, serenity and transformation in our tumultuous times. The current peace pagoda built by the Kalinga Nippon Buddha Sangha in 1973 commemorates the change of heart of Emperor Ashoka.





Department of Agriculture & Farmers' Empowerment

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Scan to reach the venue
& know more