



MISSION
Shakti



ODISHA MILLETS MISSION



NAVEEN PATNAIK
CHIEF MINISTER, ODISHA



LOKASEVA BHAVAN
BHUBANESWAR

MESSAGE



Millets, known as *Aadi Anna* (Ancient Crops), form the staple of indigenous communities of Odisha. It has always been part of their food cultures and is intrinsically linked to their customs and traditions. They play a vital role in the crop systems and livelihoods of vulnerable rain-fed farmers. Therefore, promotion of millets is a step forward for equity and justice.

Potential of millets is now being recognised globally. Millets are now seen as critical crops which can play an important role in mitigating climate change. Odisha Millets Mission is one of the first initiatives which comprehensively aims at reviving millets in farms and plates.

Odisha has been acknowledged as a leading state in millets promotion and has become a unique model for other states. This success is due to tremendous efforts of our farmers, mission shakti groups, farmer collectives, NGOs and departmental officials.

In this context, I am very happy that the UN-World Food Programme has collaborated with the Department of Agriculture & Farmers Empowerment to come out with a Coffee table book on Odisha Millets Mission to capture the success stories under the Odisha Millets Mission. I firmly hope that this Coffee table book will become a sought after publication for experts and governments interested in understanding strategy, approach, learnings, impacts of Odisha Millets Mission.

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383/25/11/22

FOREWORD

Millets are small-seeded climate-resilient cereals that can grow with little water and chemical-based Agri inputs. Being nutrient-dense, millets can play a significant role in addressing the challenge of malnutrition. Also known as C4 crops that help with carbon fixation, the millet-based production system can reduce carbon footprint, as it is energy-efficient in comparison to the rice-based cropping system.

The Odisha Millets Mission (OMM) was launched in 2017 under the guidance of the Hon'ble Chief Minister Naveen Patnaik by the Department of Agriculture and Farmers' Empowerment, Government of Odisha. A first-of-its-kind, OMM focuses on the entire millet ecosystem, which includes production, processing, consumption, minimum support price, distribution through the Public Distribution System (PDS), and mainstreaming of millets in the Supplementary Nutrition Programmes (SNP). Started with seven districts covering 30 blocks, the programme has been expanded to 19 districts reaching 143 blocks.

It is heartening to see that Odisha has emerged as one of the model states in India for a comprehensive revival of millets from farms and plates. The Government of India has asked all States to adopt the OMM model for the promotion of millets, pulses, and oilseeds.

The United Nations World Food Programme (WFP) has signed a memorandum of agreement with the Government of Odisha to promote learnings from OMM in other states of India and other countries in the global south under South-South collaboration.

Hon'ble Chief Minister recently instituted the Mandia Dibasa (Millet Divas) on 10th November, announcing that OMM will be expanded to all 30 districts of the state from the financial year 2023-24.

The United Nations has declared 2023 as the International Year of Millets (IYoM). With Odisha being a forerunner in the area of millets, the Government of Odisha is planning to celebrate IYoM with focus on themes around '*Millets and Sustainable Development Goals, Millets and Gender, Millets and Tribes, Millets and Sports*'.

We congratulate the WFP for collaborating with OMM in creating this coffee table book. The book aims to succinctly provide an overview of OMM's strategy, approach, key programmes, impact, and vision. It also captures the efforts and success of our farmers, Womens' Self-Help Groups, Farmer Producer Organisations, extension functionaries, and Non-Governmental Organisations.

We hope this book will provide a bird's eye view of OMM and its efforts in reviving millets in farms and plates, while making a case for the revival of millets for the wellbeing of climate and communities.

**Department of Agriculture & Farmers Empowerment,
Government of Odisha**



CONTENTS

Introduction.....	06
Odisha Millets Mission Objectives.....	09
Scale of Odisha Millets Mission.....	10
Seed System for Landraces.....	16
Processing.....	25
Marketing.....	29
Consumption.....	32
Mainstreaming Millets in Safety Nets.....	41
Sustainable Development Goals.....	45
IYOM Framework of OMM	48
Gender and Inclusion.....	49
Mandia Dibasa.....	52
OMM Collaboration with Sports Department.....	60

INTRODUCTION

Climate change induced by human interventions is going to pose extreme challenges for agriculture in India and that of the world. With declining natural resources, biodiversity loss, and expected impact on the productivity of mainstream crops such as rice and wheat, the search for policy alternatives has gathered pace.

At the same time, the National Family Health Survey (NFHS) and the latest Comprehensive National Nutrition Survey (CNNS) show the need for attention from policymakers to address the complex challenge of malnutrition. Empirical studies indicate that malnutrition contributes to most of the country's child deaths, as well as disability in adults.

Diversification from rice and wheat to nutrient-dense and climate-resilient millets can play an important role in addressing the crisis of climate change and malnutrition. Odisha Millets Mission has emerged as a credible policy intervention to revive millets in farms and plates. As we prepare for the International Year of Millets 2023, learnings from Odisha Millets Mission can play an important role in helping other states and countries in their millet strategies.

This coffee table book presents a visual narrative of how the humble crop, steeped in tradition, reduced to margin, is staging a comeback, much like its resilient traits, in a world braving impacts of climate change to strengthen nutrition, livelihoods, and empower communities.



Little Millet



Foxtail Millet



Finger Millet



Sorghum Crop



Kodo Millet



Proso Millet



Pearl Millet



Banyard Millet



Browntop Millet

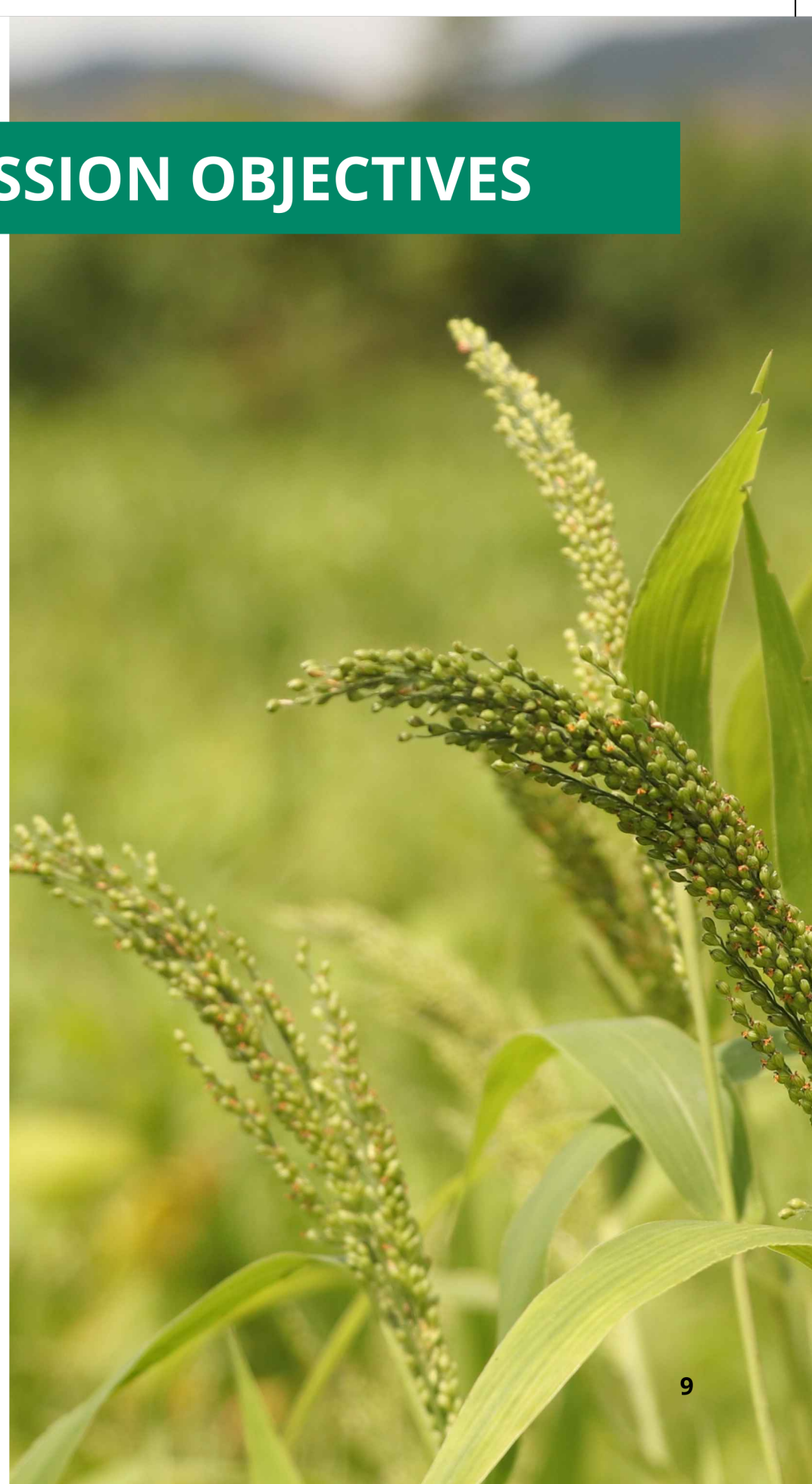
NUTRITIONAL STATUS OF MILLETS

Grain (Millet /Cereal)	Carbo-hydrates (g)	Protein (g)	Fat (g)	Energy (Kcal)	Dietary Fibre (g)	Ca (mg)	Mg (mg)	Zn (mg)	Fe (mg)	Thiamin (mg)	Riboflavin (mg)	Niacin (mg)	Folic acid (µg)
Sorghum	67.7	10.0	1.7	334.1	10.2	27.6	133.0	2.0	4.0	0.4	0.1	2.1	39.4
Pearl Millet	61.8	11.0	5.4	348.0	11.5	27.4	124.0	2.8	6.4	0.3	0.2	0.9	36.1
Finger millet	66.8	7.2	1.9	320.7	11.2	364.0	146.0	2.5	4.6	0.4	0.2	1.3	34.7
Kodo millet	66.2	8.9	2.6	331.7	6.4	15.3	122.0	1.7	2.3	0.3	0.2	1.5	39.5
Proso millet*	70.4	12.5	1.1	341.1	-	14.0	153.0	1.4	0.8	0.4	0.3	4.5	-
Foxtail millet*	60.1	12.3	4.3	331.0	-	31.0	81.0	2.4	2.8	0.6	0.1	3.2	15.0
Little millet	65.6	10.1	3.9	346.3	7.7	16.1	91.4	1.8	1.3	0.3	0.1	1.3	36.2
Barnyard millet*	65.6	6.2	2.2	307.1	-	20.0	82.0	3.0	5.0	0.3	0.1	4.2	-
Wheat	64.7	10.6	1.5	321.9	11.2	39.4	125.0	2.9	4.0	0.5	0.2	2.7	30.1
Rice	78.2	7.9	0.5	356.4	2.8	7.5	19.3	1.2	0.7	0.1	0.1	1.7	9.3

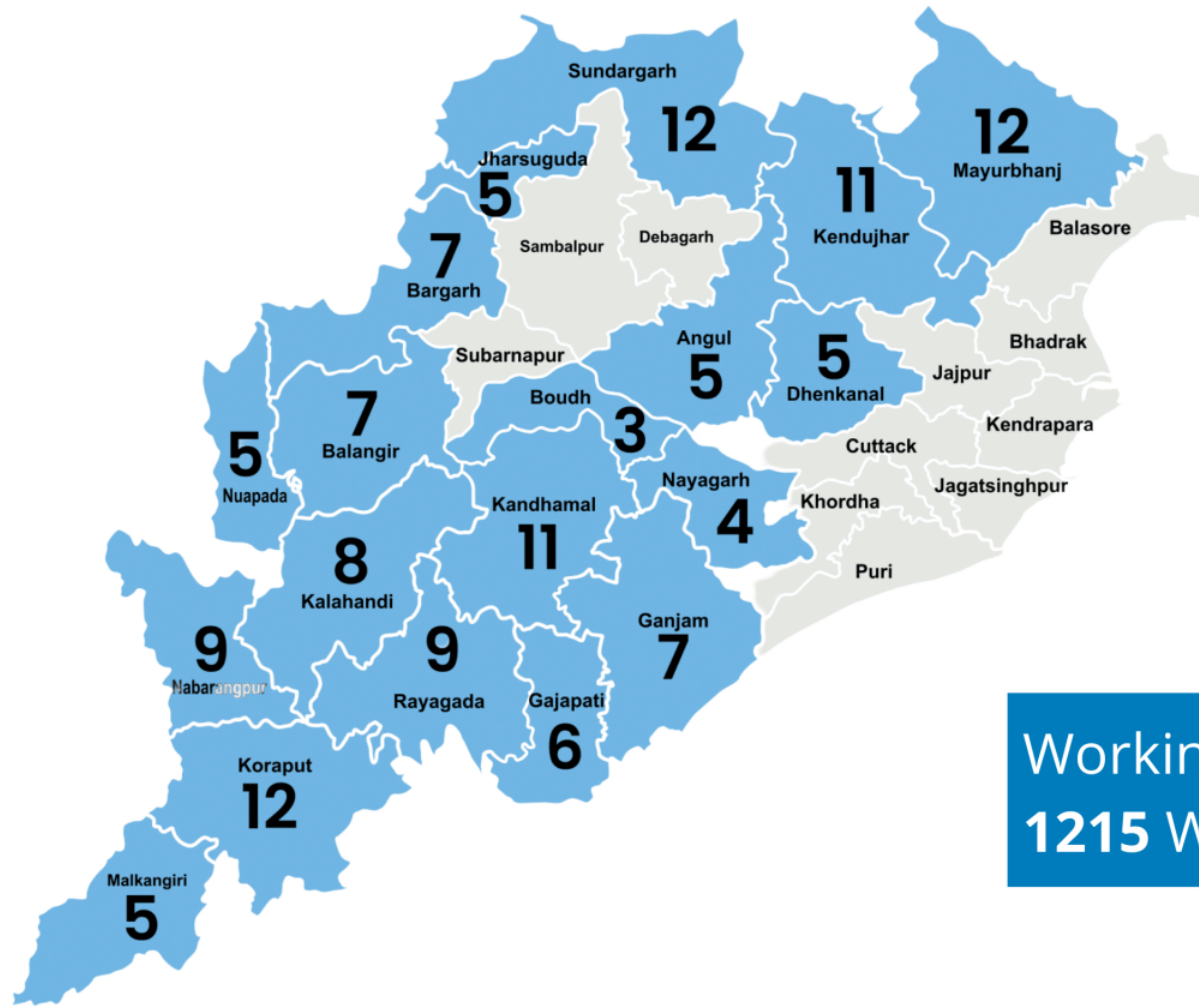


ODISHA MILLETS MISSION OBJECTIVES

- Increasing household consumption of millets
- Revalorisation of millet food cultures in urban and rural areas.
- Conservation and promotion of millet landraces through seed system of landraces
- Promotion of post-harvest and primary processing enterprises.
- Improving productivity of millets-based crop system systems
- Promotion of value addition enterprises in rural and urban areas
- Inclusion of millets in PDS, ICDS, MDM, Welfare Hostels etc
- Facilitating the markets and exports of millet-based products



SCALE OF ODISHA MILLETS MISSION



Working with **82 FPOs**
1215 Women Self-Help Groups

Particulars	Year 2017-18	Year 2022-23
No. of Programme District	7	19
No. of Programme Block	30	143
Area under Improved Package of Practices(PoP) (Area in Hectare)	3,300	74,820
Farmer Involved with adopted PoP (Number)	8,030	158,175
Area under Millets (Odisha State) (In Lakh Hectares)	1.51	2.64



Traditionally, the highly nutritious millets formed a substantial part of the daily diets and the cropping system in the tribal areas of Odisha.





OMM has been promoting improved agronomic practices for higher productivity.



OMM has demonstrated how agrobiodiversity could be conserved and promoted through the participation and ownership of farmers and the local communities.

ODISHA MILLETS MISSION

ଆମରୁ ବିଭିନ୍ନ ପୁଷ୍ଟିଗମ୍ୟକୁ ଜାଣିବା



ମଞ୍ଜିଆ (Finger Millet)



କାକୁ (Foxtail Millet)



ଜହ୍ନା (Sorghum)



ବାଜରା (Pearl Millet)



ସୁଆଁ (Little Millet)



ଖୀରା / ଝାଞ୍ଜା (Barnyard Millet)



ଚିନା (Proso Millet)



କୋଡ଼ (Kodo Millet)

ପୁଷ୍ଟିଗମ୍ୟ ସ୍ୱାସ୍ଥ୍ୟ ପାଇଁ ହିତକର

ଉଚ୍ଚ ଖାଦ୍ୟ ପ୍ରଚାରଣରେ
କ୍ୟାଲସିୟମ



ମିନେରାଲ୍ ପୁଷ୍ଟି



ODISHA
MILLETS MISSION



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SEED SYSTEM FOR LANDRACES

The Seed System for Landraces is an innovative initiative for conserving agrobiodiversity and bringing landraces into the seed chain through Farmer Producer Organisations and Women's Self-Help Groups. OMM is pioneering this in the country.



163 landraces have been conserved and **14** landraces are being evaluated with support of ICAR-Indian Institute of Maize Research for mainstreaming.



Learning from the experiences and knowledge of custodian farmers on different features of landraces.





Exercise to arrive at benchmark pricing for foxtail millet and little millet by Oisha University of Agriculture and technology scientists and students.





The Government of Odisha initiated Ragi Procurement from 2018-19 through the Tribal Development Co-operative Corporation of Odisha Ltd. In Kharif Marketing Season (KMS) 2021-22, 3.23 Lakh Quintals (Qntls) were procured at the Minimum Support Price (MSP) of Rs 3578 per Qntl.





Millet Procurement Automation System

M-PAS is an end-to-end online portal for registration, verification, procurement, and payment for ragi procurement operations. This digital intervention ensures payment to farmers within 72 hours of the procurement.

PROCESSING

Lack of modern processing facilities at the village-level is one of the major bottlenecks in the revival of millets. An approach was devised for promoting localised and community-run processing, facilitating easy access to millet crops. The processing facilities to be promoted at the block include:

A) At least one Processing Unit/enterprise per cluster of villages/ GPs, including de-hullers, de-stoners, pulverizers, etc.

B) At least one pulverizer (particularly for Ragi) per Gram Panchayat.


Establishing localised enterprises could kick-start local enterprises and encourage household-level consumptions. Progressively, with more experience and growing production, private partners players will set up even higher capacity processing facilities.





The creation of custom hiring centers is another significant intervention. The centers provide implements and machines on hire at the panchayat level, reducing drudgery or physical labour needed during pre and post-harvest operations.



A woman with a bright smile, wearing a vibrant yellow and multi-colored striped sari, holds a long wooden handle. She is standing outdoors in front of a building with a tiled roof. Her hands are slightly soiled with earth. The background shows a clear sky and some greenery.

Bio-input centres are being promoted through WSHGs for preparation various inputs needed for farming ranging from pest management to fertilizers, and encourage their usage. This is aimed at reducing chemical inputs and cost of cultivation.

MARKETING

In partnership with the Department of Mission Shakti, WSHGs are being supported to set up and manage millet-based enterprises. Different millet-based value-addition enterprises such as millet shakti tiffin center at the block level, millet outlets at the district level, and millet cafes in prime locations are being set up.

Various food items ranging from cookies, idli, samosa, chakuli, kheer, and other value-added products are prepared and sold through them.





Millet Processing Unit

ପୁଷ୍ଟିଶାସ୍ୟ ପ୍ରକ୍ରିୟାକରଣ କେନ୍ଦ୍ର

Managed by- Trishakti Mahila Parishad,
Promoted by- Dept. of Mission Shakti, Govt. of Odisha

Funded by- Odisha Millets Mission,
Directorate of Agriculture & Food Production under
Dept. of Agriculture & Farmer Empowerment, Govt. of Odisha

ପରିଚାଳନା- ତ୍ରିଶକ୍ତି ମହିଳା ପରିଷଦ
ସୂଚନା- ମିଶନ ଶକ୍ତି ବିଭାଗ, ଚଢ଼ିଶା ସରକାର

ଆର୍ଥିକ ସହାୟତା- ଉଡ଼ିଶା ମିଲେଟ୍ ମିଶନ, ପୁଷ୍ଟି-ଏବଂ ଫୁଡ଼ ପ୍ରଯୁକ୍ତି ବିଭାଗ ଅଧୀନରେ କୃଷି-ଏବଂ ଉତ୍ପାଦନ ବିଭାଗ, ଚଢ଼ିଶା ସରକାର





"Millets on Wheels" is a millets based food cart has become a powerful means of creating awareness and generating livelihoods.

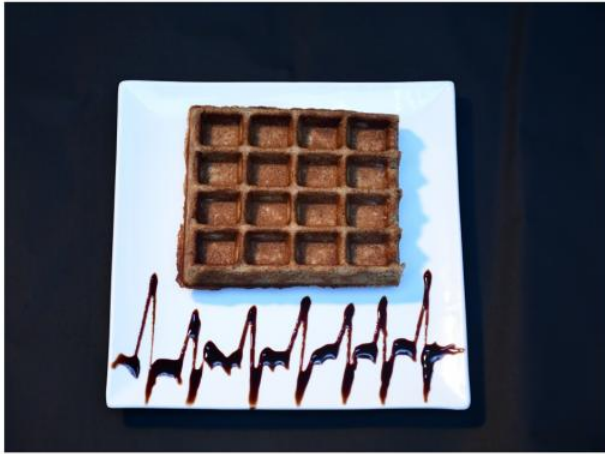
CONSUMPTION

Reviving and increasing millet consumption at the household level is a strong focus under the OMM programme.

This is done by supplying millet-based products in government delivery channels like ICDS, MDM, ST & SC Development Department School hostels, and PDS.

Engagement with mother committees, Anganwadis, school teachers, cooks, Panchayati Raj Institution members are conducted to spread awareness about millets at the grassroots.





Millet Waffle



Plain Millet Donut



Mexican Chicken Millet



Banana Walnut Millet Muffin



Vegan Millet Salad



Butter Garlic Millet

Curating millet recipes with Restaurant Association and Chefs to suit the palate of consumers is another intervention to spread awareness on millet products amongst consumers.

INCLUSION OF RAGI LADOO

IN ST & SC DEVELOPMENT DEPARTMENT HOSTELS OF KEONJHAR



Inaugural of ragi ladoo program in Keonjhar district.



Ragi ladoo being distributed to boarders of ST & SC Development Department hostels in Keonjhar district.




Under OMM, Ragi ladoo has been introduced as a morning snack under ICDS for 3-6 yrs children in Keonjhar and Sundargarh Districts.



Promotion of local millet recipes for consumption





Household-level consumption of millets is promoted through a range of activities including:

- Cooking competitions hosted locally
- Awareness programs on the nutritional values of millet
- Exposure to various recipes through a process of training, food festivals, and campaigns
- Promotion of ready-to-eat millet products through local enterprises



MAINSTREAMING MILLETS IN SAFETY-NETS







Finger Millet (Ragi) distribution under PDS



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ଅଧିକ
ଲୋଡ଼ି ପୁଷ୍ଟି



ପକୃତ
ଖମ୍ବଳ



POSHAK ANAAJ AWARDS 2022

BEST STATE FOR INNOVATIVE MILLET MISSION



Mr Prem Chandra Chaudhury IAS, Director of Agriculture & FP receiving "Best State for Scaling up Millet Mission" category.

NOVOTEL

PLEASE HELP YOURSELF TO HAND SANITISER

Snri. Singireddy Niranjan Reddy

BETTER LIFE

Promote inclusive economic growth by reducing inequalities (urban/rural areas, rich/poor countries, men/women).

Samari Nayak, Chairperson, Saveri Setu FPC & Belmati Naik, Director, Dukuri Women FPC, Odisha at the launch of a Coffee Table Book on the occasion of World Food Day at the United Nations Office at New Delhi.

IYOM FRAMEWORK OF OMM

International Year of Millets Framework

Millets and SDG: Developing SDG Framework of Millets to create Sustainable Finance Investment Platform

Millets and Gender: Re-orienting each intervention of OMM to make it gender sensitive.

Millets and Tribes: Documentation and promotion of Tribal Food Cultures in Odisha.

Millets and Sports: Association with Sports Department in Hockey World Cup, Rugby, Kho Kho, etc. at State and District level.

Millets and Mainstreaming Events: Food festivals, roadshows, wall-painting and promotional events within and outside Odisha.



SUSTAINABLE DEVELOPMENT GOALS

Odisha Millet Mission has strengthened millet production, value chain, distribution, consumption, and income keeping a gender-inclusive environment throughout the program cycle while focusing on climate resilience.


In this process it has and is contributing the fulfilment of various Sustainable Development Goals, namely **SDG 1, SDG 2, SDG 3, SDG 5, SDG 7, SDG 12, SDG 13 and SDG 17.**







GENDER INCLUSION

A photograph of three women standing in a lush green field of tall grass, likely millet. The woman on the left is wearing a vibrant blue and purple patterned sari and is smiling broadly. The woman in the center is wearing a red, yellow, and black patterned sari and is holding a pair of scissors, appearing to be working in the field. The woman on the right is wearing a pink and purple patterned sari and is looking towards the camera. The background is filled with green foliage and palm trees under a bright sky.

Women play an intrinsic role in cultivation, processing and consumption of millets. Success of OMM is attributed to active involvement of WSHGs.



Usage of appropriate farm implements has led to reduction of physical labour for the women millet farmers. This saves time for women for herself and other household/ community activities.



Women are now actively participating as change agents in adopting scientific package of practices and demonstrating higher productivity.

MANDIA DIBASA



The inaugural ceremony of first Millet Divas (Mandia Dibasa) organised in Lokaseva Bhavan, Bhubaneswar on 10th November 2022.

MASCOT OF IYOM: MILLI





Hon'ble Chief Minister of Odisha addressing the gathering on Mandia Dibasa celebrations



Insights shared by the WSHG members and champion farmers highlighted the community understanding of entrepreneurship development, economic development of farmers as well as women.



Felicitation of custodian farmer of millets landraces on Mandia Dibasa celebrations.





Ms Subasa Mohanta, popularly known as Mandia Maa in Mayurbhanj, shared her journey from daily wage laborer to master trainer through successful millet farming.



ମାଣିଆ କାଣେ
ମୋଚାଳ ସଂସ୍ଥା - ଆସ୍ତା କେନ୍ଦ୍ରରେ | ମହାତ୍ମା - ବିଜ୍ଞା ଖଣିକ ପ୍ରତି

PANCHAYAT GIRLS' HIGH SCHOOL, UNKHURDA, KOTA
PANCHAYAT GIRLS' HIGH SCHOOL, UNKHURDA, KOTA
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CHAKH LE
MILLETS



OMM COLLABORATION WITH SPORTS DEPARTMENT

- Collaborative content development with hockey teams and showcasing during matches.
- Millet themed souvenirs, goody-bags to be given to key stakeholders.
- Small ad videos of players promoting millet.
- Millet items on the menu for the players.
- Millet outlet in stadiums.
- Co-branding and ads in print/social/electronic media.



OMM officials with President and members of the National Hockey team.





**Department of Agriculture and Farmers' Empowerment
Directorate of Agriculture & Food Production, Government of Odisha**

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