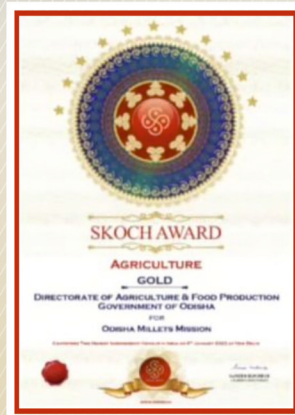


RECOGNITION & IMPACT

- Government of India (GoI) and NITI Aayog have recognized Odisha Millets Mission as one of the best models and have asked other states in the country to adopt such models. GoI has created a task force to study OMM and incorporate leanings in the National Sub-Mission on Nutri-Cereals.
- OMM is two time recipient of annual Poshak Anaj award organised by ICAR-IIMR and Ministry of Agriculture & Farmers' Welfare, GoI.
- Cambridge University studied OMM as an alternative to Green Revolution Framework.
- UN-World Food Programme signed Memorandum of Agreement with OMM to study and replicate the model in Africa and other countries.



Odisha to bring Millets to the global forum



International Year of Millets (IYoM) Framework

- **Millets and Sports:** Association with Sports Department in Hockey World Cup, Rugby, Kho Kho, etc at State and District level
- **Millets and Tribes:** Documentation and promotion of Tribal Food Cultures in Urban and Rural areas
- **Millets and SDG:** Developing SDG Framework of Millets to create Sustainable Finance investment platform
- **Millets and Gender:** Re-orienting each intervention of OMM as gender sensitive intervention
- **Millets Mainstreaming Events:** Food festivals, Roadshows, Wall-painting and promotional events within and outside Odisha

www.milletsoodisha.com



MISSION
Shakti

ODISHA MILLETS MISSION

Gender Equity, Climate Resilience, Nutrition Security



VISION : To improve livelihoods of vulnerable farmers in rainfed areas

OBJECTIVES

- ▶ Promoting household level **Consumption**
- ▶ **Conservation** and promotion of millet landraces
- ▶ Setting up decentralized **Processing** units
- ▶ Improving **Productivity** of Millet Crops
- ▶ Promotion of Millet **Value addition** enterprises
- ▶ Promoting **FPOs** and enabling market linkages
- ▶ **Inclusion** of Millets in ICDS, MDM and PDS



An initiative of - Department of Agriculture and Farmers' Empowerment, Government of Odisha





82 Registered FPOs
with more than
30 thousand members



56 FPOs as Block Level Procurement Agency



48 FPOs involved in Millet Seed Multiplication



21 FPOs executing Marketing for Minor Millets



10 FPOs registered with APEDA as Export Agencies



23 FPOs registered with NCDEX e Markets Limited (NeML)



250 Custom Hiring Centres



230 Community Managed Seed Centres



579 Thresher Units



431 Pulverizers



38 Cleaning-cum-grading-cum-destoning unit

1 Minor Millet Processing unit



71 Bio-Input Units



127 Millet based Tiffin Centres



2 Millet Shakti Cafes

2 Outlets



4 Millets on Wheels

SCALE OF THE PROGRAMME

Total coverage of OMM is
143 blocks in 19 Districts

Proposed to be expanded to 177 blocks in 30 districts from 2023-24



1215
WSHGs empowered to run
Millet Based Enterprises



412 WSHGs trained for preparing Millet recipes and managing value addition enterprises



60 Ragi Value Addition units involved in the ICDS program in Sundargarh and Keonjhar districts



3 Nos. of Federations selected as Block Procurement Agency during KMS 2021-22



Inclusion of Ragi Ladoo in the ICDS programme of Keonjhar and Sundargarh districts from the year 2020 as a morning snack. 60 WSHGs operating these Value Addition and Processing units have benefited:

148668 Preschool Children

7066 Anganwadi Centres Covered

Findings from Mid-term Evaluation

(Base line year 2016-17, Mid-term year-2019-20)

Production

- ▶ % of Farmers involved in millet cultivation increased from **81.5% to 96.9%**
- ▶ Yield increased from **6.4Qtls to 14.9Qtls** per Hectare

Processing

- ▶ % of households undertaking processing of millets through machinery - **72.1%**

Consumption

- ▶ % of Millet farmer households consuming millets increased from **64.3% to 98.5%**

Marketing

- ▶ Quantity of marketable surplus of Ragi per farmer increased from **3.5Qtls to 4.7Qtls**

Status of year wise crop demonstration of Improved Package of Practices

