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Government of Odisha
Department of Agriculture & Farmers' Empowerment
Directorate of Agriculture & Food Production,
Krusha Bhawan, Odisha, Bhubaneswar

Letter No-1M(04)14/2019- **32169**

Date : **28.09.2022**

To

The Managing Director, TDCCOL/
The Managing Director, Odisha State Civil Supply Corporation Ltd./
The Director, NCDS, Bhubaneswar/
The CDAO-cum-PD, ATMA,
Angul/Bargarh/Balangir/Boudh/Dhenkanal/Gajapati/Ganjam/Jharsuguda/Kalahandi/
Kandhamal/Keonjhar/Koraput/Malkangiri/Mayurbhanj/Nabarangpur/Nayagarh/Nuapada/
Rayagada/Sundargarh.

Sub:- Guideline of "Special programme for Promotion of Millets in Tribal Areas of Odisha".


Sir

With reference to the subject cited above, I am directed to communicate herewith the approved Guideline of "Special programme for Promotion of Millets in Tribal Areas of Odisha".

Therefore it is requested to follow up the guideline for smooth implementation of the programme.

Yours faithfully

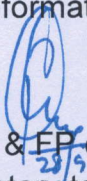
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Memo No. 32170

Date : 28.09.2022

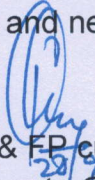
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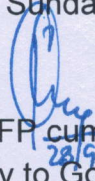

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P.T.O

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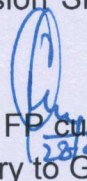
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Director, A & FP cum Ex-officio
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Memo No- 32173

Date : 28.09.2022


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Director, A & FP cum Ex-officio
Joint Secretary to Govt., Odisha

Memo No. 32174

Date : 28.09.2022

Copy submitted to P.S to Minister, Agriculture & F.E., Fisheries & Animal Resources Development, Odisha for kind information of Hon'ble Minister, Agriculture & F.E., Fisheries & Animal Resources Development, Odisha.


Director, A & FP cum Ex-officio
Joint Secretary to Govt., Odisha

32172

28.09.2022



OPERATIONAL GUIDELINES

Special Programme for Promotion of Millets in Tribal Areas of Odisha (Odisha Millets Mission)

Gender Equity, Climate resilience, Nutrition Security



OPERATIONAL GUIDELINES

Special Programme for Promotion of Millets in Tribal
Areas of Odisha

(ODISHA MILLETS MISSION)

Gender Equity, Climate Resilience, Nutrition Security

(2022-2026)



Directorate of Agriculture and Food Production
Department of Agriculture and Farmers' Empowerment
**Ministry of Agriculture and Farmers' Empowerment, Fisheries &
Animal Resources Development**
Government of Odisha
Krushi Bhavan, Bhubaneswar - 751001

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List of Acronyms

1	AAO	Assistant Agriculture Officer
2	ADAPT	Analytics for Decision-making and Agricultural Policy Transformation
3	ADO	Agriculture Development Officer
4	AMC	Annual Maintenance Contract
5	AO	Agriculture Officer
6	APC	Agriculture Production Commissioner
7	APEDA	Agricultural and Processed Food Products Export Development Authority
8	ATM	Assistant Technology Manager
9	ATMA	Agriculture Technology Management Agency
10	AWC	Anganwadi Center
11	B2B	Business-to-business
12	BAO	Block Agriculture Officer
13	BDO	Block Development Officer
14	BIS	Bureau of Indian Standards
15	BKSS	Block Kala Sanskruti Sangha
16	BPC	Block Programme Coordinator
17	BPKP	Bhartiya Prakritik Krishi Padhati
18	BPM	Block Project Manager
19	BTM	Block Technology Manager
20	CBO	Community Based Organisation
21	CCE	Crop Cutting Experiment
22	CDAO	Chief District Agriculture Officer
23	CDB	Crop Diversity Block
24	CDPO	Child Development Project Officer
25	CEO	Chief Executive Officer
26	CFTRI	Central Food Technological Research Institute
27	CGIAR	Consortium of International Agricultural Research Centres
28	CHC	Custom Hiring Center
29	CMSS	Community Management Seed System
30	CRP	Community Resource Person
31	CSC	Community Service Center
32	CSIR	Council of Scientific & Industrial Research
33	CSO	Civil Society Organisation
34	DA & FE	Department of Agriculture and Farmers Empowerment
35	DA & FP	Director Agriculture and Food Production
36	DBT	Direct Benefit Transfer
37	DEO	District Education Officer
38	DIC	District Industrial Centre
39	DKSS	District Kala Sanskruti Sangha
40	DMF	District Mineral Foundation

List of Acronyms

41	DPC	District Programme Coordinator
42	DPMU	District Programme Management Unit
43	DSWO	District Social Welfare Officer
44	EOI	Expression of Interests
45	FA	Facilitating Agency
46	FAO	Food and Agriculture Organisation
47	FMCG	Fast-moving consumer goods
48	FPO	Farmer Producer Organisation
49	GEM	Government e-Marketplace
50	GOI	Government of India
51	GoO	Government of Odisha
52	GP	Grampanchayat
53	GSM	Grams per Square Meter
54	HDPE	High Density Polyethylene
55	ICAR	Indian Council of Agricultural Research
56	ICDS	Integrated Development Scheme
57	IEC	Information, Education & Communication
58	IFS	Integrated Farming System
59	JDA	Joint Director Agriculture
60	KVK	Krushi Vigyan Kendra
61	LS	Line Sowing
62	LT	Line Transplantation
63	MD	Managing Director
64	MDM	Mid-Day Meal
65	MGNREGA	Mahatma Gandhi National Rural Employment Guarantee Act
66	MIS	Management Information System
67	MoU	Memorandum of Understanding
68	MSME	Micro Small and Medium Enterprises
69	MSP	Minimum Support Price
70	MSTL	Mobile Soil Testing Lab
71	NABARD	National Bank for Agriculture and Rural Development
72	NCDS	Nabakrushna Chaudhary for Development Studies
73	NEFT	National Electronic Funds Transfer
74	NF	Natural Farming
75	NGO	Non-Governmental Organisation
76	NPOP	National Programme for Organic Production
77	NSC	National Seeds Corporation
78	OGFR	Odisha Government Financial Rule
79	OLM	Odisha Livelihood Mission
80	OMBADC	Odisha Mineral Bearing Area Development Corporation

List of Acronyms

81	OMM	Odisha Millets Mission
82	ORMAS	Odisha Rural Development and Marketing Society
83	OSCSC	Odisha State Civil Supply Corporation
84	OSSC	Odisha State Seeds Corporation Limited
85	OSSOPCA	Orissa State Seed & Organic Products Certification Agency
86	OTELP	Orissa Tribal Empowerment and Livelihoods Programme
87	OUAT	Odisha University of Agriculture and Technology
88	PD	Project Director
89	PDS	Public Distribution System
90	PFMS	Public Financial Management System
91	PG	Producer Group
92	PKVY	Paramparagat Krishi Vikas Yojana
93	PMU	Programme Management Unit
94	PRI	Panchayat Raj Institution
95	PS (1)	Principal Secretary
96	PS (2)	Programme Secretariat
97	PVT	Participatory Varietal Trail
98	RBD	Randomized Block Designed
99	RKVY	Rastriya Krishi Vikas Yojana
100	RTGS	Real Time Gross Settlement
101	RTI	Right To Information
102	SC & ST	Schedule Caste and Schedule Tribe
103	SFAC	Small Farmers Agribusiness Consortium
104	SHG	Self Help Group
105	SMI	System of Millets Intensification
106	SNP	State Nutritional Programme
107	SoE	Statement of Expenditure
108	SOP	Statement of purpose
109	SPMU	State Programme Management Unit
110	SSTL	State Seed Testing laboratory
111	STL	Soil Testing Lab
112	SUGAM	Single Window Unified Gateway for Agrarian Management
113	TDCCOL	Tribal Development Cooperative Corporation
114	UC	Utilisation Certificate
115	UNICEF	United Nations International Children's Emergency Fund
116	VAW	Village Agriculture Worker
117	W&CD	Women and Child Development
118	WASSAN	Watershed Supports Services and Activity Network
119	WCD	Women and Child Development
120	WEO	Welfare Extension Officer

List of Acronyms

121	WFP	World Food Programme
122	WGoS	Working Group on Seed

1 BACKGROUND

“Special programme for the promotion of Millets in Tribal Areas of Odisha” known as **Odisha Millets Mission (OMM)** is a flagship initiative of Government of Odisha. The programme aims comprehensive revival of millets in farms and plates to promote climate-resilient farming and contribute to addressing micronutrient deficiency with Improving livelihoods of vulnerable farmers in Rainfed Areas. The programme is implemented through SHGs/FPOs with support of NGOs and research institutions with oversight from the Department of Agriculture & Farmers Empowerment. The programme is supported through State Plan, DMF (District Mineral Fund) and OMBADC (Odisha Mineral Bearing Area Development Corporation).

2 OBJECTIVES OF THE SCHEME

1. Increasing household consumption of millets by 25% to the baseline.
2. Revalorization of millet food cultures in urban and rural areas.
3. Conservation and promotion of millet landraces through seed system of landraces
4. Promotion of post-harvest and primary processing enterprises on millets.
5. Improving productivity of millets-based crop systems
6. Promotion of millet value addition enterprises in rural and urban areas of Odisha
7. Inclusion of millets in PDS, ICDS, MDM, Welfare Hostels, and others.
8. Facilitating the millet markets and exports of millet-based products from Odisha

3 COVERAGE UNDER THE SCHEME/ PROGRAMME AND DURATION:

3.1 COVERAGE AND DURATION:

OMM will be implemented in 142 blocks spread across 19 districts. Duration of OMM will be from 2022-23 to 2026-27 for a period of 5 years. Following are the list of districts and blocks under the programme.

SL. No	District	Name of Existing Blocks	Name of New Blocks	Total No. of blocks
1	Angul	Angul, Athamallick, Chendipada, Kishornagar, Pallahara (5)	Nil	5
2	Bargarh	Padampur, Bijepur, Gaisilet, Paikamal&Jharabandha (5)	Bhatli, Sohela (2)	7
3	Bolangir	Tureikela, Bangamunda, Muribahal, Khaprakhol (4)	Belpada, Titlagarh, Pattanagarh (3)	7
4	Boudh	Nil	Harbhanga, Kantamal, Boudh	3

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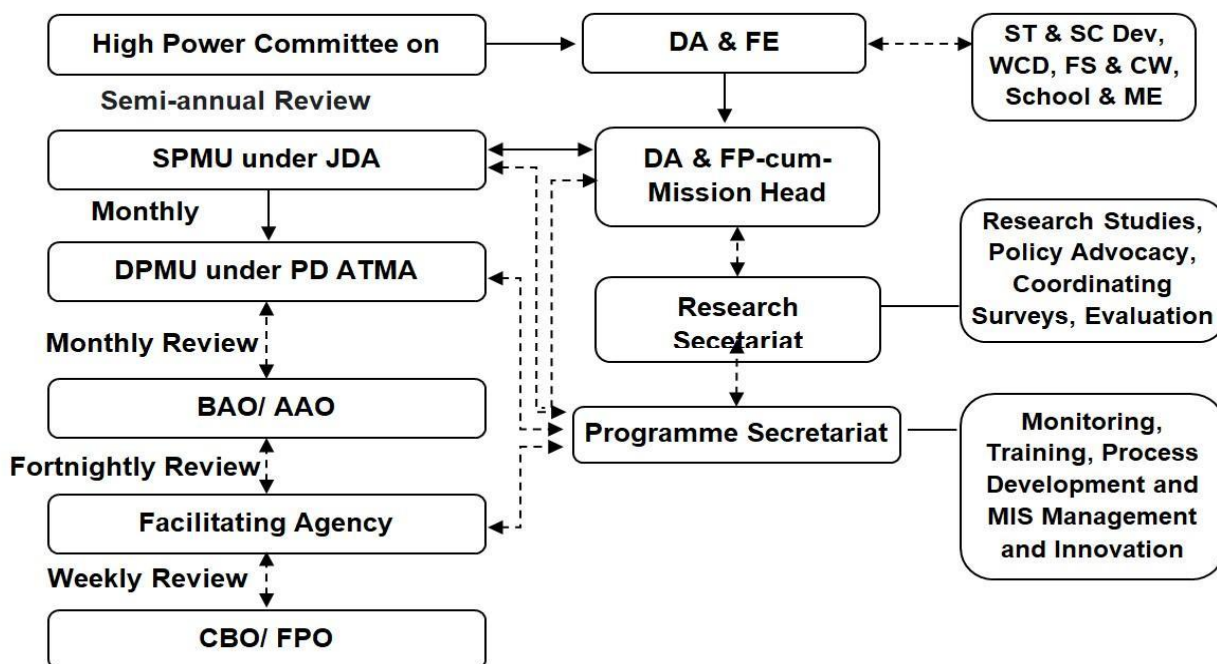
SL. No	District	Name of Existing Blocks	Name of New Blocks	Total No. of blocks
			(3)	
5	Dhenkanal	Nil	Odapada, Hindol, Bhuban, Kankadahad, Kamakshyanagar (5)	5
6	Gajapati	Gumma, Mohana, Rayagada, R. Udayagiri (4)	Nuagada, Kashinagar (2)	6
7	Ganjam	Polsara, Patrapur, Dharakot, Sorada (4)	Sanakhemundi, Sheragada, Jagannath Prasad (3)	7
8	Jharsuguda	Nil	Kolabira, Laikera, Kirmira, Lakhanpur, Jharsuguda (5)	5
9	Kalahandi	Lanjigarh, Thuamula Rampur, Bhavanipatna, Narla (4)	Golamunda, M.Rampur, Koksara, Karlamunda (4)	8
10	Kandhamal	Phiringia, Daringbadi, Raikia, Kotagarh, Tumudibandh, Baliguda, K Nuagaon (7)	Tikabali, Khajuripada, G.Udayagiri, Chakapada (4)	11
11	Keonjhar	Bansapala, Champua, Harichandnpur, Hatadihi, Joda, Jhumpura, Sadar (7)	Patna, Telkoi, Saharpada, Ghatagaon (4)	11
12	Koraput	Lamptaput, Nandapur, Dasmantapur, Boipariguda, Kundra, Borigumma, Semiliguda, Laxmipur, Koraput, Pottangi (10)	Narayanpatna, Bandhugaon (2)	12
13	Malkangiri	Korkonda, K Gumma, Mathili, Khairput (4)	Malkangiri (1)	5
14	Mayurbhanj	Jashipur, Bisoi, Bangiriposi (3)	Thakurmunda, Kusumi, Morada, Rairangpur, Karanjia, Raruan, Tiring, Bijatala, Suliapada (9)	12
15	Nabarangpur	Nabarangapur, Papadahandi, Kosagumuda, Umerkote&Jharigaon (5)	Tentulikhunti, Nandahandi, Dabugaon, Raigarh (4)	9
16	Nayagarh	Nil	Dasapalla, Gania, Nuagaon, Odagaon (4)	4
17	Nuapada	Boden, Komana, Sinapalli (3)	Nuapada, Khariar (2)	5
18	Rayagada	Gunpur, Chandrapur, Gudari, Rayagada, Muniguda, Bissamcuttack, Kalyansinghpur, Kashipur (8)	Kolnara (1)	9
19	Sundargarh	Kutra, Rajgangpur, Nuagaon, KuanrundaBalisankara, Gurundia, Hemgiri, Lahunipada, Lathikata, Lephripada, Tangarpalli (11)	Nil	11
	Total	Total 84 Blocks	Total 58 Blocks	142

***Note: Furthermore, blocks may be added to the programme on need base with the approval of the government.*

4 PROGRAMME MONITORING AND EVALUATION:

4.1 STRUCTURE OF THE PROGRAMME

The below flow chart shows the structure of the Programme and various stakeholders involved at different stages in delivering the programme.



State Level

4.2 HIGH-POWERED COMMITTEE (HPC) ON ODISHA MILLET MISSION

A High-Powered Committee (HPC) for Odisha Millet Mission (OMM) is formed under the chairmanship of the Development Commissioner cum Additional Chief Secretary, Govt of Odisha with representatives from different departments. Followings are the designated members of the HPC under OMM:

1. The Agriculture Production Commissioner (APC), Government of Odisha (GoO)
2. The Secretary, Agriculture & Farmers' Empowerment Department, GoO
3. The Secretary, School & Mass Education Department, GoO
4. The Secretary to Government, Finance Department, GoO

5. The Secretary, Food Supplies & Consumer Welfare Department, GoO
6. The Secretary, Women and Child Development, GoO
7. The Secretary, Mission Shakti Department, GoO
8. The Secretary, Housing & Urban Development Department, GoO
9. The Secretary, Forest & Environment & Climate Change Department, GoO
10. The Secretary, ST & SC Development, Minorities & Backward Department
11. The Secretary, Co-operation Department.
12. The Director, Mission Shakti
13. The Director of Agriculture & Food Production, Odisha (Convenor)
14. The Director, Nabakrushna Choudhury Centre for Development Studies, Bhubaneswar
15. The Director, Agriculture Marketing, Odisha, Bhubaneswar
16. The Director ICDS & SW, Odisha
17. The State Mission Director, OLM
18. The Managing Director, TDCCOL, Odisha, Bhubaneswar
19. The Managing Director Odisha State Civil Supplies Corporation Ltd., Odisha, Bhubaneswar
20. The Managing Director, OMBADC
21. The State Coordinator, Programme Secretariat (WASSAN)

The Director of Agriculture and Food Production will be the member-convenor of the committee.

- The HPC will meet at least once in 6 months to discuss governance and policy related aspects of the OMM.
- The HPC shall approve different inter-departmental convergence and collaborations.

4.3 DEPARTMENT OF AGRICULTURE AND FARMERS EMPOWERMENT, GOVT. OF ODISHA

Department of Agriculture and Farmers Empowerment, Govt. of Odisha is the nodal Administrative Department. It will allocate funds for the programme

1. A committee is formed under the chairmanship of Principal Secretary, D.A. & F.E. to review and make necessary amendments to the programme. Following are the members of the committee
 - a. The Special Secretary, DAFE, GoO
 - b. The Additional Secretary, Agriculture & Farmers Empowerment Department
 - c. The Agriculturist, Agriculture & Farmers Empowerment Department
 - d. The Director of Agriculture & Food Production (Convenor)
 - e. The Director, Nabakrushna Choudhury Centre for Development Studies (NCDS)

- f. The Nodal officer, National Food Security Mission, D.A.F.P.
 - g. The Joint Director Agriculture, Millets Mission, D.A.F.P.
 - h. The Associate Director/State Coordinator, Programme Secretariat, Watershed Support Services and Activity Network (WASSAN)
2. It will meet every month to review the progress of the programme.
 3. It will approve any amendments to existing guidelines, new proposals, collaborations etc.

4.4 DIRECTORATE OF AGRICULTURE & FOOD PRODUCTION (DA & FP), ODISHA:

1. The Directorate of Agriculture & Food Production, Odisha is the nodal directorate for implementation of the scheme.
2. The Director, A&FP shall be the Mission Director for OMM.
3. It will review the Programme once in a month and take necessary decisions related to implementation of the Programme.
4. It will review the proposals for additional funding and submit it to DAFE for approval.
5. It will review the annual action plan and timelines for the Programme received from CDAO.

4.4.1 THE STATE PROGRAMME MANAGEMENT UNIT (SPMU)

The SPMU for OMM shall be based in the Directorate of Agriculture & Food Production, Odisha, Bhubaneswar. SPMU will be headed by the Joint Director of Agriculture. Millets for overseeing the management of the programme under DA&FP.

1. The SPMU for OMM shall report to the Director, A&FP.
2. The SPMU shall be supported by departmental officers in the rank of AAO/ BAO/ ADO and one Junior Assistant. They will assist the SPMU head in all matters of OMM.
3. The SPMU shall review the procedures, guidelines, annual action plan and budget allocation for different components prepared by the Programme Secretariat and submit to DA & FP for approval.
4. The SPMU shall initiate the file process for inter-departmental convergence, meetings and workshops.
5. The SPMU shall supervise and review and monitor the progress of the work every fortnight with CDAOs/Programme Secretariat/Research Secretariat and report to the Mission Director of OMM.

4.4.2 THE PROGRAMME SECRETARIAT

The Programme Secretariat shall be anchored by Watershed Support Services and Activities Network (WASSAN). It will be responsible for developing programme processes and design as mentioned below:

1. Programme design, SOPs development, process manual, develop operational modalities for different components.
2. Develop IEC material and Capacity building modules.
3. Identification of external resource persons and institutions for collaboration.
4. Extending support to CDAOs and Facilitating Agencies (FAs) at the district level.
5. Coordination with different departments as per the instructions of DAFE/DAFP/SPMU.
6. Monitoring, documentation, and reporting. It will also enquire into the poor-performing FA's and take necessary action.
7. Innovation/Pilots under different thematic heads
8. Develop Web based MIS system
9. Submission of Monthly progress reports, monthly feedback reports and other reports as per requirement of DAFE/DAFP/SPMU.
10. It will review the programme on a monthly basis and submit the MPR (both Physical and Financial) through SoE portal and other reports to SPMU.
11. Verification of technical and financial documents submitted by FAs as per financial guidelines.
12. Development of publications, brochures and other IEC material for the programme. Documentation of success stories, case studies etc. for information dissemination.
13. Regularly monitor the progress of work through field visits and review meetings with Facilitating Agencies (FAs) and submit the progress on the monthly basis to CDAOs and DAFP.

4.5 PROGRAMME EVALUATION:

4.5.1 THE RESEARCH SECRETARIAT:

The Research Secretariat shall be anchored by Nabakrushna Choudhury Centre for Development Studies (NCDS). It shall consist of a dedicated team of scholars and researchers.

1. The Research Secretariat shall be responsible for baseline survey, mid-term survey and endline survey.
2. It may take up any necessary policy studies from time to time as per directions of the DAFE. It may collaborate with any Organization/agency in undertaking different studies/need based interventions.
3. The Research Secretariat shall report to the Director, Agriculture & Food Production. It shall submit a monthly progress report, quarterly progress and annual progress report. 15% of the budget shall be booked as institutional overheads.

4. It will internally review the programme activities on a monthly basis and submit the MPR (both Physical and Financial) through SoE portal and other reports to SPMU.

District Level

4.5.2 DISTRICT PROGRAMME MANAGEMENT UNIT

The Chief District Agriculture Officer (CDAO) shall anchor the District Programme Management Unit (DPMU). The DPMU shall be headed by the Chief District Agriculture Officer. The team shall consist of following officials;

1. One Scheme officer in the rank AAO/ BAO
2. District Programme Coordinator Programme Secretariat Watershed Support Services and Activity Network (WASSAN).
3. Additional District Programme Coordinator Programme Secretariat Watershed Support Services and Activity Network (WASSAN).
4. Clerk cum Accountant, DPMU

Following are the responsibilities of the DPMU:

1. It will anchor the process of selection for FAs and CBOs/FPOs in the district.
2. It will enter into MoA with FA and Programme Secretariat (WASSAN) for facilitation of the programme implementation.
3. It will enter into MoA with FA and CBO/FPOs for implementation of the programme.
4. It will prepare and submit the annual action plan, half yearly action plan with timelines to Collector & DM for approval. After approval of Collector & DM, it will be submitted to DAFP.
5. It will review the programme on a monthly basis and submit the MPR (both Physical and Financial) through SoE portal and other reports to SPMU. Based on the performance, a decision will be taken to renew the MoA with FA/FPO for the following year.
6. It will issue necessary instructions to ADO/BAO/AAO/AO/VAW/BTM/ATM/Others for supporting the implementation of the programmes.
7. It will facilitate the quarterly review of the programmes by the Collector & DM.
8. It will facilitate the convergence with other district level line departments.
9. In case of any requirement for **Intra-Component Diversion** of funds it shall be done with approval of the Collector & District Magistrate for smooth implementation of the programme.

10. In case of any requirement for the **Inter-Component Diversion** of funds, it shall be approved by the DA & FP. The CDAO shall propose such diversion through the Collector & District Magistrate.

4.5.3 BLOCK AGRICULTURE OFFICER (BAO)/ ASSISTANT AGRICULTURE OFFICER (AAO)

1. The BAO & AAO shall oversee the block level activities of the programme.
2. They shall review the progress of FA, CRPs and CBOs in the fortnightly FIAC meetings and report the progress to CDAO.
3. They shall assign responsibilities to BTM, ATM, AO, VAWs for the field level monitoring of the programme activities.
4. They shall also review and sign the block level action plans of FA and CBOs before submission to CDAO.
5. They shall ensure that millet area and other indicators are reported in the block level crop statistics report on a regular basis.
6. They will verify and authenticate the final farmer list for processing of incentives to farmers for adoption of agronomic practices.
7. They will supervise and support capacity building programmes, crop result estimation and field days, through participation.

4.5.4 FACILITATING AGENCY (FA)

A Non-Governmental Organization (NGO) shall be selected as the Facilitating Agency (FA) through a process of EoI. The eligible criteria and process for selection, drafting of EoI, etc. shall be communicated by the SPMU with due course of time. After the selection of the FA, a tripartite MoU shall be signed between the FA, CDAO and Programme Secretariat. The FA shall have the following personnel for coordination of the programme at the block level.

1. One Block Programme Coordinator (Agriculture) (Full Time)
2. One Additional Block Programme Coordinator (Livelihood and Institution building) (Full Time)
 1. Following are the criteria for selection of Block Coordinator and Additional Block Coordinator
 1. Diploma with 2 years of experience or Bachelor in Agriculture & Allied Science or Master's in social work/Agriculture / Tribal Development/ Rural Development/ Public Policy/ MBA or any other relevant degree.
 2. Should be able to read/ write in Odia and English.
 3. Should have good proficiency in operating MS Word/ MS Excel/ MS PPT/ Email/ Google Applications/ Mobile Data Collection Apps
3. One Accountant (Full time)

1. Followings are the criteria for selection of Accountant
 1. B. Com with minimum 2 years of experience.
 2. Should be able to read/ write in Odia and English.
 3. Should have skills of auditing, managing financial documentations and MIS
 4. Should have good proficiency in operating MS Word/ MS Excel/ MS PPT/ Email/ Web Applications and MIS

Following are the key responsibilities of Facilitating Agency (FA): -

1. One block will be assigned to a Facilitating Agency who will work with and develop capacities of local farmers'/ Community Based Organisations (CBOs/ FPOs).
2. It shall work closely with local farmers' / Community Based Organisations (CBO/FPO) and review and monitor on a weekly basis and report compliances to the BAO/ AAO and Programme Secretariat.
3. The FAs shall support CBO/ FPO in preparation and submission of action plans, physical & financial reports, estimates, book keeping and submit to the BAO/ AAO and Programme Secretariat for further process.
4. The FAs shall conduct capacity building programme for the CBO/ FPO as well as for the farmers to ensure building progressive farmers in each village.
5. The FA shall capacitate, support, and ensure the CBO/ FPO in achieving the physical and financial targets of the programme.
6. The FA shall prepare and submit annual and six-monthly action plans endorsed by Programme Secretariat and the BAO/AAO, to DPMU based on the action plan template developed by DA & FP(O).
7. The FA shall internally support the maintenance of books of accounts and journals along with other financial records regularly and support the CBO/ FPO in preparation of Utilisation Certificate, Estimates, and other related documentation as required by the programme.
8. The FAs shall regularly monitor the work of CBO/FPOs through frequent field visits and fortnightly review meetings.
9. In case of unavailability of registered or eligible FPOs in programme block, the FA shall facilitate the process of transformation of nodal CBO into FPO by end of 1st Year. It shall guide the CBO in the registration process as FPO.
10. Block Programme Coordinators, Additional Block Coordinator and Accountants shall be recruited by the FA on a full-time basis. They will be reviewed by the BAO/ AAO and Programme Secretariat team periodically.
11. The Block Coordinators, Additional Block Coordinator and Accountant of FA shall report to DPC/ ADPC of Programme Secretariat (WASSAN) and AAO/ BAO/ Scheme Officer/ CDAO for programme monitoring and reporting related activities.

12. The Block Coordinators, Additional Block Coordinator and Accountant of FA will participate in the review meetings related to programme convened by BAO/ AAO, DPC/ ADPC of Programme Secretariat (WASSAN) and CDAO.
13. The FA shall share the staff details in the programme with BAO/ AAO/ CDAO cum PD, ATMA and Programme Secretariat. If any staff are changed or replaced, communication should also be made accordingly within 15 days of the proposed changes.
14. All appointment letters and information of resignation, re-allocation, transfer etc. to be intimated formally to the BAO/ AAO, ADO, CDAO and Programme Secretariat.
15. In the event of poor-performance of the Programme Coordinator, the FA will have to either remove or change the Programme Coordinator based on evaluation by Block/ District, ATMA and Programme Secretariat level.
16. Programme Coordinator should have good knowledge regarding agriculture and preferably millets and good experiences working with farmer producer groups, FPOs and SHGs. And should have good documentation skills in Odia, local language and should have basic reading and writing skills in English language.
17. The MoU shall be renewed annually based on the performance review of the FA, by the CDAO-cum-PD ATMA with support from Programme Secretariat. If performance is not found satisfactory, then MoU shall not be renewed for the following year. The Collector & DM has the authority to decide to disengage the FA.
18. It will undertake village/ community level sensitization meetings, convergence plans, organize awareness campaigns supporting objectives of mission through IEC activities in community etc.
19. It will facilitate fortnightly reviews by BAO/ AAO under the programme and prepare an implementation plan.
20. The FA shall fulfil roles and responsibilities as mentioned in the guidelines of the programme and amendments released time to time as per directions of the Director, Agriculture & Food Production, Odisha.
21. The FA will facilitate block level reviews by AAO/ BAO/ Programme Secretariat.
22. The FA will support expert visits to Block for different purposes under the programme.
23. The FA will submit a Monthly progress report to CDAO and Programme Secretariat by the last date of each month without fail with next month's action plan of staff members.
24. The monthly SoE and MIS along with other information on FPO, Enterprises etc must be uploaded online in the SoE portal by the last day of the month without fail.
25. FA will facilitate CBO and FA internal and external audits from time to time with support from Programme Secretariat.
26. UC along with SoE shall be submitted as per the accounting procedure of the Operational guideline issued from DA&FP (O) with support from DPMU Accountant.
27. The monthly report against the respective events will be submitted by the last day of the month to the CDAO with copies to AAO/ BAO.

4.5.5 FARMER PRODUCER ORGANISATION (FPO)/COMMUNITY BASED ORGANISATION (CBO)

1. A Community Based Organisation (CBO) such as FPO/SHG shall be chosen as the programme implementation agency (also nodal CBO) through the process of EoI for the block. Preference will be given to existing functional FPO. However, where a functional FPO is not available, a CBO such as SHG shall be chosen as the Implementing Agency (nodal CBO) and shall be formed as FPO with the support from FA subsequently by the end of first year.
2. The eligible criteria and process for selection, drafting of EoI, etc. shall be prepared by the Programme Secretariat and shall be shared with the SPMU. After the selection of the FA, a tripartite MoU shall be signed between the CBO/FPO, FA, and CDAO.
3. The EoI shall be floated at the district level by the CDAO to invite applications from the eligible FPOs/CBOs for implementing the programme at the block level.

Following are the key responsibilities of FPO:

1. It will implement activities as detailed in the annual action plan as per the timeline.
2. It will submit the fund requisition with relevant documentation to the DPMU.
3. It will facilitate community mobilization, and selection of beneficiaries for programme implementation.
4. It will engage the CRPs for the programme, monitor the work done by the CRPs and make the payments accordingly as provisioned in the budget.
5. FPO will engage one **Chief Executive Officer (CEO)-cum-Office bearer and another Data Entry-cum-Accounts person** for smooth management of FPO office and support programme implementation in the block.
 1. Following are the criteria for selection of Chief Executive Officer (CEO)-cum-Office Bearer
 1. Diploma with 2 years of experience or Bachelor in Agriculture & Allied Science or Master's in social work/Agriculture / Tribal Development/ Rural Development/ Public Policy/ MBA or any other relevant degree.
 2. Should be able to read/ write in Odia and English.
 3. Should have good proficiency in operating MS Word/ MS Excel/ MS PPT/ Email/ Google Applications/ Mobile Data Collection Apps
 2. Followings are the criteria for selection of Accountant
 1. B. Com with minimum 2 years of experience.
 2. Should be able to read/ write in Odia and English.
 3. Should have skills of auditing, managing financial documentations and MIS
 4. Should have good proficiency in operating MS Word/ MS Excel/ MS PPT/ Email/ Web Applications and MIS

6. It will maintain books of accounts and ledgers as per the government requirement.
7. It will facilitate the procurement of materials/ equipment as per the government rules.
8. It will anchor/ support anchoring of different enterprises such as custom hiring center, seed center, millet processing, millet value addition, etc.
9. It will facilitate the aggregation, procurement, and marketing of millets.
10. The MoU shall be renewed annually based on the performance review of the CBO, by the CDAO-cum-PD ATMA with support from Programme Secretariat. If performance is not found satisfactory, then MoU shall not be renewed for the following year. The Collector & DM has the authority to decide to disengage the CBO.
11. In case of disengagement, the CBO/FPO shall handover all the assets provided through the programme to the newly selected CBO/FPO for the block.

4.5.6 COMMUNITY RESOURCE PERSON (CRP)

The Community Resources Person (CRP) shall be chosen by the CBOs/FPOs.

4.5.6.1 SELECTION PROCESS OF CRP:

1. The CRP selection process will be done by the FPO/CBO with support from the FA
2. The Committee members will analyse the available information on different persons suitable for the selection.
3. If no such suitable person is available from the village/ GP then persons from nearby villages of the GP can also be given the assignments.
4. While assigning the responsibility to a CRP, the Committee has to inform the CRP regarding terms of engagement that include incentive norms, deliverables, performance appraisal mechanism and duration of assignments.
5. It is pertinent to mention here that this support will be provided only till the programme period. If its work is not delivered as assigned, then the payment shall be made on a proportional basis.
6. For assessment of deliverables of CRP giving support to farmers, a reporting register will be developed by FPO/CBO & FA and will be used by CRP and will be verified regularly by Officials from Departments/ FA/ FPO/CBO/ Programme Secretariat.
7. The Progressive farmers involved in millet promotion activities can also be selected as CRPs

Following are the key responsibilities of CRPs

1. He/She shall undertake selection of beneficiaries and collect their documents as per procedures/formats laid down under OMM for different activities. They will also enter the data of farmers/activities in the mobile application.

2. He/She shall mobilise the farmers for capacity building, exposure visits and other activities.
3. He/She shall update the work done by them on a fortnightly basis in the daily CRP registers.
4. He/She shall be resource persons for the farmer level field demonstration and training.
5. He/She shall support FPOs in their activities as per action plan.
6. He/She shall attend the meetings organised by FPO, FA, DPMU, Programme Secretariat (WASSAN) and DAFP.

4.5.6.2 MODE OF PAYMENT OF CRP:

1. While assigning the responsibility to a CRP, the FPO/ FA have to inform the CRP in writing regarding the terms of engagements that include incentive norms, deliverables, performance appraisals mechanism and duration of assignments.
2. The FPO/CBO shall refer to the work done register of the month and transactional report generated from the website collected by the CRP through Mobile App and payment should be done accordingly.
3. The honorarium @ Rs. 9,500/- should be released on a monthly basis as per the duty days duly approved by the FPO/CBO and certified by FA. The VAW/ AAO/ BAO shall also monitor the work of CRPs.
4. The payment shall be done by FPOs on a monthly basis through bank account transfer after verification of the work register. In some cases, if the FPO has issues related to processing of payment and CBO/FPO not engaged until then, then the CDAO-cum-PD ATMA shall pay the remuneration to CRPs directly from the programme fund based on recommendation from FA and the concerned block officer (BAO/AAO).

5 SOURCE OF FUNDING FOR THE SCHEME/ PROGRAMME AND FUND FLOW MECHANISM ALONG WITH FINANCIAL PROTOCOLS

5.1 SOURCE OF FUNDING:

Special Programme for Promotion of Millet in Tribal Areas of Odisha (Odisha Millets Mission) is funded from the State Plan fund and fund from District Mineral Foundation (DMF)/ Odisha Mineral Bearing Areas Development Corporation (OMBADC) and others.

The Government of Odisha has approved the EFC for "Special Programme for promotion of Millets in Tribal Areas of Odisha"

Odisha Millets Mission: A Government of Odisha Initiative

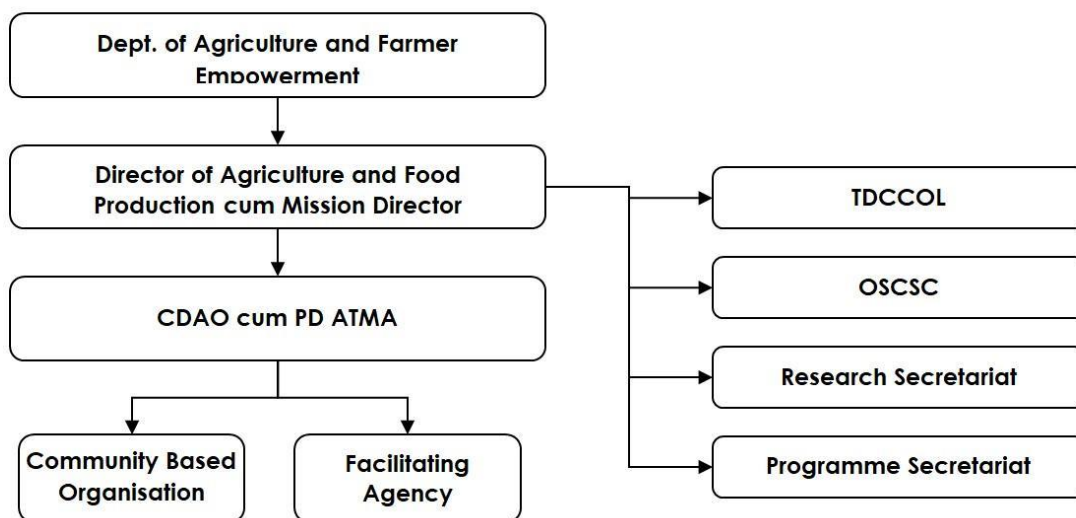
The total outlay for the programme is Rs. **280839.06** lakh from FY: 2022-23 to FY: 2026-27.

The programme fund will consist of the following parts.

Sl	Component/Year	2021-22	2022-23	2023-24	2024-25	2025-26	2026-27	Total
1	Programme Implementation	1638.27	7743.42	9804.22	9105.60	8452.83	7411.64	44155.97
2	Procurement of Ragi	16887.99	26196.52	36604.52	40824.02	45395.02	50299.52	216207.59
3	Distribution under PDS & others	1360.00	2244.00	3296.00	3850.50	4500.00	5225.00	20475.50
Total		19886.26	36183.94	49704.74	53780.12	58347.85	62936.16	280839.06

5.2 FUND FLOW MECHANISM:

The following chart depicts the flow of the funds from the department of Agriculture and Farmers Empowerment to different stakeholders.



1. The Department of Agriculture & Farmer' Empowerment shall release the funds to the Directorate of Agriculture and Food Production, Odisha as per approved annual action plan on an annual basis.
2. The Directorate of Agriculture and Food Production, Odisha shall release the funds to the Research Secretariat - NCDS for the purpose of research, baseline, mid-term and endline studies on annual basis as per approved action plan.
3. DA & FP, Odisha shall release the funds to Programme Secretariat (WASSAN) for their activities on an annual basis as per approved action plan.

4. The Funds shall be released to the NCDS, Programme Secretariat (WASSAN) and FAs and CBOs/FPOs as against the approved action plans and only after 75% of the expenditure of the previous fund release and the fund shall be transferred electronically through NEFT/ RTGS mode.
5. The Directorate of Agriculture and Food Production, Odisha shall release the funds to CDAOs for their activities on an annual basis as per approved action plan.
6. As per approved action plan the CDAO cum PD, ATMA shall release funds electronically in 3 instalments i.e. 30:30:40 to Facilitating Agencies (FA) and Community Based Organization (CBO/FPO) for implementation of the programme within 15 days from receipt of funds from the Director, DA & FP.
7. In case of funds remaining unutilised against a particular component(s) subsequent fund release will be made by CDAO cum PD, ATMA to CBO/FPO after deducting the unutilized amount of the respective component. The unreleased funds will be released after the FA/CBO/FPO has utilized the funds released earlier provided the SoE and UC (Audited UC once in a year and Unaudited on quarterly basis) is submitted for the same.
8. Financial Support to the FAs and CBOs/FPOs shall be provided in grant mode.
9. Financial Provision for Millets Procurement & Distribution:
 - a. The ST & SC Development Department, Minorities & Backward Classes Welfare Department shall be responsible for procurement of millets through TDCCOL. Guideline for procurement shall be prepared
 - b. The W & CD & Mission Shakti Department shall be responsible for lifting of millets, preparation of millet products and distribution among beneficiaries under ICDS scheme.
 - c. The FS & CW Department shall be responsible for lifting of millets and distribution among beneficiaries under PDS scheme.
 - d. The DA & FP will transfer the budgeted funds through treasury to the interest-bearing Bank Account of MD, TDCCOL. MD-OSCSC, W&CD and other stakeholders of the programme for ragi procurement, distribution of ragi through PDS scheme and distribution of ragi under ICDS scheme respectively.
 - e. In case of inter-component transfer arising out one component to be utilised in another component as per requirement of the emerging activities, an approval shall be given by High Powered Committee (HPC) for the overall budget for the entire state.

5.3 FINANCIAL PROTOCOLS

5.3.1 BANKING ARRANGEMENT

1. A Separate interest-bearing Bank Account shall be opened each by Programme Secretariat, Research Secretariat, CDAO and all other concerned stakeholders under the programme for keeping the funds received for the programme from the concerned authority. In case of FPO, FPO may also have a current account.
2. All the interest earned from all the separate interest-bearing Bank Accounts for the period 1st April to 31st March of a financial year will be transferred to the Director, Agriculture and Food Production by 15th April of the following financial year in shape of Bank Draft in favour of Directorate of Agriculture & Food Production payable at Bhubaneswar to credit the accrued interest in Govt account.

5.3.2 EXPENDITURE AND APPROVALS:

1. The FAs and FPOs/ CBOs shall submit the Annual Action Plan for approval to the CDAO-cum-PD ATMA. The CDAO-cum-PD ATMA will submit the verified action plan for approval of the Collector & DM and then submit it to the DA&FP.
2. The Research Secretariat (NCDS) and Programme Secretariat (WASSAN) shall submit the action plan for approval to the DA&FP.
3. All fund releases shall be made as per approved action plan.
4. All the expenditure shall be made as per approved cost norms and procedures. During procurement of any items, OGFR 7A norms should be followed. All documentation as per audit requirements should be maintained at each level.
5. Any changes in cost norms can only be made at DA&FP(O) level.
6. The FA shall ensure and support in submitting requisite documents for the expenditure incurred by the CBOs/FPOs.

5.3.3 EXPENDITURE REPORTING

5.3.3.1 AT THE STATE LEVEL:

1. Research Secretariat (NCDS), Programme Secretariat (WASSAN) and CDAOs shall submit monthly Statement of Expenditure (SoE) and quarterly Utilisation Certificate (UC-OGFR) to the DA&FP and Audited UC once in a year. The monthly SoE of the previous month should be submitted by the 5th of every month.
2. The MD- TDCOL, MD- OSCSC and other stakeholders of the programme shall submit monthly Statement of Expenditure (SoE) and quarterly Utilisation Certificate (UC) to DAFP. The monthly SoE of the previous month should be submitted before 5th of every month.
3. Only UC along with detailed SoE shall be submitted by Research Secretariat (NCDS), Programme Secretariat (WASSAN), FAs, TDCOL, OSCSC, and other stakeholders of the programme.

5.3.3.2 AT THE DISTRICT LEVEL:

1. The FAs and CBO/FPOs will submit the Statement of Expenditure (SoE) through SoE portal by 2nd of every month and Utilization Certificate (UC-OGFR) to the CDAO-cum-PD, ATMA on quarterly basis.
2. The CDAO-cum-PD ATMA will submit the consolidated SoE and UC (for ATMA, FA and CBO/FPO) along with SoE through SoE portal by 5th of every month to the DA & FP on a quarterly basis.

5.3.4 AUDIT AND ACCOUNTS

1. The Research Secretariat (NCDS), Programme Secretariat (WASSAN), FAs, TDCCOL, OSCSC, ICDS and other stakeholders of the programme shall get accounts audited by a Chartered Accountant (CA) after completion of each financial year and submit the Audit Report along with Audited Financial Statement to the concerned Authority by 30th of September of the succeeding financial year.
2. The Programme Secretariat, Research Secretariat, FA, CBO shall keep their book of account & records open for scrutiny for any inspection/ audit by the concerned departmental authority or any suitable representative by the Department for their internal and/ or external auditor with prior notice of 15 days.
3. External Audit of Programme Secretariat, Research Secretariat, FAs, and CBO shall be conducted internally by concerned authority and deputing staff of SPMU & DPMU level on quarterly basis, as per the observation the compliance report may be communicated by last day of the succeeding month for appraisal to the DA & FP(O) for smooth implementation of Special Programme for Promotion of Millets in Tribal Areas.
4. The statutory audit will be taken up by the Accountant General (E & RSA), Odisha while taking up the scheme audit of the administrative department as well as Directorate of Agriculture & Food Production Odisha.

6 PROGRAMME OUTCOMES:

OMM aims to transform each of the programme blocks into Millet Hub addressing each component in the end-to-end millet value chain. Following are the outcomes of the programme:

Odisha Millets Mission: A Government of Odisha Initiative

1. Increased in consumption of at least 25% to the baseline.
2. Conservation and promotion of at least 200 native landraces.
3. Promote at least 500 post-harvest and processing units
4. Promote at least 500 millet-based value addition enterprises
5. To cover 500 to 2000 Ha per block under improved agronomic practices.
6. Promote 142 FPOs in 5 years. Promote custom hiring centers, community seed centers in 142 blocks through FPOs/SHGs.

6.1.1 WEB BASED MANAGEMENT INFORMATION SYSTEMS (MIS)

Data from Odisha Millets Mission shall be updated through mobile application and web applications linked to ADAPT/ SUGAM databases.

6.1.2 TRANSPARENCY AND RTI

1. The FA and Programme Secretariat are liable for RTI.
2. The physical and financial statements will be available on the Programme website.
3. Any changes can be made in the Guidelines of OMM from time to time by DAFE

OPERATIONAL MODALITIES

1 COMPONENT 1: RESTORING AND IMPROVING HOUSEHOLD LEVEL CONSUMPTION

1.1 COMPONENT 1.1: TWO DAYS RESIDENTIAL/NON-RESIDENTIAL TRAINING PROGRAMME WITHIN DISTRICT FOR 10-MEMBER WOMEN CAMPAIGN TEAM

A two-day residential/ non-residential training shall be conducted for 10-member women campaign team for 2 days preferably Women SHG Members. Aim of the training is to create a knowledgeable cadre in each block for taking up millets related awareness activities.

1. Women with experience in campaigning, active in community events, interested persons shall be preferred for this training.
2. Selected women should have good communication skills in local language. A consent from the selected women shall be taken mandatorily that after the training they will participate in the awareness campaigns.
3. Selection should be done through village meetings to understand the acceptance of the master trainers in the community.
4. Women SHG members of Mission Shakti Department shall be given preference for training
5. In this training, women will be trained on;
 - a) Diverse types of millets and their nutritive values
 - b) Health benefits and need for consumption of more millets
 - c) Different millet-based recipes (including traditional recipe, preparation process and tips, Improved agronomic practices, Millet procurement process, FAQ standards of millets.
 - d) Strategies to create more awareness on consumption of millets at household level
 - e) Issues in millet consumption and how to address it
6. Master trainers trained by the Programme Secretariat (WASSAN)/KVK can be resource persons for the training program.
7. At the end of the training program, a dissemination plan must be prepared along with the FA and FPO/CBO team.
8. Contents for brochures on different millet recipes, importance of millets & its nutritional values should be prepared by Programme Secretariat (WASSAN) in Odia and traditional language for distribution during the campaign.

9. Different training videos of millet-based recipes, contents of audio for awareness to be prepared by Programme Secretariat (WASSAN) for circulation in social medias and can also be used as training materials for campaign team.
10. Based on the local situation, training can be done in either residential or non-residential mode. In case of conversion from residential to non-residential training, participants' number shall be increased to 16 instead of 10 so that the total cost of training shall remain the same.
11. Master trainers from this training program will be involved in the food festivals and other events under the OMM for ensuring greater effectiveness.
12. Dates and venue and type of training (residential/non-residential) shall be finalized by facilitating agencies (FA) and communicate the same to CDAO as part of quarterly action plan. VAW/AO/AAO/BAO may participate in the training as per their feasibility.
13. Minimum 3 nos. of geo-tagged photographs (beginning, between & end) per training day with date and time shall be uploaded in the MIS portal on the same day.

6.1.3 BUDGET BREAKUP OF THE COMPONENT 1.1

<u>Budget Breakup of the Component 1.1 for Residential Training @ Rs 400/- per participant per day within the district</u>					
SL	Particulars	Unit in Nos/Qty	Unit Cost/ Rate	Nos/ Days	Amount (Rs)
1	Food Expenditure for Two Days	10	290		2900
2	Travel (to and fro)	10	100		1000
3	Lodging	10	150		1500
4	Conference Hall/ Meeting Hall/ Sitting Arrangements		500	2	1000
5	Resource Person fee		500	2	1000
6	Stationary and Sanitary items (Pen, Pads, sanitary items etc) & Handouts		LS		250
7	Miscellaneous (Banner, Photos, etc)	1	350		350
	Total				8000

6.1.4 BUDGET BREAKUP OF THE COMPONENT 1.1

Budget Breakup of the Component 1.1 for Non-Residential Training where there are no lodging facilities @ Rs 250 per day per person within the district					
SL	Particulars	Unit in Nos/Qty	Unit Cost/Rate	Nos/ Days	Amount (Rs)
1	Food Expenditure for Two Days	16	105	2	3360
2	Travel (to and fro) 2 days		LS	2	2000
3	Conference Hall/ Meeting Hall/ Sitting Arrangements		500	2	1000
4	Resource Person fee		500	2	1000
5	Stationary and Sanitary items (Pen, Pads, sanitary items etc) & Handouts		Lumpsum		300
6	Miscellaneous (Banner, Photos etc)		350		350
	Total				8000

1.2 COMPONENT 1.2: CAMPAIGNS IN VILLAGES TO INCREASE AWARENESS ON HOUSEHOLD CONSUMPTION OF MILLETS. EACH CAMPAIGN WILL BE FOR 4 DAYS

After the training of the women campaign team (master trainers) in component 1.1, master trainers will be organizing village level campaigns to create awareness in household level consumption/improved agronomic practices/millet procurement. Four-day campaigns (campaigns such as **Intergenerational discussion on millets, Street play and Awareness Rath**) can be taken up by the campaign team during one financial year.

6.1.5 STREET PLAY

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1. The FA In consultation with BAO/AAO will identify the suitable locations for organizing the awareness campaigns. Preference in street play will be given to weekly haats/ local events/ panchayat meetings/suitable villages/ any other suitable congregations of people.
2. The FA will identify empanelled street play group such as District Kala Sanskruti Sangha (DKSS), Block Kala Sanskruti Sangha (BKSS), etc. for performing the play. In case of non-availability of such street play group, the FA should identify any other suitable group for the play.
3. Location and script shall be prepared by FA and shared with VAW/ AAO/ BAO/ CDAO for their views.
4. Street play and household level mobilization: The street play shall cover following themes:
 - a. Importance of different millets
 - b. Linkages between tribal/ local culture and millets
 - c. Nutrition values of different millets and health aspects for humans.
 - d. Methods of processing, preserving and consumption
 - e. Details of Government support available under Odisha Millets Mission for promotion of millets in production, consumption, processing, and procurement.
 - f. Available location and nearest Kiosk, Café, points, and processing units can be cited as examples
 - g. Street play groups will make the storyline to convey the above points.
 - h. Street play will be taken up for all 4 days of the awareness programme.
5. Minimum 3 nos. of geo-tagged photographs (beginning, between & end) per training day with date and time shall be uploaded in the MIS portal on the same day.

6.1.6 INTERGENERATIONAL MEETING ON MILLETS

1. Intergenerational meeting on millets (4days): A meeting between parents (preferably mothers), schoolteachers, Anganwadi workers, and students of ICDS/ Schools will be conducted preferably in school premises, with due permission from the concerned department authorities (CDPO/ BEO/ WEO). Local PRI members, senior citizens may also be invited to the meeting.
2. It can be conducted in 4 different locations (Schools/ AWWs) in 4 days. FAs can decide to club students of both ICDS and school in the meeting depending on the local situation.
3. This meeting may also be taken up on important days such as Independence Day, Republic Day, children day, nutrition week etc.

4. The meeting should be conducted following covid protocols, to create awareness on millets, its consumption, nutritional aspects, issues in millet consumption. The meeting will cover the following aspects:
 - a. Importance of different millets (Benefits of Millet as a part of cropping and food system)
 - b. Linkages between tribal/ local culture and millets
 - c. Nutrition values of different millets and health aspects for human
 - d. Government support for millets
 - e. Issues in millet consumption and methods to address this
 - f. Any other aspects deemed suitable by the participants

FA will finalize the dates for the meeting in consultation with CDPO/ WEO/ BEO of the block concerned.

1. FA will identify the suitable schools/ Anganwadi centers/ locations for organizing the nutrition meeting on millets.
2. FA will request written permission from CDPO/WEO/BEO for conducting the meeting with ICDS/School children.
3. FA along with the women campaign team will conduct a brief knowledge session covering the importance of millets to the children and their advantages for food security, health and nutrition.
4. After the meeting, a competition (quiz/ debate/ painting etc.) will be conducted for the children on the nutritional value of millets in schools. Recipe competition for participating mothers may also be conducted. Cooking is to be done at home at their own cost and display and serving may be done during the competition. Nominations for the competition may be taken in advance. FA in consultation with teachers/Anganwadi workers may decide which type of competition is to be conducted.
5. Minimum 3 nos. of geo-tagged photographs (beginning, between & end) per training day with date and time shall be uploaded in the MIS portal on the same day.
6. Questions for the quiz competitions (preferably in the local language) or topics for the debate/painting competition etc, in meeting/ street play shall be prepared by FA
7. Wherever possible, Millet snacks required for the meeting and street play may be sourced from the nearby Millet Shakti Tiffin Centre. If millet kiosk is not available, local SHGs/FPO may be involved in preparation of snacks.
8. Dates and location of the meeting shall be shared with Programme Secretariat/ AAO/ BAO/ ADO/ CDAO before 15 days of the event/s.

6.1.7 BUDGET BREAK UP FOR THE CAMPAIGN – I:

School/AWC level Intergenerational meeting on millets (4days):

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SI	Particulars	Unit/s	Unit Cost	Nos/ Days	Cost	Remarks
1	Millet Snacks and Millet drinks/ Kheer	70	25	4	7000	Millet Snacks and dessert/ drink/ kheer for Children participating in meeting
2	Food expenses for 10 women members (master trainers)	5	50	4	1000	Fooding for Women campaign team, daily 5 team members
3	Materials and prize for quiz/debate/painting etc.	LS			1800	Paper, colour paint, brush, leaflets, printed and etc.
4	Banner (3 Nos)	LS			1000	Banner on importance of millet, Nutrition and banners for meeting
5	Portable Sound System - Hiring cost	LS			3200	Sound system
6	Resource person charges (5 - Women campaign team member (RPs) per day, in alternation)	5	250	4	5000	Train & explain/ demonstrate about the value of millets, Odia quotation writing etc, addressing gathering
7	To and Fro charges to Women Campaign team		LS		1000	
	Total				20000	

6.1.8 BUDGET BREAK UP FOR THE CAMPAIGN – II STREET PLAY AND HOUSEHOLD MOBILIZATION (4 DAYS):

SI	Particulars	Unit	Unit Cost	Nos/ Days	Cost	Remarks
1	Tea and Millet Snacks	50	25	4	5000	For 200 people for four days 50 participants/day(including 10 women)
2	Payment to Street Play Team	1	2000	4	8000	Rs 2000/day
3	Banner (3nos)		LS	3	1000	One for campaign and another for Nutritional value on millets and display of OMM with govt. logo and one for nutritive values and recipes
4	Sound system for participants - Hiring cost @ Rs 800/ per day		LS	4	3200	Sitting mat, table for demonstration, shed and

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Sl	Particulars	Unit	Unit Cost	Nos/ Days	Cost	Remarks
						sound system
5	Prize for 5 winners of millet competition. Rs 500 each for best 2, and Rs 200 each for remaining 3 winners. Competition can be on consumption/production/procurement				1600	Selected 5 local women/ ICDS Cook/ School Cook will cook at their home and demonstrate at the event point, and women campaign team will be selecting best 2 persons - Raw material and cooking cost to be borne by the participants. In case of cooking completion is not possible, quiz on production/procurement may be conducted.
6	To and Fro charges for Women Campaign team (2-3 team member daily in rotation for 4 days covering all 10 team, based on their locality)	10	LS		1000	Travel expenses for women campaign team
7	Misc. Expenses				200	
	TOTAL				20000	

6.1.9 BUDGET BREAK UP FOR THE AWARENESS RATH/ AUDIO CAMPAIGN/MIKING (4DAYS)

Sl	Particulars	Rate	Unit	No	Cost	Remarks
1	Hiring of Van with fuel, decoration, fixtures, Audio equipment, flowers, flexes	LS	1	4 days	16000	The van must be decorated well with flexes on millets themes. Rath for campaign will move around the places continuously for 4 days.
2	Printing Material for campaign	750		4 days	3000	
3	Miscellaneous	LS			1000	
	TOTAL				20000	

1.3 COMPONENT 1.3: PREPARATION OF CAMPAIGN MATERIALS SUCH AS PRINTED MATERIALS, AUDIO MATERIALS, WALL PAINTINGS ETC. AT DISTRICT LEVEL FOR AWARENESS PROGRAMS

1. The fund shall be utilised by the CDAO cum PD, ATMA for printing materials, audios and any other resource material tools required for awareness program, well ahead of the

campaign, as per indent received from FA/ FPO/CBO after due approval from AAO/BAO.

2. Draft contents for campaign material (posters, pamphlets, banners, leaflets) shall be prepared by the Programme Secretariat (WASSAN) which shall be finalized by the SPMU. Material can be downloaded from www.milletsodisha.com and printed.
3. Wherever wall painting is proposed, locations with good visibility such as government offices, bus stands, district centers, block level haats, GP offices, etc shall be preferred. Vendor may be selected as per OGFR process.
4. IEC materials shall cover all components of overall scheme details, production, post-harvest, processing, consumption, procurement, marketing so on so forth related to millets. related to the following topics can be prepared

All draft printing contents for the campaign shall be available in the Odisha millets mission website which can be downloaded and printed for distribution. The contents and design can be modified as per local need with approval of CDAO.

2 COMPONENT 2- SUPPORT TO ENTERPRISES ON PROCESSING AND VALUE ADDITION OF MILLETS:

Under component 2 of the budget, decentralised pre-processing, processing, and value addition units are shall be installed at different levels and of different capacities in the operational areas under Odisha Millets Mission.

2.1 PROCESS OF IMPLEMENTATION:

1. The process of conducting feasibility assessment and demand estimation: The following activities are to be carried out before deciding the requirements and capacity of pre-processing/processing and value addition units under Odisha Millets Mission:
2. The Facilitating Agencies in consultation with SHGs/CBO/FPOs under guidance of VAW/ AAO/BAO will prepare requirement of different types of millets machineries in the programme villege/GP/Block.
3. Based on the GP wise area coveregae, estimated production and marketable surplus, block wise requirement of different types of machineries shall be prepared.
4. The necessary infrastructure and working capital requirement for setting up and operationalization of the machineries shall be borne by the selected SHGs/ FPOs.
5. After finalization, the block wise requirement shall be placed to CDAO for approval of Collector & District Magistrate.
6. After approval of Collector & District Magistrate, purchase order shall be issued for different machines. Specifications and price of the machines shall be finalised at state level by DA&FP through state level technical committee and office of chief engineer respectively. Following machines shall be purchased from the below components:

Component No	Items
2.1	Pulverizing, Grinding, Millet Dehullers Enterprises
2.2	Threshers
2.3	Destoner, Cleaner-Grader, Dehullers, etc (Integrated Unit)
2.4	District Level Bakery Unit

Detailed approved specifications are attached at Annexure-I, more machines and specifications shall be added from time to time.

2.2 UNIT WISE APPROVED COST AND BUDGET

1. The unit cost of each machine will be decided at the state level by DA&FP through a tender process, and the contact details of selected vendors with unit wise price charts will be shared with districts for procuring and establishing processing units.
2. Purchase and installation of the machineries and AMC shall be done as per the terms of tender floated by the office of chief development engineer under DA&FP.
3. The district wise five-year budget shall be followed for making expenditure under support to enterprises on processing and value addition of millets.

2.3 SELECTION PROCESS & ELIGIBILITY CRITERIA FOR ESTABLISHMENT OF MILLETS PROCESSING & VALUE ADDITION UNIT:

The selection of SHGs/ SHGs Federations will be done as per the guidelines released jointly by DA&FE & Dept. of Mission Shakti vide letter no.20738 dated 27.10.2021 & letter no.24671 dated 09.12.2021, and the selection of CBO/FPO will be done as per the same procedure followed for SHG selection but the EOI for selection of CBO/FPO will be done as mentioned in this guideline..

6.1.10 ELIGIBILITY CRITERIA FOR SELECTION OF THE FPO/CBO

Following are the eligibility criteria for selection of FPO/CBO for establishing processing or value addition enterprises:

1. The FPO/CBO members should be from the location where the enterprise is to be established.
2. The President and Secretary of the FPO/CBO should be literate; can read and write Odia and have a basic understanding of mathematical calculation.
3. The FPO/CBO should not be a defaulter to any bank loan.

4. **The FPO/CBO should arrange infrastructure such as land, building, electricity, water supply, and working capital.**
5. Such other infrastructure required for the processing or value addition enterprise.
6. The FPO/CBO must be willing to agree to the terms laid down and sign in the agreement.

PREFERRED CRITERIA :

1. The FPO/CBO with license from government institutes, FSSAI certification and food business license will be preferred.
2. The FPO/CBO with MSME registration under DIC will be preferred.
3. The FPO/CBO currently operating/ managing similar processing units will be preferred.
4. A successful FPO/CBO promoted under any Government scheme will be preferred.

6.1.11 SELECTION PROCESS TO BE FOLLOWED FOR FPO/CBO

1. An EOI (Expression of Interest) shall be invited by CDAO for all blocks as per the requirement for a period of 15 days from the date publication of EOI..A copy of the same shall be communicated to DSWO for reference.
2. For wide publicity of the EOI, it shall be displayed in all Govt. offices of the district,block & GP offices.
3. It will be monitored by DPC at district level and FA at block level.
4. A district level selection committee and block level inspection committee will be formed respectively for the selection of the FPO/ CBO for establishment of processing machines under the chairmanship of Chief District Agriculture Officer cum Programme Director ATMA (CDAO).
5. The district level selection committee will scrutinize the document and select the CBO/FPO as selection/preferred criteria mentioned above.The selected list will be communicated to BAO/AAO/AAE for field verification by the block level Inspection team.
6. After verification BLIT (Block level Inspection Team) shall submit the Inspection report to the CDAO within 7 days of receipt of the selected list.Final selection list will be declared by the District level selection committee within 7 days of receipt of inspection report which will be communicated to BAO/AAO.

Following will be the members of the committee:

6.1.12 DISTRICT LEVEL SELECTION COMMITTEE:

1. CDAO (Chairperson)
2. DSWO
3. Executive Engineer/ Assistant Executive Engineer (Agriculture)

4. District Scheme Officer of OMM (Member Convener)
5. DPC, Mission Shakti Deptt.
6. District Programme Coordinator from OMM (Programme Secretariat)
7. Any other member as per requirement of the activity

6.1.13 BLOCK LEVEL INSPECTION TEAM:

1. BAO/AAO-Team Leader
2. AAE
3. DPC-OMM-
4. BPC/BPM-Mission Shakti-
5. Facilitating Agency
6. Any other member as per requirement of the activity

Block level inspection team shall recommend a list of suitable FPOs/ CBOs to the District level selection committee after verification. An authenticated empanelled list of FPO/CBO shall be prepared by District level selection committee, and shall recommend the list of **most potential FPO** to the Collector & District Magistrate

Preference shall be given to FPO/CBO promoted under Odisha Millets Mission.

N.B: In no case a same SHG/CBO/FPO shall be provided with more than one machinery.

2.4 PROCESS OF ESTABLISHING AND MONITORING OF PRE-PROCESSING/PROCESSING AND VALUE ADDITION UNITS

1. The selected CBO/FPO/SHG/SHG Federation will enter into a tripartite agreement between CDAO, FA & selected CBO/FPO/SHG/SHG Federation for managing pre-processing/ processing unit.
2. The CDAO will place order to the empanelled machine suppliers through OAIC for installation at the selected place.
3. Programme Secretariat will organize training of trainers on the operational modalities of the processing units supported by machine manufacturers, members of Selected FPO/SHG Federation/SHG/CBO, CRPs, FA Coordinator, local youth/mechanics and AAE.
4. After the training of the FPO/SHG Federation/SHG/CBO, handholding support and 3 years business plan will be developed for successful operationalization of the unit shall be given by the FA and Programme Secretariat in consultation with concerned AAE.

5. A regular monitoring shall be done by FA. Monthly status on processing machine operations shall be done by concerned AAE and submit the reported to CDAO.
6. A quarterly monitoring shall be done by Programme Secretariat and Asst. Executive Engineer (Agriculture).

6.2 DETAILED APPROVED SPECIFICATIONS FOR PRE-PROCESSING & PROCESSING AND VALUE ADDITION UNITS UNDER ODISHA MILLETS MISSION:

Approved Specifications for Pulveriser/Flour Mill

Specifications	Scale
Flour Mill* 2HP, Single Phase, Electric Motor 25 to 30 kg/hr Mini Rice-cum-Flour Mill* 3 HP, Single phase, Electric Motor Operated 25 kg/hr grinding capacity	Small
Flour Mill* 5HP, Single Phase, Electric Motor 45 to 53 kg/hr grinding capacity Combined Rice and Flour Mill* 3HP, Single Phase, Electric Motor Operated with belt pulley 60 to 70 kg/hr grinding capacity	Medium

Approved Specifications for Standalone Dehuller & Integrated Units

A. 100-150 kg/hr capacity (Standalone Dehuller & Integrated Units)
<ol style="list-style-type: none"> 1. Processing capacity of 100-150 Kg/Hr 2. 1 HP to 3HP motors 3. Sturdy body

4. Easy feed control
5. All moving parts should be covered
6. Emergency switch
7. Plug and play
8. Single phase/3 phase
9. All grain contact areas with SS will be preferred. MS Mandatory

Additional Requirements for integrated units

1. Aspirator /Cyclone separator is required
2. 3 Deck Grader
3. Clogging free sieves(optional)
4. Additional Sieves as spare (3 sieves) SS
5. Reciprocating motion enabled grader
6. Ease of cleaning and installation of sieves
7. All grain contact areas with SS will be preferred

B. 200-300 kg/hr capacity (Standalone Dehuller & Integrated Units)

1. Processing capacity of 200-300 Kg/Hr
2. Twin leg bucket Elevator (optional)
3. 3 to 5 HP motors
4. Sturdy body
5. Easy feed control
6. All moving parts should be covered
7. Emergency switch
8. Plug and play
9. 3 phases
10. All grain contact areas with SS will be preferred. MS Mandatory

Additional Requirements for integrated units

1. Aspirator /Cyclone separator is required
2. 3 Deck Grader
3. Clogging free sieves(optional)
4. Additional Sieves as spare (3 sieves) SS
5. Reciprocating motion enabled grader
6. Ease of cleaning and installation of sieves
7. All grain contact areas with SS will be preferred
8. Twin leg bucket Elevator (optional)

C. 500- 600 kg/hr capacity (Standalone Dehuller & Integrated Units)

1. Processing capacity of 500-600 Kg/Hr
2. Twin leg bucket Elevator is Mandatory
3. 5 to 10 HP motors
4. Sturdy body
5. Easy feed control
6. All moving part should be covered
7. Emergency switch
8. Plug and play
9. 3 phase
10. All grain contact areas with SS will be preferred. MS Mandatory

Additional Requirements for integrated unit

9. Aspirator /Cyclone separator is required
10. 3 Deck Grader
11. Clogging free sieves(optional)
12. Additional Sieves as spare(3 sieves) SS
13. Reciprocating motion enabled grader
14. Ease of cleaning and installation of sieves
15. All grain contact areas with SS will be preferred
16. Twin leg bucket Elevator is Mandatory

D. 1000- 1200 kg/hr capacity (Only Integrated Units)

1. Processing capacity of 1000-1200 Kg/Hr for dehullers, graders and destoners.
2. Twin leg bucket Elevator is required
3. 10 to 15 HP motors
4. Aspirator /Cyclone separator is required
5. 3 Deck Grader
6. Clogging free sieves (optional)
7. Additional Sieves as spare(3 sieves) SS
8. Reciprocating motion enabled grader
9. Sturdy body
10. Easy feed control
11. Ease of cleaning and installation of sieves
12. All moving part should be covered
13. Emergency switch
14. Plug and play
15. 3-phase electricity
16. All grain contact areas with SS will be preferred. MS Mandatory

• Approved Specifications for Thresher-cum-Pearler

Name of Implement	Ouat- Motor operated Ragi Thresher cum Pearler
Capacity	80- 100 Kg/Hr
Type	Axial Flow
Power Transmission System	V-Belt Pulley
Motor	1 HP
Power Source Type	Single Phase
Threshing Drum	Cylinder Made up of MS Flats and MS Stud
Crop Feeding Inlet	Chute Type
Transport	Mobile

Approved Specifications for Small Scale Bakery Unit for Millets

Equipment Name	Technical Specifications	Application
Ribbon blender	2 HP, capacity 50 kg	To mix powders

Planetary Mixer	Electric version, set of three agitators, capacity 15 liters, batter capacity 16 kg, speed: multi speed	To make high viscous products
Spiral Kneader	50 kg/hr, Spiral motor 3 HP, Bowl motor 1 HP	Kneading of dough
Dough sheeter	Power: 1HP; Over all dimension, (LBH) 3300×1200× 1200mm, 150 kg mild steel	To make dough sheets
Cookie depositor	1000 nos./hr	Cutting of dough into cookies
Mini moulder	0.5 HP, 2500 pieces/hr	To mould bread
Conventional oven	4 trays (40x60 cm), 5 kg/12 bread loaves of 400g each	Baking of products
Rotor oven	2.25 HP, 12 trays (112 kg/ 280 bread loaves of 400g each)	Baking breads

3 COMPONENT 3. IMPROVING PRODUCTIVITY:

3.1 ESTABLISHING COMMUNITY MANAGED SEED SYSTEM

6.2.1 OBJECTIVES OF THE COMMUNITY MANAGE SEED SYSTEM (CMSS):

Community Managed Seed System (CMSS): The CMSS shall consist of one main Seed Centre (henceforth known as Community Seed Center) and maximum of three sub-Seed Centers within the block as per the requirement. Within the 5 years total 4 Seed centres will be established in a block including sub centres. The 4 seed centers shall be supported and strengthened to become self-sustain over five years.

1. The programme intends to establish a *decentralized* seed system *managed* by the CBOs (FPO/ SHG) that will produce and supply *quality seeds of landraces or varieties of millets and other crops* suitable for their locality *well in time to the farmers*.
2. SOP on Seed Systems for landraces, communicated vide letter no. 10737 dated 02.04.2022 shall be followed.

In brief, the process involves:

Selection of suitable seeds from different indigenous landraces/ varieties of millets through Participatory Varietal Trial (PVT) within the block.

1. Quality Seed Production and Mass selection of the farmer preferred local landraces.

2. Development of a pool of local seed producers linked to SHGs/FPOs for quality seed production.
3. Processing, storage, management, distribution, book-keeping and maintenance of the seeds.
4. The Community Managed Seed System (Main Community Seed Center) will be implemented by nodal CBO (FPO/ SHG) of OMM. It will run as a business enterprise by producing, supplying and selling quality seeds.

3.1.1 PROMOTION OF LOCAL POPULAR VARIETIES

Promotion of local popular varieties through selection (1st Year - Exploration and PVT activity (1no), 2nd Year - Mass Selection and Seed Production of selected varieties including conservation.

1. FA will explore availability of local landraces/ varieties of millets within the block through village meetings/ Focused Group Discussions/ Seed fairs/ Melas/ personal contacts/ Govt and Non-Govt sources etc.
2. FA will collect the information on the landraces in passport data format as per NBPGR which will contain farmer's information, place of collection and varietal characters, etc.
3. After collection of landraces, a Participatory Varietal Trial (PVT) shall be done along with notified varieties from the Government as check in Randomized Block Designed (RBD) method in selected farmer's field.
4. The detailed PVT process module shall be shared by the Programme Secretariat.
5. Through this process, locally suitable landrace/ variety will be identified.
6. Mass selection process shall be carried out for quality seed production of selected landraces from PVTs from 2nd year onwards. Expenditure shall be made from the approved budget. Seed standards and seed production process shall be finalised by working group on seeds under OMM on the lines of as per approved Standards operating procedures of Seed Systems for landraces by Government of Odisha.
7. Sample seeds along with passport data from seed production shall be sent to District/ State Seed Testing Laboratory (SSTL), Bhubaneswar for seed quality testing report and *ex-situ* conservation of landrace in the cryogenic system for a long period in SSTL, Bhubaneswar. Farmers can access the sample seed materials from SSTL, whenever he/ she required. In future processes shall be taken to include best performing landraces into the seed chain.
8. Those blocks that have completed the PVT in Ragi in first year, they can go for PVT of other millets subject to climatic condition, soil factor and farmers adaptation

6.2.2 BUDGETARY BREAKUP OF COMPONENT 3.1.1 A- PVT 1ST YEAR:

The area for demonstrating Participatory Varietal Trial (PVT) should be of 50 cent or 2000 sq.m or 0.2ha with 10 nos. of landraces/varieties

Budget Break up for Participatory Varietal Trial (PVT) on Ragi / Non-ragi Rs 30000.00					
Sl	Particulars	Unit in Nos/Qty	Unit Cost/ Rate	Nos/ Days	Amount (Rs)
1	Exploration, documentation, and collection of landraces seed materials	Lumpsum			500
2	Seed for PVT	Lumpsum			1000
3	Seed treatment with Bijamruta (lit)	1	20		20
4	FYM for Nursery (kg)	50	5		250
5	Labour for Nursery bed preparation & sowing	6	315		1890
6	FYM for main field (ql)	7	500		3500
7	materials required for Lay outing and labelling for Randomized Block Design	Lumpsum			300
8	Land preparation by plough	8	315		2520
9	Labour for lay outing, uprooting & transplanting/ Line sowing for non-ragi millets	16	315		5040
10	Application of diluted JIBAMRUT (lit)	70	20		1400
11	Application of crude Handikhata (lit)	2	50		100
12	Application of Pesticide	Lumpsum			1000
13	Critical Irrigation during crop growth	Lumpsum			2000
14	Labour for weeding (twice)	10	315		3150
15	Field day for 25 farmers for variety selection (banner, food and travel expenses, Resource persons) (rs/ farmer)	25	100		2500
16	Labour for rouging, harvesting, threshing & storage	8	315		2520
17	Rope, thread, wax, label and coloured row marker, varieties laminated board, PVT banner, measuring tape	Lumpsum			2310

Budget Break up for Participatory Varietal Trial (PVT) on Ragi / Non-ragi Rs 30000.00					
Sl	Particulars	Unit in Nos/Qty	Unit Cost/ Rate	Nos/ Days	Amount (Rs)
	Total				30000

6.2.2.1 BUDGET BREAK UP FOR QUALITY SEED PRODUCTION OF RAGI (2.5 ACRE OR 1HA) RS 30000.00

Fraction of Budget for Quality Seed Production of Ragi (2.5 acre or 1ha) Rs 30000.00					
Sl	Particulars	Unit in Nos/Qty	Unit Cost/ Rate	Nos/ Days	Amount (Rs)
1	Seed (kg) Rs57.82 for Foundation seed	15	57.82		867.3
2	FYM cost Rs100/ql	50	100		5000
3	Bio-fertilizer Azosprillum (gm) Rs 0.15 & PSB (gm) Rs 0.33 for seed pelleting	300	0.48		144
4	Fertilizer (Nutrient in Kg)				
	Application of diluted Jeevamruta liquid (lt) @ Rs10/lit	500	10		5000
	Application of Handikhata liquid (lt) @ Rs20/lit	5	20		100
	Application of Panchagabya liquid (lt) @ Rs 50/lit	5	50		250
5	Plant Protection chemicals	(2 sprays)			2000
6	Land preparation & threshing etc				
	(i) with tractor (own) only POL @ Rs102.22/lit	6hr/24lit	102.22		2453.28
	(ii) with Power tiller (own) only POL Rs102.22/lit	8hr/14lit	102.22		1431.08
	(iii) with hired tractor @ 1000/hr (max) POL by owner	6hrs	100		6000
7	Human labour (man-days) Rs 315.00 per man-day	100	315		31500
8	Registration, inspection fee, procurement supply fee, packing supply fee, sampling & testing fee (100/sample/) AV. 40ql & Tags (Rs144/ql) for 5.2ql	5.2 ql	144		748.8
9	Cost of seed treating chemicals @ Rs 90.00/ql for processed seeds				468
	Total (1 to 10)				55962.46
	(i) with tractor (own)				48531.38

Fraction of Budget for Quality Seed Production of Ragi (2.5 acre or 1ha) Rs 30000.00					
Sl	Particulars	Unit in Nos/Qty	Unit Cost/Rate	Nos/ Days	Amount (Rs)
	(ii) with Power tiller (own)				47509.18
	(iii) with hired tractor				52078.1
11	Return per ha				
	Minimum (ql/ha) processed @ Rs 6047/ql certified seed	5	6047		30235
13	Packing materials @ Rs 25 per 5kg cloth bags (no)	100	25		2500
14	Processing energy charges, transportation etc (Rs120/ql package of seeds)		120		624

Source: For Seed cost of Foundation & Certified Seed Government of Odisha Directorate of Agriculture & Food Production, Odisha, KrushiBhawan, Bhubaneswar. No. IS (05)02/2021 – 13525 dated 06.05.2021

For input and labour cost calculated by the Directorate of Agriculture & Food Production Bhubaneswar No-2M(06)-27/2015 – 17205 dated – 22.05.2015.

3.1.2 COMPONENT 3.1.2/ 3.1.3/ 3.1.4: PROCESS STEPS

6.2.2.2 SELECTION OF LOCATION AND SHG FOR CSC AND SUB CENTERS

The Nodal CBO (FPO/ SHG) will identify a suitable location for establishment of the seed centre in consultation with FA/ AAO/ BAO and Programme Secretariat.

1. Additional Block Coordinator of FA shall monitor the seed production process and ensure processing is done as per requirement. Additional block Coordinator of FA shall oversee germination test, selection of seed producers.
2. Each Community Seed Center (CSC) shall have a maximum of additional 3 sub centers as per requirement, this is to be decided by FA/ FPO/ AAO/ BAO so that quality seeds are available in time to the farmer at their reach.
3. Sub centres should be established during the season at the proximity of the farmers and programme clusters. The establishment of the sub centers should be completed before the start of the season. Sub centers may be anchored by FPO/ SHG at the village level. **A SHGs shall be selected to anchor the sub center through process laid down in the SHG selection guideline released by Department of Agriculture and Farmers' Empowerment vide Letter No. 20738, Dated: 27.10.2021 and subsequent modification made in the guideline vide Letter No. 24671, Dated: 09.12.2021.**
4. The FPO/ SHG selected for the Sub centers shall enter into an agreement with the Community Seed Centre of the Odisha Millets Mission through MoU. The seed

requirement indent shall come from Sub-centre to main seed centre on or before the proposed time period by the main centre.

5. Detailed seed transactions will be recorded in a register both at Centre and Sub centre.
6. The CSC and sub-centers shall also maintain information on crop diversity in a separate register.
7. Dimensions and specifications for the CSC and sub-centers should be such that it should arrange sufficient space for storing the seeds as well as the equipment, wherever possible government infrastructure shall be utilised for the same. The advised dimension for the storage space should be 25 x 30 x 15 (cuft) for main seed centre and 25 x 10 x 14 (cuft) for sub seed centre(*as per the Directorate of Agriculture and Food Production; Orissa; Bhubaneswar. Expression of interest for construction of “gene bank” dated 30.06.2011*)
8. The main CSC shall be linked to the Primary Processing Units for maintenance of physical purity proper threshing, drying, destoning and grading of seed materials. The CSC and sub-centre should maintain the physical purity of the seed either through processing units or manually.

6.2.2.3 PROCUREMENT OF ITEMS FOR CSC

The items required for the storage, sale and management of the seed centers are as follows for both Main CSC & Sub centres.

1. Electronic Weighing Machine BIS standard – 1 Qntl Capacity.
2. Digital Moisture Meter.
3. Tarpaulins@ 250 GSM. BIS standard
4. Storage bins – 50 kg bins as per requirement.
5. Stitching machine
6. Packaging materials for 1kg, 2.5 kg and 5 kg.
7. Dunnage materials
8. Zeolite beads for maintaining moisture content of germplasm.
9. Traditional storage material as per local rates.
10. Sieves of required size

The items which are approved in SLTC and are available under GEM portal/ OSAM Board approved rates / empanelled dealers by any dept. will be procured by CDAO after receiving indent from CBOs/FPOs/SHGs for CSC and sub centres respectively.

Selection of dealers for purchase of items available in the GEM portal for the equipment shall be done through L1 tender process through a committee formed and chaired by the CDAO.

1. CSC shall finalize the following aspects on a seasonal basis.

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- a) List of crops and landraces/ varieties under seed production.
 - b) Procurement of seed material of different Landraces and farmer preferred varieties of millets from PVT and mass selection from local farmers/ communities.
 - c) Procurement of seed material of Breeder/ Foundation/ Certified class from OUAT/ ICAR/ NSC/ OSSC whenever required
 - d) Sale of different millet seeds to farmers as per the rate fixed by the FPO/CBO/ SHG.
 - e) Selection of seed producers.
 - f) Prepositioning of seed varieties with quantity as per the requirement of millet farmers.
2. Seasonal seed requirements from farmers shall be collected by the CRP and submitted to CSC.
 3. After meeting seed requirements of OMM farmers, balance quantity shall be sold as per the rate fixed by the FPO/CBO/ SHG
 4. Before actual sale of the landraces/ varieties, germination tests (Minimum 75% - 80 %, as per Truthful level seed standard. <https://seednet.gov.in>) should be conducted at the seed center level and recorded in the stock register.
 5. Working capital shall be used for costs incurred in seed purchase, seed packing and transport costs, electricity charges, maintenance, registers, stationery, plastic covers for packing, seed center meetings etc.
 6. A maximum of 75% of the fund may be utilized specifically for the purpose of seed business related activities.
 7. Under the seed production process of millets, the FPO/CBO/ SHG will collect the seed samples, conduct germination tests, assess seed quality and label them appropriately. It should be done in consultation with the seed certification officer. The FA & CSC will be responsible for the following:
 - a. Selection of seed production plot.
 - b. Raising of seed nursery without contamination.
 - c. Following the process of transplanting, weeding and application of bio-inputs.
 - d. Ensuring isolation distance.
 - e. Rouging of off-types (crop specific).
 - f. Ensuring separate threshing of the seed lots.
 - g. Collection of samples and submission to relevant agencies such as SSTL/ registered seed testing agency for understanding the seed quality.
 - h. Follow up of necessary labelling/certification.

6.2.2.4 RECORDS MAINTAINED AT THE CSC LEVEL:

6.2.2.4.1 STANDARD DATA REGISTERS:

- a. Register of seed farmers with an identification number and personal details (Aadhar number, phone number, Bank account details, etc)
- b. Land information (Khata No, Plot No)

6.2.2.4.2 DATA RECORDS: (MAINTAINED FOR EVERY SEASON)

- a. Seasonal Seed Plan and indent for the CSC.
- b. Seed production register (including certification details if any).
- c. Seed distribution/Sale register.
- d. Assets register.
- e. Books of accounts/ Money Receipt.
- f. Stock register.
- g. Annual Audit of finances.

6.2.2.5 ROLES OF STAKEHOLDERS IN SEED PRODUCTION:

6.2.2.5.1 SEED PRODUCER:

1. Signing of undertaking for seed production with Community Seed Centre.
2. Shall pay the cost for the local landrace/ Breeder/ Foundation/ Certified seed to FPO/SHG.
3. Take up rouging of off types, clean harvest, drying, processing of the seed under Supervision of FA/ FPO/CBO/CRP.
4. inviting fellow farmers to the plot show them the seed production process.
5. Regular monitoring of the seed production plot and timely application of bio-inputs and ensuring irrigation.

6.2.2.5.2 FPO/ SHGS / CBO

1. Identify the seed farmers for seed production.
2. Signing of agreement with seed farmers.
3. Preparation of Seed indent before two months of the cropping season.
4. Identify the buyer (farmer/ local trader/ Government sector/ dealer etc).
5. Signing of MoU with buyers.
6. Organizing a meeting with a seed buyer for marketing.

6.2.2.5.3 FACILITATING AGENCY (FA): THE FA SHALL;

1. Form, support and strengthen the CSCs and support them in implementing the program.
2. Organize training/exposure visit of the seed farmer/ CSC members/ Government officials on quality seed production, seed storage, seed centre management, etc.

3. Coordinate with the department and farmers at block level.
4. Coordinate with CSC, Processing units and FPOs for sustainability.
5. The Additional Block Programme coordinator will be in charge of the main seed centre and will manage the sub –centers.

6.2.2.5.4 PROGRAMME SECRETARIAT:

1. Organize ToTs on the;
 - a. Seed centre management.
 - b. Seed production.
 - c. Participatory Varietal Trials.
 - d. Mass selection/Pure line selection of best performing land races.
 - e. Seed storage and processing.
 - f. Any other as required by the programme
2. Liaise with the Director, OSSOPCA/ ADR Seeds/ CDAO/ Seed Certification Officer/SSTL to provide necessary support/ data/ reports as per the programme requirements.
3. Facilitate sharing of experiences across the CSCs and encourage innovation.
4. Linking the CSCs with Processing units and FPOs and facilitating sustainable business development.
5. Maintenance of Database on block wise seed production information of different landraces/varieties.

6.2.2.5.5 BLOCK AGRICULTURE OFFICER (BAO)/ ASSISTANT AGRICULTURE OFFICER (AAO);

1. Organize the following review and planning meetings:
 - a. At least one planning meeting before the season.
 - b. A review meeting after completion of sowing to take stock of the situation (purity/ roughing, pest management, etc), and planning for the season.
 - c. Issue of threshing certificate to the individual seed producer through ASCO.
 - d. 2 meetings at the time of harvest/ processing (pre and post harvesting).
2. Undertake necessary field visits for the above purposes.

6.2.3 ESTABLISHMENT OF CROP -DIVERSITY BLOCK:

These CD Blocks will be taken up by the CMSS of each CD blocks can be decided based on soil type and crops grown. The CMSS will identify farmers interested to take up about 1 to 2 acres of land for the CD Block purpose; the land can be one plot or different plots (but within one village) and must be contiguous as far as possible. The CD Block is divided into plots of 5 x 10 =

50 sq.mt plots to cultivate each of the Accessions or crop varieties received; spacing between two beds are 1.5ft. About 30-35 crop varieties can be cultivated each leaving spaces for movement/ observations. The CD Blocks will get the accessions from the local seed fairs, varietal exploration, conservation plots etc

6.2.4 FUNCTIONS OF THE CROP DIVERSITY BLOCKS

6.2.4.1 1. PLOT ALLOCATIONS FOR CD BLOCKS:

- a. The CMSS will maintain the CD Block and it will receive the accessions from different farmers in its cluster or it can also receive such diverse seed from other locations for local multiplication.
- b. If the number of diverse seed material/ accessions received is higher than what can be cultivated in 1-2 acres, the CD Block will prioritise the ones to be taken up during the year. Area for CD block will be decided based on the crops and accessions collected at Seed Diversity Mela
- c. The design and layout of the plots will be taken up as per the decision of the crop varieties

6.2.4.2 2. CULTIVATION OF THE ACCESSIONS:

- a. The CMSS has to decide as to which crops should be grown in CDB.
- b. Few plots in each of the CD Blocks will be allocated to vegetable seeds wherever possible.
- c. The accessions will be cultivated as per the spacing requirements and following the normal agronomic practices for the crop; and organic inputs will be followed for crop growth.
- d. During the crop season the off-types (the plants that are not matching the description of the passport data) will be removed.
- e. While harvesting at most care must be taken to see that seeds are collected only from the plants matching the description of the passport data.
- f. Each plot is harvested separately and the seed is maintained properly.
- g. Detailed technical guide shall be prepared in due course for maintaining seed quality, storage and distribution.

6.2.4.3 3. CHARACTERIZATION:

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- a. The CRPs of the CD Block will be trained in documenting the characteristics of the land races. Specific observation sheets will be developed for the purpose.
- b. The data will be uploaded into the OMM website developed for the purpose including photographs (through a mobile application).
- c. Specific features of the tried-out accessions (value in cultivation) will be recorded and made available through the website.

6.2.4.4 4. HARVESTING AND PACKING:

- a. Seed from each of the accessions in the CD Block plots will be harvested carefully and packed separately at recommended moisture level.
- b. CMSS shall purchase all the seed produced in the CD Blocks at grain price and sells to the farmers in the clusters or outside and run take up this activity in an enterprise mode

6.2.4.5 BUDGETARY PROVISION FOR ESTABLISHMENT OF CROP DIVERSITY BLOCKS:

Sl. No	Particulars	Unit	Rate	Amount
A	Seed cost Non Ragi millets	LS		1500
B	Cost of Organic nutrients			
	Organic seed treatment materials (Beejamruta/azosprillum, Rhizobium, PSB)	LS		500
	FYM (ql)	20	100	2000
	Ghana Jeevamrut (4ql)	200		800
	Drava Jeevamrutham (lit)	200	10	2000
	Handikhata (lit)	3	50	150
	Panchagavy (lit)	3	50	150
	Total B			5600
C	Cost of Bio-pesticides (lumpsum) - Bramhastra, Neemastra, Agnayastra			500
D	Labour cost			
	Land preparation by ploughing	8	315	2520
	Direct seeding in line	6	315	1890
	Thinning and gap filling	2	315	630
	Weeding and hoeing	10	315	3150

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	Application of Biofertilizer and Bio-pesticide	2	315	520
	harvesting and post harvesting	6	315	1890
	Total D			10600
E	Other Costs involved			
	One year land lease amount			9000
	Critical Irrigation	LS		1000
	Remuneration to CRP for data collection (month)	5	300	1500
	Miscellaneous expenses (banners, planting materials, labelling etc)			300
	Total E			11800
	Grand Total (A + B + C + D + E)			30000

3.2 IMPROVED AGRONOMIC PRACTICES

6.2.5 PROCESS STEPS

1. Odisha Millet Mission promoting following Methodology for increasing yield of different millets and also provide incentive to farmers those are adopting the methodology
 - a. System of Millet Intensification (SMI).
 - b. Line Transplantation in millets (LT).
 - c. Line Sowing including intercropping in millets (LS)
2. OMM focused more on non-chemical approach for seed treatment, nutrition and pest management and support agriculture equipment to reduce cost of cultivation and easy access to farmers. The programme secretariat (WASSAN) will make regular field visits and monitor the technology implementation and ensure coverage of SMI, LT, LS, IC in farmers field as per assigned target for each block. The farmers can access to row marker, diesel pumpset, winnower, sprayer and cycle weeder from Custom Hiring Centre (CHC) which will be established in each block.
3. The Facilitating Agency will conduct the village level meeting along with VAW, CRP & KrushakSathi for selection of farmers for improved agronomic practices. The detail GP level plan and farmers list will be submitted to CDAOs after getting approval for BAO/AAO. After submission of detailed plan and farmers list the seed requirement will be finalized by CDAOs-cum-PD ATMA for the district and indent will be placed to different Government and Non-Government agencies one month before Kharif season.

4. The programme secretariat will organize District level residential or non-residential training –cum-demonstration programme for BAO/AAO/VAW/FA/CRP on Package of practices of SMI, LT, LS, Non-chemical Nutrient and Pest management, post-harvest technologies in millets along with Odia handouts. Same will be followed by FA at cluster level by providing training-cum-demonstration to CRPs and progressive farmers.
5. The detailed intercultural activities from sowing to harvesting will be recorded by CRP on mobile app developed by programme secretariat. After submission of final farmers list after transplanting or direct sowing by FA 50 % of incentive will be released by PD ATMA to the farmers in the month of September.
6. Field verification will be conducted to the extent of 100% by VAW/ AO, 50% by AAO/ BAO, 10% by ADO and 5% by CDAO/ Scheme officer within two months after transplanting/ sowing. The DPC will coordinate the timely field visit and proper documentation in the programme area, providing required feedback for improvement in the implementation process. The remaining 50 % incentive will be transferred through to the farmer’s bank account on DBT mode in the month of November by the CDAO after obtaining the field verification reports and tracking sheet of Farmers adopted agronomic practices.
7. Incentive will be for three consecutive years to the same farmer, for the purpose a MIS system to be designed and maintained by the Programme Secretariat. FA/ FPO will be responsible for maintaining all records of farmers in their respective blocks. Tentative farmer list, final farmer list for sampling for Crop Cutting Experiment (CCE) and Tracking sheets for all farmers adopting agronomic practices, incentive sheets everything will be maintained in the MIS portal designed purposefully.
8. The programme secretariat will prepare detail package of practices of different methodology to support FA in consultation with the Department of Agriculture/ OUAT/ ICAR in consultation with Working Group on Seed (WGoS)

3.2.1 TWO DAY RESIDENTIAL/NON-RESIDENTIAL TRAINING WITHIN THE DISTRICT ON SYSTEM OF MILLET INTENSIFICATION (SMI).

(For 20 farmers @ 400 per farmers/ day for residential and 32 farmers @ 250 per day/ participant for non-residential programmes.)

1. A two day Residential/ Non-residential training shall be conducted by FA for the members of the CBO on the improved agronomic practices as per the package of practices shared by the Programme Secretariat. Members of the nodal CBO, CRPs, progressive farmers, FA coordinator will be chosen for the training. Dates and venue shall be finalized by facilitating agencies in consultation with AAO/ BAO & district coordinator and will be approved by the CDAO. Participants shall be trained on following aspects:
 - a. Different types of millets.

- b. Seed treatment & Nursery bed preparation.
 - c. SMI/ LT /LS/ Intercropping Package of Practices.
 - d. Organic manure and pesticide preparation and application.
 - e. Weeding & Log rolling.
 - f. Irrigation.
 - g. Post-harvest technologies.
 - h. Data Collection and data entry on OMM mobile app.
2. Residential training may be converted to non-residential training only when proper residential training facilities are not available. Proper justification shall be provided by the FA. In case of conversion from residential to non-residential training, then participants shall be increased to ensure that the cost of training shall remain the same.

3.2.1. two days residential training of trainer within district on System of Millets Intensification (SMI) for 20 farmers @ 400 per farmers/day					
Sl. No	Particulars	Unit in Nos/Qty	Unit Cost/ Rate	Nos/ Days	Amount (Rs)
1	Food Expenditure for Two Days (Tiffin 2 times Lunch 2 times, Tea & Snack 4 times, Dinner one time)	20	290		5800
2	Travel (to and fro)	20	100		2000
3	Lodging	20	150		3000
4	Conference Hall/ Meeting Hall/ Sitting Arrangements with projector		1000	2	2000
5	Resource Person fee (preferably a BAO/ AAO/ AO)		500	4	2000
6	Stationary and Sanitary items (Pen, Pads, sanitary items etc) & Handouts	20	35		700
7	Miscellaneous (Banner, Photos, etc)	1	500		500
	Total				16000

3.2.1. two days non-residential training of trainer within district on System of Millets Intensification (SMI) for 32 farmers @ 250 per farmers/day
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Sl. No	Particulars	Unit in Nos/Qty	Unit Cost/ Rate	Nos/ Days	Amount (Rs)
1	Food Expenditure for Two Days (Tiffin 2 times Lunch 2 times, Tea & Snack 4 times)	32	105	2	6720
2	Travel (to and fro) 2 days		LS	2	3970
3	Conference Hall/ Meeting Hall/ Sitting Arrangements with projector		1000	2	2000
4	Resource Person fee (preferably a BAO/ AAO/ AO)		500	4	2000
5	Stationary and Sanitary items (Pen, Pads, sanitary items etc) & Handouts	32	30		960
6	Miscellaneous (Banner, Photos, etc)		500		350
	Total				16000

3.2.2 BIO-INPUT ACTIVITY SUPPORT AS GRANT TO SHG/ FEDERATION/FPO

(At Cluster of Gram panchayats - 4 units per block (support for containers for bio-input preparation, bottling, sale counter establishment, other management cost)

1. FPO/CBO/ SHG will be encouraged to establish Bio-Input Enterprise through grant support of Rs.30000/- in the programme blocks.
2. FPO/ CBO/SHG will be selected for establishing the Bio-Input enterprises as per procedure by Mission Shakti Department.

Following is the detailed cost breakup for the process of establishment of Bio-input preparation and sale enterprises:

Bio-Input Costing Sheet					
Sl. No	Item for Bio-Input	Unit in Nos/Qty	Unit Cost/ Rate	Nos/ Days	Amount (Rs)
1	Raw Material (All)	KG	1000	10	10000
2	Drum and Other Material Cost	No	8	800	6400
3	Fixed Cost	No	1	12,000	12000

4	Variable Cost	KG	1	1,000	1000
5	Packaging and Branding Cost	No	100	2	200
6	Other Processing Cost	No	1	400	400
Total Cost					30000

3.2.3 INCENTIVE FOR IMPROVED PACKAGE OF PRACTICES TO IMPROVE MILLETS PRODUCTIVITY WITH EXTENSION OF INCENTIVE FOR ANOTHER TWO YEARS.

6.2.5.1 CRITERIA AND PROCESS FOR FARMER SELECTION:

- i. **Identification of Cluster :** Minimum size of cluster will be 50 hectare. GPS coordinates of the cluster from 4 corners to be taken and submitted to the BAO/AAO, CDAO and Director of Agriculture & Food Production, Odisha.

Programme will be implemented in the villages with a history of production and consumption of millets or suitability of millet crop based on geography. Preference will be given to tribal farmers and farmers with soil health cards (within the last 3 years). Other households interested in taking up millet cultivation in the programme blocks will also be encouraged for participation. Farmers those not having soil health card during the last 3 years will also be encouraged to participate in programme subject to testing of their soil from MSTL/STLs based on suitability during the season with support from KrushakSathi/ VAW concerned.

- iii. CRP engaged under OMM will be collecting interested farmer list, SHGs, FPOs during April for Kharif and during October for Rabi season respectively and record in the CRP register in coordination with Krusha Sathi and VAW concerned. Land records (not mandatory), identity documents, soil health card, DBT registration number/ card, bank account document etc. of the farmer to be collected by CRPs.
- iv. The farmer list along with seed requirements and crop planning to be submitted to BAO/ AAO through FA & FPO by 1st week of May for Kharif and 1st week of November for Rabi. Krushak Sathis along with CRPs/FAs under OMM will select farmers with details of land holding, suitability of millet cultivation, availability of seed etc and submit to VAW/ AO concerned for consolidation and submission to BAO/ AAO. FPO and FA will be facilitating the entire farmer selection process and database entry and submission to the BAO and CDAO.
- v. **Details of Farmer Incentive :** Incentive to the same farmers adopting the

agronomic practice in millet crop will be given for **consecutive 3 years** in reduced manner as per the approved incentive given in the table below. The crop area during the financial year should be incentivised as per annual incentive limit of 2 Ha and minimum 0.2 Ha.

6.2.5.2 INCENTIVE FOR SYSTEM OF MILLET INTENSIFICATION (SMI) IN RAGI PER HA

Sl. No.	Unit	1st Year	2nd Year	3rd Year
1	Seed Cost	500.00	500.00	500.00
2	Bed Preparation	500.00	500.00	500.00
3	Organic Manure	300.00	250.00	250.00
4	Watering by cycle weeder	300.00	0.00	0.00
5	Seed Treatment in Beejamrut	100.00	100.00	100.00
6	Incentive for Transplanting	2000.00	2000.00	1500.00
7	Weeding @3 times	1150.00	650.00	400.00
8	Harvesting and safe storage	650.00	0.00	0.00
9	Jeevamrut Preparation	1000.00	500.00	250.00
	Total	6500.00	4500.00	3500.00

6.2.5.3 INCENTIVE FOR ADOPTION OF AGRONOMIC PRACTICES IN NON-RAGI MILLETS:

Incentive for adopting different agronomic practices like Line Transplanting/ Line Sowing/ Intercropping/ Crop Diversification (at least 75% of non-ragi Millet in intercropping @ 4:1 or 8:2 proportions) of non-Ragi Millets:

Sl. No.	Unit	1st Year	2nd Year	3rd Year
1	Seed Cost	1700.00	1700.00	1700.00
2	Land Preparation/ Nursery raising/ Transplanting/ Sowing	1000.00	700.00	500.00
3	FYM/ Organic Manure Application	1200.00	800.00	500.00
4	Seed Treatment in Beejamrut	300.00	300.00	300.00
5	Weeding @3 times with cycle weeder	1000.00	500.00	0.00
6	Application of Jeebamruta and HandiKhata	500.00	500.00	500.00
7	Harvesting and safe storage	800.00	0.00	0.00
	Total	6500	4500	3500

6.2.5.4 INCENTIVE FOR RAGLINE TRANSPLANTING (LT)/ LINE SOWING (LS)/ INTERCROPPING WITH RAGI (75% OF THE CROP NEED TO BE RAGI, AND REMAINING MAY BE OTHER COMPANION CROPS) PER HECTARE

Sl. No	Unit	1st Year	2nd Year	3rd Year
1	Seed Cost	750.00	750.00	750.00
2	Bed Preparation	400.00	300.00	100.00
3	Organic Manure	300.00	300.00	300.00
5	Seed Treatment in Beejamrut	100.00	100.00	100.00
6	Incentive for Transplanting/ Sowing	1000.00	500.00	300.00
7	Weeding @3 times by cycle weeder	250.00	0.00	0.00
8	Jeevamrut Preparation	450.00	300.00	200.00
	Total	3250.00	2250.00	1750.00

6.2.5.5 TIMELINE AND PROCESS FOR FARMER IDENTIFICATION AND INCENTIVIZATION:

Sl. No	Activities	Indicators	Responsibilities	Kharif Deadline	Rabi Deadline
1	Identification of Farmer, Plot and finalization of Cluster	Farmer List and Plot details	CPR/ FPO/ FA	1 st April	1 st January
2	Submission of Farmer list and plot details cluster wise after all scrutiny	Farmer List and Plot details	BAO/ AAO	15 th April	15 th January
3	Approval of the CDAO at District Level	Farmer list and Cluster approval	CDAO	20 th May	20 th January
4	Submission of Final list of farmers with GEO tagging information of field and crop coverage details after transplanting/ sowing to the BAO/ AAO and Programme Secretariat.	List of farmers completed sowing	CRP/ KrushakSathi/ VAW/ AO	20 th July	15 th March
5	Submission of Verified Final farmer list to the CDAO and NCDS (for sampling and crop result analysis)	Approved list of farmers	BAO/ AAO	30 th August	30 th March

Sl. No	Activities	Indicators	Responsibilities	Kharif Deadline	Rabi Deadline
6	Release of First incentive (post transplanting/ sowing) (50%)	Incentive Sheet	CDAO	15 th Sept	30 th April
7	Verification and submission of farmer details (tracking details up to interculture operations) to the BAO/AAO at 70-80% Crop maturity	Farmer tracking sheet	CRP/ KrushakSathi/ VAW/ AO	15 th October	15 th May
8	Submission of verified list to the CDAO	Incentive details of verified farmer	BAO/ AAO	30 th October	30 th May
9	Release of Second/final Incentive for remaining 50%	Final Incentive sheet	CDAO	15 th November	1 st June

N.B : To popularize millet cultivation, farmers who are already included under the scheme and provided with reduced incentive for consecutive 3 year will be included for another 3 years with no incentive support but they can avail other facilities under the scheme including Procurement of Ragi through M-PAS. The facilitating agencies should closely monitor at the field level to ensure the inclusion of farmers and crop coverage. Cultivable waste land, fallow land should be diverted to Millet crops as these are climate resilient in nature.

3.2.4 FIELD DAY

6.2.5.6 PROCESS STEPS

1. Field day shall be conducted during the Kharif and Rabi and during the interculture operation for best practice demonstration and during harvesting season by the facilitating agency.
2. **Crop Cutting Experiment (CCE) and Field Orientation:** 3 Crop cuttings as per standard procedure **must be carried out in presence of** at least 1 person from Agriculture Dept. (VAW/ AO/ Statistical Asst/ AAO/ BAO/ ADO/ CDAO) or Directorate of Economics and Statistic (SFS/ SFI) during the field day.
3. **Following may be the participants in the field day:**
 - a. Farmers from the nearby/ potential villages for area expansion.
 - b. CDAO/DAO/AAO/BAO/ AO/ VAW.
 - c. FA Representative.
 - d. Programme Secretariat representative.
 - e. Statistics representative (Invitees).

- f. PRI members (Invitees) Not more than 100 farmers should participate the field.
(One Agriculture Department staff and one progressive farmer will be assigned as resource person for facilitating the Field Days, discussion with farmers and comparative analysis of 3 CCEs from randomly selected 3 different fields within the nearby area)
4. The dry grain weight from the crop cutting area of (5m x 5m) must be taken and documented with the token signature of the dept. The largest plot of the farmer will be taken for crop cutting method on improved package of practices and also one farmers practice crop cutting will be taken for comparison.
5. The Research Secretariat shall prepare a list of farmers for the CCE through random sampling method and submit the SPMU by 2nd Week of October every year.

6.2.5.7 BUDGET BREAKUP OF ONE FIELD DAY FOR CCE

Budget Breakup of one Field Day for CCE of Model and 2 other sample plot budget code 3.2.4					
Sl. No	Particulars	Unit in Nos/Qty	Unit Cost/Rate	Nos/ Days	Amount (Rs)
1	Fooding Expenses for 100 persons (Tea and Millet Snacks 30/-, Lunch 80/-)	100	110		11000
2	Resource Person (One BAO/ AAO, One Progressive Farmer)	2	500		1000
3	Arrangement of Tent, seating, etc	LS	2000		2000
4	Travel Expenses for Farmers and CRPs	100	50		5000
5	Misc. Expenses (cost of banner, formats, documentation, stationeries, farm equipment for CCE etc)	LS	1000		1000
	Total				20000

3.2.5 CCE BASED ON SAMPLING AND CROP RESULT DOCUMENTATION:

For documenting the crop result of millet based cropping system and estimating yield potential under different varieties and types of millets, crop cuttings need to be done on sampling basis. Final farmer list to be submitted for the purpose just after completion of transplanting with details of crop and transplanting dates and farmers details with cropping method and variety etc; both for Kharif and Rabi season by FA/ FPO to the CDAO, Programme Secretariat and Research Secretariat. A sample list of 50 farmer will be provided for organisation of the CCE. The CCE will be executed by following process stated below:

Participants for the sample CCE for documentation:

1. FA Representative (compulsory).
2. CRP (compulsory).
3. 5 Farmer (compulsory) including the actual grower of the field.
4. VAW/ AAO/ BAO (compulsory).
5. Block Agriculture Statistics Office (optional).
6. Programme Secretariat representative (at least 10 per block compulsory).

There are provisions for expenditure under the head provisioned for FA to execute the process as detailed below:

Sl. No.	Particulars	Unit in Nos/Qty	Unit Cost/ Rate	Nos/ Days	Amount (Rs)
1	Charges to Farmer for arrangements of drinking water and support the CCE process (millet grower)	LS	200		200
2	Participant register, Formats, Photo, Stationeries	LS	100		50
3	Snacks for 10 participants	10	25/- each		250
	Total				500

4 COMPONENT 4. APPROPRIATE FARM MECHANIZATION THROUGH CUSTOM HIRING CENTRES (CHC)

4.1 COMPONENT 4.1: SUPPORT FOR FARM MECHANISATION

1. Custom Hiring Centre will be hosted by the FPO/CBO under OMM at GP level. Funds available under this component can be utilized by FPO/CBO to purchase equipment for CHC. Each CHC shall have a maximum of seven sub centers at cluster level/near the millet cropping area operated by SHGs.
2. Number of main CHC and sub-centres may vary from block to block based on the area, requirement and distance. If there is no requirement of 7 sub-centres, then the FPO/CBO has the flexibility to plan for less number of sub centres of CHCs and the quantity of need-based implements/ machineries may be increased as per local requirement.

3. Geographical situation, distance from the clusters, convenience of farmers and availability of storage space, communication facility shall be criteria for deciding number of sub centers.
4. Preference may be given to SHGs. Selection of SHGs/CBO for sub center will be done through process laid down in the SHG selection guidelines released by Department of Agriculture and Farmers' Empowerment vide Letter No. 20738, Dated: 27.10.2021 and subsequent modification made in the guideline vide Letter No. 24671, Dated: 09.12.2021.

Following are the criteria for sub centers of CHC.

1. Sub centers may be anchored by the local SHG/CBO at the village level.
2. Sub centers shall be near to the millet programme clusters.
3. Sub centers shall enter into an agreement with the FPO of Main CHC of the Odisha Millets Mission. The indicative MoA copy has been annexed.

Strategy for custom hiring centre establishment:

1. A GP level survey should be carried out by FA through focused group discussions. This focused group discussion should have at least one representative from every programme cluster, hamlet, and villages. Ward members from the locality may be included in the focused group discussion.
2. In this focused group discussion, discussion should be conducted on requirements of implements in the CHC. Following may be areas of focus:
 - a. Implements needed for millet cultivation i.e, for conducting agronomy practices.
 - b. Implements which will reduce drudgery and encourage women to take up millet cultivation.
 - c. Implements in demand for millet cultivation, those are not available locally.
 - d. Implements for which farmers are willing to pay the rent through cash/kind.
 - e. User fee for such implements that farmers are willing to pay.
 - f. List of people who are willing to become members of CHC.
 - g. Planning for convergence activities with Govt. CHCs in the locality.
3. Items to be purchased shall be finalized by the FPO/CBO/SHG in consultation with FA/ AAO/BAO. This shall be informed to the CDAO by FA.
4. The items which are approved in SLTC and are available under GEM portal/ empanelled dealers/OAIC by the dept. will be procured by CDAO after receiving indent from CBOs/FPOs/SHGs for CHC and sub centres respectively.
5. Rs 2 lakh per CHC has been provisioned for the programme period only for the 2nd phase blocks (54 blocks). Apart from this a partial rent support @ Rs 1500/Month shall

also be provided to each CHC. The rent support shall be provided upto 3 years in the 1st phase blocks (65 blocks) and upto 5 years in the 2nd phase expanded blocks (54 blocks).

Following indicative items for exclusive use in millet cultivation shall be purchased:

- a. Weeder
- b. Marker
- c. Pump sets((Electric/ Diesel/Solar)
- d. Sprinklers
- e. HDPE pipes for carrying Water from source to field
- f. Seed drill for line sowing
- g. Manual Transplanter
- h. Sprayers
- i. Shredder
- j. Sieves/Mesh/Sieve cleaners of different sizes.
- k. Any other need-based equipment/ materials with approval of CDAO.

5. FPO/CBO must submit a status report on inventory/ assets before and after Kharif and Rabi season to Programme Secretariat, AAO and CDAO cum PD, ATMA, duly signed by authorised representatives of FPO/CBO and FA.

6. Following records should be maintained at the CHC:

- a. Register of members of CHC/ Sub center farmers with an identification number and personal details (Aadhar No/ Voter ID card/ Bank A/C No/ RoR no/ Phone No etc)
- b. Meeting resolution register
- c. Assets register
- d. User fees collection register
- e. Books of accounts
- f. Money Receipt
- g. Stock register
- h. Equipment indent register
- i. Implement logbook
- j. Annual Audit of finances.
- k. Visitors register

4.2 COMPONENT 4.2: CUSTOM HIRING CENTRE CLUSTER LEVEL

5. Support for partial room rent for CHC @ Rs 1500 per month per unit. Total rent @Rs 18000 per year per unit/Cluster. Rs.144000/- Annually/ Block, for initial 3 years.

5 COMPONENT 5: BLOCK LEVEL COMMUNITY RESOURCE PERSONS

5.1 TWO DAYS RESIDENTIAL/ NON-RESIDENTIAL TRAINING OF CRPS AND PROGRESSIVE FARMERS

(On Agronomic Practices, Farmer Data collection, implementation, planning, regular follow up orientations etc.)

1. A two-day training shall be conducted by FA for 10 Nos of CRPs and Progressive farmers.
2. Based on the local situation, training can be done in either residential or non-residential mode. In case of conversion from residential to non-residential training, participants' number shall be increased to 16 instead of 10 so that the total cost of training shall remain the same.
3. Dates and venue shall be finalized by facilitating agencies in consultation with AAO/BAO and will be approved by the CDAO on quarterly basis.
4. In this training CRPs and progressive farmers from all clusters, village leaders will be given orientation on the Odisha Millets Mission, planning, and process of implementation can be part of the orientation.
5. Training module will be prepared based on field requirement in coordination with District Programme Secretariat team.
6. Training will be imparted on:
 - a. Objectives of Odisha Millets Mission.
 - b. Components of Odisha Millets Mission.
 - c. Resolution of field level issues faced by CRPs and Progressive Farmers.
 - d. Different incentives given to farmers, CBOs and Entrepreneurs under Odisha Millets Mission.
 - e. Process of Procurement and related activities.
 - f. Discussion on timeline of activities to be undertaken in the Odisha Millets Mission.
 - g. Priority activities for the season to be focused during the orientation and immediate action plan will be discussed and decided in the orientation facilitated by FA and FPO/CBO team.
 - h. Roles and responsibilities of CRPs in the priority activities during those months.
 - i. Millet Marketing, Kiosk, Enterprise establishment, Organic Certification will be discussed.
 - j. Challenges and Opportunities in community mobilization and capacity building.
 - k. Ideas on integrating Odisha Millets Mission into different cultural and government programmes.
 - l. Data collection through digital mobile app/application.

m. Maintenance of different records, MIS and regular reporting data.

6.2.6 BUDGET BREAKUP OF THE COMPONENT 5.1 FOR RESIDENTIAL TRAINING

Budget Breakup of the Component 5.1 for residential training					
SL	Particulars	Unit in Nos/Qty	Unit Cost	Nos/ Days	Amount (Rs)
1	Food Expenditure for Two Days	10	290		2900
2	Travel (to and fro)	10	100		1000
3	Lodging	10	150		1500
4	Conference Hall/ Meeting Hall/ Sitting Arrangements		500	2	1000
5	Resource Person fee (preferably BAO/ AAO/ Certified Professional by the CDAO for the desired orientation topic)		500	2	1000
6	Stationary and Sanitary items (Pen, Pads, sanitary items etc) & Handouts	10	25		250
7	Miscellaneous (Banner, photos etc)		LS		350
	Total				8000

6.2.7 BUDGET BREAKUP OF THE COMPONENT 5.1 FOR NON-RESIDENTIAL TRAINING

SL	Particulars	Unit in Nos/Qty	Unit Cost/ Rate	Nos/ Days	Amount (Rs)
1	Food Expenditure for Two Days	16	210		3360
2	Travel (to and Fro) 2 days		LS	2	2000
3	Conference Hall/ Meeting Hall/ Sitting Arrangements		500	2	1000
4	Resource Person fee (preferably BAO/ AAO/ Certified Professional by the CDAO for the desired orientation topic)		500	2	1000
5	Stationary and Sanitary items (Pen, Pads, sanitary items etc) & Handouts		LS		300
6	Miscellaneous (Banner, Photos, etc)		LS		340
	Total				8000

5.2 BLOCK LEVEL COMMUNITY RESOURCE PERSON HONORARIUM @ 25 DAYS/PERSON PER MONTH PER CLUSTER.

1. Community resource persons will play a key role in the implementation of the activities through farmers and FPO interface at ground level. The CRPs will be selected by CBO and FA through a selection process from the farming community where the programme is implemented. Role and responsibilities along with selection and payment process is depicted in the guideline section.
2. FPO/CBO can engage number of CRPs as per approved person days in the budget. In case of requirement of more number of CRPs, concerned FPO/CBO should give a written request to CDAO through FA, with proper justification of the requirement. They can be removed by the CDAOs for poor performance on recommendation of the Committee.
3. The CDAO will release the budgeted funds under “Block level community resource persons honorarium” to the CBOs immediately after receiving the funds from DA&FP (O) @9500/- per CRP per 25 days in a month. FA & CBO will monitor and evaluate the performance of CRPs regularly and ensure payment in a timely manner.

6.2.7.1 MAJOR ACTIVITIES OF COMMUNITY RESOURCE PERSONS

CRP eligibility	Major activities	Sub Activities
<ol style="list-style-type: none"> 1. Should have good understanding of farming practices. 2. Good communication and mobilization skills 3. Must be able to read and write in Odia / local language. Should have basic reporting skills. Basic understanding of English is preferable. 4. Should have their own mobility. 5. Good campaigning communication and mobilization skills 	<ol style="list-style-type: none"> 1. Dissemination of Agronomic Practices, and maintaining farmer registers 2. Awareness Campaigns and Millet Recipe Preparations 3. Data Collection through mobile application 4. Institution building, Marketing and Processing 	<ol style="list-style-type: none"> 1. Field Demonstration of agronomic practices for farmers including seed treatment, marking, weeding, organic manure preparation and pest management 2. Organization of field/ village level demonstrations of agronomic practices 3. Collection, Preparation and maintain tracking sheet of farmer and technical support to farmer. 4. Supports Management of CHC and CMSC 5. Supports Awareness campaigns in the Anganwadis, Schools, community and festivals

CRP eligibility	Major activities	Sub Activities
<p>6. Should be able to use a Smartphone.</p> <p>7. Good marketing communication and mobilization and accounting skills</p> <p>8. Has basic understanding procurement system and maintenance of FAQ at farmer level</p> <p>9. Should have passed Matriculation</p> <p>10. She/he should belong to the same GP, in case of non-availability of eligible CRPs in the same GP, candidates of outside this GP can be considered.</p> <p>11. She/he should be 18 – 45 years age.</p> <p>12. She/he should have his own vehicle for movement or should arrange the mode of transport.</p>	<p>activities</p> <p>5. Supports Millet Procurement in MSP</p> <p>6. Supports Millet enterprises</p>	<p>6. Selection and capacity building of progressive farmer, SHGs and seed farmers in the cluster in coordination with FPO/ FA team</p> <p>7. Supporting Conducting millet recipe festivals/events</p> <p>8. Farmer selection and registration for procurement</p> <p>9. Data collection of all activities.</p> <p>10. Collection of required documents from farmers for DBT Id/Procurement</p> <p>11. Community mobilization & Monthly CBO/ FPO meetings and documentation</p> <p>12. Processing of payments from CBO to various stakeholders as per guidelines</p> <p>13. Work in collaboration with KrushaSathi/ VAW/ AOs for implementation and programme information</p>

6 COMPONENT 6: PROMOTION OF MILLETS IN URBAN AND SMALL TOWNS

6.1 COMPONENT 6.1: 2-DAY CAMPAIGNS, WORKSHOPS WITH ICDS AND PRI MEMBERS AND FOOD FESTIVALS @5 EVENTS PER YEAR @ RS 25000PER EVENT

Under this component, a workshop with ICDS & PRI members, progressive farmers and two days' millet-based food festival will be conducted to raise awareness on millet consumption. These events shall be conducted within the programme block.

6.2.8 WORKSHOP

1. Dates and venue of Workshop shall be finalized by FA in consultation with the concerned BAO/CDPO/Programme Secretariate.
2. More focus on higher participation of PRI member, AWW, ICDS staff, BDO etc
3. Millet snacks (more focus on non ragi millets) shall be prepared and served to participants/ guest.
4. Workshop will focus on these aspects
 - a. Importance of Millet in crop and in food system
 - b. Nutritive values of millets and Importance of dietary diversity.
 - c. Different common recipes, that can be suitably made and served
 - d. About different aspects of Odisha Millets Mission

Sl	Particulars	Unit in Nos/Qty	Unit Cost/ Rate	Nos/ Days	Amount (Rs)
1	Banners (3 banners)	LS			1000
2	Conference Hall/ Meeting Hall/ Sitting Arrangements with projector	1	1000		1000
3	Food arrangement for participant (30 participant) millet snacks, and lunch	30	110		3300
4	Stationary (Pen and Pads) & Handouts, Misc. Contingencies	LS			1000
	Total				6300

6.2.9 FOOD FESTIVAL

1. Dates and venue of millet-based food festival shall be finalized by FA in consultation with the concerned BAO / Programme Secretariate and will be approved by the CDAO on quarterly basis.
2. Food Festival may be done with the community during their local festivals. Voluntary community contribution will be actively encouraged for higher participation.
3. Women trained in the campaigning on millet consumption (Campaign Team) shall be involved in this event.
4. Different millet items (more focus on non ragi millets) shall be prepared and served to participants/ guests and visitors during the festivals.
5. Nutritional benefits of the millets shall be shared during the event.

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6. Interested SHGs, Mother committee members, AWW, PRI members, Department staff, etc shall be involved in the event.
7. Experienced person who has interest in cooking different millets recipe, Trained SHG (women campaign team member) can be involved in the preparation of food materials as a resource person.

6.2.9.1 BUDGET BREAK FOR FOOD FESTIVAL

Sl	Particulars	Unit in Nos/Qty	Unit Cost/ Rate	Total Amount (Rs)
1	Resource person (2) (Cook, preferably members from women campaign team)	2	1000	2000
2	Banner (nutrition value of millet, recipe etc)		1000	1000
3	Ingredients cost for millet-based food preparation (including cost of millet, fuel cost, other ingredient)	2	5000	10000
4	Hiring charges - Tent house, utensil, sound system, sitting arrangement and desk for display	2	2500	5000
5	Misc. Contingencies, documentation, register etc			700
	Total			18700

6.2 COMPONENT 6.2: START-UP CAPITAL FOR SETTING UP/ MANAGEMENT OF KIOSK FOR MILLETS-BASED PRODUCTS TO ENTREPRENEUR (TIFFIN CENTRE, EVENING SNACKS, ETC) THROUGH FPO/ CBO:

1. Under the Odisha Millet Mission, there is a provision for Start-up Capital for setting up/ management of Kiosk for millets-based products by FPO/ SHG/ Federation preferably Women SHGs of Mission Shakti (Millet value added stall for Tiffin Centre, Evening Snacks etc).
2. The selection of SHGs/ SHGs Federations will be done as per the guidelines released jointly by DA&FE & Dept. of Mission Shakti vide letter no.20738 dated 27.10.2021 & letter no.24671 dated 09.12.2021, and the selection of CBO/FPO will be done as per the same procedure followed for SHG selection but the EOI for selection of CBO/FPO will

be done by CDAO instead of CDPO for establishing the Millet Shakti Kiosk with SHGs/ Federations.

3. A one-time support of Rs. 50,000/- provided by Odisha Millets Mission to the selected FPO/ SHG/ Federation for setting up/ management of Kiosk for millets-based products to entrepreneur (Millet value added stall for Tiffin Center, Evening Snacks, etc.) Following is the break-up of the support of Rs 50,000.

Start-up Capital for setting up/ management of Kiosk for millets-based products to entrepreneur (Tiffin Centre, Evening Snacks, etc) through FPO/ CBO:					
A	Items	Unit in Nos/Qty	Unit Cost/ Rate	Nos/ Days	Total Amount (Rs)
1	Support for the Kiosk/stall/etc	1			40,000
2	Working capital	1			10,000
	Total in Rs.				50,000

Suggestive List of Accessories/Utensils/Equipment to be Purchased for the Tiffin Center

S. No	Particulars
1	Kadhai/Pan
2	Grinder
3	Pressure cooker
4	Steel plate for serving
5	Basin/ Steel gangula
6	Idlimould (4 shelf)
7	Water jar(capacity of 100ltr)
8	Dekchi with cover
9	Rolling pin (Belanbadi)
10	Steel bucket

S. No	Particulars
11	Gas cylinder with chulah (19 ltr)
12	Frying stick
13	Digital Weighing machine
14	Sealing machine
15	Rechargeable battery
16	Dustbin
17	Other if any

COMPONENT 7- PROMOTION AND STRENGTHENING OF COMMUNITY BASED ORGANISATIONS

7.1 COMPONENT 7.1 FARMERS' PRODUCERS ORGANISATIONS (AS PER SFAC/ NABARD NORMS - FORMING FPO COSTS)/ SUPPORT TO FPOS COSTS

The Special Programme for Promotion of Millets in Tribal Areas of Odisha (Odisha Millets Mission) envisages forming of Community based Organizations in each block. These CBO's are expected to be farmer-led bodies that will ensure improvement of production, productivity, consumption of millet, direct linkages for higher value realisation for the millet farmers and take-up some welfare activities directly.

6.2.10 MAJOR SERVICES FPOS SHALL PROVIDE TO FARMERS:

1. Access financial and non-financial inputs, services, and appropriate technologies, reduce transaction costs, tap high value markets and enter into partnerships with private entities on more equitable terms.
2. Aggregation, storage, processing, marketing related services
3. Providing services related to formal procurement in Mandi through TDCCOL.
4. Provide services like seed centres, custom hiring centres, bio resource centres etc.
5. Locally produced seeds- By becoming a hub for locally produced specific varieties of millet or non-millet seeds.
6. Selling processed millet grains and value-added millet products.
7. Marketing: Linking with markets for better prices of farmer produce (millet and non-millets).

Further the FPOs may also act as service providers to benefit farmers by:

1. Availing work guaranteed under MGNREGA.
2. Opening bank accounts of farmers and linking those accounts to a Direct Benefit Transfer (DBT)-ID.
3. Availing life insurance, health insurance and crop insurance for farmers from various government schemes.
4. Availing benefits of agriculture, horticulture and other department schemes/ programmes (both state and central government) for farmers' benefits.

For further details, Operational guidelines of FPOs by Government of Odisha and 10000 FPO scheme by Government of Odisha shall be followed.

The provision of expenditure under the component 7.1 may be made under the following sub heads:

6.2.10.1 SUPPORT TO FPOS ALREADY EMPANELLED AS NODAL CBO UNDER OMM IN OLD 65 BLOCK

Amount in Lakh				
Sl. No.	Particulars	2022-23	2023-24	Total
1	Mobilizing of Farmers- expenses for awareness creation, organising meetings, etc.	0.00	0.00	0.00
2	Regulatory Compliances (Excluding Company Registration)	0.00	0.00	0.00
3	Revolving fund assistance for investment, product development, branding, business development, marketing etc	1.00	2.00	3.00
4	Salary expenses of CEO (10% Hike)	2.40	2.64	5.04
5	Salary expenses of Accountant	1.44	1.58	3.02
6	Additional Support for upgradation of existing office and maintenance	0.20	0.00	0.20
7	Training for farmers/ BoD/ exposure of CEO for FPO management	0.00	0.40	0.40
8	Travel & Meeting (18000), Rent (48000)& Internet & Telephone (12000), and Misc. (12000)	0.90	0.90	1.80
9	MIS, audit, DPR, Other Compliances etc.	0.14	0.48	0.62
	Total	6.08	8.00	14.08

6.2.11

6.2.12

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6.2.13

6.2.14 SUPPORT TO FPO GOING TO BE REGISTERED IN 54 NEW PROGRAMME BLOCKS

(Amount in Lakh)

Sl. No	Particulars	2022-23	2023-24	2024-25	Total
1	Mobilizing of Farmers- expenses for awareness creation, organising meetings, etc.	0.20	0.20	0.10	0.50
2	Registration (New FPOs only)- Getting Digital Signature Certificate, Directors' Identification number, name of company, CA fees, GST registration for marketing products, etc.	0.50	0.00	0.00	0.50
3	Revolving fund assistance for investment, product development, branding, business development, marketing etc	0.50	2.00	1.50	4.00
4	Salary expenses of CEO (Budgeted for 9 Month Only in Y-1)	2.40	2.40	2.40	7.20
5	Salary expenses of Accountant (Budgeted for 6 Month Only in Y-1)	1.44	1.44	1.44	4.32
6	One-time support for office essentials (One laptop printer, tables and chairs)	0.80	0.00	0.00	0.80
7	Training for farmers/ BoD/ exposure of CEO for FPO management	0.30	0.20	0.00	0.50
8	Travel & Meeting (18000), Rent (48000) & Internet & Telephone (12000), and Misc. (12000)	0.45	0.90	0.90	2.25
9	Other expenses - MIS, audit, DPR, Other Compliances etc. (LS)	0.10	0.48	0.48	1.06
		6.69	7.62	6.82	21.13

6.2.15 SUPPORT TO EXISTING REGISTERED FPOS IN NEW 54 PROGRAMME BLOCKS

(Amount in Lakh)

Sl No	Particulars	2022-23	2023-24	2024-25	Total
1	Mobilizing of Farmers- expenses for awareness creation, organising meetings, etc.	0.00	0.00	0.20	0.20
2	Registration (New FPOs only)- Getting Digital Signature Certificate, Directors' Identification number, name of company, CA fees, GST registration for marketing products, etc.	0.00	0.00	0.00	0.00
3	Revolving fund assistance for investment, product development, branding, business development, marketing etc	1.00	2.00	1.00	4.00

Sl No	Particulars	2022-23	2023-24	2024-25	Total
4	Salary expenses of CEO	2.40	2.40	2.40	7.20
5	Salary expenses of Accountant	1.44	1.44	1.44	4.32
6	One-time support for office essentials (One laptop printer, tables and chairs), maintenance	0.80	0.00	0.00	0.80
7	Training for farmers/ BoD/ exposure of CEO for FPO management	0.00	0.40	0.40	0.80
8	Travel & Meeting (18000), Rent (48000) & Internet & Telephone (12000), and Misc. (12000)	0.90	0.90	0.90	2.70
9	MIS, audit, DPR, Other Compliances etc. (LS)	0.15	0.48	0.48	1.11
	Total	6.69	7.62	6.82	21.13

7.2 COMPONENT 7.2: SUPPORT TO COMMUNITY BASED ORGANIZATIONS FOR CBOS @ RS. 1,20,000 PER YEAR PER BLOCK FOR CONVEYANCE, MEETINGS, BOOKKEEPING, STATIONERY AND OTHER MISCELLANEOUS EXPENSES ETC.

1. The Nodal CBO selected through the process of selection will receive Rs. 10000/- monthly and a sum of Rs 1,20,000 per year.
2. In case of SHG being selected as nodal CBO - Rs 2500 per each month for each signatory shall be given as remuneration to the two signatories of SHG/ Federation/ Producer Group/ Farmer Club other than FPO (President & Secretary or whatever is the nomenclature of signatories) of the nodal CBO as the honorarium on monthly basis for sum of Rs 60,000 per year for supporting and facilitating implementation of the programme. This will continue till the FPO formed and signing of MoA between CDAO, FA and FPO done. FPO shall be formed during the 1st implementation year of the programme, for deviations in timeline the CDAO will allow for the utilization of remuneration fund after deciding the timeline of 1st financial year with support from Programme Secretariat team.
3. Remaining Rs 60,000 shall be spent on the purchase of registers, travel, meetings of CBO, office stationery, audit and any other expenses incurred by the nodal CBO. CBO can spend the Rs 60,000 as per its need. All these expenditures need to be recorded and approved in the proceeding at block level chaired by the BAO/ AAO.
4. FA shall submit the monthly expenditure incurred by the CBO till the FPO gets registered and empanelled under OMM to the CDAO and Programme Secretariat. After FPO empanelled the CEO and Accountant with FPO will submit information to the BAO/ AAO/ CDAO/ Programme Secretariat through the Facilitating Agency. FA accountants will carry out internal audits with FPO and enterprises established.
5. After formation of FPOs, CBO will transfer all the responsibility of the programme implementation. MoA will be signed between the CDAO, FA and FPO. The fund under remuneration for signatory will be utilized by the declared signatory of the FPO.

6. After FPO registered and MoA done with CDAO and FA, all available funds with the previously empanelled CBO will hand over all physical assets to FPO through the hand over process facilitated by BAO/ AAO and FA representatives. Administrative funds under the budget head 7.2 will be released to the FPO empanelled as implementing agency and can be utilised as admin expenses of FPO.

7.3 COMPONENT 7.3: AWARENESS CAMPAIGNS ON PROCUREMENT, MARKETING, FAQ ETC. EACH CAMPAIGN WILL BE FOR 4 DAYS

6.2.16 RATH/ VAN FOR AUDIO CAMPAIGN FOR 4 DAYS:

1. FPO/CBO under OMM with support from FA will organize the awareness campaigns for procurement activities. Preference will be given to weekly haats/ local events/ panchayat meetings/ any other suitable congregations of people.
2. Dates and route map shall be shared with Programme Secretariat/ AAO/ BAO/ ADO/ CDAO before 15 days of the event.
3. CDAO will centrally select an agency for engaging vans and perform audio campaigns on the procurement and other awareness activities.
4. Content for the audio campaign shall be finalized by the AAO/BAO/FA/Programme Secretariat.
5. All printing contents for the campaign shall be available in the Odisha millets mission website which can be downloaded and printed for distribution.

Rath/Van shall cover following themes

1. Process of procurement
2. FAQ standard of Ragi
3. Mandi points and mandi days
4. Surplus for farmers.

Minimum 3 numbers of geotagged photographs (beginning, in between and end) will be shared by FA in the Mobile Application.

6.2.17 BUDGET BREAK UP FOR THE RATH/ AUDIO CAMPAIGN FOR PROCUREMENT

Budget break up for the Rath/ Audio campaign for Procurement						
Sl	Particulars	Unit in Nos/Qty	Unit Cost/ Rate	Nos/ Days	Total Amount (Rs)	Remarks

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1	Hiring of Van with fuel, decoration, fixtures, Audio equipment, flowers, flexes	1	4000	4	16000	The van must be decorated well with flexes on millets themes. Rath for the campaign will move around the places continuously for 4 days.
2	Printing Material for campaign		750	4	3000	
3	Miscellaneous		LS		1000	
	TOTAL				20000	

7.4 COMPONENT 7.4: ORGANIC CERTIFICATION WITH PREFERENCE TOWARDS MILLETS (WITH 100 ACRE CLUSTER)

The fund under the head will be utilised based on the planned activity in collaboration following the guidelines under Rastriya Krishi Vikas Yojana (RKVY)/ Bhartiya Prakritik Krishi Padhati (BPKP)/ National Programme for Organic Production (NPOP) of Organic certification. Possible collaboration will be explored by the Programme Secretariat and the process and modalities regarding will be shared after approval from the DA & FP, Odisha, Bhubaneswar.

Organic certification process will be executed in cluster mode of 500 ha. Only selected blocks shall be part of organic certification.

8 COMPONENT 8. PROGRAMME FACILITATION COST FOR THE NGO INCLUDING TRAVELS AND OTHERS.

Followings are the budget break ups for the Facilitating Agency at the block level:

6.2.18 BUDGETARY PROVISIONS FOR FA AS FACILITATION COST:

(Amount in Rs Lakh)

Sl. No	Details	Unit Cost in Rs (per month)	No of months	2022-23	2023-24	2024-25	2025-26	2026-27
1	Chief Functionary/ Nominated Representative	4000	12	0.48	0.53	0.58	0.64	0.70
2	Prog. Co-ordinator (Agriculture)	25000	12	3.00	3.30	3.63	3.99	4.39
3	Prog. Co-ordinator (Livelihood)	22500	12	2.70	2.97	3.27	3.59	3.95
4	Programme Accountant	15000	12	1.80	1.98	2.18	2.40	2.64
5	Travel Expenses	9000	12	1.08	1.08	1.08	1.08	1.08
	Office Administration Cost							
6	Office Rent	2500	12	0.30	0.30	0.30	0.30	0.30
7	Communication (Telephone & Internet)	1500	12	0.18	0.18	0.18	0.18	0.18
8	Office maintenance & stationery and printing	2000	12	0.24	0.24	0.24	0.24	0.24
9	Review Meeting (Including TA of CRPs)	2000	12	0.24	0.24	0.24	0.24	0.24
10	Misc. cost of FA @2%			0.20	0.20	0.20	0.20	0.20
	Total			10.22	11.02	11.90	12.86	13.92

9 COMPONENT 9- PROGRAMME SECRETARIAT: TECHNICAL SUPPORT, PROGRAM FACILITATION AND M&E COSTS INCLUDING TRAVEL AND OTHERS

1. **Programme Secretariat** (WASSAN) shall fulfil roles and responsibilities as mentioned in the guidelines of the programme and PMU and as per directions of the Director, Agriculture & Food Production, Odisha.

2. WASSAN shall utilise the funds allocated to it for following heads
 - a. Engagement of State Coordinator, Assistant State Coordinator, District Programme Coordinator, Regional Coordinator, Subject Matter Experts, MIS Experts, Finance experts, HR, Administrative team, and office assistants or any other based on requirement for the programme. Engagement of services of the internal WASSAN staff on need basis.
 - b. Engagement of staff for PMU as per approval of DA & FP, Odisha.
 - c. Temporary hiring of the consultants/ resource persons as per the requirement for different need-based activities.
 - d. Travel and accommodation costs for WASSAN team and external experts, meetings, social security provisions for staff, resource persons, internet, purchase of laptops and other equipment for staff, logistics, overheads, stationery, etc.
 - e. All the staff details shall be publicly available on the Odisha Millets Mission website.

10 COMPONENT 10: RESEARCH DOCUMENTATION & POLICY DEVELOPMENT COSTS INCLUDING TRAVEL AND OTHERS (ANCHORED BY NCDS)

1. Budgets allocated to the NCDS shall be spent on the expenditure incurred for baseline, mid-term, end line assessment, other studies suggested or asked by HPC/ DA&FE and other activities mentioned in the guidelines of the programme.
2. Budgets will also spend on the publications, / workshops/ meetings/ training.
3. Engagement of study team, experts' engagement will be done as per need of NCDS.
4. NCDS shall report to the Director, Agriculture & Food Production, Odisha on monthly basis on the progress of the activities.

11 COMPONENT 11: CAPACITY BUILDING COSTS - PROGRAM SECRETARIAT

1. Budgets under this head shall be utilized for the training and capacity building of the govt. dept staff, programme secretariat staff, District level Official, staff, FA staff, CRPs, farmers, entrepreneurs, CBO members, FPOs, SHG members, professionals and students etc as and when required based on actual need of programme.
2. Capacity building budgets shall also be utilised for capacity building collaborations with ICAR, CSIR, CGIAR, GoI institutes, OUAT, ITI and any other government and private agencies. This shall be taken up after approval from the DAFP. Cost norms of respective institutes shall be followed for the same.

3. This shall be utilized as per actual based on the approved annual action plan. Any other additional capacity building activities beyond annual action plan can be taken up time to time based on the approval of DAFP.
4. 2 days Residential District Level Trainings will be organised with 20-30 participants @ Rs 800 per participant per day. And for one day trainings norm of Rs.600 per participant will be utilised.
5. For Regional and State level trainings the cost norm of @ Rs.1200/- per participant per day will be utilised.

12 COMPONENT 12: CAPACITY BUILDING COSTS - RESEARCH SECRETARIAT

1. Budgets under this head shall be utilized for the training and capacity building of the research staff, department staffs, FA staff, CRPs, professionals and students for research related activities.
2. This shall be utilized as per actual based on the approved annual action plan and requirement.

13 COMPONENT 13: CENTRALISED COORDINATION MEETINGS, REVIEW MEETINGS AND LEARNING EVENTS

1. Budgets under this head shall be utilised for organising meetings held at state, district level and at sub-district/ block level for implementation of the programme.
2. Budgets shall also be utilised for organizing consultations/ workshops/ working group meetings/ different committee meetings related to millets/ agriculture at state level, district level and at sub-district/ block level.
3. This includes the internal review meeting at state level, district level and at block level for implementation of the programme.
4. This shall also include the learning events, writeshops, organisation of state/ national level workshops and collaborative meetings under the programme.
5. For organisation of district level training the cost norm of Rs.800/- per participant to be utilised.
6. For organisation of regional and state level trainings cost norm of Rs.1200/- per participant to be utilised and additional cost for lodging and boarding, and travel will be utilised as per actual maximum travel provision of 3 tire AC fare.

14 COMPONENT 14: BUDGET FOR EXPERIMENTS & INNOVATION WITH PROGRAM SECRETARIAT

Budget under the head will be utilised for:

1. Natural farming models
2. Different rapid survey or studies such as benchmarks survey, etc. as per the requirement on different program components.
3. Undertaking gender related studies and interventions
4. Participatory innovative agronomic trials/Crop diversity related interventions/ GI tagging trails/ other seed system for land races related work
5. Participatory millet machinery/ implement development and demonstration.
6. Validation of farm innovations/DNA finger printing, molecular marker analysis, Nutrition profiling/Other test as per the requirement
7. Development of Partnerships with Government Institutes/ Agencies with approval of Director, A&FP, Odisha.
8. Standardisation of Millet recipes, nutrition value and related works
9. Visits of the Working groups/ OMM team/ Programme Secretariat teams to ICAR/ Govt Institutes/ Govt dept/ Private agencies for OMM work.
10. Exposure visits of Govt Staffs, Programme Secretariat team and selected FA and FPO team and progressive farmer to best suitable models in and outside the state.
11. Participating in events or arrangement of millet gift hampers for delegate of the events as per need.
12. Any other activity with approval of the Director, A&FP, Odisha.

The funds remained unutilized under any component of Programme Secretariat may be utilised for innovations, partnerships, collaboration etc to strengthen the Odisha Millets Mission. This budget can also be transferred to other components through intra- or inter-componential after due approval from the Director, Agriculture & Food Production.

15 COMPONENT 15 - ADDITIONAL CENTRALISED COMPONENTS – PROGRAMME SECRETARIAT:

Amount (Rs. In Lakh)

S. No.	Details	Nos	In Lakh/ Annum	In Lakh for 5 years	2022-23		2023-24		2024-25		2025-26		2026-27	
					Phy	Fin	Phy	Fin	Phy	Fin	Phy	Fin	Phy	Fin
1	Millet Stores in 10 new Locations	10	20	200.00	3	60.00	3	60.00	2	40.00	2	40.00	0	0.00
2	IT - Server Maintenance and services etc	LS	4.0	24.42		4.00		4.40		4.84		5.32		5.86
3	Cost of Cell Phones for Data Recording by CRPs	LS		40.00		40.00		0.00		0.00		0.00		0.00
4	Video Documentation	LS		50.00		10.00		10.00		10.00		10.00		10.00
5	CB Module Development	LS		30.00		6.00		6.00		6.00		6.00		6.00
6	Organisation of Events (District/ State/ National Events)	5	10	50.00	1	10.00	1	10.00	1	10.00	1	10.00	1	10.00
7	Support to Start ups/ Internships & Urban Engagement	5	10	50.00	1	10.00	1	10.00	1	10.00	1	10.00	1	10.00
8	Piloting new millet recipes in AWCs/ MDMs/ ST SC Hostels	5	10	50.00	1	10.00	1	10.00	1	10.00	1	10.00	1	10.00
9	Design, Development - IEC, Publications, dissemination materials	5	5	25.00	1	5.00	1	5.00	1	5.00	1	5.00	1	5.00

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S. No.	Details	Nos	In Lakh/ Annum	In Lakh for 5 years	2022-23		2023-24		2024-25		2025-26		2026-27	
					Phy	Fin	Phy	Fin	Phy	Fin	Phy	Fin	Phy	Fin
10	International Year of Millets (IYOM) - Special Engagement for 2 years @ Rs 25 Lakh per year (2022-23 & 2023-24)	2	25	50.00	1	25.00	1	25.00	0	0.00	0	0.00	0	0.00
11	Hoardings/ Advertisements/ Social Media Engagement/ Media events	5	20	100.00	1	20.00	1	20.00	1	20.00	1	20.00	1	20.00
	Sub-Total			669.42		200.00		160.40		115.84		116.32		76.86
12	Audit Fees @2% of Programme Cost			13.39		4.00		3.21		2.32		2.33		1.54
	Grand-Total			682.81		204.00		163.61		118.16		118.65		78.39

15.1 COMPONENT 15.1: MILLET STORES IN NEW LOCATIONS

1. Millet promotional stores/ Cafes shall be promoted by the Programme Secretariat in selected locations of Odisha. The design and estimate for the Café/Outlets/Stores shall be prepared by the Programme Secretariat.
2. An FPO/Federation/ SHG shall be selected by a process of selection.
3. FPO/ Federation/ SHG shall be provided following support:
 - a) **Construction of the Café/Outlet/Stores:**The estimate for the construction of Café (including soil work, fabrication, furniture etc)should be within Rs. 20 Lakh and the estimate for the construction of Outlets/ Millet Stores should be within Rs.7-15 Lakh. However, the estimate can be revised and additional amount may be approved by the competent authority at the state/district level taking the local situation into consideration.
 - b) **Supply of implements:** the supply of processing, cooking, and packaging equipment/ machinery, utensils etc within the cost of Rs. 2.00 to 3.00 Lakh
 - c) **Working capital:**Support of one-time working capital of Rs.2.00Lakh

Selection of FPO/ CBO/ SHG for establishing millets value addition units in urban areas - The process of selection of SHG/ FPO as per OMM guidelines/ Mission Shakti selection process will be followed for the purpose.

15.2 COMPONENT 15.2: IT - SERVER MAINTENANCE AND SERVICES ETC

Website, online MIS, and SOE shall be managed by the Programme Secretariat (WASSAN). All the information shall be linked and maintained at the ADAPT or SUGAM or any other portal of the DAFP. Necessary API or others shall be linked to them. Data Collection App for data collection using mobile also developed and managed by Programme Secretariat. Funds under this component will be used to meet the expenses of server maintenance, development, and other IT activities.

15.3 COMPONENT 15.3: COST OF CELL PHONES FOR DATA RECORDING BY CRPS

The budget component will be utilised by the programme secretariat for purchase and supply of Mobile phones for CRPs, in each programme blocks smartphones will be provided to CRPs for data collection under the programme based on availability of budget. All old blocks under the State Plan may be supplied with more smartphones based on need and availability of budget.

15.4 COMPONENT 15.4: VIDEO DOCUMENTATION

Funds under this component shall be placed with JDA Information They will engage different experts/ videographers/ firms as per process.

15.5 COMPONENT 15.5: CB MODULE DEVELOPMENT

Programme Secretariat (WASSAN) shall develop all module related to capacity building programmes and submitted to SPMU. The modules shall then be made available in website of OMM for common usage.

15.6 COMPONENT 15.6: ORGANISATION OF EVENTS CENTRALISED EVENTS AND FOOD FESTIVALS

1. Programme Secretariat shall participate in the different Food festivals/National Events/ State Events/ District Events. This will include travel, accommodation and other expenditure.
2. Annual event list shall be shared by the Programme Secretariat with the DA&FP.

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3. The events shall include organising/ participating in melas/ traditional festivals/ college fests/ city events/ stalls/ any other events at National/ State/ District level.
4. Programme Secretariat shall submit the tentative list of events to Joint Director, SPMU and The Director, Agriculture & Food Production, Odisha.
5. Stall set up, banners, printing of communication material, standees, programmeor hiring, TV set arrangement along with purchase and transport of materials as per requirement shall be as per event fee and actual expenditure.
6. Preference will be given to undertake the events in partnership with FPO/ CBO/ SHG/ Start Up involved in the Odisha Millets Mission.
7. Events shall highlight following features
 - a) Objectives of OMM
 - b) Scale of OMM
 - c) Components of OMM
 - d) Incentives provided by the Government of Odisha
 - e) Procurement of millets
 - f) Nutritional and health benefits of the millets.
 - g) Millet enterprises promotion
 - h) Consumption of millets
 - i) Inclusion of millets in ICDS, MDM and PDS.

15.7 COMPONENT 15.7: SUPPORT TO START-UPS/ SUPPORT FOR MARKETING AND BRANDING/ INTERNSHIPS & URBAN ENGAGEMENT/ E COMMERCE/ SUPPORT FOR EXPORT ETC.

This component aims to find remunerative markets for millets and millets products of Odisha. Through this following objectives and targets will be achieved-

- To support micro and small-scale enterprises owned by FPOs and SHGs working on value added of Millet based products.
- To support processing enterprises at the GP/ block and District level by supporting them for aggregation and market linkage.
- To engage with start-ups, private players and FMCG companies through B2B partnership.
- To create collaborative marketing platform for minor millets aggregator FPOs and SHGs.
- To market at least 1000 tons of minor millets per year and increase the volume up to 20% every year.

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- To facilitate market space for millets-based products reaching directly to at least of 1 lakh consumers every year.
- To expand the supply chain accessing market to reach out all major cities in the Odisha and further scale it up to national markets in the coming five years.
- To explore, collaborate and target export markets of millets through SHGs/FPOs.

6.2.19 SUPPORT TO START UP:

Start-up Odisha is a flagship initiative of Government of Odisha with a mission to promote start-ups through strategic partnership, conducive ecosystem, investment, and policy intervention. Given the mandates of Odisha Millet Mission and Start up Odisha, following collaboration is proposed:

- I. Joint Organizing grant challenges, hackathons, ideation events etc at State and Regional level.
- II. Individuals, Entrepreneurs, private agencies, FPOs/SHGs/ Federations, college students will be invited/ encouraged/ motivated to participate in the events. The events will focus on development of innovative ideas on production, processing and value addition technologies, product development, preservation, standardization, and marketing of millet-based produce.

6.2.20 MARKETING AND BRANDING OF MILLETS

Marketing and branding of millets will be developed in collaboration with Private parties, SHGs and FPOs as a PPP model. A brand named “Millet Shakti” is being visualized and trademark is being availed for the same. Following are the advantage and strategies for millets marketing-

- **Competitive advantage-** Availability of small millets is very limited in the current market due to low production. Business idea will be working in tandem with this program and some of the competitive advantages that we have are as follows:
 1. Partnerships with the suppliers at the block level will ensure that there is a continuous supply of raw material for the business.
 2. An extensive promotional campaign will be taken up by the government as part of the OMM, business will leverage these promotional activities, which will shoot up the demand for millets.

6.2.21 UNIQUE SELLING PROPOSITION

Our USP includes:

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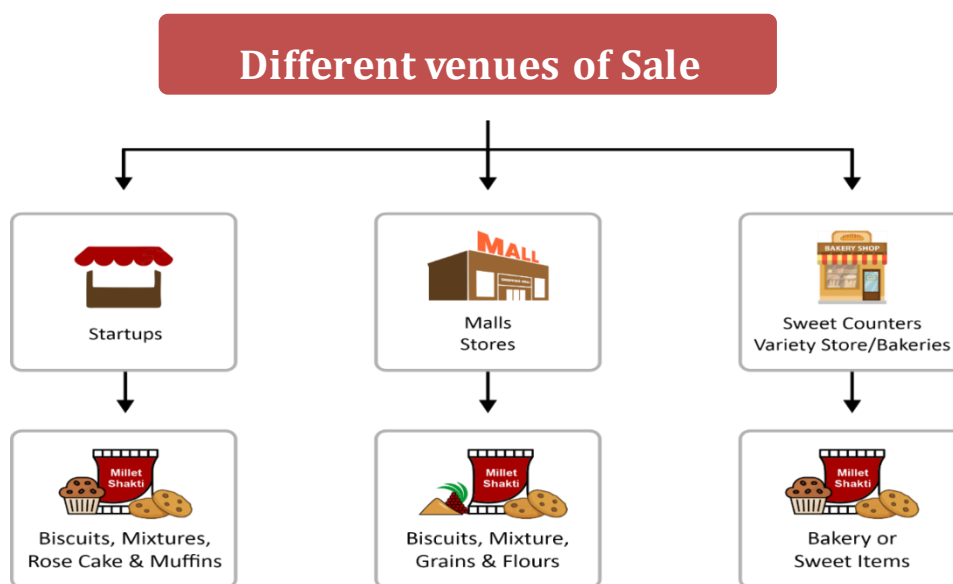
1. Nutritious and fiber rich food.
2. Gluten free.
3. Chemical free processing.
4. Unpolished whole grain rice.
5. Raw material procured from the naturally organic podu and other lands in the tribal areas.

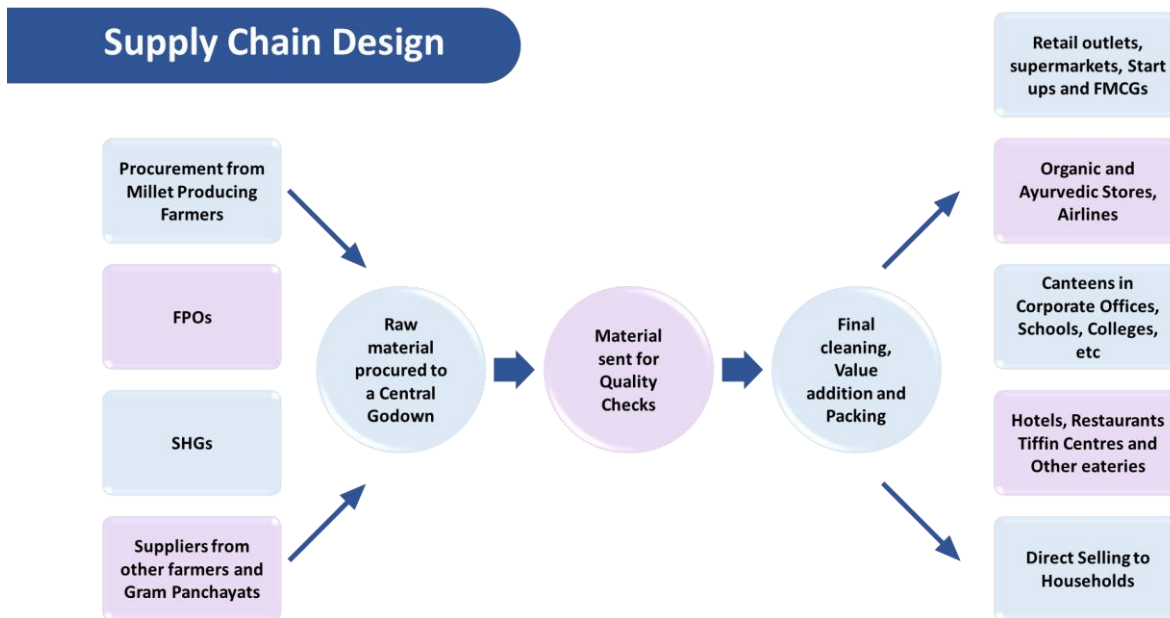
6.2.22 TARGET POPULATION:

In the initial days our target population would be the section of the population who are very conscious about their health. We can divide our target population into the following categories:

1. People who are already consuming millets in their regular diets, but who are not satisfied with the quality, availability and the diversity of the millets they consume/erratic supply.
2. People who are aware of the health benefits of the millets but are not aware of their availability in the city, cooking methods and other finer aspects. If provided with proper inputs on these aspects, we expect this category to adopt millets into their regular diets.
3. People who are conscious about their health and who are looking for alternatives to the conventional food that they are having. This category might not be aware of the millets, but just looking for healthier options available for them. These people could include the ones who buy organic products, diabetic patients, people who use ayurvedic products etc.

6.2.23 MARKETING STRATEGY





6.2.24 PROPOSED PRODUCTS TO BE SOLD-

Sl No	Current Recipes		New Recipe to Be Developed
1	Mandia Mixture		
2	Mandia Stick/ Murukku	1	Millet Noodles
3	Mandia Chhatua (Without Sugar)	2	Millet Based Ladoo Mix
4	Mandia Namkin (Small Size)	3	Millet Based Pasta
5	Mandia Nimki (Big)	4	Millet Based Cake Mix
6	Mandia Sev	5	Ragi/ Janha/ Bajra Bun
7	Mandia Badam Pakoda	6	Millet Khichdi Mix
8	Mandia Aarisa Pitha	7	Millet Papad
9	Mandia Rose Cake	8	Millet Based Idli Mix
10	Mandia Khurma	9	Millet Based Vada Mix
11	Mandia Gujhia/ Karanji Pitha	10	Millet Based Dosa Mix
12	Mandia Ladoo	11	Millet Based Soup Mix
13	Sorghum (Janha) Ladoo	12	Millet Based Muruku Mix
14	Bajra Ladoo	13	Millet Based Halwa Mix
15	Mandia Chhatua	14	Millet Based Health Mix
16	Mandia Panipuri	15	Millet Seviyan (Vermicelli)
17	Mandia Muffins	16	Multi Millet Flour
18	Millet Based Sugarfree Biscuit		
19	Millet Based Biscuits		

20	Mandia/ Sorghum/ Bajra Flour & Grain		
21	Little Millet/ Foxtailmillet/ Kodo/ Banyardmillet Grain		

6.2.25 OPERATION STRATEGIES FOR MARKETING OF MILLETS

An agency shall be empaneled through RFP process to deploy a team of of 4-5 members for marketing of Products will be formed and they shall be providing following support to all enterprises in Odisha Millets Mission-

1. Access financial and non-financial inputs, services and appropriate technologies, reduce transaction costs, tap high value markets and enter into partnerships with private entities on more equitable terms.
2. Aggregation, storage, processing, marketing related services
3. Providing services related to formal procurement in Mandi through TDCCOL.
4. Business plan for seed centers, CHCs, bio input enterprises, processing units value added units etc.
5. Selling processed millet grains and value-added millet products.
6. Providing hiring services of storage and warehousing etc.
7. Facilitating the transition of SHGs/FPOs into Startups/MSMEs especially grounding licensing/registration/etc.
8. Marketing: Linking with markets for better prices of farmer produce (millet and non-millets).
9. Help in Opening up of millet-based eateries or outlets in small towns (Managing Millet Enterprises such as Millet Tiffin Centers/ KIOSK, Millets on Wheel, Millet Shakti Café, and Millet Shakti Outlets.

6.2.25.1 URBAN INTERNSHIP

The budget can also be utilised through organising millet urban internships and start up events.

To engage the youth and build awareness of millets in the youngsters, urban internships shall be conducted. Young people from reputed institutes within and outside the State shall be involved in the internship. Following will be process of organizing urban internships:

1. Urban internships aim to engage youths for promotion of millets.
2. Under Urban internship, following expenditures will be allowed
 - i. Purchase of the millet items as per prevailing market price. Preference for purchase of materials shall be given to FPOs of Odisha Millets Mission.

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- ii. Interns shall be paid an honorarium maximum of Rs to 1000 per day for meeting their fooding. Travel and other expenses can be released as per actuals.
- iii. Printing of communication material, t-shirts, standees, caps etc.
- iv. Branding and Marketing Support/ E Commerce/ Support for Export etc.
- v. Engagement of media experts/Social media handle

Programme secretariat will explore suitable collaboration with agencies and experts for branding, marketing and developing and facilitating E commerce platform for millet grains, processed items and value added and packaged products reaching market. Additional requirement of fund for the purpose can be utilised from innovation budget head with due approvals from the DA&FP.

6.2.25.2 E-COMMERCE

E marketing will be explored at local and national level. Following activities shall be taken under this initiative-

- Trademarks finalisation of millet shakti brand and other initiatives in future
- FPOs/SHGs will sell on Flipkart, Amazon and others
- MoA with retailers such as Walmart, Flipkart and others for direct selling on their platform
- trading in Alibaba or bulk retailers with large FPCs who will become face of aggregation
- fair trader certification and pricing for high value market
- Bulk marketing through NeML and other portals

6.2.25.3 SUPPORT FOR EXPORT

Collaboration for export will be worked out with APEDA. FPOs and CBOs shall be registered for export on their portal. Organic certification and other kind of certifications shall be supported by programme.

6.2.26 BUDGET FOR MARKETING OF MILLETS

SN	Particulars	Unit	Unit cost in Cr	No of Units	Total for 5 years in Cr	Remarks
1	Support to Startups	Lumpsum	0.3	1	0.3	
2	Urban Internship and fellowships	Lumpsum	0.2	1	0.2	
3	Marketing and Branding					
3.1	Support Cost for SHGs/FPOs for access to storage &	No	0.5	19	9.5	

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SN	Particulars	Unit	Unit cost in Cr	No of Units	Total for 5 years in Cr	Remarks
	warehousing/NeML					
3.2	Cost for transportation and working capital (for purchase and others) in rotation	Lumpsum	0.5	19	9.5	
3.3	Buyer seller meeting/Grant Challenges/	no	0.1	5	0.5	
3.4	Advertisement and Branding	Lumpsum	1	5	5	
3.5	Human resources (4-5 team members team) including travel and other costs	No	0.4	5	2	
3.6	Basic machinery - post harvest, movable moisture meters, etc				0	It will be purchased from existing budget
4	E- Marketing and Export related support					
4.1	Licenses/Registration	Lumpsum	1	5	5	
4.2	Common Facility Centres at key locations including Credit/Packaging	Lumpsum	1	5	5	In convergence with MSME/Start-up Odisha/
					0	Cooperation Deptt
	Total				37	
All the funds will be utilised after business plans are prepared by Marketing teams. Year wise bifurcation shall be done in business plan and submitted to SPMU by August						

15.8 COMPONENT 15.8: PILOTING NEW MILLET RECIPES IN AWCS/ MDMS/ ST SC HOSTELS

1. Programme Secretariat shall undertake pilots on inclusion of millets in AWCs/ MDM/ ST SC Hostels.
2. A state level consultation on inclusion of millets in ICDS/ MDM shall be conducted by Programme Secretariat. Participants from NCDS, OUAT – Community Science, UNICEF, CFTRI, Right to Food, ST & SC dept. WCD, S&ME & Agri. Deptt and others will be invited to the workshop.
3. Locations for the pilots shall be finalized by Programme Secretariat in consultation with the Director, Social Welfare & ICDS, State Nodal Officer, Mid-Day Meal. The list shall be communicated to the concerned Collector & District Magistrate.
4. Pilots will be taken up in for ICDS beneficiaries of AWC centers or MDM schools or ST SC Hostels.

5. Preference shall be given to the blocks where production and consumption is higher, millet pre cleaning/ processing units are operational.
6. Preference shall be given to DMF or OMBADC blocks as more funds can be mobilised based on necessity.
7. Recipes shall be finalised through following process:
 - a. A meeting will be conducted with Anganwadi workers, Helpers, Mother Committee members, MDM Workers, etc.
 - b. Based on the discussion, tentative recipes shall be finalized.
 - c. A food festival will be conducted with Anganwadi workers, Helpers, Mother Committee members, MDM Workers, etc.
 - d. Based on the response of the children, Anganwadi workers, Helpers, Mother Committee members, MDM Workers, etc menu will be finalized.
 - e. Issues of taste, acceptance, nutrition content, storage, logistics, and recipe preparation shall be considered during the finalisation of the recipes.
8. FA of OMM and any other local NGO interested in the pilot will be involved in data collection and community mobilisation.
9. Pilot will run for at least a period of 3 months.
10. Technical partnership shall be explored with state level and national level institutes.
11. Expenditure under this head shall be made on the following:
 - a. Purchase of raw material.
 - b. Arrangement of logistics for implementation of the pilot
 - c. Printing of data collection formats, brochures, pamphlets, etc
 - d. Organizing food festivals.
 - e. Conducting different meetings at various levels.
 - f. Consultancy costs for hiring services of any agency.

15.9 COMPONENT 15.9 DESIGN, DEVELOPMENT - IEC, PUBLICATIONS, DISSEMINATION MATERIALS

1. Programme Secretariat will hire experts (design, language editing, software required for developing the language editor/video editor, etc as per the requirement) for development the draft documentation materials.).
2. After the finalization of these documents, material shall be printed by the Programme Secretariat.
3. The annual report with captioned photographs and success stories will be prepared by Programme Secretariat for submission to DA&FP(O).

15.10 COMPONENT 15.10 INTERNATIONAL YEAR OF MILLETS-2023

This budget is allocated for preparatory activities related to international year of millets. This will be spent on the events in the run up to celebration of IYOM 2023. This will include

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1. Active participating in the meetings/events/seminars in different parts of the country with GoI/State Governments/CGIAR/private agencies for staff of DAFE, SPMU and Programme Secretariat (WASSAN) for strategy development for IYOM 2023.
2. Undertaking any preliminary studies or surveys for in run up to celebration of IYOM-2023
3. Any pilot interventions in run up to celebration of IYOM-2023 in both urban and rural level.
4. Investment in social media pilots and media strategy design
5. Documentation of millet food cultures and millet food systems.

Any successful ideas shall be taken up through additional budgetary allocation.

15.11 COMPONENT 15.11- HOARDINGS/ ADVERTISEMENTS/ SOCIAL MEDIA ENGAGEMENT/ MEDIA EVENTS

1. Programme Secretariat shall organize following activities as per actual.
 1. Road shows
 2. Melas
 3. Hoardings
 4. Media Events
2. Focus will be given on hoardings and media engagement.
3. Costs as per the I &PR Department rates and norms shall be applicable.

16 BUDGET COMPONENT OF PROGRAMME MANAGEMENT UNIT (PMU)

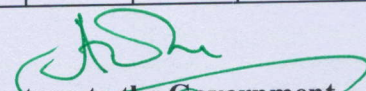
Budget for Programme Management Unit under Odisha Millets Mission (2022-27) Fig. in Lakh										
Amount (Rs. In Lakh)										
A	B	C	D	E	F	G	H	I	J	K
S.N	HR Resource Name & Component	Placed at	Unit Cost	Unit	2022-23	2023-24	2024-25	2025-26	2026-27	Total
A	State Level HR Cost									
1	Asst. cum Accountant	PrgSec	0.45	1	5.40	5.94	6.53	7.19	7.91	32.97
2	Marketing Expert	PrgSec	0.60	1	7.20	7.92	8.71	9.58	10.54	43.96
3	IT Expert (2 persons)	PrgSec	0.60	2	14.40	15.84	17.42	19.17	21.08	87.91
4	Recipe Development & Events Coordinator	PrgSec	0.60	1	7.20	7.92	8.71	9.58	10.54	43.96

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Budget for Programme Management Unit under Odisha Millets Mission (2022-27) Fig. in Lakh										
Amount (Rs. In Lakh)										
A	B	C	D	E	F	G	H	I	J	K
S.N	HR Resource Name & Component	Placed at	Unit Cost	Unit	2022-23	2023-24	2024-25	2025-26	2026-27	Total
5	Product Development and Branding Coordinator	PrgSec	0.60	1	7.20	7.92	8.71	9.58	10.54	43.96
	Total				41.40	45.54	50.09	55.10	60.61	252.75
B	Monitoring - SPMU									
1	SPMU Monitoring expenses @ Rs 50000 per month (Hiring of vehicle, Travel Expenses, Accommodation and Foodingetc)	PrgSec	0.50	1	6.00	6.00	6.00	6.00	6.00	30.00
	Total				6.00	6.00	6.00	6.00	6.00	30.00
C	Office Set Up									
1	Upgradation and maintenance costs, upgradation during 1st year @2.0 Lakh and maintenance @0.2Lakh Annually (Computer & Peripherals, Table, Chair, etc.)	PrgSec	2.00	1	2.00	0.20	0.20	0.20	0.20	2.80
	Total				2.00	0.20	0.20	0.20	0.20	2.80
D	Overheads									
1	SPMU Misc. expenses @ Rs 10000 per month (to be clubbed with single Misc. head)	PrgSec	0.10	1	1.20	1.20	1.20	1.20	1.20	6.00
	Total				1.20	1.20	1.20	1.20	1.20	6.00
	Sub-Total (A+B+C+D)				50.60	52.94	57.49	62.50	68.01	291.55
	DPMU 65 Existing Blocks									
E1	Clerk-cum-Accountant CDAO level (One per District based on no. of Districts)	PrgSec	0.35	13	54.60	60.06	66.07	72.67	79.94	333.34
	Total				54.60	60.06	66.07	72.67	79.94	333.34
F	Monitoring - DPMU									
2.1	DPMU Monitoring expenses @ Rs 6000 per month per block/Month @Rs.2000 for CDAO-cum-PD ATMA, @Rs. 1000 for ADO and @Rs.1000 for DPMU Clerk cum-Accountant and @Rs. 2000 for block level BAO/ AAO)	Dist Level at CDAO	0.72	65	46.80	46.80	46.80	46.80	46.80	234.00
2.2	DPMU Misc. expenses @ Rs 2000 per block/ month	Dist Level at CDAO	0.02	65	15.60	15.60	15.60	15.60	15.60	78.00

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Budget for Programme Management Unit under Odisha Millets Mission (2022-27) Fig. in Lakh										
Amount (Rs. In Lakh)										
A	B	C	D	E	F	G	H	I	J	K
S.N	HR Resource Name & Component	Placed at	Unit Cost	Unit	2022-23	2023-24	2024-25	2025-26	2026-27	Total
	Total				62.40	62.40	62.40	62.40	62.40	312.00
	Sub-Total (E+F)				117.00	122.46	128.47	135.07	142.34	645.34
	DPMU 54 New Blocks									
G1	Clerk-cum-Accountant CDAO level (One per District based on no. of Districts)	PrgSec	0.35	4	16.80	18.48	20.33	22.36	24.60	102.57
	Total				16.80	18.48	20.33	22.36	24.60	102.57
H	Monitoring - DPMU									
2.1	DPMU Monitoring expenses @ Rs 6000 per month per block/Month @Rs.2000 for CDAO-cum-PD ATMA, @Rs. 1000 for ADO and @Rs.1000 for DPMU Clerk cum-Accountant and @Rs. 2000 for block level BAO/ AAO)	Dist Level at CDAO	0.72	54	38.88	38.88	38.88	38.88	38.88	194.40
2.2	DPMU Misc. expenses @ Rs 2000 per block/ month	Dist Level at CDAO	0.02	54	12.96	12.96	12.96	12.96	12.96	64.80
2.3	One-time DPMU Office Set up Costs @1.50Lakh at District Level and with Rs.0.2 Lakh maintenance cost from 2nd year (Computer & Peripherals, Table, Chair, etc.)	Dist Level at CDAO	1.50	4	6.00	0.80	0.80	0.80	0.80	9.20
	Total				57.84	52.64	52.64	52.64	52.64	268.40
	Sub-Total (G+H)				74.64	71.12	72.97	75.00	77.24	370.97
	Grand Total (A+B+C+D+E+F+G+H)				242.24	246.52	258.93	272.58	287.59	1307.86


Principal Secretary to the Government
 Department of **AGP & FE (O)**