

Odisha Millets Mission

Taking Millets to Millions



Annual Report 2021-22



Special Programme for Promotion of Millets in Tribal Areas
A Government of Odisha Initiative





The financial year 2021-22 has been phenomenal as Odisha Millets Mission, a flagship programme launched by the Department of Agriculture and Farmers' Empowerment (DA&FE), Government of Odisha has received several milestones. The programme started with 8,030 farmers with millet cultivation over an area of 8334 Acres in 2017-18, it has now been scaled up to 15 districts with a plan to cover 1.2 lakh farmers. During the National Nutri-Cereal Convention organised by IIMR in collaboration with UN-FAO and Ministry of Agriculture & Farmers Welfare, the DA&FE received the "Best Millet Promoting State" award for Odisha for 2022 on behalf of the state government. in Hyderabad.

Apex public policy think tank NITI Aayog has lauded Sundargarh district administration for its successful implementation of the Odisha Millets Mission (OMM) and inclusion of 'ragi ladoo' in the supplementary nutrition programme for pre-school children through the Integrated Child Development Scheme (ICDS). NITI Aayog hailed OMM as a unique model which boosts millet production, provides assured prices to farmers, generates livelihood for women self-help group members and addresses nutrition issues among children.

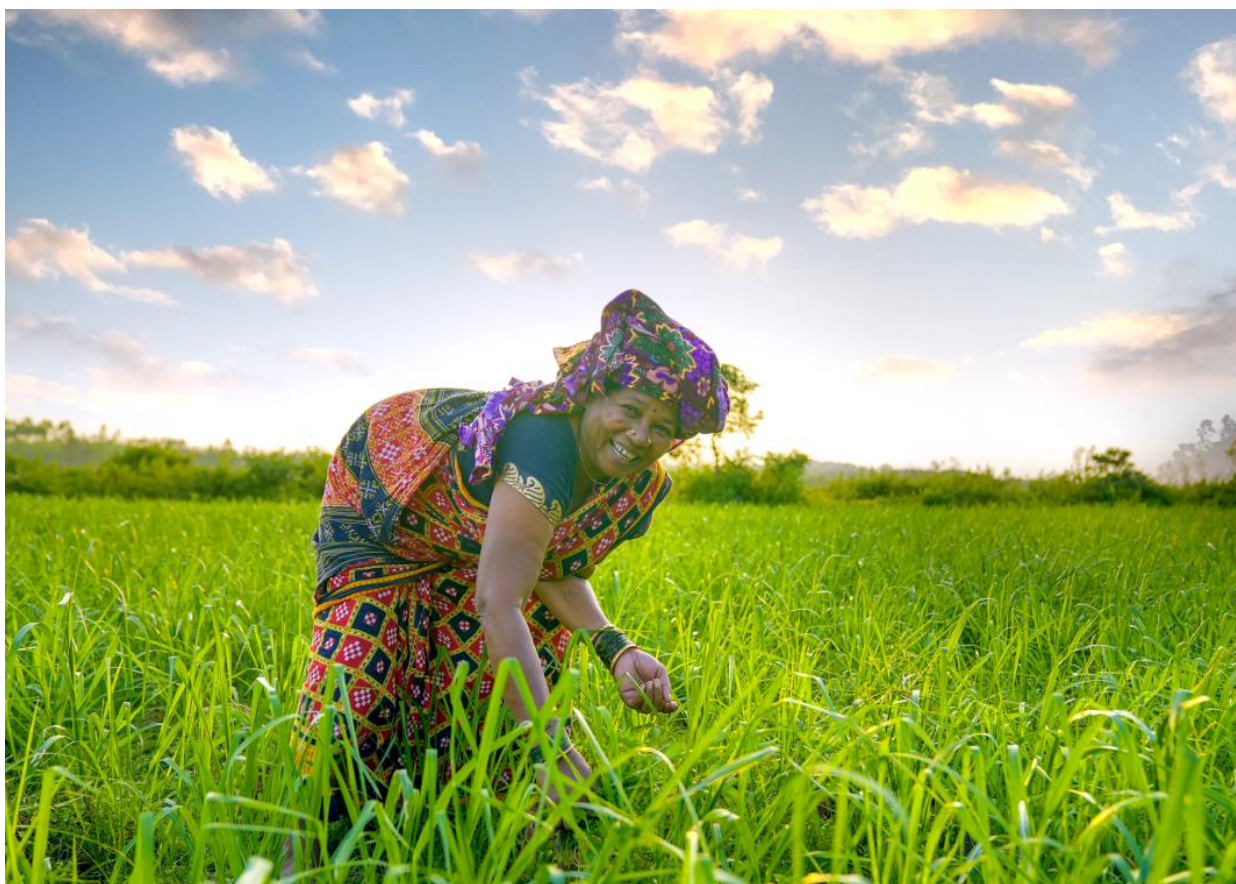
As a part of ensuring Minimum Support Price, in the reporting period, the state government procured 3.23 lakh quintals of finger millet from 15 districts, sold by 41286 farmers and facilitated by 56 Farmers Producer Organisations. OMM is playing a crucial role in bringing back the glory of millets it once had and helping these humble crops to regain its value in the food plate. OMM has collaborated with Mission Shakti to empower women self-help groups and promote women-drive millet-based food enterprises. With the support of OMM, over 1200 Women Self-Help Groups (WSHGs) are engaged in millet farming, processing, value addition. These WSHGs are leading several enterprises such as Millet Shakti Cafe, Millet Shakti Outlet, Millet Shakti Tiffin Centre, Millets on Wheels. OMM has fortified the strength and instilled a sense of self-esteem amongst these women collectives. These millet-based enterprises are showing promising results. These enterprise models can provide a comprehensive solution in addressing malnutrition, unemployment and in motivating farmers to increase their millet cultivation area, which was once reduced due to promotion of high value crops during green revolution.

In collaboration with farmers, OMM has organised Participatory Varietal Trials (PVTs) at the block level to identify preferred varieties. Majority of the farmers preferred local varieties over the improved ones. Farmer's producer organisations played a lead role in seed multiplication of preferred varieties through facilitating seed multiplication programmes at the community level. Multilocation trials with women and men farmers' preferred landraces were also conducted bringing selected suitable finger millet varieties for mainstreaming in the public domain.

Sj. Prem Chandra Chaudhary, IAS

**Director of Agriculture & Food
Production, Department of Agriculture &
Farmers' Empowerment, Govt. of Odisha**

1. Introduction



In 2017, Odisha's Department of Agriculture and Farmers Empowerment launched a five-years' flagship programme in tribal areas to promote households' consumption of millets, improve productivity of millet crops, ensure minimum support price (MSP) for farmers, set up decentralized processing facilities and include millet in the state nutrition programme (SNP) and the public distribution system (PDS). This model was launched in 30 blocks in seven districts and subsequently scaled up to 84 blocks in 15 districts, with a budget of 716.11 Lakh (including funding from District Mineral Foundation.). OMM is one of its first of its kind agriculture initiative with a vision to increase nutritious, rich millets in Odisha and to revive millets in farms and on plates. The program has also aimed to tackle malnutrition by introducing millets in the Public Distribution System (PDS) and Supplementary Nutrition Programme.

Objectives of OMM



- Promoting household level Consumption.
- Setting up decentralized Processing facilities.
- Improving Productivity of Millet Crops.
- Promoting Farmer Collectives and Marketing.
- Inclusion of millets in Supplementary Nutrition Programmes and the Public Distribution System.

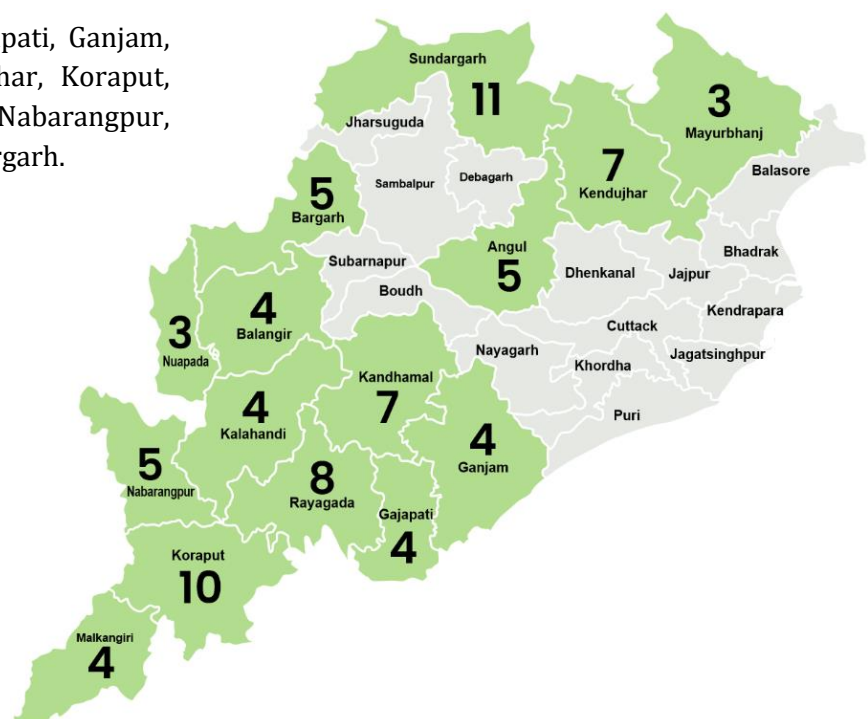
Odisha Millets Mission envisages reviving millets in farms and on plates in the tribal areas of the State with a specific focus on women empowerment. The program intended to promote processing and business enterprises, in addition to increasing productivity by promotion of improved agronomic practices through organic inputs.

Framework

- Collectivizing farmers into FPOs for marketing and price realization
- Improved agronomy in millet crops over 1000 Ha per block under SMI, LS and LT
- Consumption campaign at the village, panchayat, block, district and state level with women SHGs, market linkages, and value addition.
- Processing units at panchayat and block level through Mission Shakti WSHGs and FPOs
- Inclusion of millets in SNP, PDS, and MDM

Operational districts

Angul, Bargarh, Bolangir, Gajapati, Ganjam, Kalahandi, Kandhamal, Keonjhar, Koraput, Malkangiri, Mayurbhanj, Nabarangpur, Nuapada, Rayagada and Sundargarh.



Year wise expansion of OMM operational areas

Year	Number of Blocks	Supported by State Plan	Supported by District Mineral Foundation
2017-19	30	30	0
2019-20	25	25	0
2020-21	4	0	4
2021-22	8	0	8
Total blocks	84	65	19

Key progress during FY 2021-22

- Promoting improved agronomic practices among 118561 farmers covering 54495.83 ha under millet cultivation.
- State average productivity of Finger Millet from demonstration under Odisha Millets Mission is reported 14.57 Quintals/Hectare during Kharif and Rabi 2021-22.
- In 2021-22 state procured 3.23 lakhs quintal finger millets from 15 districts, sold by 41286 farmers.
- Mainstreaming millets in ICDS in Keonjhar and Sundargarh district, covering 6077 Anganwadi centre and reaching out to 149562 pre-school children through providing millets-based recipes.
- Empowering over 1100 women representing 102 WSHGs and federation through supporting millet-based enterprises including Millet Shakti Tiffin Centers, Millet Shakti Cafe and Millet Shakti Outlet.
- Establishing 884 primary Millet processing units, boosting income generating opportunities of 884 WSHGs/Federation/FPOs and driving the millet economy in the state.
- With the support of District Mineral Foundation, in Sundargarh district three new blocks were included under Odisha Millets Mission such as Lathikata, Lahunipada and Gurundia.
- World Food Programme published a special report titled, "Lessons from Odisha Millets Mission: A Case for Mainstreaming Millets," in December 2021.

2. Budget allocation in FY 2021-22

During the financial year 2021-22 Rs.211 Crore of budget was allocated for the execution of Odisha Millets Mission including provisions for Ragi procurement amounting to Rs. 173 Crore (82% of total allocation) and millet inclusion in public distribution system amount to Rs.21 Crores (10% of total allocation). Government has also approved extension and expansion of Odisha Millets Mission from 2021-22 till 2026-27 with a budgetary allocation of Rs.2808.4 Crore.

3. Improved agronomic practices and area coverage

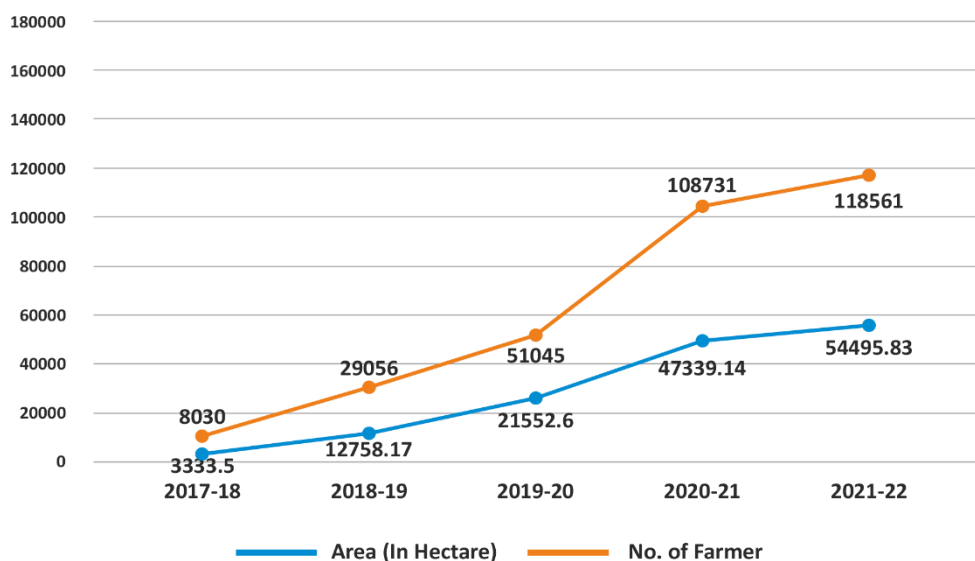


Odisha Millets Mission promotes improved agronomic practices with diversified millets to improve production, productivity and soil health. OMM has also promoted system of millet intensification, line transplanting and line sowing with adoption of improved agronomic practices. Farmer to farmer learning and extension approach has been adopted under OMM for greater impact at community level. Progressive farmers were motivated and supported through incentive, and hand holding guidance provided by community resource persons, thematic experts and local partner NGOs.

The summary of area coverage under the improved agronomic practices in Kharif and Rabi 2021-2022 is given as below.

- **No. of Districts:** 15 Districts
- **Blocks:** 84 Blocks
- **Total Number of farmers:** 118561
- **Total Achieved Area (Ha):** 54495.83 Ha.

Status of year wise crop demonstration of Improved Package of Practices



Method wise Achievement during Kharif and Rabi 2021-22 (Area in Ha)

Millets/Cropping	Kharif	Rabi	Total
Farmers No.	113939	4623	118561
Ragi-SMI	16142.82	886.72	17029.54
Ragi-LT	18443.91	631.25	19075.16
Ragi-LS	9406.51	91.54	9498.05
Little millet-LT	33.8	-	33.8
Little millet-LS	4792.6	-	4792.6
Foxtail millet	749.25	15	764.25
Sorghum	1057.65	-	1057.65
Kodo	680.2	-	680.2
Barnyard	153.2	-	153.2
Bajra	145.2	0.4	145.6
Inter-cropping	1240.75	25.03	1265.78
Total	52845.89	1649.44	54495.33

Incentive support provided for adopting improved agronomic practices

OMM provides incentive support to farmers for the initial 3 years for adoption of improved agronomic practices for millets. This has been introduced since the initiation of the project in 2017. The incentive is transferred to the farmers account through direct benefit transfer (DBT) mode. The structure of the incentive support provided under OMM as given below.

Year wise incentive breakup (Rs/Per Ha)			
Practice	1st Year	2nd Year	3rd Year
SMI	Rs.5000	Rs.3000	Rs.1500
LT/LS	Rs.2500	Rs.1500	Rs.1000

During the first phase, a total incentive of 35.44 crores has been transferred to 3,12,749 farmers through DBT over a period of 5 years. The details are provided below.

Incentive paid to farmers under Odisha Millets Mission from 2017 to 2021			
Sl. No	Year	Farmers in Nos	Incentive paid to Farmers Amount in Crores
1	2017-18	8,030	2.16
2	2018-19	29,056	4.69
3	2019-20	51,045	11.82
4	2020-21	108,731	13.49
5	2021-22	115,887	3.28
Total		312,749	35.44

Promotion of bio-inputs



The Bio-inputs centres have been promoted to increase the organic input manure production and usage at the block and panchayat level. The objectives of preparation of bio inputs is to reduce the use of chemical fertilizers and pesticides in the nutrient and pest management in millet cultivation. This initiative has the potential to reduce the input costs in agriculture by promoting the use of locally available raw materials for preparation of bio inputs. There is an incentive support for farmers to use Farm Yard Manures (FYM) and seed treatment through bio inputs, that has motivated FPOs and WSHG members to set up bio-input enterprises. These centres are promoted through Farmer Producer Organizations and Women Self-Help Group (WSHG) in 84 blocks of the 15 districts. In some places, WSHGs are looking after the production and FPOs are doing the marketing of these bio inputs in the local market. Initially these centres have focused on producing and marketing of 6 products namely Jibamruta, Ghanajibamruta, Handikhata, Nimastra, Agniastra, and Bijamruta. FPOs handled all the campaigns on bio inputs, to create awareness among the farmers at the block level. In the reporting period, 45 bio-input units are functional with FPO and WSHGs at the community level production cluster. WSHGs has played an important role in promotion of bio-input initiative which has also supported their economic empowerment.

4. Capacity building programme

Facilitating Agencies at block level are responsible for creating community awareness, capacity building of farmers, CRPs and WSHG members on agronomic practices, consumption awareness, crop planning, monitoring, value addition, management of post-harvest, pre-processing and processing units, bio-manure preparation and application etc.

Program Secretariat (WASSAN) conducted multiple training programs at state, district and sub-district level for progressive farmers, CRPs, facilitating agencies, FPOs and field functionaries from the line departments.

Details	Achievements during 2021-22		Grand Total CB programme during 2017-18 to 2021-22	
	Achieved	Participant Number	No. of Trainings Achieved	Participants
Community level Awareness Campaigns	390	312000	1,155	924,000
Training of Women WSHG members as campaign team	130	2080	385	3,850
Block Level Convergence workshops with Dept. and PRI members and learning events	195	6240	610	12,200
Training of WSHGs and FPO - entrepreneurs on value addition	130	4160	375	7,500
Training of Progressive Farmers and CRPs	2105	42740	6,405	101,450
Community Level Food festivals	325	195000	1,125	675,000
Field Day	390	19500	838	41,900
Centralized Capacity Building and learning events - Program Secretariat	250	7500	530	10,600
Total	3,915	5,89,220	11,423	1,776,500

5. Ragi Procurement at Minimum Support Price

Considering the nutrition benefits of millets, it has been decided to include millets in the Public Distribution System (PDS), Integrated Child Development Scheme (ICDS), Mid-day Meal (MDM) Scheme and ST Welfare hostels of the state of Odisha. In this context, the Government of Odisha has approved procurement of ragi through Tribal Development Cooperative Corporation of Odisha Limited (TDCCOL) like the previous years. A procurement policy has been developed to facilitate the process and maintain Fair Average Quality (FAQ).



Objective for introducing MSP support for farmers:

- To operationalize procurement of Ragi at Minimum Support Price (MSP) conforming to Fair Average Quality (FAQ) norms.
- To facilitate promotion of millet production in a sustainable manner through assured market support.
- To utilize the excess procured ragi in PDS after keeping the stocks for ICDS, MDM Scheme and ST Welfare hostels.

Details of ragi procurement

- No. of districts: 15
- No. of blocks: 84
- Total no. of farmers involved: 41286
- Total procurement in quintals: 3.23 Lakh quintals
- Total amount released for farmers: 109.08 Crore.

Procurement during 2021-22

Districts	Target (In quintals)	No. of farmers sold finger millets	Quantity procured (In quintals)	Total MSP credited to farmers account (INR)
Bargarh	13000	1,495	10,715.11	36184926.47
Balangir	13500	1,769	12,492.70	42187847.9
Gajapati	21500	2,733	12,945.90	43718304.3
Ganjam	12000	1,775	11,232.82	37933233.14
Kalahandi	28000	3,354	29,878.14	100898478.8
Kandhamal	25000	3,665	17,905.85	60468055.45
Keonjhar	8000	461	2,392.59	8079776.43
Koraput	125000	8,994	97,116.92	327963838.8
Malkangiri	37000	4,928	32,153.54	1085825504.6
Mayurbhanj	5000	709	3,415	11532455
Nabarangpur	16338	1,676	12,697.10	42878106.7
Nuapada	20000	2,200	11,791.16	39818747.32
Rayagada	55000	4,709	53,428.96	180429597.9
Sundargarh	19000	1,986	13,943.76	47088077.52
Angul	2000	832	909.5	3071381.5
Total	400338	41,286	323019.05	1090835331.85

FPOs have taken a proactive role among the procurement agencies in increasing awareness on FAQ and helping the farmers to get MSP at Rs.3125.00 per quintal. The millet procurement process was streamlined through an online system called MPAS in which farmers benefited through direct benefit transfer method within a week of the sale of their produce. The Ragi procurement of 2021-22 was carried out by FPOs, LAMPSCS and PACS in 84 Blocks of 15 Districts of Odisha. The FPOs were engaged from the process of awareness generation on FAQ to the management of Mandi. Mandis were opened within 5 Km distance of farmers' villages in a cluster approach of two-three panchayats for small and marginal farmers. During 2021-21, 56 numbers FPOs managed the initiatives successfully a second time in their assigned blocks and procured 2.50 lakh quintals out of 3.32 lakh quintals of the total procurement of the state. The FPOs were also involved in new farmers' registration and renewal of old farmers in M-PAS online. For the involvement in procurement processes, a big amount of revenue is generated by FPOs within a small period of time. For instance, the Sabujima FPO Ltd., Borigumma Block of Koraput District has procured 20489 quintals from 1669 farmers and generated revenues Rs.6,40,281.00 in KMS-2021-22.

No of Districts	No of OMM Block	No. of FPO Engaged	2021-22 FY Procurement in Quintal	Achievement by FPO in Quintal
15	84	56	323019.05	250192.3

6. Inclusion of Ragi in Supplementary Nutrition Programmes



Odisha Millets Mission has introduced millet-based meals such as ragi ladoo mix in Anganwadi centers for preschool children in Keonjhar and Sundargarh district. One of the key commitments is also to integrate locally grown millets as part of public food systems such as ICDS and PDS, mid-day meals and eventually government-run hostels and homes. Ragi ladoo mix is highly nutritious, rich in iron, and calcium that enhance growth in children. Apart from the nutritional benefits, the initiative is also providing income to women self-groups. During the covid-19 induced lockdown, when the Anganwadi centers were closed to follow covid protocols, ragi ladoo mixed flour was distributed as take-home ration among the parents of preschool children. This is an important step to increase nutritional status especially among tribal children. It also helps to revive the age-old traditional millet consumption.

Ragi ladoo programme was piloted during August 2020 and universalized in Keonjhar district from November 2020 and in Sundargarh district from March 2021 onwards, as an additional nutritional supplement. In Sundargarh 63000 Children benefited with 4 Ladoos weekly in the form of Ladoo Mix, covering 3809 anganwadi centers (AWCs) and working with 38 THR Units led by WSHGs were functional under ICDS Ladoo Programme. Through 19 THR units, the initiative is covering 3257 AWCs, and 88000 preschool children with two ladoos weekly in the form of Ladoo Mix in Keonjhar district.

Recipe of ragi laddoo mix as follows

- Clean finger millet using hand winnower. Make sure there are no pebbles, sand and chaff.
- Roast finger millet grain for 5-7 minutes in a Kadhai. Avoid using the large furnace roaster for finger millet.
- Mix roasted finger millet with roasted groundnut before they are ground into flour. Cardamon can be mixed at this stage or with sugar before grinding.
- Roast the sesame seeds slightly. Avoid grinding sesame, add whole seeds.
- Roasted sesame seed, sugar powder and green cardamom are then added to the final flour also known as ragi laddoo mix. Mix everything well and make sure there are no lumps.
- It is heated in a pan for a few minutes on low flame. Water is added to the vessel and brought to boil.
- The hot mixture is finally rolled into balls.

Composition of Ragi laddoo mix

Ingredients	1 laddoo	8 laddoos per child per month (1 packet)	For 1 kg ragi laddoo mix	For 1 quintal of ragi flour
Ragi flour	12 gm	96 gm	600 gm	100 kg
powdered sugar	6 gm	48 gm	300 gm	50 kg
Roasted sesame seeds	1 gm	8 gm	50 gm	8.33 kg
powdered ground nuts	1 gm	8 gm	50 gm	8.33 kg
Powdered cardamom for flavour	0.04 gm	0.32 gm	2 gm	330 gm
Total	20.04 gm	160.32 gm	1002 gm	167 kg

7. Seed conservation

In collaboration with farmers, participatory varietal trials (PVTs) were conducted at block level to identify preferred varieties. Majority of the farmers preferred local varieties over the improved ones. Farmer's producer organizations played a lead role in seed multiplication of preferred varieties through facilitating seed multiplication programmes at the community level. To ascertain the productivity of selected seed varieties, participatory varietal trials were conducted in collaboration with farmers. Seed varieties were selected based on their suitability to local conditions, while maintaining proper documentation of seed characteristics, yield rate, nutrition value and its resilience to diseases and pest infestation.

Seed varieties are characterized and evaluated based on the farmers requirements, which are quite wide-ranging. Some of the criteria include palatability and cooking time, ability to compete with weeds, adaptability to the environment, crop-duration, pest and infestation resistance, height of the plants, tillering potential, grain and fodder yields, storage quality of seeds, and special cultural values and use in ceremonies.

Participatory Varietal Trials (PVTs)

Sl.	District	Block	FA	Selected Variety -1	Selected Variety - 2
1.	Angul	Sadar	FES	Maharashtra Mandia	Kala Kerenga
2.	Angul	Athmallik	VIRD	Mashkul	Bati Mandia
3.	Angul	Chendipada	YCDA	Manjula	Hatabhanga
4.	Angul	Kishornagar	PRABHAT	Telengana	Dushera
5.	Angul	Pallahada	JEETA	Karkati	Dhepka
6.	Sundargarh	Balisankhar	SEWAK	PARA	Bhairabi (HYV)
7.	Sundargarh	Gurundia	SGUP	Hatabhanga	Pundikode
8.	Sundargarh	Hemagiri	SG Foundation	Pundikode	Para
9.	Sundargarh	Lahunipada	YAVARD	Bati	Taisul
10.	Sundargarh	Lathikata	IDA	Hatabhanga	Bati
11.	Sundargarh	Lephipada	SGUP	Pundikode	Maharashtra
12.	Sundargarh	Tangarpali	SEWAK	Pundikode	Bati

PVT was conducted in 12 blocks of 02 districts. Among the final selected varieties for Seed production of 2022-23, traditional varieties are 23 and 01 variety were HYV.

Seed Production of finger millet - Kharif 2021-22

District	Bargarh, Keonjhar and Nabarangpur
Block	12
No. of panchayat	20
Villagers	20
No. of farmers	31
No. of HYV	1
No. of Landraces	17
Area (Ha)	11.72
Total seed yield	4680

Seed Multiplication of finger millet

Sl. No.	District	Block	No. of GP	No. of villages	No. of farmers	No. of Landraces	No. of HYV	Area (Ha)	Total seed yield (Kg)
1	Malkangiri	4	17	29	40	4	0	18.2	21740
2	Koraput	6	13	28	79	6	2	32.56	29217
3	Balangir	4	20	20	40	5	0	16.8	3600
4	Keonjhar	4	11	16	37	7	2	15.4	3500
5	Kandhamal	6	46	95	132	12	0	43.96	12575
6	Sundargarh	4	20	21	35	2	1	17.2	3200
7	Rayagada	6	27	45	73	6	0	30.2	8400
8	Kalahandi	4	18	25	40	7	0	23.32	5413
9	Ganjam	4	9	11	34	3	2	9.16	1020
10	Nuapada	2	10	20	26	3	0	7.56	10534
11	Mayurbhanj	3	17	35	51	2	4	21.2	14623
12	Gajapati	4	26	50	83	7	3	29.4	15258
Total		51	234	395	670	64	14	264.96	129080.6

8. Recipes and Events

The year saw many ups and downs as the dreads of the pandemic were at peak again and many restrictions were in action for conducting and public oriented events or workshops. However, with utmost adherence to the safety measures and guidelines of the government, the Programme Secretariat managed to hold small events like food festivals at block level, Celebration of Nutrition week, Awareness Rath at District level and Sisir Mela in Bhubaneswar. A total of 18 events took place, with 4 large events over a period of 24 days and 14 small events spread across 28 days. The detailed list of events is attached below:



Events conducted by Programme Secretariat and Outreach in 2021-22

SN	Event name	No. of days	Total Outreach
1	Millet food festival on the event of celebration of Nutrition week (Sep 1 and 4 2021)	2	600
2	Millet based food festival at Nabarangpur, Papadahandi, Kosagumuda, Umerkote & Jharigaon block of Nabarangpur district during Nutrition week celebration, 1st September 2021 to 7th September 2021	5	1050
3	Awareness Rath campaign from 2nd September to 8th September 2021.	6	2700
4	2nd September to 8th September, District level food festival at Bhawanipatna, Block level food festival at Bhawanipatna, Narla and Lanjigarh	4	840

5	5 Nos. of Millet based food festival at Bijepur, Gaisilat, Padampur, Paikmal & Jharbandh of Bargarh district during Nutrition week celebration, 1st September 2021 to 7th September 2021	7	2100
6	5 nos. of Millet awareness campaign rath at Bijepur, Gaisilat, Padampur, Paikmal & Jharbandh of Bargarh district during Nutrition week celebration, 1st September 2021 to 7th September 2021	4	2800
7	Millet based food Festival on the occasion of National Nutrition week celebration (7th September 2021) Keonjhar	1	250
8	Millet based stall set up during Sisir Saras mela at IDCO Exhibition ground, BBSR, from 28th Dec 2021 to 6th January 2022.	12	10800
10	Millet based Food Festival organized in Berhampur, 20-12-2021 to 24-12-2021.	5	5000
11	Millet based Food Festival organised by Facilitating agencies in Gajapati from 23rd dec to 26th dec 2021.	4	2800
	Total	50	28940

9. Decentralised Millet Processing and Value Addition Units

Women self-help groups (WSHGs) and FPOs in Odisha have established 102 millet-based-tiffin-centres at various community locations in 13 districts. The initiative has fortified the strength and conscientiousness of women-collectives by setting up primary-processing and post-harvesting-units for millets in rural-areas. Under OMM's initiative, institutional and technical support has been provided to women-self-help groups to set up millet-processing-centres.

These millet-based enterprises can become a comprehensive solution in addressing malnutrition, unemployment and in motivating farmers to increase their millet cultivation area, which was once reduced due to aggressive promotion of cash crops, claim civil society organizations facilitating the implementation of OMM at the grassroots. Awareness-building activities were organised, such as food festivals, cooking competitions, and celebrating local millet food cultures.

Participatory training and capacity building programmes were also conducted for WSHGs on millet recipes and millet enterprises. Technical and handholding support has been

provided to these WSHGs. The effort has also provided them with income generating opportunities and enhanced their decision-making and leadership skills to lead, manage, and operate business entities on millets.



Millet post-harvesting and primary processing unit

- **Thresher:** OMM supported establishment of 281 thresher units.
- **Pulverisers:** 258 pulverisers were provided to WSHGs under OMM programme.
- **Cleaner-cum-destoner:** 17 numbers of units.

Millets-based enterprises



- **Millet Shakti Tiffin Centers:** Total 102 Millet Shakti Tiffin Centers were established with the support of OMM and managed by WSHGs and FPOs.
- **Millet Shakti Cafe:** Odisha's first Millet Shakti Cafe was established at the Collectorate campus of Keonjhar district on 29.10.2021. This unit is managed by Maa Mission Shakti GPLF Naranpur, Keonjhar. In the reporting year, the members of millet shakti outlet earned Rs.493963. Millet Shakti Cafe was also established at Koel Nagar NAC market, Rourkela, Sundargarh on 30.3.2022. This cafe is managed by Dibyajyoti SHG of Jhirpani, Sundargarh.
- **Millet Shakti Outlet:** Millet Shakti Outlet is established at Krushi Bhawan, Bhubaneswar on 05-11-2021. This outlet is managed by Shaktimayee Mahila Parishad, Bhubaneswar. They are earning Rs.3000-4000 per day from selling a range of millet-based food products.
- **Millet Processing unit:** One Minor Millet - Integrated Cleaner, Grader, Destoner established at Baramunda, Bhubaneswar on 01-10-2021. This unit is managed by Trishakti Mahila Parishad. Little millet and Foxtail millet are being processed here.

Services	Millet Shakti Tiffin Centre	Millet Shakti Cafe	Millet Shakti Outlet
Types of millets-based hot cooked food available	Millet based Kakara pitha, Vada, Pakoda, Aaluchap, Manda,	Millet based Kakara pitha, Vada, Pakoda, Aaloo chap, Manda, Chakuli, Samosa, kheer, soup, karanji	NA
Types of millets-based ready to cook food	Ragi flour	Ragi flour, little millet rice, foxtail millet rice	Ragi flour, sorghum flour, Bajra flour, Millet khichdi mix, Millet chowmein, Dosa mix
Types of millets-based ready to eat food	ladoo, Aarisha , sev, nimki, murukku	Biscuit, Cakes, aarisa, karanji, bread, murukku, mixture, Nimki, sev, gathia, ladoo, chhaanch	Biscuit, Cakes, aarisa, karanji , bread, murukku, mixture, Nimki, Badam pakoda , sev, gathia
Types of millets grains available	Little millet, Foxtail millet, Ragi grain, sorghum	Little millet, Foxtail millet, Sorghum, Ragi	Little millet, Foxtail millet, Kodo millet, Barnyard millet, Browntop millet, Millet rawa, Ragi grain

10.Promotion of millets in urban areas



District level Millet-based Food Festivals

During Pallishree Mela 2021 at Khalikot college stadium, Berhampur from 20-12-2021 to 24-12-2021 a food festival was organised and demonstrated different varieties of millet-based products for selling and food tasting purpose. List of millet-based food items prepared during the food festivals are: Jilapi, Malpua, Ladoo, Bara, Pakudi, Soup, Khiri, Aloo chop, Mixture and Nimiki.

Millets-based dry food items were demonstrated and served during the Food Festival are: Mandia Biscuits (Milk, Sugar free, Kaju, Jira and Kala Jira), Breads, Muffins, Jilapi, Malpua, Hotdog, Pizza, Mixture. In this programme, target community was all age group of people to achieve the objective of promotion of household level consumption of millets-based foods. It was very good response from the community, college students also took interest on eating of millet-based foods. There was huge demand in the stall. People appreciated the initiatives and there is growing demand of these millet-based products.

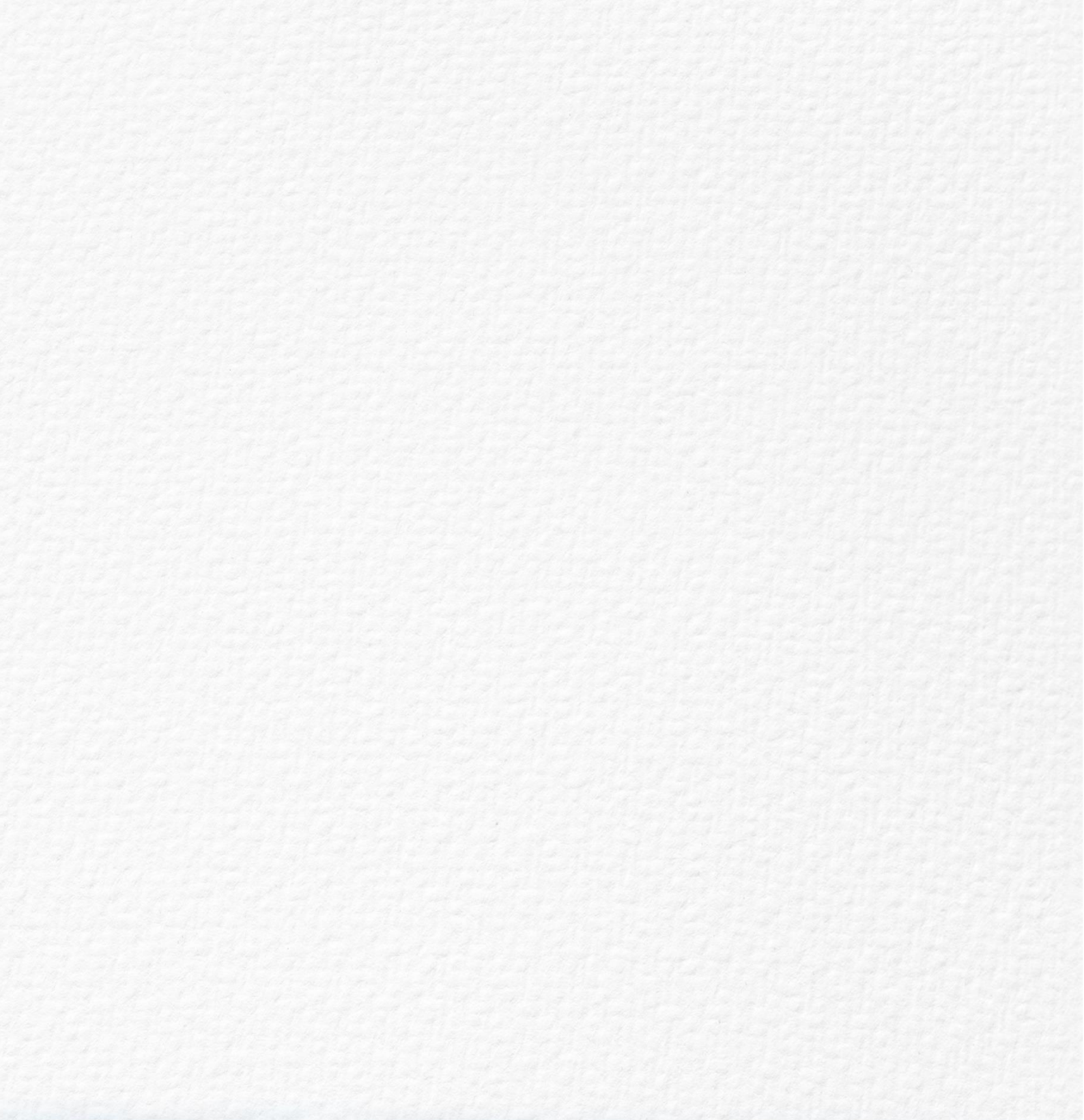
11. Partnerships and collaboration

Key Partner of Odisha Millet Mission			
Sl. No	Dept/Agency	Govt./ Non-Govt/ Pvt	Areas of collaboration
1	Mission Shakti Department	Government of Odisha	Engagement of WSHGs in taking up enterprises such as Bio-Inputs unit, Processing & Value Addition Unit, Millet Shakti Tiffin Center, Millets on Wheel, Millet Shakti Outlet & Millet Cafe, Campaigns in rural areas/parks/events/housing societies/fitness societies etc
2	Sports Department	Government of Odisha	Joint action plan between OMM & HWC – Events & Cobranding, Inclusion of millets in Sports Hostels Opening of outlets in Kalinga Stadium & Other places
3	Tourism Department	Government of Odisha	Events with OTDC/Private Hotel Associations, Branding of millets in Eco retreat/Tourist locations /Events, Inclusion of millet menu in OTDC/Private Hotels/Eco Tourism, Millet Cooking Competitions with Mayfair/Other Hotels
4	OPELIP, ST & SC Department	Government of Odisha	ST SC Dept will scale up OMM in PVTG clusters and in non OMM tribal blocks
5	WCD/S&ME/ST SC	Government of Odisha	Millet promotion events in the AWCs/Schools/ST SC Hostels. Millet mother events shall be taken up in AWCs. Competitions in schools & hostels
6	BMC & BDA	Government of Odisha Undertaking	Wall painting to be done through BMC and Hoardings Promotional events in all key parks in BBS through BDA
7	Start-up Odisha	Government of Odisha	Transforming WSHGs to Start-ups/SMEs. Creating ecosystem of support for WSHGs through Start-ups
8	TDCCOL	Government of Odisha	TDCCOL is working on Ragi procurement
9	PKVY, DA&FE	Government of Odisha	Production & Branding of Millet as focus crop under PKVY Odisha in 700 clusters
10	Soil & Water Conservation	Government of Odisha	Watershed Dept undertaking millet production in World Bank projects to increase area
11	Odisha Livelihood Mission, Panchayati Raj Dept	Government of Odisha	OLM SHG taking up millet cultivation and marketing in their focus non OMM blocks
12	ICAR/CGIAR Centers	Government of India	Research collaborations including the Foundation Guide on Millets with international team of authors.

13	IIMR	Government of India	1. Identification of superior landraces/varieties with improved grain yield & maturity groups 2. Nutrient profiling of all Odisha landraces and elite varieties (150 nos.)
14	CSIR-CFTRI	Government of India	1. Capacity building of WSHGs (500 Nos) on quality product development and value addition. 2. Technology transfer to WSHGs (Cottage/Small Scale/Medium Scale). Recipe development for ICDS/MDM/Other food security schemes. Demand based R&D for new product development as per local demand.
15	Cambridge University (TIGR2ESS)	Private	TIGR2ESS (Transforming India's Green Revolution by Research and Empowerment for Sustainable food Supplies) is inter-disciplinary research project led University of Cambridge, UK with consortium of 18 partners in India and UK. Research under OMM is focused on WSHG and FPO led value chain, effects of water utilizing by moving towards millets and effects on nutrition (millet) related education on the crop systems
16	World Food Programme	Private	(I) documentation of good practices, lesson learned and policy briefs for facilitating policy dialogues; (ii) awareness building through a knowledge platform and capacity development of national and international practitioners; (iii) attending the requests related to Millets revitalization/ mainstreaming from other developing countries through arrangements of SSTC;
17	UN IFAD	Private	Promotion of millet entrepreneurship in common OPELIP/OMM & OMM.
18	FOLU	Private	Food and Land Use Coalition is a global network working on food systems. Interested in high level discussions with focus on millets.
19	RRA Network / NF Coalition/ CFNS/ Fair Trade	Private	National networks interested in taking OMM model to different states/countries and fraternities. OMM team needs to participate only.

12. Financial statement

Sl. No.	Scheme/Activity	Year 2021-22			
		Physical		Financial (Rs. In Crore)	
		Target	Achievement	Target	Achievement
1	Support to Enterprises on processing and value addition of millets and Protective Irrigation	475	332	1.70	1.72
2	Incentive for improved package of practices.	62962	54495	6.18	5.41
3	Support for Protective Irrigation to prevent crop failures during dry spells	LS	LS	10.12	3.62
4	Ragi Procurement and Distribution	400000 Quintal	323019 Quintal	194.02	173.02
5	Miscellaneous, administrative Cost and others Prog. activity	LS	LS	12.17	10.19
Total				224.19	193.95



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

✉ odishamilletsmission@gmail.com
🌐 www.milletsodisha.com

| omm.spmu@gmail.com

