



SHREE ANNA ABHIYAN



Gender Equity, Climate Resilience, Nutrition Security



Inclusion of millet in the Public Distribution System and introduced in ICDS

- During 2022-23, **4.02 lakh quintals** of Ragi distributed to **1.13 crore cardholders** under the Public Distribution System.
- Ragi ladoos were served to **1.5 lakh preschool children** at **7,066 Anganwadi centers** in Keonjhar and Sundargarh.



Recognitions & Impact

- **The MoA&FW and NITI Aayog** identified the mission as one of the best models and advised state governments to adopt the OMM approach.
- The Mission recognized as **Global Model for promotion of millets in International Nutri-Cereal Convention (INCC) 5.0**. The mission initiatives were shortlisted as one of the case studies for **G20 Agriculture Communique, Highlighted in COP28** and other international forums.
- **Mint India identified the mission** as one of the national best practices across India.
- **Seed System for landraces was presented at a global conference in Rome by PPVFRA**, garnered appreciation and led FAO to approach DAFE for collaboration for promoting them nationally and globally.
- **Cambridge University partnered with the mission** to explore the possibility of designing the Odisha model as an alternative to the Green Revolution framework.



Objectives

- Increasing household consumption of millets.
- Revalorization of millet food cultures in urban and rural areas.
- Conservation and promotion of millet landraces.
- Promotion of primary processing and post-harvest enterprises.
- Increasing production and productivity of Millets.
- Promotion of millet based value addition enterprises.
- Inclusion of millets in PDS, ICDS, MDM, Welfare Hostels, and others.
- Facilitating millet markets and exports of millet-based products.
- Making Odisha the Millet Hub of India.



160 Registered FPOs with more than 80 thousand members

- 23 FPOs registered with NCDEX e Markets Limited (NeML)
- 10 FPOs registered with APEDA as Export Agencies
- 21 FPOs executing Marketing for Minor Millets
- 48 FPOs involved in Millet Seed Multiplication
- 130 FPOs as Block Level Procurement Agency

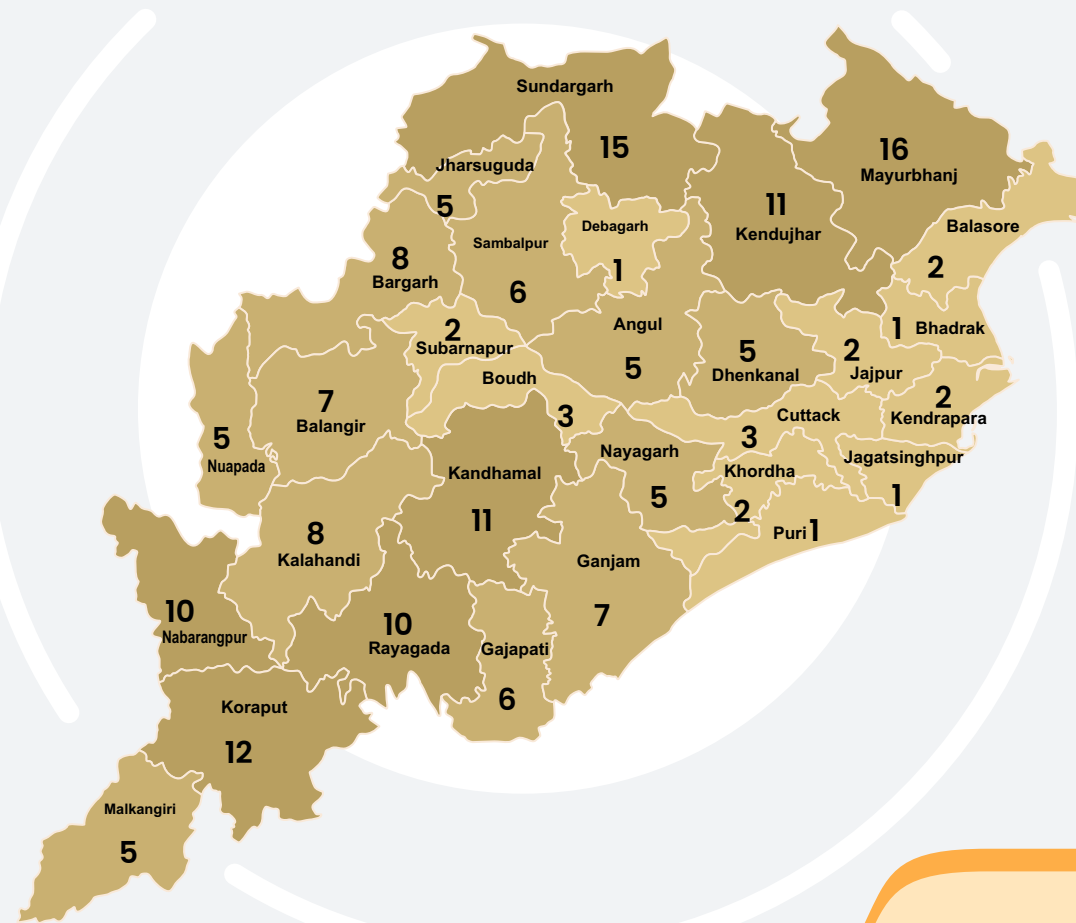


3660 WSHGs empowered to run Millet Based Enterprises

- 13 Nos. of Federations selected as Block Procurement Agency during KMS 2023-24
- 330 WSHGs trained for preparing Millet recipes and managing value addition enterprises
- 60 WSHGs involved for supply Ragi Ladoo Mix in the ICDS programme in Sundargarh and Keonjhar districts

Scale of the Programme

Total coverage of Shree Anna Abhiyan is **177 blocks in 30 districts**



Findings from Mid-term Evaluation

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



Production

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

Processing

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

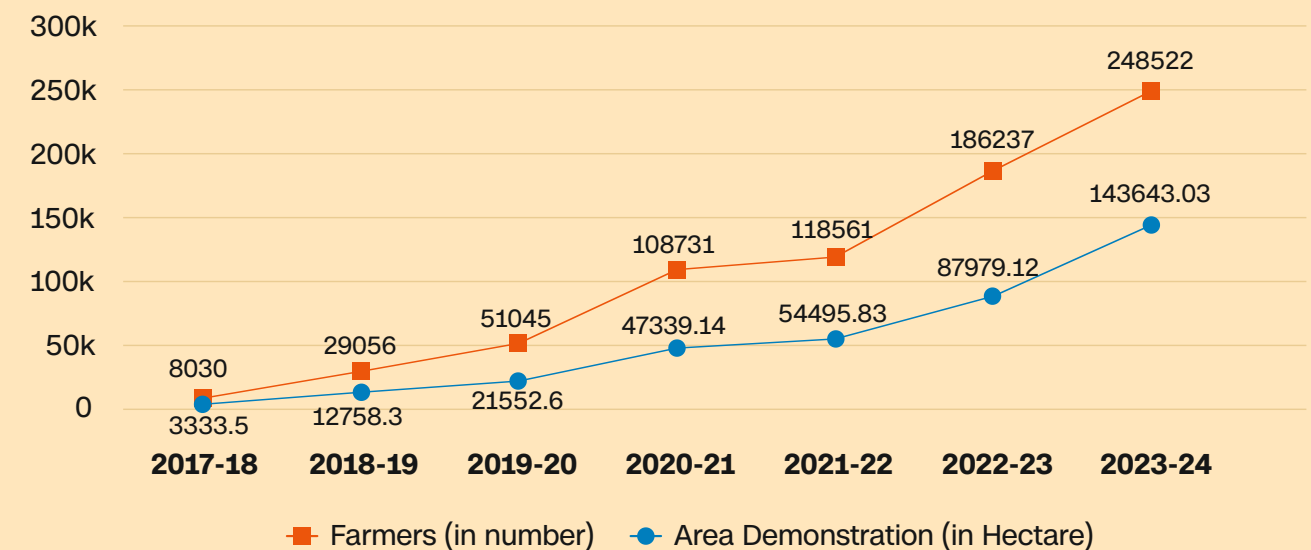
Consumption

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

Marketing

- Quantity of marketable surplus of Ragi per farmer increased from **3.5Qtls** to **4.7Qtls**
- 81% of surplus Ragi produce is sold through Mandis

Year wise crop demonstration of Improved Package of Practices



110 Bio-Input Units



275 Millet based Tiffin Centres



15 Millet Shakti Cafes
8 Millet Shakti Outlets



12 Millets on Wheels



1040 Thresher Units



387 Custom Hiring Centres



297 Community Managed Seed Centres



1785 Pulverizers



78 Cleaning-cum-grading-cum-destoning unit



82 Minor Millet Processing unit