



MISSION
Shakti



Humble Millets

Hope for Future

A Visual Journey of Odisha
Millet Mission





HON'BLE CHIEF MINISTER'S MESSAGE

NAVEEN PATNAIK
CHIEF MINISTER, ODISHA



LOKASEVA BHAVAN
BHUBANESWAR

MESSAGE

Millets have traditionally been staple crops of tribal communities of Odisha. Millets are crops mostly grown by small and marginal farmers, especially women tribal farmers. They formed an integral part of dryland and rainfed agriculture landscapes of Odisha. Guided by principles of equity, justice and inclusivity, Odisha Millets Mission was launched in 2017, achieving great success with many national and international laurels.

Many innovative initiatives such as Millet Shakti Cafes, Seed System for Landraces, Procurement systems through Women SHGs and Farmer Producer Organizations, Inclusion of millets in PDS and ICDS, and many other steps have been taken up. It has been recognized as the best model for promotion of millets by Government of India and NITI Aayog. Partnership with World Food Programme helped in meticulous documentation and analysis of different interventions of OMM.

The Coffee Table Book being brought out by World Food Programme is a timely intervention to visually capture the journey of Odisha Millets Mission. Coffee table book rightly focusses on policy and implementation aspects, ecosystem and its various features, Seeds of Change, Impact and Future Plan of OMM with Women empowerment through WSHGs as cross-cutting theme.

I congratulate the World Food Programme and OMM team members for bringing out this timely publication on International Convention on Millets 2023. It is my earnest hope that this Coffee table book will create an immersive experience for the readers to take them through the journey that OMM has traversed and its plans for future.


(NAVEEN PATNAIK)



Shri Naveen Patnaik
Hon'ble Chief Minister
Government of Odisha

COUNTRY DIRECTOR'S MESSAGE

We are thrilled to share the visual journey of the pioneering Odisha Millets Mission program from this milestone year.

The Government of Odisha launched this unique program in 2017 to promote millets in tribal areas. It became the first initiative to revive millets from farms to plates, introducing millets in the Public Distribution System and Integrated Child Development Services.

The adverse consequences of climate change pose a real and present risk to nutrition and food insecurity, affecting vulnerable communities and livelihoods dependent on agriculture due to rising temperatures, floods, droughts, and other extreme weather phenomena. Among other strategies to secure the food and nutrition security of millions of vulnerable people, especially smallholder farmers, adaptation through income diversification, resilient varieties, and less water-intensive crops are required. Millets are being championed as the crops of the future and a 'climate-smart crop', contributing to sustainable food systems, advancing food and nutrition security, and achieving Sustainable Development Goal 2.

The Government of India has been promoting the role of millets in the country's nutritional security and globally, as seen in its advocacy at the United Nations General Assembly for declaring 2023 as the International Year of Millets. India's commitment at the highest level is demonstrated by integrating Nutri-cereals in the National Food Security Act (2013) for potential distribution through the Targeted Public Distribution System.

Congratulations to the WFP and Odisha Millets Mission teams for creating this coffee table book to provide a concise overview of Odisha Millets Mission's strategy, approach, essential programs, impact, and vision. It also captures the efforts and success of our farmers, Women's Self Help Groups, Farmer Producer Organisations, extension functionaries, and Non-Governmental Organisations.

It is heartening to see that Odisha has emerged as one of the model states in India for a comprehensive revival of millets from farms and plates.



Elisabeth Faure
Representative and Country Director
World Food Programme in India

FOREWORD

Embark on a captivating journey through the heartlands of Odisha, where tradition and innovation converge in the Odisha Millets Mission. This visionary initiative promotes the bond with millet, an ancient grain that has nourished our ancestors for centuries.

The mission seeks to tackle malnutrition, improve food security, and empower local communities mostly tribals, by cultivating resilient and nutritious crops that can withstand climate change. However, it is not just limited to agriculture, but also encompasses a comprehensive approach towards empowerment, equity, justice and development. This photo book provides an insight into the intricate planning and execution of the mission at both macro and micro levels.

It highlights the heart-warming stories of communities embracing millet cultivation and demonstrates community engagement and ownership in shaping the mission's success with emerging innovative practices.

As you browse the pages, you will realise how various aspects of the mission are interconnected. This highlights the significance of building local and global connections and demonstrates how mission has evolved from a regional initiative into a national international benchmark.

The success story of the mission has a profound impact on Odisha as it inspires others to adopt sustainable agriculture practices and promote good nutrition.

Let's celebrate the beauty, resilience, and transformative power of the Odisha Millets Mission. Through these pages, we hope to inspire admiration for the remarkable achievements of pursuing a healthier, more sustainable, and inclusive future.

Odisha celebrates Mandia Dibasa (Millet Divas) and International Year of Millets 2023 on November 9th & 10th. To commemorate this occasion, this Coffee Table Book showcases the various stakeholders' journeys, efforts and stories. The book will also highlight the transformation that is taking place in the millet ecosystem in Odisha.

I am grateful for the unwavering direction and encouragement of our Hon'ble Chief Minister and the consistent guidance offered by the Hon'ble Minister of Agriculture & Farmers' Empowerment, Chief Advisor to Hon'ble Chief Minister, Chief Secretary, Development Commissioner, and other Senior Officials. I want to thank all the millet farmers, Women Self Help Groups, Farmer Producer Organisations, Non- Governmental Organisations, Collectors and district level officials, the Director of Agriculture and Food Production and senior government officials of the department for their persistent efforts in ensuring the success of the OMM.

I thank the WFP, who consistently provided valuable support for bringing out this publication.

Dr Arabinda Kumar Padhee, IAS

Principal Secretary

Department of Agriculture & Farmers' Empowerment,
Government of Odisha



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ODISHA MILLETS MISSION

Millets are staple food of indigenous communities of Odisha since times immemorial. These ancient grains are climate resilient and powerhouses of nutrition. Millets are often grown by small and marginal tribal farmers in the upland rainfed areas. To further justice and equity of millet farmers, under guidance of Hon'ble Chief Minister, Government of Odisha launched Odisha Millets Mission to improve the livelihoods of farmers. Climate resilience, Gender equity and nutritional security are the key pillars of Odisha Millets Mission.

The program was introduced in 2017-18 across 30 blocks in seven districts. Over the years, it has expanded to cover 177 blocks in all 30 districts and has gained widespread acceptance. The program's growth and scaling up are a testament to its success and acceptance by the communities in Odisha.

Odisha Millets Mission has several unique interventions such as, decentralized operational framework, active involvement of civil society organizations in grassroot facilitation, promotion of rural enterprise in the millet value chain through women SHGs, awareness campaigns for behaviour change, support for household consumption, and the revival of indigenous culture.

Odisha Millets Mission has adopted "Whole of Government" and "Whole of Society" approach to revive the millets in farms. OMM has active collaborations with Academia, Civil society, Business, WSHGs, FPOs, Startups, MSMEs, Chef Associations, Hotel and Restaurant Associations, Fitness clubs and many others to bring transformation in diets of the people.



OBJECTIVES OF ODISHA MILLETS MISSION

- Increasing household consumption of millets
- Revalorization of millet food cultures in urban and rural areas.
- Conservation and promotion of millet landraces through seed system of landraces
- Promotion of post-harvest and primary processing enterprises.
- Improving productivity of millets-based crop system systems
- Promotion of value addition enterprises in rural and urban areas
- Inclusion of millets in Public Distribution System, Integrated Child Development Services, Mid Day Meals, Welfare Hostels etc
- Facilitating the markets and exports of millet-based products



IMMERSED IN HISTORY AND CULTURE



Millet tribal farmers of Sundargarh celebrating festival (*Parab*) in finger millet (*Ragi*) field.



Tribal farmers offering first harvest of finger millet (*Ragi*) to their deities.





Tribal women farmers celebrating their festival with traditional dance in the millet fields.





WOMEN AT THE CENTER



Odisha Millet Mission recognizes and valorizes the commitment and entrepreneurial spirit of Tribal Mission Shakti Women Groups.



Women farmer transplanting finger millet (*Ragi*) seedlings in her farm.



WSHG member preparing organic inputs (*Handi Khata*) for selling to millet farmers.



Tribal woman farmer delighted with bumper yield of finger millet (*Ragi*).





WSHG members threshing the finger millet (*Ragi*) with help of Thresher cum Pearler developed by Odisha University of Agriculture & Technology.



WSHGs undertaking cleaning, grading and other primary processing activities of millets.



Women farmers making finger millet (*Ragi*) flour using pulverisor.



Tribal women preparing millet snacks for village function.



WSHGs making ready-to-eat millet products for urban consumers.



WSHG operating Millet Shakti Outlet at Kalinga Stadium in Bhubaneswar.



Students of sports hostel relishing healthy millet snacks after a hockey match.



Millets on Wheels serving tasty millet products to consumers.



Millet Shakti Café managed by WSHG is adding millet flavour to the heritage of Barabati Palace in Cuttack.



Collective cultivation of millets by tribal women farmers.



Building capacities of WSHGs on culinary skills and modern hospitality at Institute of Hotel Management.

MILLET DIVAS (*MANDIA DIBASA*)



Shri Naveen Patnaik, Hon'ble Chief Minister addressing farmers, WSHGs and others on Millet Divas (*Mandia Dibasa*) on November 10, 2022.



Women farmers and WSHG members being felicitated during Millet Divas (*Mandia Dibasa*) on November 10, 2022.



FROM THE FARM TO THE TABLE







Tribal women farmers celebrating good harvest of Little Millet (*Suan*).





Women farmer inspecting health of millet plants in the field.



Farmer spraying organic inputs (*Jeevanmruth*) in participatory varietal trial plot.



Woman farmer showcasing traditional seed diversity at community seed center.



Farmer's knowledge of traditional varieties being documented through participatory landrace mapping.



A woman farmer harvesting the finger millet (*Ragi*) crop.



A tribal woman farmer inspecting the growth of different millets in crop diversity block.



Women farmer preparing organic manure for application in millet fields.





WSHG using the finger millet (*Ragi*) thresher for post harvest operations.



WSHG members roasting the finger millet (*Ragi*) at millet processing unit.



WSHG members showcasing the millet products developed at the processing unit.



WSHG members preparing traditional millet dishes.





Millet Mother feeding finger millet (*Ragi*) laddoo to her child.



Jagannath Chinnary, a millet entrepreneur running millet bank in Koraput.



WSHGs prospering by catering to urban consumers.

ECOSYSTEM AND ITS FACETS



Narratives of people's journeys with Odisha Millets Mission.



Subhasa Mohanta, a custodian farmer from Mayurbhanj District, receiving award in the *Mandia Dibasa* 2022.



Largest on-farm scientific evaluation trials of 163 finger millet landraces with custodian farmers.



Young women entrepreneur successfully running a local millet tiffin centre.



WSHG successfully operating a millet processing unit at Baramunda, Bhubaneswar.

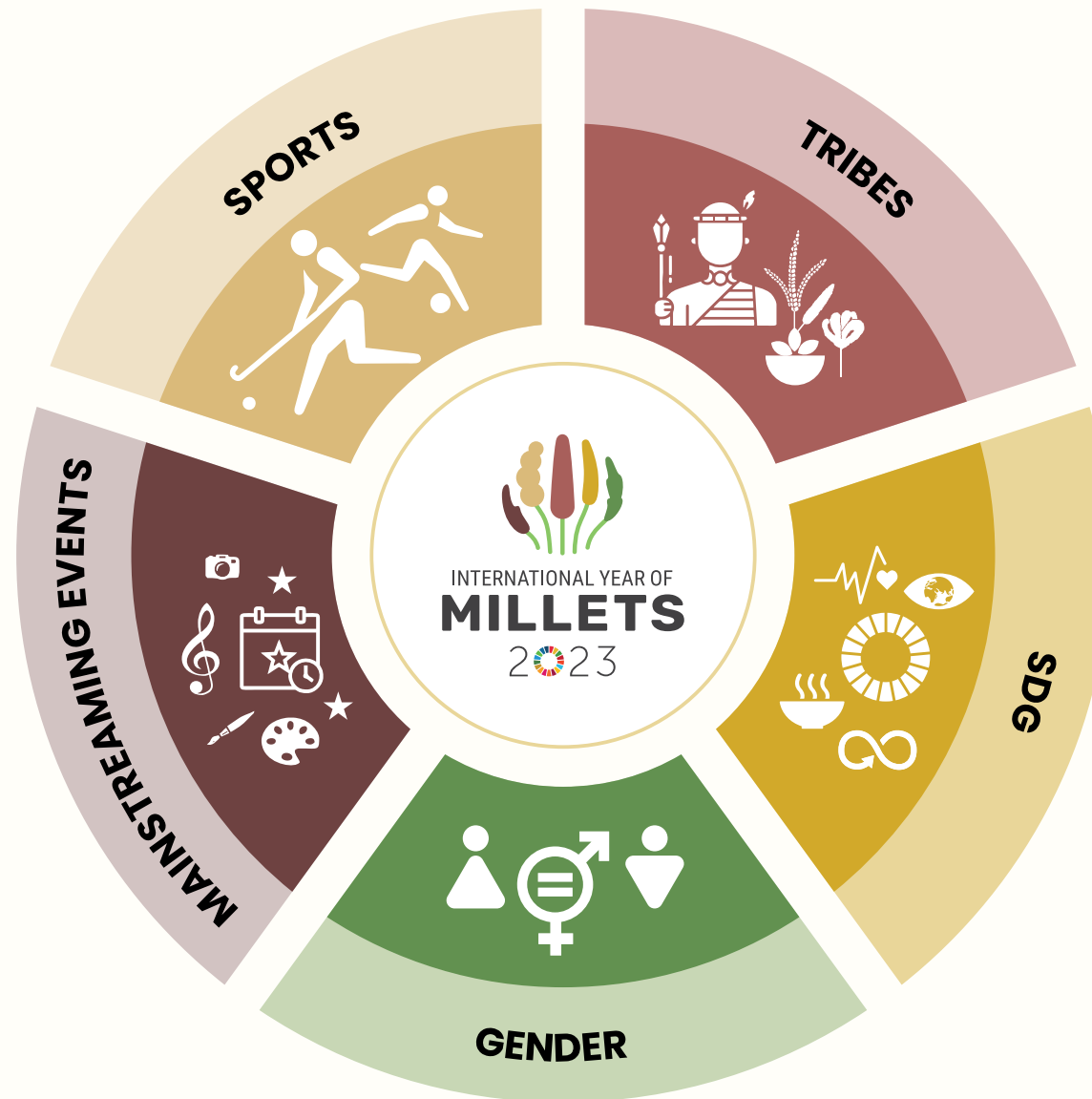


WSHG member managing Millet Shakti Outlet at Krushi Bhavan, Bhubaneswar.



A girl child relishing finger millet (*Ragi*) laddoo served under ICDS in Keonjhar and Sundargarh.

INTERNATIONAL YEAR OF MILLETS



As part of celebration of International Year of Millets 2023, Odisha developed a unique framework which focused on linking millets with SDGs (Millets & SDGs), celebrating millets and sports especially hockey (Millets & Sports), documenting the millet food cultures of tribal communities (Millets & Tribes) and re-orienting every aspect of OMM from gender equity point of view (Millets & Gender). OMM adopted Whole of Government and Whole of Society approach to spread awareness about goodness of Millets.



Curtain-raiser for celebration of International Year of Millets during Make in Odisha Conclave 2022.



Celebrating IYM 2023 and the 2023 Men's FIH Hockey World Cup with the Indian Men's Hockey team.



Spreading the millet revolution at grassroots through Millet Mother Campaign.



Tribal students conveying their gratitude through handmade postcards and murals for millet farmers.





Millet Quiz Competitions are been organised in different schools across Odisha to create interest among students.



Millet mothers participating in the millet cooking competition.



Training of Chefs of hotels & restaurants on millet recipes.



ODISHA MILLETS MISSION AT G20



Millet custodian farmers from Odisha at G20 summit 2023.



HARMONY OF HARVEST



GLOBAL SYMPOSIUM ON FARMERS' RIGHTS



Odisha model of conserving landraces of millets was appreciated in the Global Symposium on Farmers' Rights 2023.

 **MILLETS AND SDGs**





Finger millet (*Ragi*) being supplied in PDS to ration card holders.



Finger millet (*Ragi*) Ladoo is being served as snack in Keonjhar.



Active involvement of public and private hospitals in millet promotion campaigns.





8 DECENT WORK AND ECONOMIC GROWTH





Adoption of cycle weeders by millet farmers leading to high yields with less drudgery.



Scientific screening of ecologically suitable finger millet (*Ragi*) landraces.



And many others...

Odisha Millets Mission believes in pursues collaborations.

MILLET BRAND AMBASSADORS







“Millet is good for our health and environment. I have been eating Mandia (Finger Millet) since childhood. It has played an important role in ensuring my fitness. I am appealing everyone to include millets in their daily diet and build towards a healthier, stronger India.”

Padma Shri. Dilip Tirkey,
President of Hockey India



“I am very happy to know that State Government of Odisha has taken significant initiative to revive millet on farms and plate. Odisha Millets Mission has been strategizing to create awareness about nutritional importance of millets in rural and urban areas.”

Vikas Khanna
Celebrity Chef



“2023 is being observed as the 'International Year of Millets. We are thankful to the State Government for popularising millets through Odisha Millets Mission and empowering farmers in the rainfed areas.”

Archita Sahu
Odia Film Actress

“Nutritious Millets have been a part of tribal farming practices and food system since time immemorial. Therefore promotion of millets is also about celebration of our tribal culture. Odisha Millets Mission is playing a very vital role in reviving millets in farms and on plates.”

Padma Shri. Sudarshan Pattnaik,
Sand Artist



“Millet is called a super food for a very good reason, It far more nutri dense than any processed food we are eating these days. Government of this beautiful state, Odisha is doing a tremendous job in bring back millets into consciousness and diets. All of us support this for ourselves, for our health, for our future generations. *Mandia Khaiba, Sustha Rahiba!*”

Ricky Kej
Indian music composer



“It is very difficult to be health conscious in today's busy age. This often leads to many lifestyle diseases such as diabetes, etc. If we want to stay away from these diseases, we need to eat millets. Luckily for us, thanks to Odisha Millets Mission, these millets are now available in diverse dishes. Take a millet bite for a healthier life.”

Sabyasachi
Odia Film Actor



MILLET RECIPES





FINGER MILLET (RAGI) MANDA PITHA WITH FOXTAIL MILLET (KANGU) KHEER



MILLET KAKARA PITHA, MILLET MOMOS AND MILLET STEAMED PITHA



FINGER MILLET (RAGI) CHICKEN PITHA AND GAINTHA PITHA



PROSO MILLET CURD RICE



LITTLE MILLET (*SUAN*) ENDURI PITHA



LITTLE MILLET (*SUAN*) UPMA



SORGHUM (JAWAR) SALAD

AWARDS AND RECOGNITIONS

- Odisha was awarded Poshak Anaaj Award by ICAR and GoI in 2021 and 2022.
- Mint India identified OMM as one of the national best practices across India.
- NITI Aayog and GoI recommended OMM as a model for replication to states.
- Cambridge University studied OMM as an alternative to the Green Revolution framework.
- WFP identified OMM as one of the best practices for replication under South-South collaboration.





OMM receiving Poshak Anaaj Award.



Hon'ble Chief Minister inaugurating Millet Shakti Café at Lok Seva Bhawan, Bhubaneswar.





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