



National Workshop on Promoting Consumption of Millets in Rajasthan by its Inclusion in Government's Social safety Net Programs

Introduction

Millets are a wide range of small-seed Nutri Cereals grown extensively in the semi-arid regions of different parts of India. Millets are traditionally grown for their nutritional richness, low water requirement, low inputs requirements and climatic resilience. India produces all the nine commonly known millets and is the largest producer and second largest exporter of millets in the world.

Millet grains are rich sources of nutrients like protein, carbohydrate, dietary fiber, good quality fat and have substantially higher amounts of minerals like calcium, potassium, magnesium, iron, manganese, zinc and B Complex vitamins, making them a preferable choice over other cereal grains (wheat and rice) largely consumed by the populations in India. Millets are known sources of rich iron, calcium, antioxidants, and micronutrients.

Need for the Generic Promotion of Millet Consumption

Increasing millet production, establishing large scale processing units and mass awareness for millet consumption growth in the country are essential for addressing the food security challenges that require a public- private civil framework for reviving these sustainable food crops for the benefits of public, planet, and economy.

In India millet crop has been a traditional staple cereal during 1950's and occupied an area of more than 18 million hectares but had come down to 6 million hectare in 2013 which now increased to 14 million hectares in 2020. The decline has serious concern on the cropping systems and food security of the country. The Government of India realized the importance of millets in building nutritional security in the country and made several efforts, such as gazetting millets as Nutri-cereals,

The celebration of 2018 as the National Year of Millets, several small-scale policies on millets and proposing the international year of Millets to UNGA (United Nation General Assembly). The UNGA has passed the resolution to observe 2023 as the International Year of Millets (IYM 2023) for creating awareness on millets and popularising them as the future foods in the changing climatic conditions. The IYM is offering mandate to scale up the interventions for increasing the millet area and production and diversifying the processing machinery and technologies and thus to cater to various segments in domestic and export markets.

Learnings from other Indian States

Government of Karnataka took many steps to popularize millet production and consumption in India. It set up co-operatives in the late 2000s to streamline the supply chain. A widespread advocacy strategy came into force for promotional activities. Many millet-based startups were established to popularize the uses in the state.

In Maharashtra, people have been consuming millets since many decades. Many processing units have been established to provide white millets (Ragi) within the communities. Ragi is still the main staple crop in the state.

Orissa Government initiated a special millet program in tribal areas and introduced Odisha Millet Mission in 2017 for promotion of millets. This program was already implemented in 84 blocks of 15 districts both for procurement from farmers and for distribution through PDS. The Ragi laddu program in two districts were given to ICDS and implemented through a local NGO. The State government has proposed to scale up to 19 districts and introduce millets in Mid-Day Meal program. Government of Odisha has increased the funding from Rs. 65.54 crores to Rs. 536.98 crores (5 years) for implementation, procurement and distribution of millets.

Chhattisgarh Government established 'State Millet Mission' in 2021 that aimed to boost production, provide employment to farmers, women groups, and youths. Minor millet crops like kodo, kuki and Ragi are rich in nutrients and would be promoted in the state. Millets have been connected with ICDS and MDM programs. State Government has earmarked 170 crores for 5 years for the promotion of millets.

Need for Mainstreaming Millet Consumption in Rajasthan

Rajasthan has been traditionally growing Bajra and is the largest producer of Bajra in India. In 2022 state budget, Rajasthan Government proposed for a budget allocation of 40 crores to be used for establishing Bajra processing units and promotional activities. But in recent years the trend of consumption is decreasing. The tribal area in southern Rajasthan is known to have a staple nutritious millet 'Kutki', but in modern time, the uses have been only limited to old, aged persons who grow the crop in their kitchen garden. It is on the verge of extinction.

In Rajasthan millets are now mostly used seasonally. People's preference of food has been changing over time with the growing diversification and options.

Objectives of the Workshop

Therefore, a national workshop is being organized on 15th July, 2022 at IIHMR University, Jaipur with following objectives: -

1. To facilitate a consultation between Government, Academia, Civil Society Organization, Entrepreneurs and local NGO.
2. To chalk out strategies to promote Millets as the unique agricultural program with priority on consumption.
3. To link millets with Social Safety Net (ICDS, Mid-Day Meal program and PDS programs).
4. To explore roles of frontline workers in the behavior change of the community to eat healthy.

5. Through the seminar, all the stakeholders can be brought on single IIHMR platform for a conducive policy environment, convergence, and coordination to promote millets in the State.

About IIHMR University, Jaipur

The genesis of IIHMR University dates to October 5, 1984, when the Indian Institute of Health Management Research (IIHMR) was established. IIHMR University has been established and incorporated as a postgraduate research university by the Government of Rajasthan vide the IIHMR University, Jaipur Act, 2014 (Act No. 3, of 2014). IIHMR University is UGC recognized, NAAC accredited, and ranked 73rd NIRF 2021 (Management). IIHMR University is dedicated to the improvement in standards of health through better management of health care and related program. It seeks to accomplish this through management research, education, training, consultation, and networking in a national and global perspective. IIHMR University offers MBA (Hospital and Health Management), MBA (Pharmaceutical Management), MBA (Development Management), Master of Public Health (in collaboration with Johns Hopkins University, USA), Master of Public Health (Implementation Science), Executive Education, and PhD programmes. We have collaborations with international and prestigious universities including Johns Hopkins University, USA, Manchester University, UK, Curtin University, Australia for student exchange, faculty exchange, joint research, and capacity building programmes.

Roles of IIHMR

1. All the stakeholders will be brought on single IIHMR platform for a conducive policy environment, convergence, and coordination to promote millets in the State.
2. To ensure smooth implementation of mainstreaming the millet in the Social Safety Net at a multi-sectoral platform.
3. To collect and collate the best practices from other similar regions and sharing with all the stakeholders.
4. To act as the Core Centre of the state for research, publication, and knowledge dissemination Centre for uses of millets.

Participants

1. Secretaries/ Government officials from various departments for convergence, such as, Department of Health, ICDS, Agriculture, Rural Development etc.
2. Founder and other team members from Indian Millet initiative, New Delhi
3. Officials from NIRD, Hyderabad; UNICEF Rajasthan, NIFTEM, Sonipat; Indian Institute of Millet Research, Hyderabad; NAFED, New Delhi; Tata Trust Corporate Office Mumbai etc.
4. Entrepreneurs for value addition
5. Scientist from National Institute of Nutrition, New Delhi.
6. Academia, Researchers and Development Scientists.



IIHMR University, Jaipur
National Workshop on Promotion of Millets Consumption in Rajasthan:
Integration in Social Safety Net Programs
July 15, 2022

Program Schedule

Session	Speaker
<i>Inaugural Session</i> 9.00 am - 10.30 am	<i>Welcome Address</i> Dr. P. R. Sodani President IIHMR University, Jaipur
	<i>Context Setting on Promotion of Millets Consumption in Government Schemes</i> Dr. Satyen Yadav Founder India Millet Initiative, New Delhi
	<i>Address by the Chief Guest</i> Shri Pratap Singh Khachariyawas Hon'ble Cabinet Minister Food, Civil Supplies, and Consumer Affairs Department Government of Rajasthan
10.30 am - 11.00 am	Tea Break
<i>Technical Session 1</i> 11:00 am - 11.30 am	<i>Odisha Millet Mission: Experience Sharing for How to Promote Millet in the Social Safety Net Programs in Rajasthan</i> Mr. Tapas Chand Roy Odisha Millets Mission Department of Agriculture and Farmers Empowerment Government of Odisha

Technical Session 2 11.30 am - 12.00 pm	<i>Strengthening Millet Value Chain through FPOs</i> Mr. Sudarshan Suryawanshi CEO Federation of Indian FPOs and Aggregators (FIFA) National Agriculture Cooperative Marketing Federation of India (NAFED)
Technical Session 3 12.00 pm - 12.30 pm	<i>Millet Promotion and Women Empowerment: Linking Women to Entrepreneurship Development</i> Mr. Anand Kishore Assistant Professor National Institute of Food Technology Entrepreneurship and Management
Panel Discussion 12.30 pm - 1.30 pm	<i>Generic Promotion of Millets for Increasing per Capita Consumption to address Public Health Challenges including Malnutrition, Anemia, and Diabetes</i> Key Stakeholders <i>(Secretaries/ Officials from Departments of Health, Education, WCD, Agricultural Marketing and Entrepreneurs, and Subject Experts)</i>
1.30 pm - 1.35 pm	<i>Concluding and Vote of Thanks</i> Dr. Varsha Tanu Associate Professor, IIHMR University, Jaipur
1.35 pm onwards	<i>Lunch</i>