

“Developing Value Chain of Nutrimilletlets in India”

Workshop on Enhancing the contribution of Neglected and Underutilised Species for Thriving local Economies and Climate Resilient Communities

23 Feb 2015, LIBIRD, Pokhara



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Chennai

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Key issues

- ❖ Fading traditional farming practices
- ❖ Eroding crop genetic diversity
- ❖ Limited access to farm tools and techniques and productive assets
- ❖ Limitation in value chain and markets
- ❖ Adequate Policy support to on-farm conservation

IFAD NUS: Best Practices to promote on-farm conservation

- “ Crop diversity assessment
- “ Custodian farmers network
- “ Quality Seed Production, PVS, IAP
- “ Community Seed Banks Network
- “ Seed fairs and Traditional Food Mela
- “ Processing and Value addition
- “ Enterprises and Market linkages
- “ Peoples Biodiversity Registers and Biodiversity Management Committee
- “ Village Millet Resource Centers
- “ Community Infrastructure Development
- “ Kolli Hills Agro biodiversity Conservers Federation
- “ Community Biodiversity Management Fund



CLIMATE SMART NUTRITIOUS MILLETS



+ indicates the drought hardiness



**Millet Landraces Diversity across Species
in Kolli Hills**

Custodians of Agrobiodiversity Network



❖ Custodians:
Conserve, Cultivate,
Share, Innovate
6 Networks formed ,
126 farmers profiles
documented



Chronicling Climate Smart Farming System

Data base of
Climate
Resilient
Practices;
Mixed
Cropping –
Coping
Mechanism
Against
Natural
Calamities

Crops, duration and sequence of harvest in
Conventional mixed cropping in Kolli Hills

Local Name	Scientific Name	Duration (days)	Sequence of Harvest
<i>Amaranthus</i>	<i>Amaranthus sp.</i>	60-70	I
<i>Thinai</i>	<i>Setaria italica</i>	100-110	II
<i>Maize</i>	<i>Zea mays</i>	125-130	III
<i>Ragi</i>	<i>Eleusine coracana</i>	150-160	IV
<i>Cucubits</i>	<i>Cucumber sp.</i>	150	V
<i>Avarai</i>	<i>Purpureus lab lab</i>	190-240	VI

* Farm level variability exist based on land terrain, Soil, Farmers preferences

Chronicling Knowledge and Diversity

M.S.SWAMINATHAN RESEARCH FOUNDATION, CHENNAI

Scarascia Mugnozza Genetic Resource Centre

Collection Date: **26.04.2013** Collection No. **0015**
 Accession No. **0015** Species Name: **Panicum Sumatrense**
 Common name: **Little Millet** Cultivar/Vermicular Name: **Vellaperumsamai**
 Regions explored : **Kolli Hills** Village block: **Alathur Nadu** Taluk: **Kolli Hills**
 District.-Namakkal
 Latitude----- NS longitude----- EW Altitude-----
 Source : **Farmers field**
 Status : **Landrace**
 Frequency : **occasional**
 Material : **Seed**
 Sample Type : **Population**
 Habitat : **Cultivated Distributed**
 Disease Symptom : **Nil**
 Insect, Pest Nematode : **Nil**
 Infection : **Nil**
 Cultivation Practices : **Rain-fed**
 Season : **Kharif (June second week)**
 Associate crop(s) : **Sole/red gram, mustard, beans, amaranths, other millets**
 Soil colour : **red laurite**
 Soil texture : **Sandy loam**
 Stoniness : **Stony/Pulverised**
 Land Aspect : **Up land**
 Slope : **slope**
 Topography : **Mountainous valley**
 Agronomic Score : **Average**
 Photograph : **Colour**
 Additional Notes : **Drought tolerant**
 Farmers; Donor's name : **Thangaiyam**
 Collector's name : **M.N.Sivakumar**
 Collector's Address : **MSSRF, Kolli Hills**
 Collections given to Gene Bank Manager on



Recognizing Custodian Farmers

Village Name: Padosolai, Farmer Name: Mrs. Malliga ,Age:33 No. of Family Member:5



Perunthinai

Perunsamai

Crop	Landrace Name	Traits of the Varieties
Samai/Little Millet	Perunjsamai	Suitable for Mixed Cropping,
Samai / Little Millet	Thirikulasamai	Short duration crop (3 Month), fodder grass, taste, survive in poor soil
Thinai / Italian Millet	Palanthinai	Suitable for mixed crop, Taste, survive in poor soil
Thinai/ Italian Millet	Perunthinai	Suitable for mixed cropping ,
Ragi / Finger Millet	Perungkelvargu	Long duration crop (6Month), fodder,
Ragi/GPU 48	Improved Var.	High Productivity

Custodian of Climate Smart Nutri-millet: Kollu Hills, Namakkal, Kodukku Malliga Seerappa

Village Background
Padosolai village is located in Thirupurambathi Taluk in the Kollu Hills of central Tamil Nadu. The village extends to about 1000 acres of land with 10000 population. The village is surrounded by 27000 acres of agricultural land. The village is surrounded by 27000 acres of agricultural land. The village is surrounded by 27000 acres of agricultural land.

Introduction
Name: Ms. Malliga Seerappa
Village: Padosolai, Namakkal, Tamil Nadu
Age: 33
Education: 10th Standard
Village: Padosolai, Namakkal, Tamil Nadu
Address: Padosolai, Namakkal, Tamil Nadu

Introduction
Ms. Malliga Seerappa is a custodian farmer of climate smart nutri-millet. She has been cultivating these crops for many years and has been sharing her knowledge and experience with other farmers in the village. She has been recognized as a custodian farmer for her contribution to the millet sector.

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Community Seed Banks and Networks

On farm issues in Conservation

“Abandoned Traditional Seed storage structures
“ Weakened Seed Exchange practice

Millet*	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14
Little Millet	900	1389	453	508	510	95	7.5	16.5	56.5	306	298	176	197	432
Italian Millet	1089	987	357	435		279			18	55	150	63	81	353
Finger Millet			227	240		172			112.8	519	232	246	270	562
Kodo millet		24				43			.5	20	10	5	10	15
Proso Millet						27			.5	11	10	7	15	35

Millet seed distribution through Community Seed Banks (in Kg)



Seed Multiplication



Seed Storage – Thombai



Seed exchange



Seed Distribution



Cultivation

Productivity Enhancement (PVS, QSP, Intercropping)

“Farmer participatory research in identifying high yielding varieties through **PVS**

“**Yield Enhancement Demonstrations** for increasing productivity with profitability

“Promotion of **intercrops** for better nutrition

“**Reduction of drudgery** of women in crop production - row maker, cono weeder, inter cultivation and modified spade

FARMERS' METHOD	IMPROVED METHOD
Traditional seed	Selected quality seed
Broadcasted seed	Row planted seed
Little or no manure & fertilizers	Promote healthy soil management with use of manure & fertilizers
No regulation of plant population	Thinning and seedling density regulation
Weeding or no weeding	Weeding & interculture



Farm implements to reduce drudgery of women in on farm work



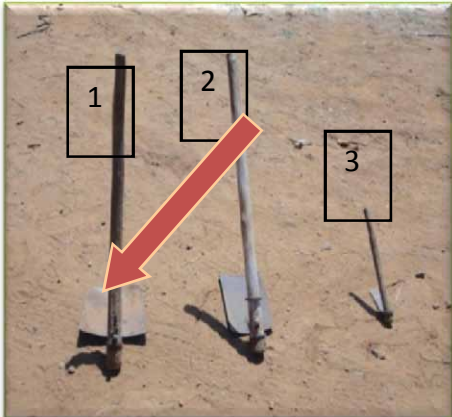
Manually Drawn Six-row marker (1 m long)



Star Weeder

TM	IM
8hr per person X3 = 24 hrs /Acre	1hr per person X2 = 2 hrs /Acre
80% of women time saved	

TM	IM
6hr per person X12= 72 hrs /Acre	6 hr per person X4= 24 hrs /Acre
75% of women time saved	



TM	IM
6hr per person X12= 72 hrs /Acre	6 hr per person X7= 42 hrs /Acre
40% of women time saved	

WEEDING IN TAPIOCA IS DONE BY WOMEN USING WIDE BLADED SPADE (1). MILLET INTERCROP CAUSED PROBLEMS IN WEEDING WITH THE SAME BLADE. THIS PROBLEM SOLVED WITH NEW SPADE NARROW SPECIFICATION (2).

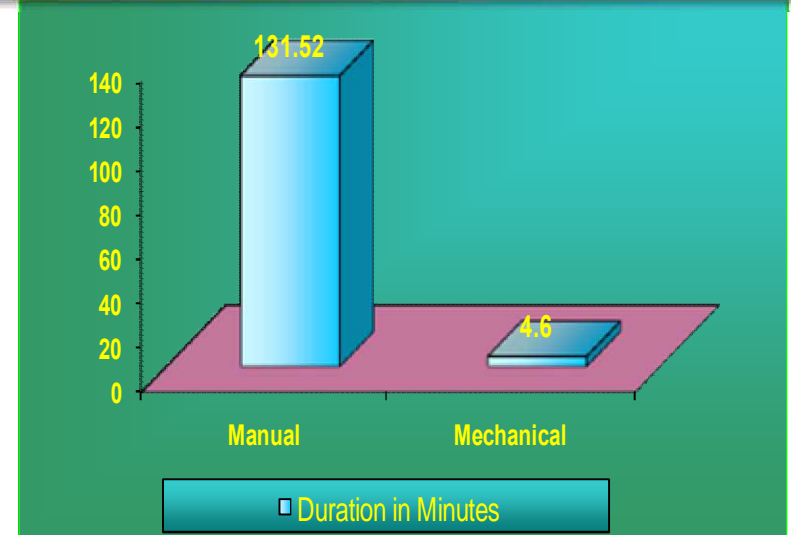
Implements to reduce drudgery of women in post harvest processing



Manual Pounding



Dehusking mill



Manual Grinding



Mini Pulveriser

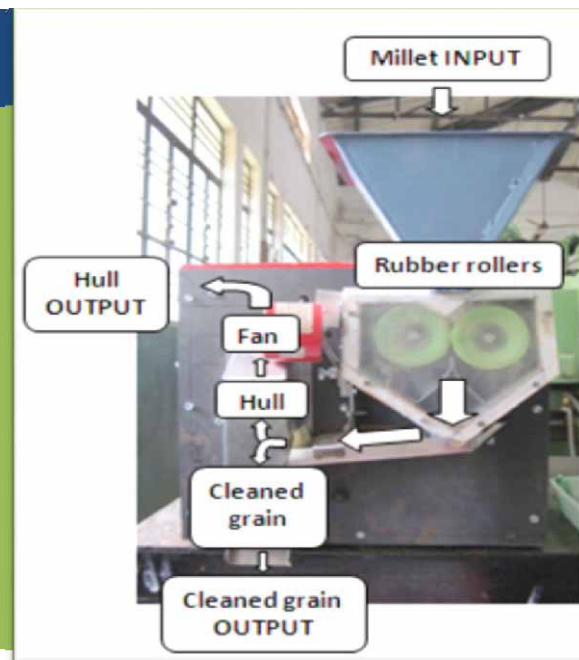


Pulveriser

New prototype for Little millet - McGill



- “ McGill University in association with MSSRF, UASD
- “ Emery and Centrifugal Technology
- “ Double Pass Process
- “ 95-98 % Milling Efficiency
- “ 100 % Separation
- “ McGill University



Multi-location Participatory Technology Appraisal

Region	Location	Qty of Grain at Start in Kg	Qty of Grain at End in Kg (Rice)	Qty of Husk mixed with rice in Kg	No of Time Passing	Duration for Dehullin g/ 5kg (hr:m:s)	Starting time of dehullin g (hr:m:s)	Ending time of dehulling (hr:m:s)	E.B reading (kwh)	Opening reading (kwh)	Closing reading (kwh)
Kolli Hills	Puliyampatti	5	4.100	0	8 Times	2:15:17	04:00:00 pm	06:15:17 pm	1	00977(9)	00978 (5)
	Keeraikkadu	5	2.900	1.100	8 Times	2:23:20	10:30:00 am	12:53:20 pm	1	02137(3)	02137(9)
	Chinnamangalam	5	4.275	0	8 Times	1:44:10	2:30:00 pm	04:14:10 pm	1	634(8)	635(4)
	Namakkal	5	4.260	0	8 times	2:21:20	8:30:00 am	10:51:20 am	1	0837(2)	0837(8)

Promoting Nutritional literacy with traditional crops



Millets Food Fair, Seed Fair, Inter School Competition, Village Knowledge Centres



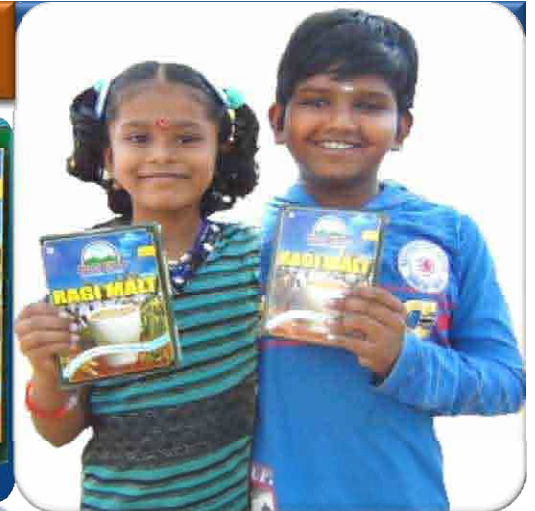
Value addition Training in Nutrition Science



Gap in culinary knowledge in millets

Building capacities on Culinary Knowledge (Processing, Cooking and Consumption) in Millets and value addition

Diverse Millet Product Development



Value Added Products
Finger Millet Malt (Ragi Malt)
Thinai Payasa Mix
Thinai Laddu
Samai Bajji Mix
Samai Uppuma Mix
Samai Rava Dosa Mix
Little Millet rice
Italian Millet rice
Finger Millet Flour

Baked,
Puffed &
Fried ..
Neutraceuti
cal Mixes

FRIEMS



ITALIAN
MILLET



DIABETIC
MIX

BUNS



BAKED
COOKIES



LITTLE
MILLET



PACKAGING



KOLLI HILLS TRADITIONAL RECIPES OF SAMAI (Little Millet) & THINAI (Italian Millet)

							
Samai Rice	Thinai Rice	Samai Uppuza	Thinai Uppuza	Samai Panna Kozhukku	Samai Kaa Kozhukku	Thinai Panna Kozhukku	Thinai Kaa Kozhukku
							
Samai Swaa Puzhu	Thinai Swaa Puzhu	Samai Swaa Pongal	Thinai Swaa Pongal	Samai Swaa Mappasa	Samai Thiru Kandiappam	Thinai Swaa Mappasa	Samai Thiru Swaa Panyaram
							
Samai Kaa Panyaram	Thinai Kaa Panyaram	Samai Panyaram	Thinai Panyaram	Samai Mli	Thinai Mli	Samai Dasa	Thinai Dasa
							
Samai Wheat Flour Dasa	Thinai Wheat Flour Dasa	Samai Kaa Pongal	Thinai Kaa Pongal	Samai Thinai Kaa Puzhu	Samai Sada	Samai Pabada	Thinai Sada
							
Thinai Pabada	Thinai Kibba Pabada	Samai Thinai Chappadi	Samai Thinai Zela	Samai Thinai Vada	Samai Thinai Mulu	Thinai Adhirasa	Samai Thinai Kachayam

MOUTHWATERING GOURMETS FROM TRADITIONAL FOODS OF KOLLI HILLS

(Recipes of Samai - Little Millet & Thina - Italian Millet)



M.S. SWAMINATHAN RESEARCH FOUNDATION

NAMAKKAL

2004



கொல்லிமலை
இயற்கை சூழலில்
விளைந்த சிறுதானிய
உணவுப்பொருட்கள்

குழந்தைகள் முதல்
பெரியவர்கள் வரை
அனைவருக்கும் ஏற்ற
சத்தான உணவு

எங்களது தயாரிப்புகள்

1. சாமை அரிசி
2. தினை அரிசி
3. சாமை மாவு
4. தினை மாவு
5. சாமை தோசை கலவை
6. சாமை உப்புமா கலவை
7. சாமை பஜ்ஜி கலவை
8. தினை பாயாச கலவை
9. தினை லட்டு
10. ராகி மால்ட்
11. ராகி மாவு
12. ராகி முறுக்கு



நமது உடல்
ஆரோக்கியத்திற்கு
தேவையான புரதம்,
கால்சியம், இரும்புசத்து
மற்றும் நார்ச்சத்து
அதிகம் நிறைந்தவை

தயாரிப்பு & விற்பனை:

கொல்லிமலை வேளாண் பல்லுயிரினப்பாதுகாப்போர் கூட்டமைப்பு
இந்தியன் வங்கி பின்புறம், செம்மேடு
கொல்லிமலை, நாமக்கல் மாவட்டம் - 637411
தொலைபேசி: 9488410655, 9843918198

ஆலோசனை:

ம.சா.கவாபிநாதன் ஆராய்ச்சி நிறுவனம்
42/B2 பி.வி.ஆர் தெரு, காந்தி நகர், மோகனூர் ரோடு,
நாமக்கல் - 637001
தொலைபேசி: 04286-274499, 9488536504, 9443364287



Millet based Nutritional Awareness for Children



Stronger India

Happier India

Healthier India

Make in India

Kolli Hills Agrobiodiversity Conservers' Federation

M.S.Swaminathan Research Foundation

Conserve

Consume

Care

Millets

Millet Value Chain Development

Linkages of products to Health foods shops and organic outlets

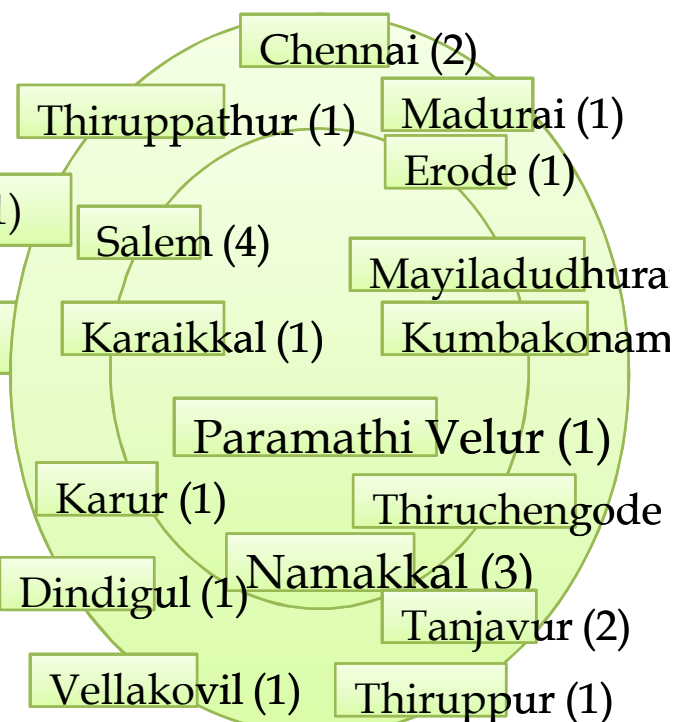
Producer – Procurer - processor – Value adder
– Distributor - Consumer

Quantity of different form of millets Marketed 2001 - 2012

Year	Whole Grain (Kg)	Little and Italian Millet Rava and Flour (Kg)	Value Added Products (Kg)	Gross Returns (Rs)
2001-2002	9000	1200		62,000
2002-2003		2662		70,068
2003-2004		1365		25,524
2004-2005		3138		71,500
2005-2006		2255	1110	1,16,098
2006-2007		1062	240	50,598
2007-2008		1770	414.45	73,694
2008-2009		2672	831	1,29,639
2009-2010		1465	1061	1,25,853
2010-2011		681	984	1,32,893
2011-2012		1373	1119.75	2,42,422
2012-2013		3658	1660.2	4,20,054
2013 -2014		6109	1694.15	6,14,283
Total	9000	29410	9114.55	21,34,626

Viluppuram (1)

Coimbatore (2)



Kolli Hills Natural Food Shop

Managed by the KHABCOFED

Collectives of the Members of the federation

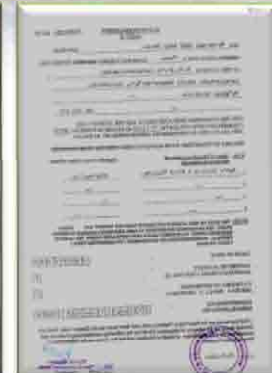
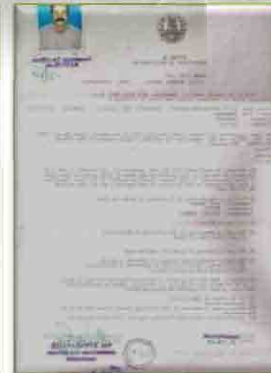
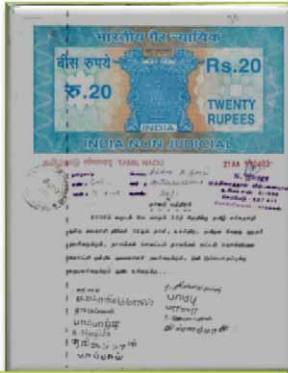
Function as a Hub in the supply chain of the Kolli Hills products



Community Based Infrastructure creations through Social Capital building

Creating Common Property

- “ Partnership deed in SHG
- “ MOU with the Block development Office
- “ Tax Payer's Identification Number certificate (TIN)
- “ Sales Tax Certificate (CTC)
- “ Small Scale industry certificate (SSI)
- “ Tamil Nadu Food Safety and Drug Administration Certificate



Sales Deed

Dhan Settlement

Partnership Deed

TIN Cert

Sales Tax Cert.

SSI Cert.

Tamil Nadu Food Safety and Drug Administration Certificate

Remote Automatic Weather Stations in Kolli Hills



LOCATION	DATE	TIME	TEMP (c)	R.H %	W.S- km/s	W.D(°)	Rain - mm	Solar - W/m2	Battery
VENDAL A PADI	23-1-2015	11:10:00 PM	11.24	98.47	0.00	0.00	0.00	0.00	13.10
NAVAKA DU	17-2-2015	12:10:00 AM	18.06	74.21	0.20	106.56	0.00	0.00	13.20
ARIPALA PATTY	17-2-2015	12:40:00 AM	15.12	89.19	0.00	0.00	0.00	0.00	13.20
PULIYA M PATTI	17-2-2015	12:20:00 AM	19.53	67.52	2.01	145.17	0.00	0.00	13.00
THUVAR APALLA M	7-2-2015	12:30:00 PM	19.00	100.00	2.21	339.46	0.00	152.52	13.60
KEERI KADU	11-12-2014	10:00:00 AM	23.68	90.00	0.40	29.05	0.00	151.72	13.90
SEMME DU	15-2-2015	10:25:00 AM	0.00	0.00	1.80	345.00	0.00	0.00	13.90

Campaigning for Millets



Folk Theatre



Rural Markets



Road Show



Exhibitions at Various Fora

❖ Mass campaign for inculcating importance of millets in Conservation, Cultivation, Nutrition, Value addition, Consumption and linking with Markets

Awareness-raising and marketing campaigns, have increased the use of millets among users



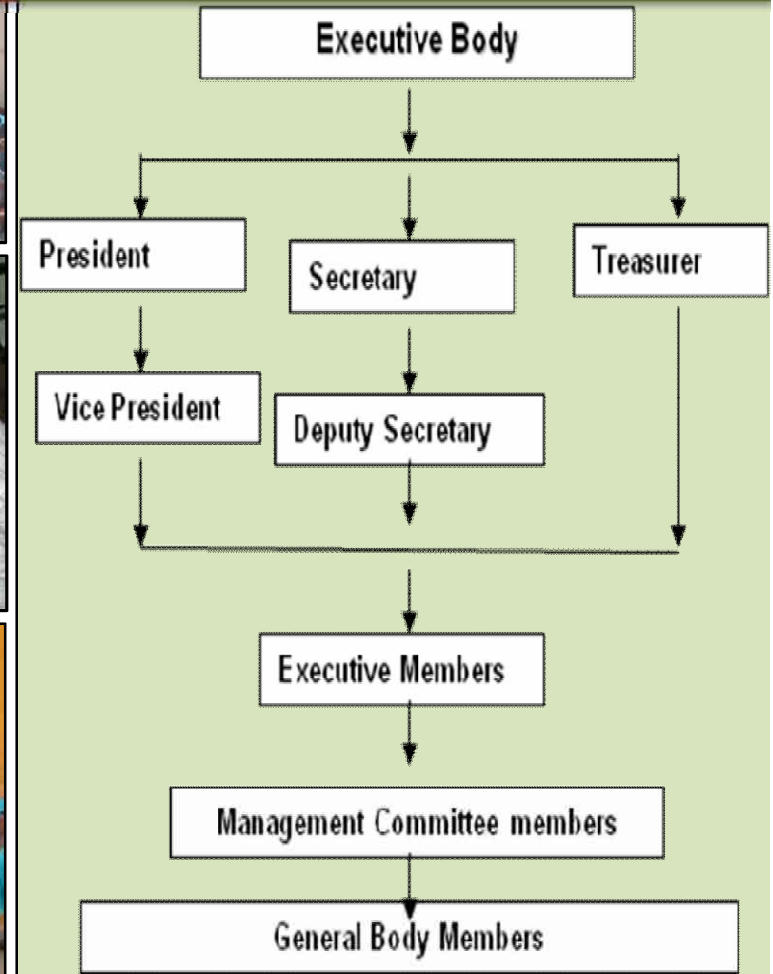
Collective Action and Governance

Assets of KHABCOFED

- Total of 109 Groups (16 Men, 30 Women, 1 Mixed , 62 Farmers clubs
- Membership of 985 Males and 526 Females
- Millet producers, Custodian Farmers, Organic producers, Traditional Knowledge holder, Folk Artists, Healers and Entrepreneurs
- Managing 9 Pulversing mills, 3 Dehsuking and Flour mill
- Organic produce collection centres and Community based Value addition units each at three locations
- Village Millet resource Centres at 16 location
- Managing Internal control systems farms under organic farming
- Community based natural food shops at 2 locations
- Total Financial turnover is 75, 29, 913INR



Governance Structure





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Food Policy

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The role of collective action in the marketing of underutilized plant species: Lessons from a case study on minor millets in South India

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ABSTRACT

Underutilized plant species are generally defined by their unexploited economic potential, making them an appropriate focus for market development. This paper analyses the role of collective action in the process of market development for minor millets, an underutilized plant species, in the Kolli Hills of Tamil Nadu, India. Based on a series of focus group discussions, we analyze the role and involvement of self-help groups in the minor millet marketing chain recently set up by the M.S. Swaminathan Research Foundation. We then compare the role of collective action in this new market with the cases of marketing chains for cassava and organic pineapples, two cash crops with expanding production in the same area. Our analysis shows the critical role of collective action as a necessary but not sufficient condition for the successful commercialization of underutilized plant species for the benefit of the poor and the conservation of agro-biodiversity.

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Introduction

Underutilized plant species can be characterized by the fact that they are locally abundant but globally rare, that scientific information and knowledge about them is scant, and that their current use is limited relative to their economic potential (Gruère et al., 2008). Most of these species could benefit from market development as a means of supporting their long-term use while generating sustainable income for the producers and market chain actors.

Minor millets in South India are examples of underutilized plant species. Finger millet (*Eleusine coracana*), foxtail millet (*Setaria italica*) and little millet (*Panicum millilaceum*) are considered 'minor' because of the lack of research investment they attract, and their limited commercial importance in terms of area, production and consumption (Nagarajan and Smale, 2007). In the Kolli Hills of Tamil Nadu, a genetically diverse pool of minor millet varieties has long been grown by the tribal farming communities for their own consumption without being formally traded. Despite a traditional consumption preference for minor millets by the local population, in recent years the area devoted to minor millets has declined considerably to the advantage of substitute crops such as cassava, rice, pineapple and coffee, which are grown exclusively for sale. In response to this development, the M.S. Swaminathan Research Foundation (MSSRF), a leading non-governmental organization based in Chennai, India, has led 'conservation-cum-com-

mercialization' intervention programmes over the last 10 years in Kolli Hills. These programmes aim to raise the market potential of minor millets through value addition and help the farming communities maintain their agro-biodiversity by providing economic incentives for its conservation (MSSRF, 2002).

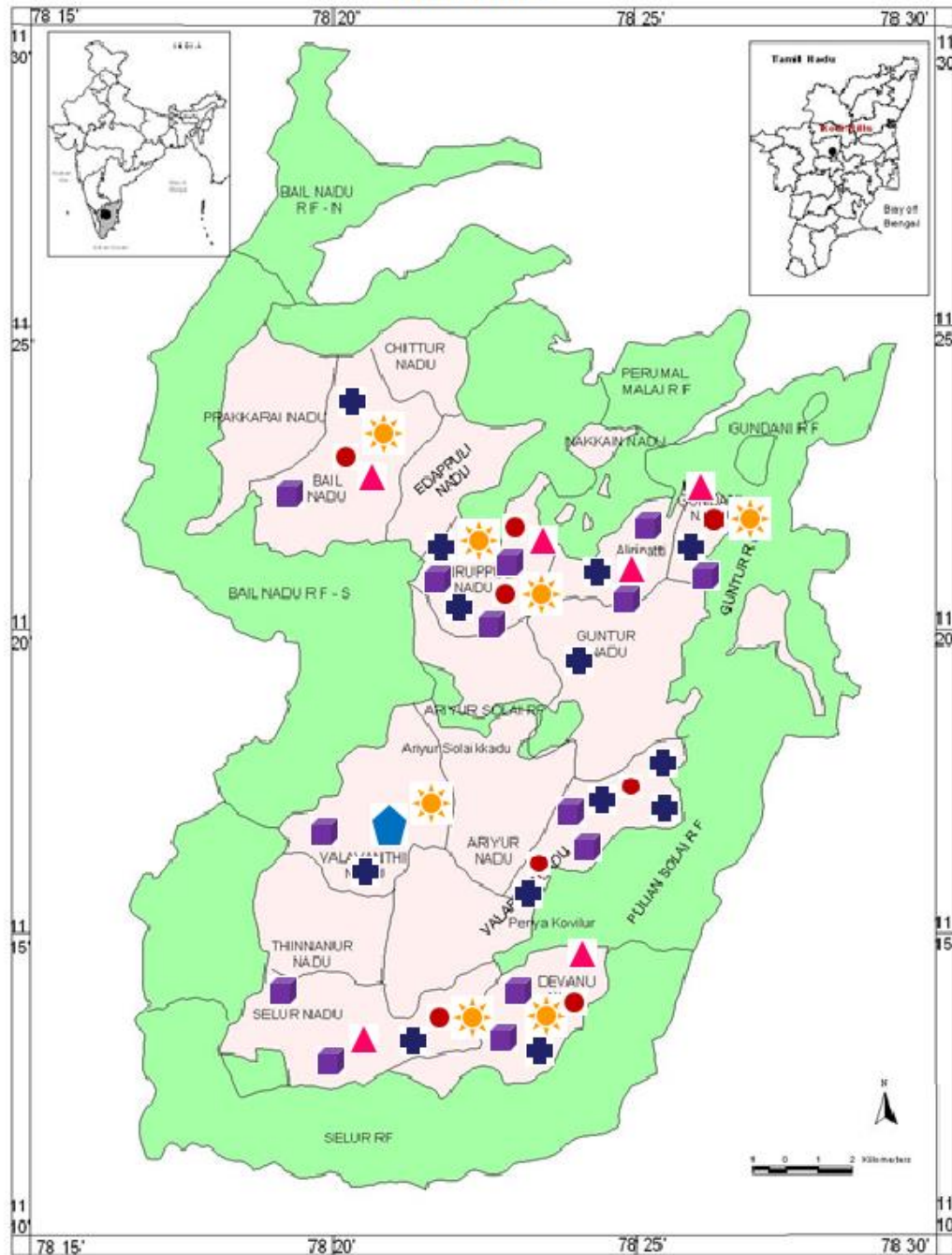
In this paper we analyze the market development initiative for minor millets in Kolli Hills with a specific focus on the role of collective action and group initiatives organized by MSSRF. Based on a series of focus group discussions with stakeholders held during the summer of 2006 and 2007, we analyze the key collective activities that take place in the minor millet value chain and compare it to the cases of two competing cash crops in the same region: cassava and organic pineapples.

In our analysis, we define collective action as the set of actions and initiatives undertaken voluntarily in cooperation by a group of individuals in pursuit of a shared interest (Meinzen-Dick et al., 2004). By focusing on market chain development, we are specifically interested in the structure of incentives among market actors and the role of these groups in making the supply chain effective. In this setting, collective action can play different roles: within the supply chain, it provides a means to realize scale economies, pool resources, ideas and effort; secondly, it can increase internal demand; and lastly, it may also affect agents external to the chain, such as outside consumers or policymakers. Small producers often face higher transaction costs especially when they specialize in products for niche markets (Poulton et al., 2005). Through collective efforts, small producer groups can take advantage of niche market opportunities (Bebbington, 1996). This case study

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Kolli Hills



Legends:

- Village Knowledge Centre
- ⬠ Village Resource Centre
- ☀ Automatic Weather Station
- ⊕ Millet Processing Unit
- ▲ Custodian Farmers' Network
- Community Seed bank



பாண்டிபாளையம்
இயற்கை உணவகம் & அங்காடி

ISO 9001 : 2008



Millet Restaurant





பாடடி வந்தாச்சு

நாமக்கலில் இனிய திறப்பு விழா

புஷ்பா டயா ஹோட்டல்

மோகனூர்ரோடு, சவுத் ஸ்கூல் எதிரில், நாமக்கல்.

நாமக்கல் பாடடியின் கைவண்ணாக்கில் உருவான...

- > 100% இயற்கை உணவகம்...
- > சிறு தானிய உணவுகள்...
- > மனிதனின் ஆரோக்கியமான முழு அயுளுக்கு 100% சுத்தமான இயற்கை சைவ உணவுகள்...

எங்கள் தீய பாசுபிகொண்ட

இனிய வாழ்க்கையாளர்களே வருக ! வருக !! வருக !!!

என்றென்றும்
உங்கள்...

புஷ்பா டிபன் சென்டர்

நாமக்கல்

23

பிப்ரவரி

2015

சென்ட்...

ஏழாம்

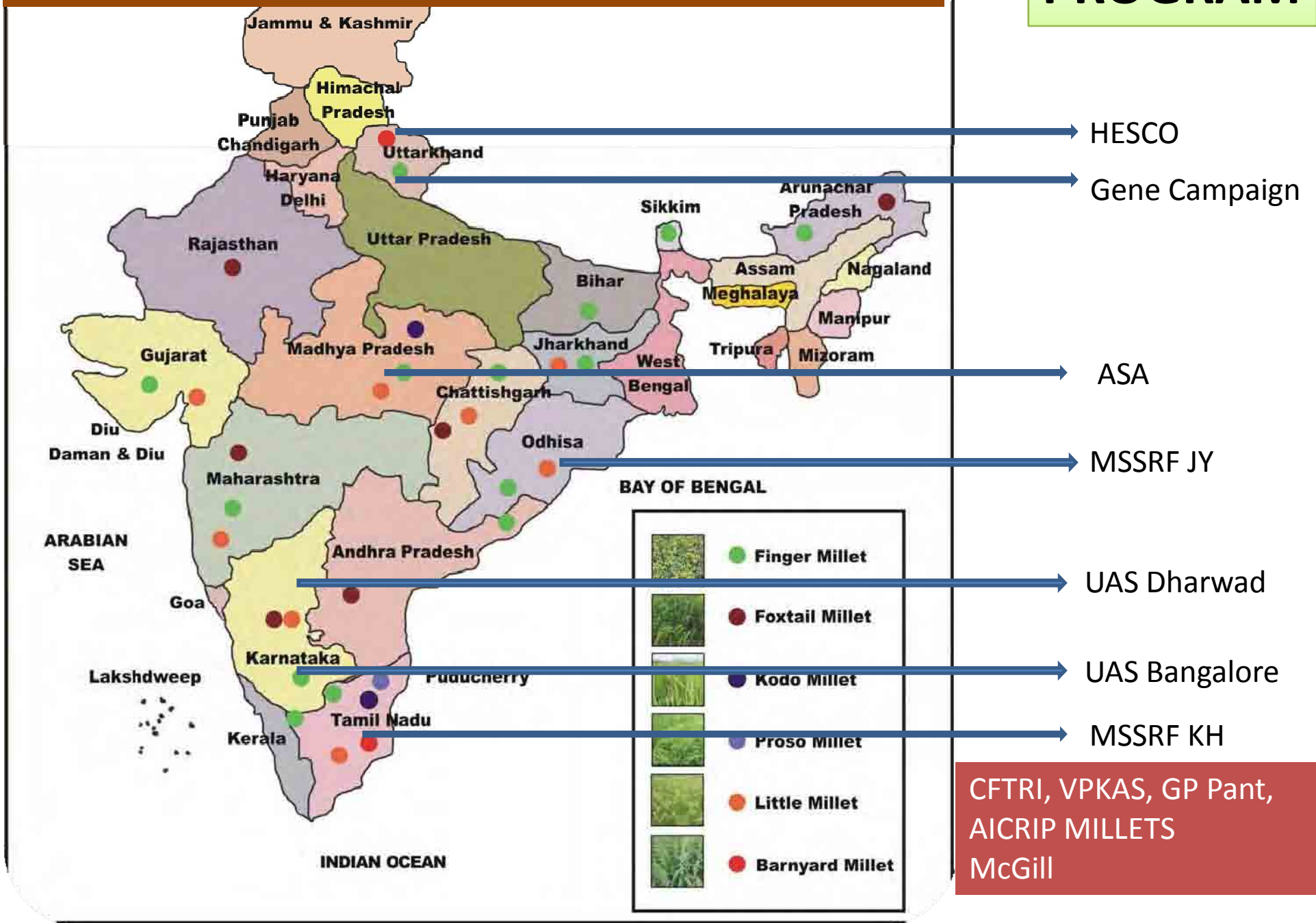
சுவையுடன்...





MSSRF and Millet Research Partnerships

PROGRAM



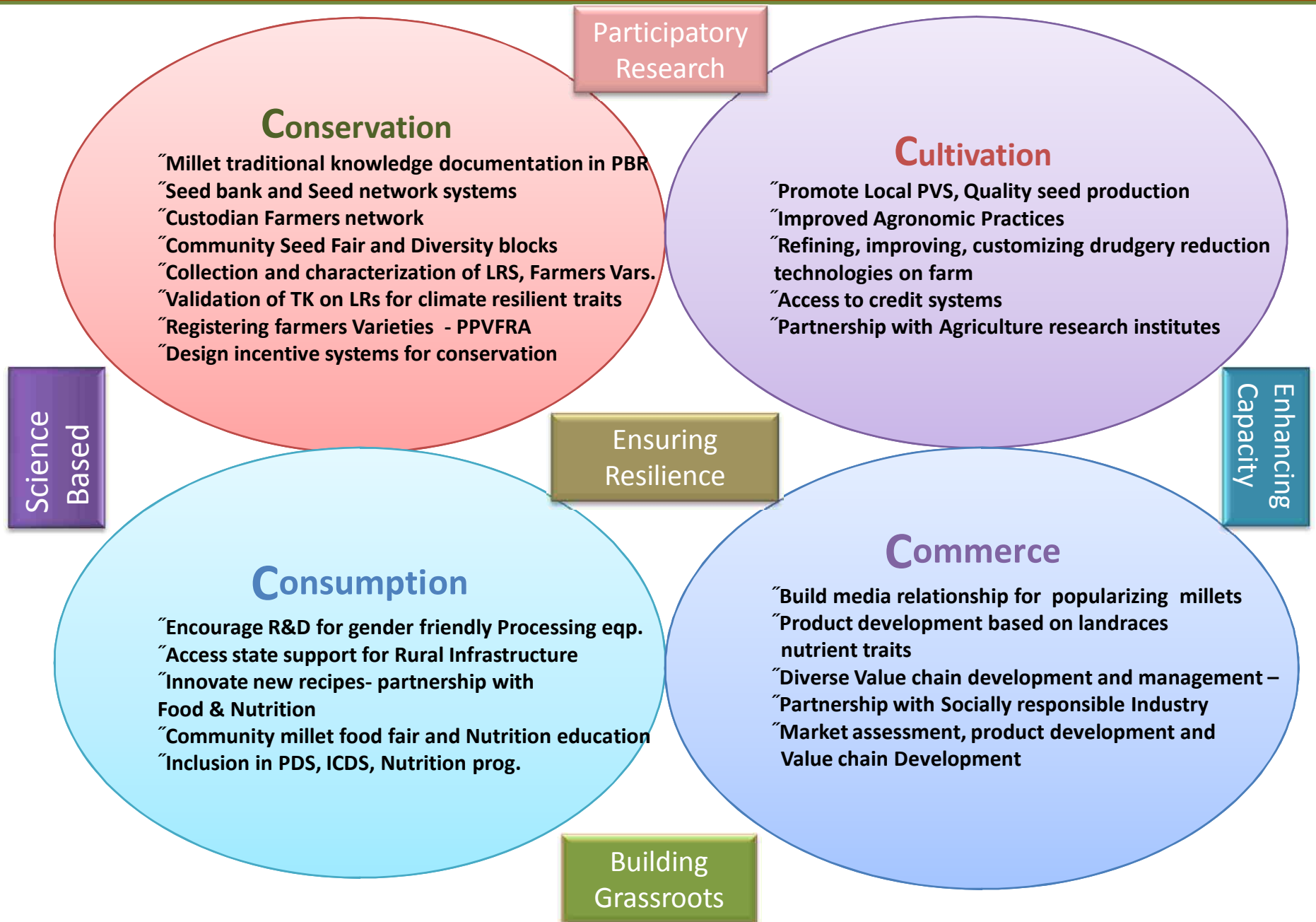
Influencing Policy:

- ❖ Food Security Act to include Nutricereals (Millets) in Public distribution System in India
- ❖ Provisions to recognize farmers in Indian legislation – Protection of Plant Variety and Farmers Right Act 2001, Biological Diversity Act 2002

Policy: National level Policy and Support for Conservation and Sustainable use Nutrimillets

- ❖ National Brainstorming Session, November, 2010
- ❖ Global Consultation on Millets, 18-21 December 2013
- ❖ Announcement of Rs.300 Crores under RKVY for Nutri-cereals in budget of 2011-12
- ❖ A new scheme "Initiative for Nutritional Security through Intensive Millets Promotion (INSIMP)" was launched in March, 2011.
- ❖ Inclusion of millets under Mid-day-Meal
- ❖ Support for Machinery upgradation
- ❖ Support for Producer companies
- ❖ Government of Orissa and Karnataka to introduce the Millets in the Noon meal programme
- ❖ Tamil Nadu government has introduced a programme for creating awareness on Traditional Foods which includes millets

SAP for Millet Conservation and Sustainable Use





Thank You

