

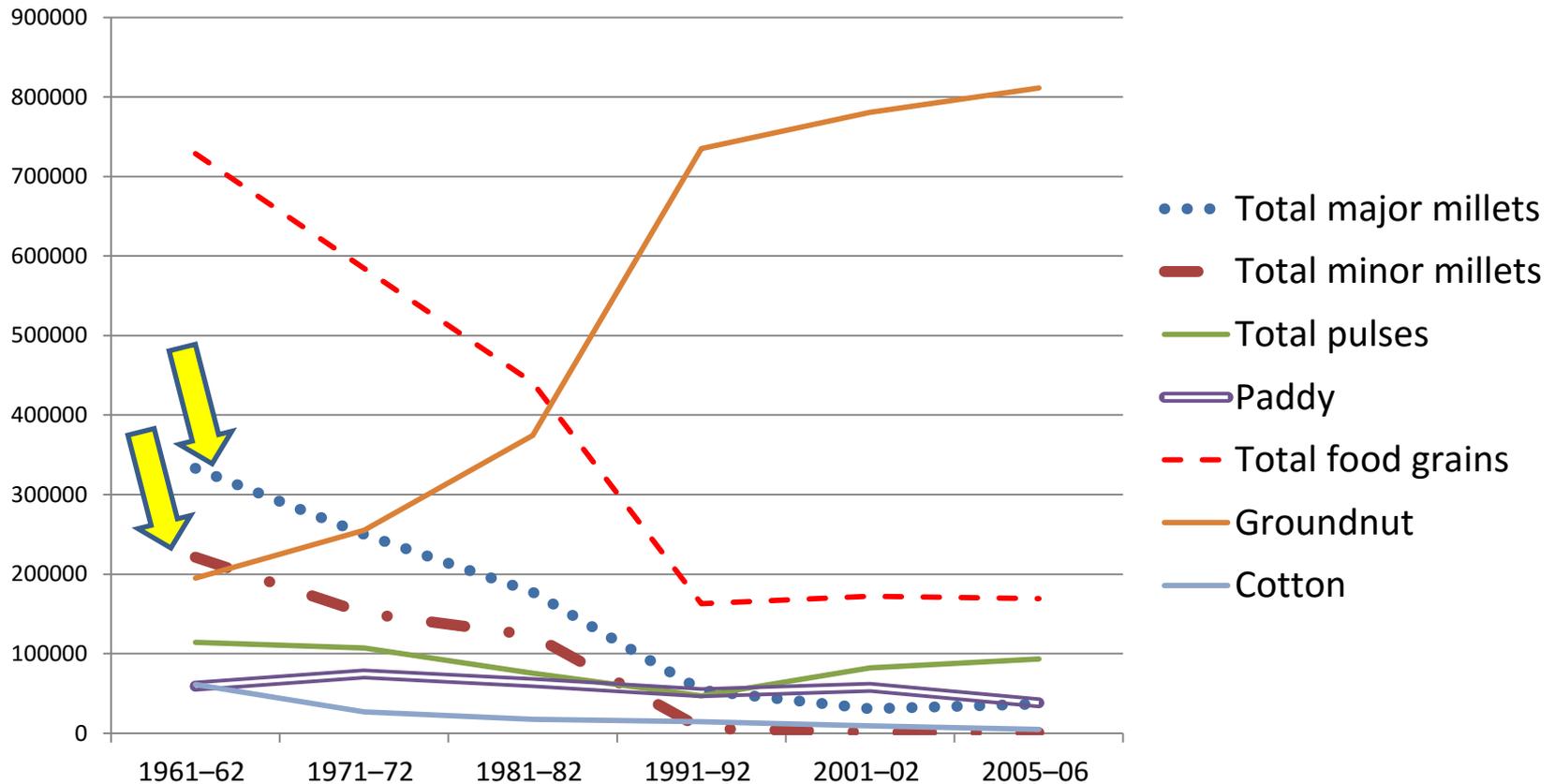


# COMPREHENSIVE REVIVAL OF MILLETS

*An end-to-end program on Millets Revival in Andhra Pradesh*

Department of Agriculture, Government of Andhra Pradesh

# Decline in Millets Area (Example : Anantapur)

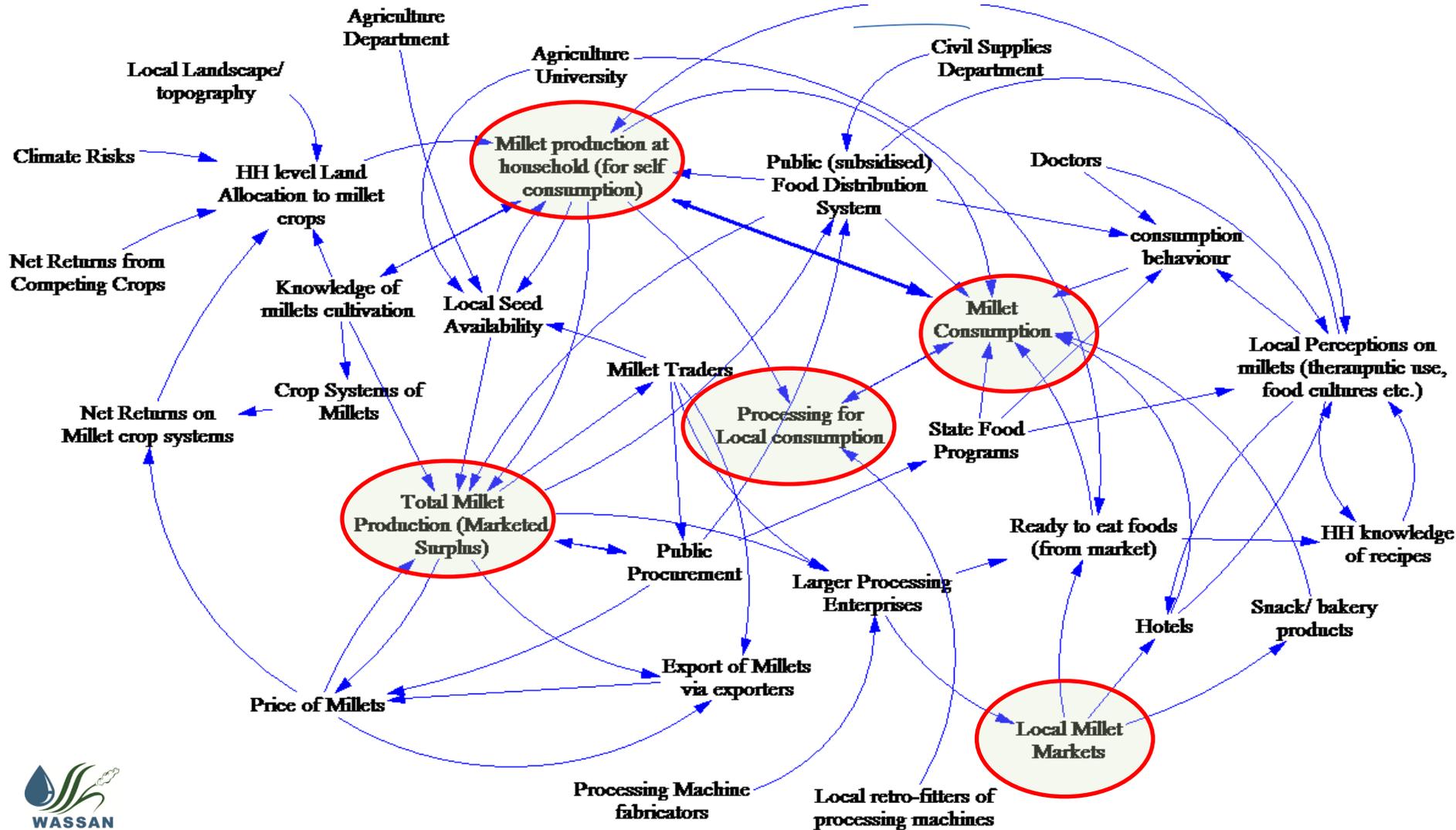


**Can the Lost area under millets be re-gained?**

**Millets lost in area resulting into a more serious mono-cropping led by Groundnut.**

**Can this area under millets be restored to at least 1985 levels?**

# Millets Ecosystems: Casual Loop Analysis



A complex interplay of policies, changes in food cultures, public investments and others have resulted in decline of millets over time - on farms and in plates. Revival of millets has to negotiate with these multiple causal loops, actors and their relations. It requires simultaneous action on crop systems, improving productivity, food cultures, state nutrition programs and public investments on value addition and market infrastructure development, among others.

There is no single or linear magic-bullet for millets revival.

### Comprehensive :

- Simultaneous action on productivity increase, area expansion, household consumption, processing capacities and markets

## Comprehensive Revival of Millets Program

### Revival :

- Focusing on areas which have a history of millets consumption and production.

### Program Objective:

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The program aims to revive millets ***on farms and in household consumption*** in the selected Mandals over a period of 5 years by promoting appropriate location specific strategies and interventions implemented through farmers' organisations.

# Approach of the Program:

- **Area Approach** : Mandal is taken as a unit
- **Different strategies / approaches / budgets** for high altitude Tribal Areas and dryland plain areas
  - 4 tribal districts and in 16 Mandals : 20 GPs in each Mandal direct impact in 2000 acres & indirectly cover 5000 acres by 3000 families.
  - 3 dryland districts (plains): 100 ha as a unit; 300 ha to be directly impacted and 500 indirectly through farmers' institutions.
  - A generic spread across the Mandal in 5 years.
- **Budget : per Mandal**
  - Rainfed areas : Rs. 43,56,262 per mandal (Rs.0.44 crores)
  - Tribal Areas : Rs. 109,45,200 per mandal (Rs.1.09 crores)
- **Total Outlay of the program in 5 years : Rs29.71 crores**

# Components of the Program:

## 1. Promoting Household consumption

- Focus on food cultures
- Introduce additional / new recipes
- Achieve about 25% increase over baseline (year 2015) at household level
- Introducing millets into state nutrition programs

## 2. Promoting decentralised processing enterprises

- At least one per Mandal at a higher level – de-stoner, grader, dehuller and pulveriser.
- One pulveriser enterprise for every GP.

## 3. Improving productivity of millets

- SRI (SMI) methods and better agronomic practices
- Seed – selections from local varieties & PVT of improved ones – establishing FPO managed Seed Centers (Mana Vittana Kendras)
- Encouraging protective irrigation, where necessary

## 4. Establishing custom hiring centers for agri implements

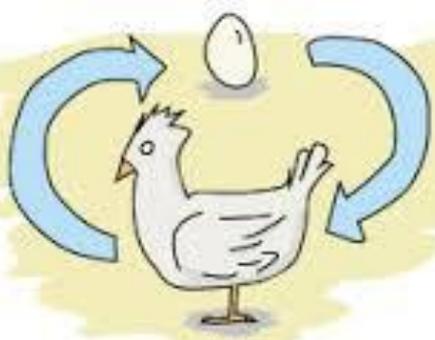
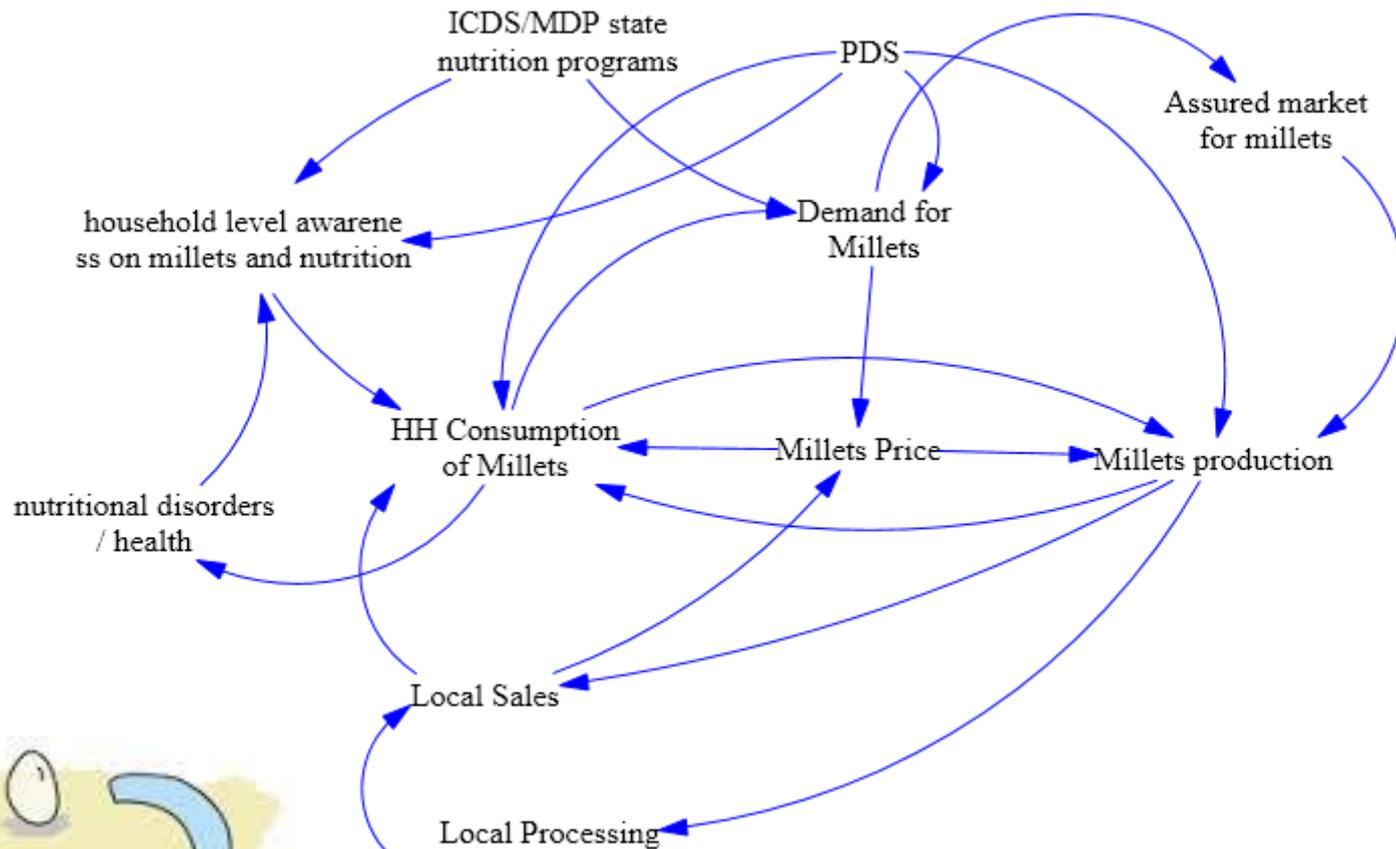
## 5. Market development

- Build linkages with Market and open up procurement centres.

## 6. Farmers' Producers Organisations.

## 7. Developing Community Resource persons

# Causal Loops in Millets Consumption and Production:



**We all want to promote millets!** But 2 questions bother us

- **Where is the supply?** (for those who think demand generation is possible, say PDS/ MDM/ ICDS etc.)
- **Where is the demand?** (for agriculture department and farmers)

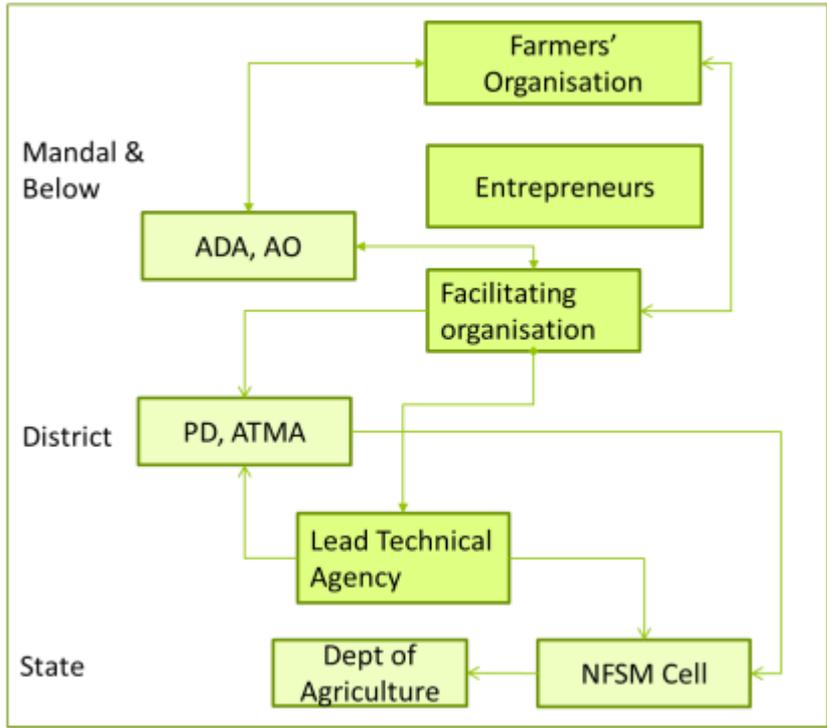
**A typical 'chicken & egg' problem – we need to break this cycle**

# Expected Impacts

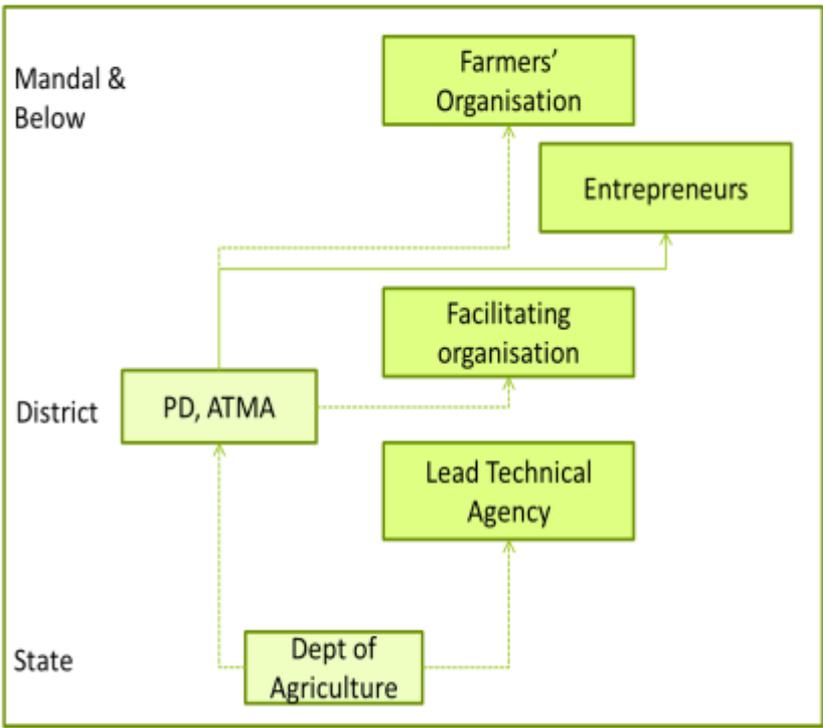
1. 5000 quintal additional production per Mandal i.e. about **Rs.2.35 lakh quintals** of *additional production for the state*.
2. Household millet consumption increase in about one lakh households.
3. Surplus production available for PDS/ ICDS/ MDM inclusion and evidence from pilots are available for mainstream changes
4. Local Millet processing enterprises coming up at scale (44 millet rice; 400 GP level & about 400 food-based enterprises
5. Millet markets/ value chain established; better value realization for farmers.

# Institutional Arrangements

Reporting & Facilitation System :



BUDGET FLOW :



State :  
 NFSM Cell, Comm, Agriculture  
 WASSAN : Lead Technical Agency

District:  
 PD, ATMA : Nodal Agency  
 Facilitating Agencies : NGO/ KVK

## Program Implementation by Farmers' Producers Organisations

However, the above fund flow structure could not be followed due to treasury related complications; alternatives are being worked out.



## SOILS, Protective Irrigation



Initial trials in small millet intensification in lines of SRI in finger millet showed positive results (wider spacing, early seedling, mechanical weeding, application of Jeevamrutam)



# Household Consumption



# Marketing



# Exhibition and Biodiversity Festival



# Expert Committee on Machinery



# Millet Festival @ MANAGE, Hyderabad



# PROGRAM WEBSITE



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### WHY MILLETS

- Nutritious can potentially contribute to nutritional security
- More resilient to climate vulnerabilities and droughts
- Can be cultivated under rainfed situations across the state i.e. additional demand on irrigation
- Buoyant prices following increasing consumer demand
- Potential for tribal and rainfed areas becoming Millet-Hubs and lead the grain economy

### ABOUT PROGRAM

Comprehensive Revival of Millets, a program of Department of Agriculture, Andhra Pradesh intends to revive millets in rainfed farming systems and household consumption.

Including diverse millets in crop systems, improving productivity, promoting processing enterprises, inclusion of millets in state nutrition programs and promoting markets are the strategic areas of intervention.

The nutritious Millets traditionally occupied substantial part of the diets and crop systems in tribal areas and in the dry rainfed areas of Andhra Pradesh. Government's

### EASTERN GHATS CROP DIVERSITY 2017 UPDATE

**Indigenous seed set to improve biodiversity**  
*G.V. Prasad Sarma, The Hindu | March 3, 2017*

With tribal farmers from 16 mandals of north coastal and East Godavari districts bringing local seeds to the Eastern Ghats Crop Biodiversity Festival here on Thursday, the state has begun work for their protection



# OPERATIONAL AREAS



- ❑ Srikakulam (*CAVS, ARTS, SWEEP*)
- ❑ Vizianagaram (*Jattu, Aasra*)
- ❑ Visakhapatnam (*SRDO, Nature, SVDS, Smile, Vikasa, Sanjeevini, Kovel Foundation*)
- ❑ East Godavari (*Sakti, Laya, Kovel Foundation*)
- ❑ Ananthapur (*JJ, Myrada, RIDS, REDS, Accion Fraterna, Ford, HANS, PASS, IA&bWS, Annadhatha, SARDS, FES*)
- ❑ Chittoor (*MMS, MASS, RIDO, FES, Chaitanya*)
- ❑ Kurnool (*KVK*)

Coverage ( 2016-17)	North Costal Dt.	Rayalaseema
No of districts	4	3
No of Mandals	16	28
No of NGOs/Fas	15	20
Household covered	12938	4018
Acres covered	18151	6258
Production in Mts	5445	1752
Actual spent for the program in Lakhs per Mandal	7.5	2.5
<b>Budget details Per Mandal</b>	<b>NC</b>	<b>RF</b>
First year in Lakhs	2970050	1393339
Second year	4900625	1544267
Third year	1541625	1231656
Fourth year	392500	234000
Fifth year	392500	234000

# Pilots – in Districts

## Srikakulam- Seethampeta

- **Proposed to serve Korra Paayasam for 1000 Pregnant and Lactating women in Seethampeta.**

- Korra rice 300kg/ 1000 women/ 8 serves/monthly
- Korra rice 3600kg/1000 women/96 serves/ 12 M
- 20 acre needed to supply (Av 3q/per acre: 6 tons raw grain/3.6tons rice)
- Formally launching this program on 3<sup>rd</sup> June2017.

### **Serving ragi malt to 1700 students.**

- Weekly 4 times/ 20g/ per serve
- Using 5.4 tons of ragi flour monthly
  - being supplied by CAVS.



# Vizianagaram Kothavalasa Mandal

- Proposed to serve ragi biscuits to the students of tribal welfare hostels.  
Serving ragi malt to 3000 students.
  - Weekly 4 times/ 20g/or 2 biscuits/ per serve
  - Using 1000kg of ragi biscuits monthly.
  - Will be launched on 5<sup>th</sup> June 2017- supply by SABALA.

# East Godavari Y Ramavaram

- Proposed to supply Sorghum in 2 GPs through PDS as a pilot.
- 6kg/hh/ monthly/ ( replacing paddy rice)
- Will be launched on 1<sup>st</sup> July 2017.

# Present status

- Promoting millets in 28000 acres
- Promoting SMI in 4000 acre
- Establishment of SMPU by promoting entrepreneurs
- Technical expert committee have formed in the state.
- Selection of entrepreneurs is on progress
- Custom hiring centres establishment- sent EOI to concerned CBOs.