

Odisha Millet Mission: Promotion, Impact and Sustainability

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It is widely known to all of us that millets are the great source of highly nutritive value having great positive impact on human health and fodder for livestock than some of our daily foods stuffs. Surprisingly, over the period of time, statistics indicates, there is steep decline of millets in terms of production and consumption both in rural and urban area as compared to rice and wheat. Some of contributing factors reducing millets production and consumption are state failure, market failure, globalization, expansion of urbanization and industrialization.

In this conjunction, Odisha Millets Mission (launched in 2016) envisioned to revive millets not only in fields but also on plates. Having adopted very innovative and unique approach, first time, collaborating with academia and civil society, OMM has been devised tripartite institutional mechanism to promote millets to tribal areas integrating all-round dimension of millets- production, consumption, processing, marketing and policy-inclusion.

This study, as part of internship, attempts to a) understand how this tripartite institutional mechanism working b) how promotion of millets being carried out c) how this mission impacts upon the lives of people. To carry out the study, two intervention districts has been selected from first phase and second phase district and data collected from key-informants including stakeholders from each layer of this mechanism using self-administered interview guide.

The result shows greater amount of awareness among the producer raised, level of consumption raised and MSP attracted the farmers to cultivate millets having monetary return from millets cultivation used for daily needs. Unused and upland area being cultivated objectively. Through agronomics practices and machinery not only helps in scaling production but also reduce the drudgery of women during weeding. Higher level of acceptance of using organic manure to cultivate millets among farmers has been observed. It is also observed that this multi-layer mechanism is bit of time consuming resulting delayed to reach out farmers though civil society (facilitating agency) equipped with local language and culture of the community played a vital role catching the last farmers standing at the que in promoting millets.