

Success Story of Odisha Millets Mission

GAJAPATI



This factsheet presents the district-level findings and other information derived from the study "Area, Yield, Production and Value of Produce under the Special Programme for Promotion of Millets in Tribal Areas of Odisha (Odisha Millets Mission), 2017-18, Phase-1" and baseline (2016-17) reports prepared by Professor Srijit Mishra and team at NCDS.

OMM STORY

Odisha Millets Mission (OMM) was implemented in Kharif 2017 for promotion of millets in farms and on plates because:

- millets have high nutritional values (including micronutrients that strengthen immunity), and
- millets have greater resilience to biotic (pests and weeds) and abiotic (heat and moisture) stress.

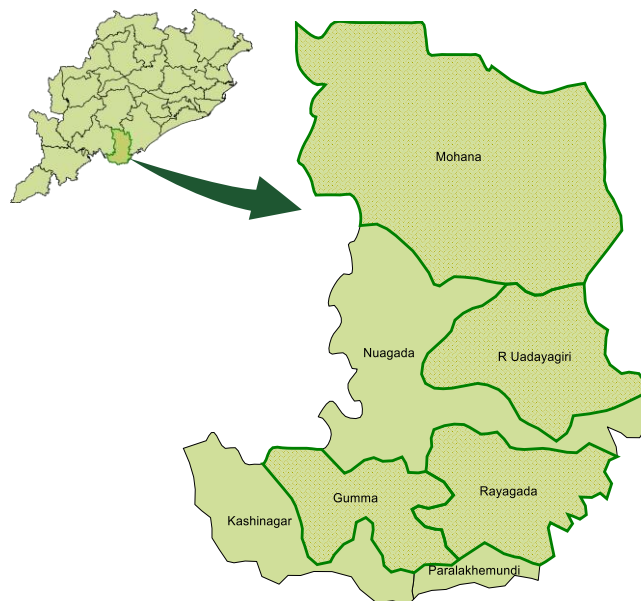
METHOD OF ESTIMATION

Block-season-crop-method-specified minimum yield from crop cutting experiments (CCEs) has been superimposed on the total cultivated area in that specification under OMM to arrive at estimates of production. And, block-crop-specific price from baseline helped obtain value of produce.

For robustness check, two alternative specifications were used. One is minimum yield from three CCEs (obtained, if required, by removing the specified controls), and the other is the average of CCEs with all specified controls. The estimation of minimum yield from specified controls seems reasonable, as it lies between the two alternatives.

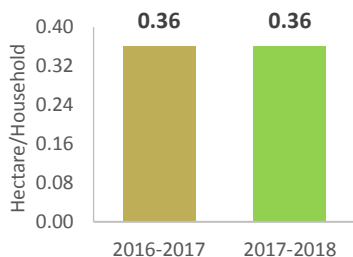
AREA OF INTERVENTION

Blocks in Gajapati district under OMM intervention

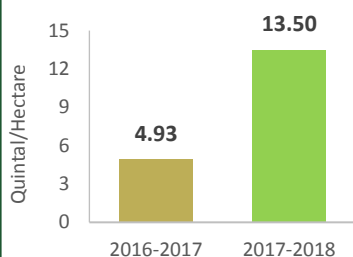


OUTCOMES: CHANGES AFTER ONE YEAR OF OMM INTERVENTION

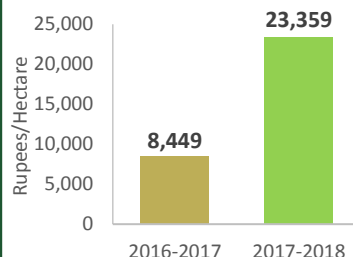
Average area in hectares per farmer household



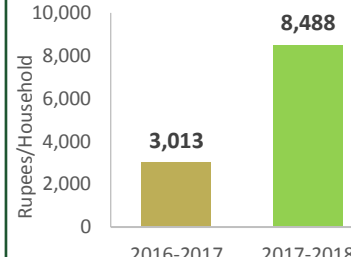
Yield: production in quintals per hectare



Value of produce in rupees per hectare



Value of produce in rupees per farmer household



The following changes were seen in Gajapati district after one year of intervention under OMM:

- Average area cultivated per farmer household remained the same, 0.36 hectare.
- Yield increased by 2.74 times from 4.93 quintal/hectare to 13.50 quintal/hectare.
- Value of produce per hectare increased by 2.76 times from ₹8,449 to ₹23,359.
- Value of produce per farmer household increased by 2.82 times from ₹3,013 to ₹8,488.

OUTCOME ACROSS BLOCKS

Area Name	Average area in hectares per farmer household		Yield: production in quintals per hectare		Value of produce in rupees per hectare		Value of produce in rupees per farmer household	
	2016-2017	2017-2018	2016-2017	2017-2018	2016-2017	2017-2018	2016-2017	2017-2018
Gumma	0.47	0.30	1.46	8.88	2321	14193	1084	4231
Mohana	0.27	0.35	5.16	28.05	8678	49479	2386	17492
Rayagada	0.27	0.51	8.99	8.68	15424	15905	4152	8059
R Udayagiri	0.60	0.38	4.31	10.62	7902	18225	4739	6884
Gajapati	0.36	0.36	4.93	13.50	8449	23359	3013	8488
Odisha	0.42	0.60	5.79	12.72	9447	20710	3957	12486



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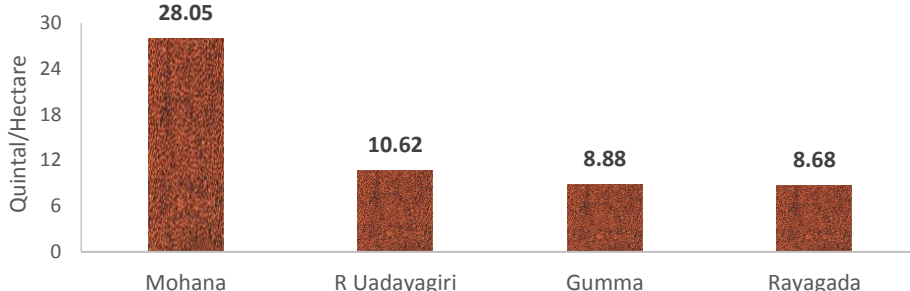
BLOCK-WISE OUTCOME

Millet cultivated: Mandia

In Gajapati, in year one of intervention under OMM, mandia was cultivated in 635.20 hectares producing 8,577.18 quintals at a yield of 13.50 quintals per hectare.

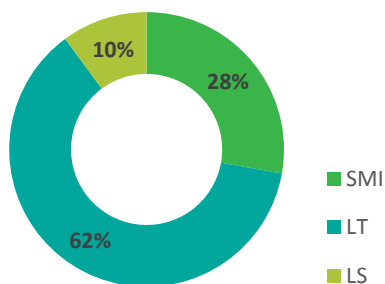
Across blocks in Gajapati district, Mohana had the highest yield of 28.05 quintals per hectare while the yield of the other blocks were lower than that for the district.

Yield of mandia in the intervention blocks of Gajapati

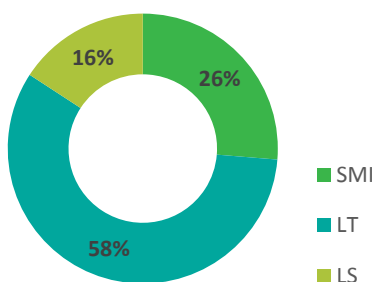


METHOD-WISE OUTCOME

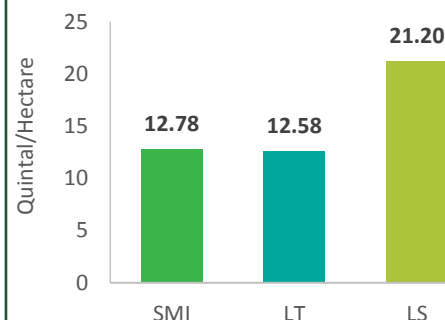
Method-wise share of area



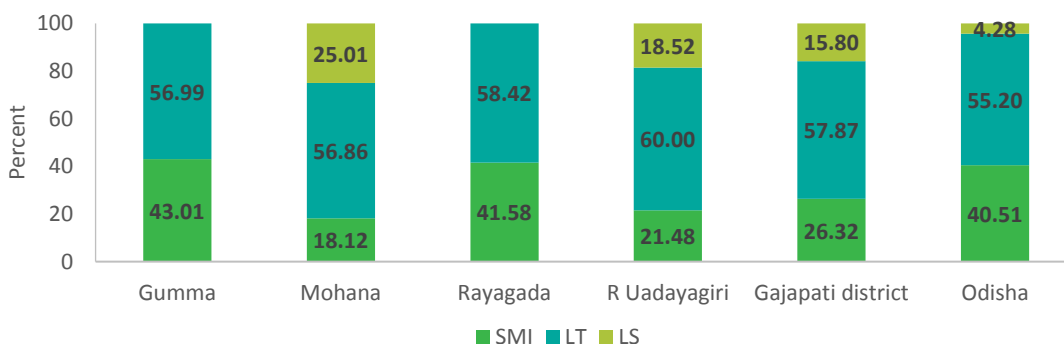
Method-wise share of produce



Method-wise yield



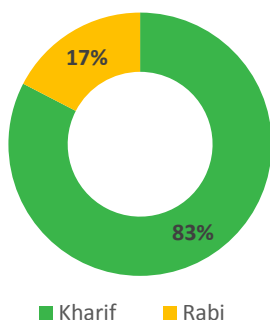
Method wise share of produce across blocks, district and state



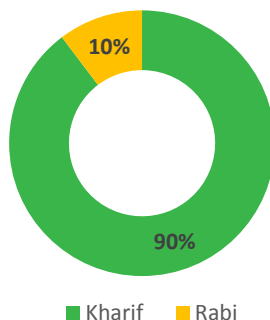
In Gajapati, across methods, 62% of area and 58% of produce were from Line Transplantation (LT). System of Millet Intensification (SMI) and LT were adopted in all the blocks. Yield was greater under Line Sowing (LS), which was adopted only in Mohana and R. Udayagiri blocks.

SEASON-WISE OUTCOME

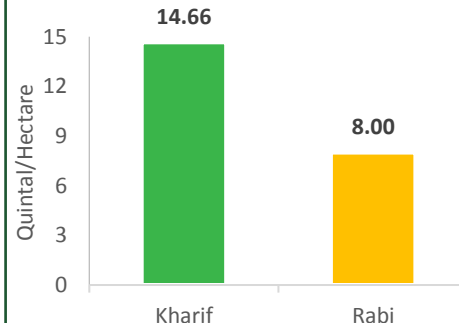
Season-wise share of area



Season-wise share of produce



Season-wise yield



In Gajapati district, across seasons, share of area was 83% and share of produce was 90% in Kharif. Yield in Kharif at 14.66 quintals per hectare was 1.83 times more than that in Rabi.

