

# Success Story of Odisha Millets Mission MALKANGIRI



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.

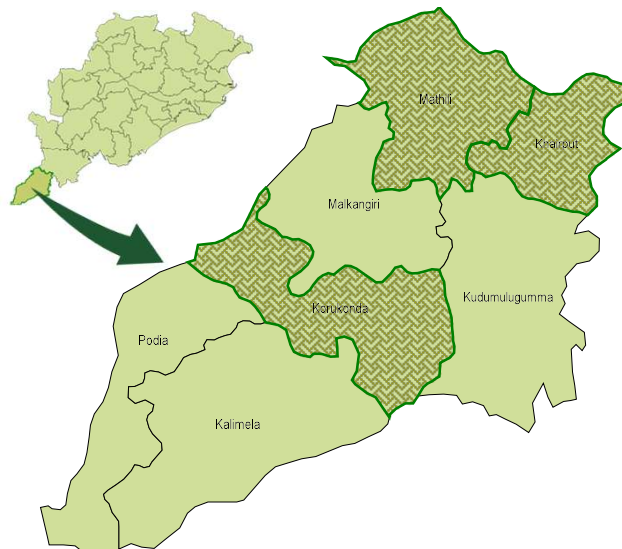
## METHODOLOGY USED

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.

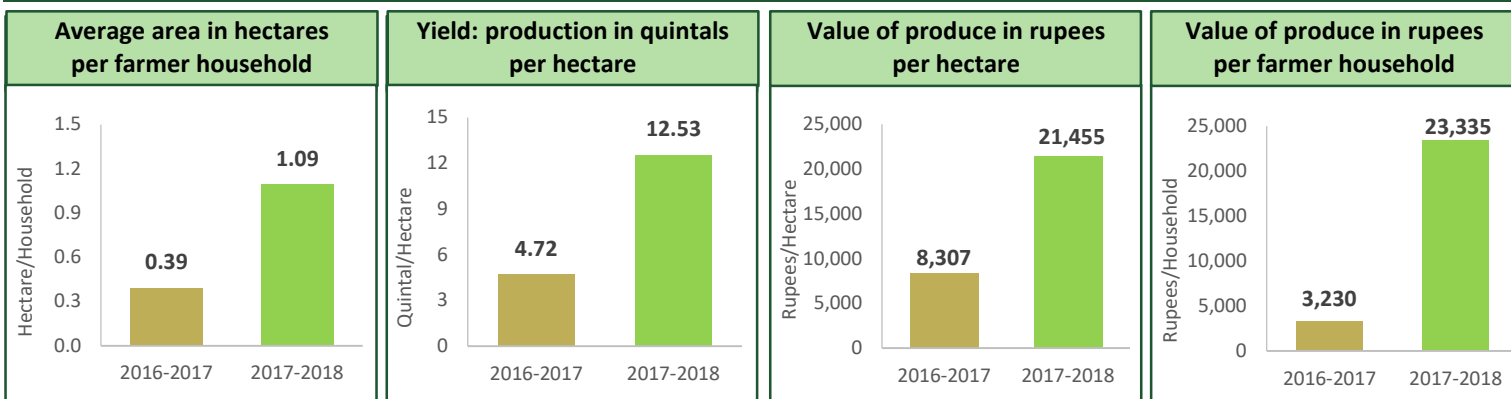
## AREA OF INTERVENTION

### Blocks in Malkangiri district under OMM intervention



Chitrakonda block has been carved out of Kalimela, Korukonda and Kudumuluguma blocks.

## OUTCOMES: CHANGES AFTER ONE YEAR OF OMM INTERVENTION



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

- Average area cultivated per farmer household increased by 2.80 times from 0.39 hectare to 1.09 hectare.
- Yield increased by 2.65 times from 4.72 quintal/hectare to 12.53 quintal/hectare.
- Value of produce per hectare increased by 2.58 times from ₹8,307 to ₹21,455.
- Value of produce per farmer household increased by 7.22 times from ₹3,230 to ₹23,335.

## 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
Chitrakonda	0.42	1.06	7.17	17.69	13350	32940	5642	34833
Khairput	0.29	1.01	3.45	10.09	6019	18140	2411	18409
Korukonda	0.40	1.12	3.24	11.47	5,769	20,396	2,325	22,898
Mathili	0.34	1.13	3.41	11.05	4,958	16,061	1,677	18109
<b>Malkangiri</b>	<b>0.39</b>	<b>1.09</b>	<b>4.72</b>	<b>12.53</b>	<b>8,307</b>	<b>21,455</b>	<b>3,230</b>	<b>23,335</b>
<b>Odisha</b>	<b>0.42</b>	<b>0.60</b>	<b>5.79</b>	<b>12.72</b>	<b>9447</b>	<b>20710</b>	<b>3957</b>	<b>12486</b>

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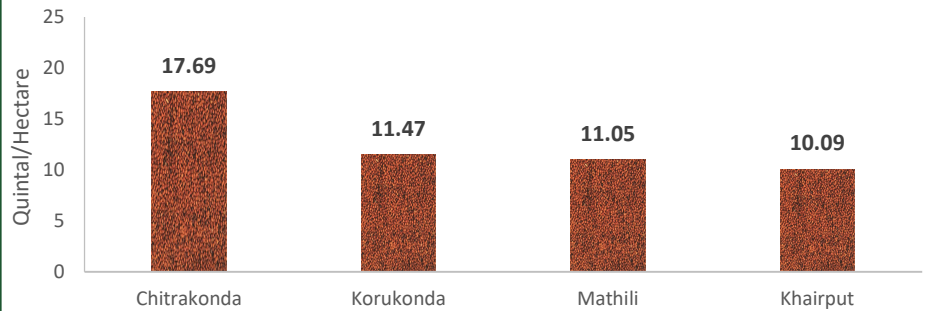
## BLOCK-WISE OUTCOME

### Millet cultivated: Mandia

In Malkangiri, in year one of intervention under OMM, mandia was cultivated in 1,694.50 hectares producing 21,226.72 quintals at a yield of 12.53 quintals per hectare.

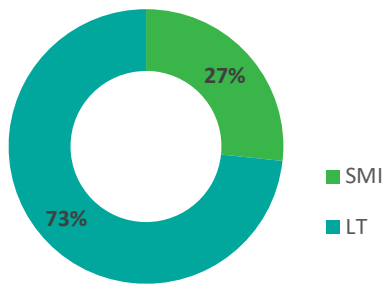
Across blocks, Chitrakonda had the highest yield of 17.69 quintals per hectare while the yield of the other blocks were lower than that for the district.

Yield of mandia in the intervention blocks of Malkangiri

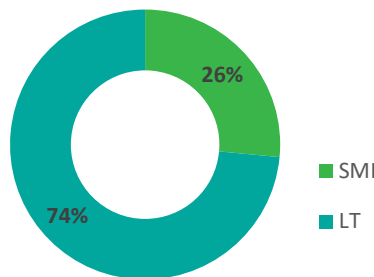


## METHOD-WISE OUTCOME

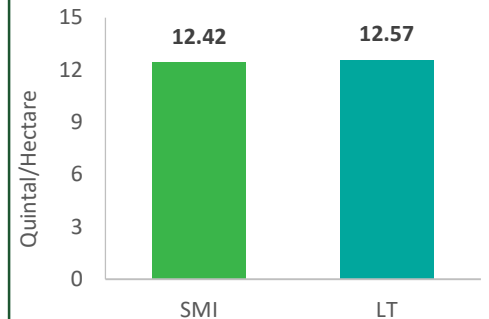
Method-wise share of area



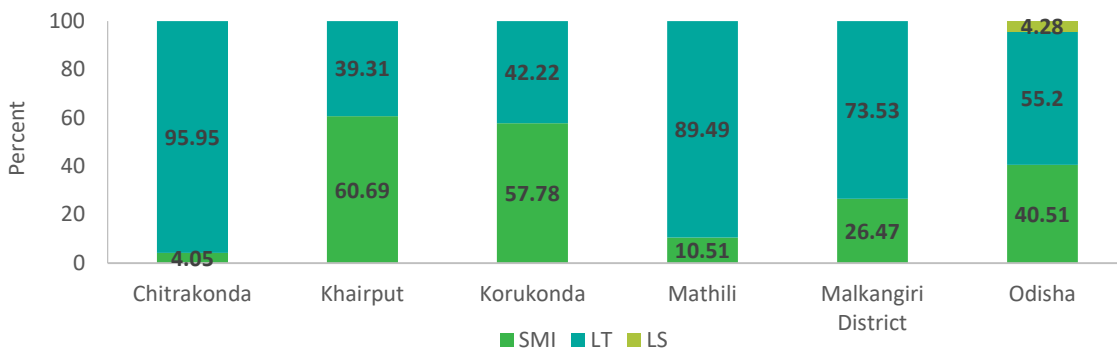
Method-wise share of produce



Method-wise yield

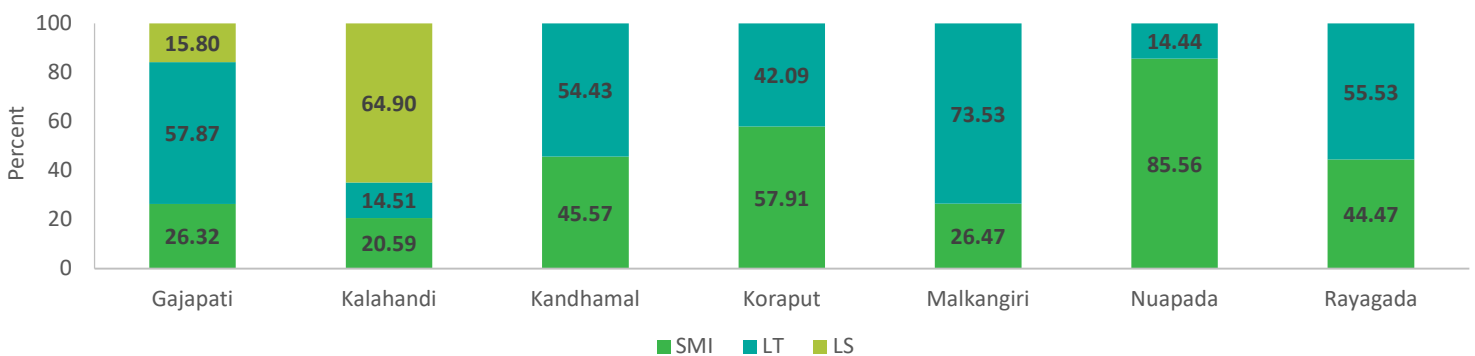


Method wise share of produce across blocks, district and state



In Malkangiri, across methods, 73% of area and 74% of produce were from Line Transplantation (LT). In Chitrakonda and Mathili blocks, LT was the predominant method adopted. Yield under LT was 1.21% higher than that under System of Millet Intensification (SMI).

Method wise share of produce across districts



Across districts, in year one of intervention under OMM, SMI and LT methods have been adopted in all the seven districts where OMM was operational whereas Line Sowing (LS) was adopted only in Gajapati and Kalahandi districts.

