

# Success Story of Odisha Millets Mission

## RAYAGADA



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.

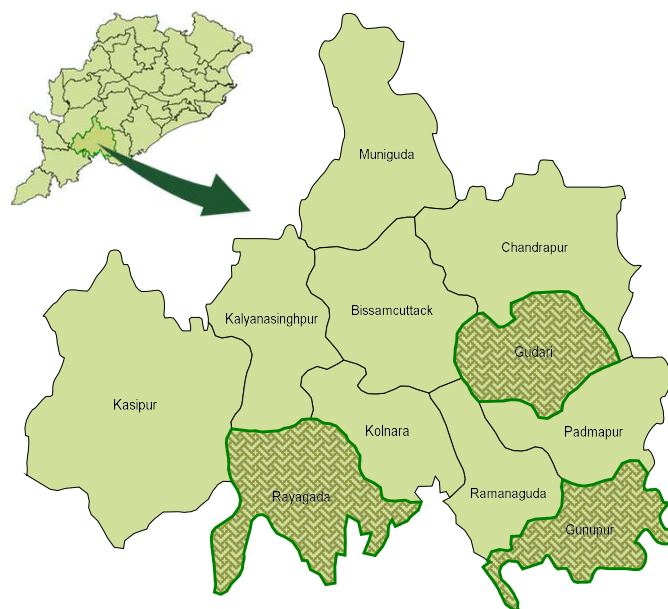
### METHOD OF ESTIMATION

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 helps obtain value of produce.

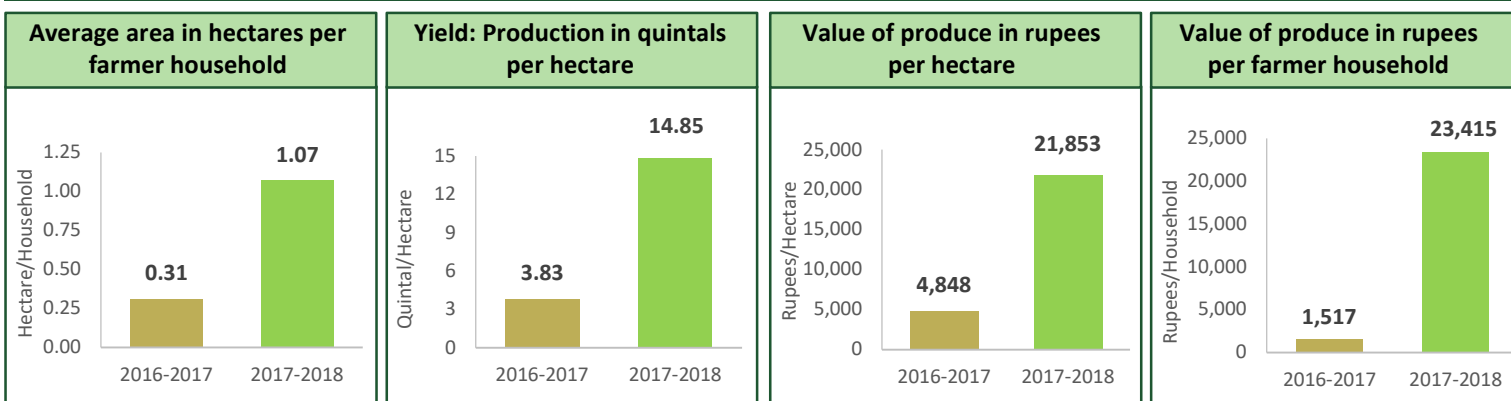
For robustness check, two alternative specifications were used. One is minimum yield from three CCEs (obtained, if required, by removing the specified controls), and the other is the average of CCEs with all specified controls. The estimation of minimum yield from specified controls seems reasonable,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

### AREA OF INTERVENTION

#### Blocks in Rayagada district under OMM intervention



### OUTCOMES: CHANGES AFTER ONE YEAR OF OMM INTERVENTION



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

- Average area cultivated per farmer household increased by 3.43 times from 0.31 hectare to 1.07 hectare.
- Yield increased by 3.87 times from 3.83 quintal/hectare to 14.85 quintal/hectare.
- Value of produce per hectare increased by 4.51 times from ₹4,848 to ₹21,853.
- Value of produce per farmer household increased by 15.44 times from ₹1,517 to ₹23,415.

### 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
Gudari	0.29	1.02	3.40	15.91	6156	29180	1765	29754
Gunupur	0.22	1.28	3.21	13.64	5077	21553	1092	27482
Rayagada	0.42	0.88	4.20	16.07	4624	17673	1942	15536
<b>Rayagada district</b>	<b>0.31</b>	<b>1.07</b>	<b>3.83</b>	<b>14.85</b>	<b>4848</b>	<b>21853</b>	<b>1517</b>	<b>23415</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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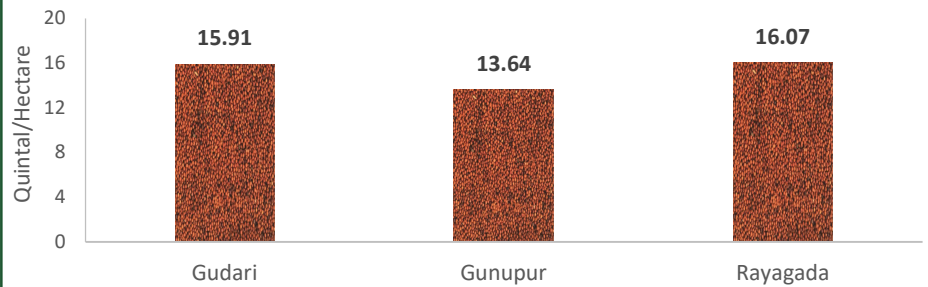
## BLOCK-WISE YIELD OF MANDIA

### Millet cultivated: Mandia

In Rayagada, in year one of intervention under OMM, mandia was cultivated in 803.61 hectares producing 11,929.76 quintals at a yield of 14.85 quintals per hectare.

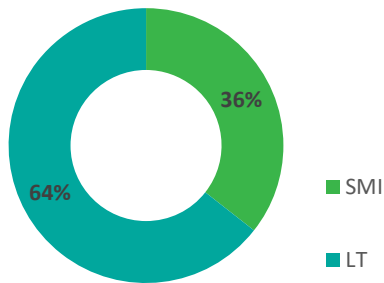
Across blocks, Rayagada block had the highest yield of 16.07 quintals per hectare while the yield of Gunupur block was lower than that for the district.

Yield of mandia in the intervention blocks of Rayagada

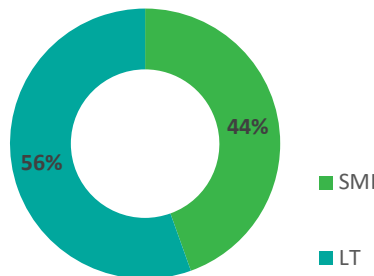


## METHOD-WISE OUTCOME

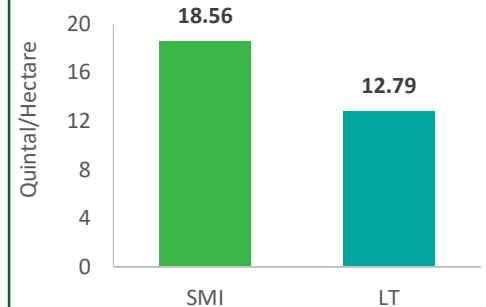
Method-wise share of area



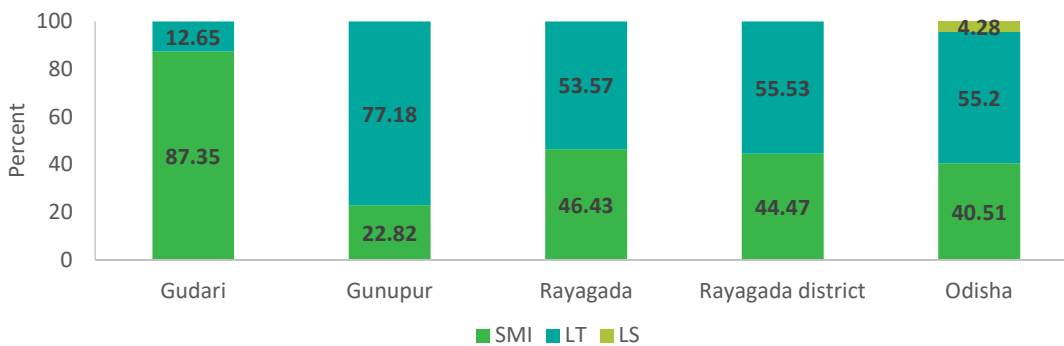
Method-wise share of produce



Method-wise yield



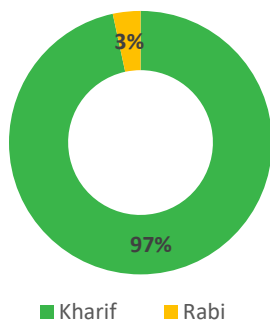
Method wise share of produce across blocks, district and state



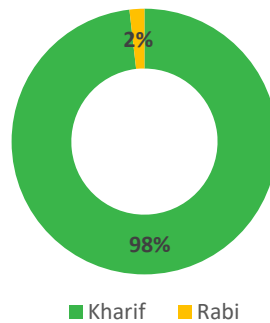
In Rayagada district, across methods, 64% of area and 56% of produce were from Line Transplantation (LT). System of Millet Intensification (SMI) had a greater yield, which was 1.45 times more than that from LT. Line Sowing (LS) was not adopted in this district in year one under OMM.

## SEASON-WISE OUTCOME

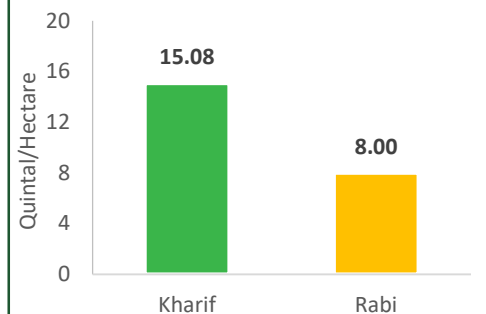
Season-wise share of area



Season-wise share of produce



Season-wise yield



In Rayagada district, across seasons, 97% share of area and 98% share of produce was in Kharif. Yield in Kharif at 15.08 quintals per hectare was 1.89 times more than that in Rabi.