

BASELINE SURVEY: PHASE VII

PURI DISTRICT

Special Program for Promotion of Millets in Odisha
(Shree Anna Abhiyan)



Submitted to
Directorate of Agriculture and Food Production,
Government Of Odisha
2025



ନବକୃଷ୍ଣ ଚୌଧୁରୀ ଉନ୍ନୟନ ଗବେଷଣା କେନ୍ଦ୍ର
Nabakrushna Choudhury Centre for Development Studies
ICSSR Institute in Collaboration with Government of Odisha

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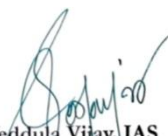
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FOREWORD

Sustainable Development Goal 2 seeks to end hunger, achieve food security, improve nutrition, and promote sustainable agriculture. Millets offer a promising solution to help accomplish these objectives. The Shree Anna Abhiyan (SAA) is a great initiative of Odisha government that shows the state's commitment to reviving the cultivation of millets that are not only climate-resilient but has significant implications on health and nutrition of people. The programme has brought different stakeholders to work together to reinstate the significance of millets in Odisha's agricultural landscape. I am delighted to have the opportunity to write this foreword for the 'Special Programme for Promotion of Millets in Odisha.'

The SAA programme has emerged from a consultation with diverse array of stakeholders including NCDS. A memorandum of understanding (MoU) was signed on February 27, 2017, bringing together key stakeholders including the Directorate of Agriculture and Food Production (DAFP), NCDS, and the Watershed Support Services and Activities Network (WASSAN). This MoU delineated the framework for concerted efforts towards implementing the SAA, with NCDS assuming the pivotal role of anchoring the research secretariat. NCDS embarked on a comprehensive survey initiative encompassing Baseline, Midterm, and End-line assessments in the designated blocks of the SAA. These surveys, designed to provide a situational analysis of the status of millet production, marketing, consumption, represent a critical step towards informed intervention and strategic decision-making. The findings of the baseline survey presented in the report would provide a situational analysis of the current status of the millet at the time of survey and a reference point to analyse the impact of intervention.

As the Director, I commend all the dedicated team members of NCDS for their unwavering commitment and tireless efforts in achieving the objectives of the SAA. Your hard work and perseverance have played a crucial role in turning our shared vision into reality. I also extend my heartfelt gratitude to our partners, stakeholders, and collaborators for their invaluable support and steadfast dedication in this direction.



Dr. Yeddula Vijay, IAS
Director, NCDS

ACKNOWLEDGEMENT

It gives me immense pleasure to extend my heartfelt gratitude to all those who contributed to the successful completion of the 'Baseline Survey Report of Phase VII, 2023'. This endeavour was truly a collaborative effort, and I am deeply grateful for the unwavering support and dedication demonstrated by each individual and organization involved. First and foremost, I would like to express my sincere appreciation to the research team of Nabakrushna Choudhury Centre for Development Studies (NCDS), Bhubaneswar, for spearheading the preparation of this report. Your commitments to excellence and tireless efforts have been instrumental in ensuring the quality and accuracy of the findings presented.

I extend my heartfelt thanks to the related government departments, organizations, and stakeholders, including farmers' associations, whose invaluable support and cooperation played a pivotal role in the successful completion of this study. Special mention goes to Dr. Arabinda Kumar Padhee, Principal Secretary to the Government, Department of Agriculture & Farmers' Empowerment (DA&FE), Mr. Prem Chandra Choudhury, Director of Agriculture DA&FE, and the Joint Director of Agriculture for their invaluable contributions.

I would like to extend my sincere appreciation to our esteemed Director, Dr. Yeddula Vijay (IAS) Additional Secretary to the Government, Planning and Convergence Department, Government of Odisha, and Director of Nabakrushna Choudhury Centre for Development Studies (NCDS). Your guidance, wisdom, and valuable suggestions have been invaluable in shaping the direction of this study. Many thanks to NCDS administration for their continuous support for smooth functioning of the research work. I also wish to acknowledge the contributions of Dr. Biswabas Patra and Dr. (Ms.) Rashmi Misra for their valuable insights and assistance.

I would also like to express my appreciation to the members of the Programme Secretariat (Watershed Support Services and Activities Network, WASSAN), particularly Mr. Dinesh Balam, Programme Secretariat, and the facilitating agencies and staff of the concerned areas under study for their support and cooperation. I am particularly grateful to Mr. Sushil Kumar Senapati, Ms. Kalpana Pradhan and Mr. Bikash Pradhan, along with the dedicated staffs of the State Project Monitoring Unit (SPMU), for their unwavering support and assistance throughout the duration of this project.

My sincere gratitude goes out to the Chief District Agricultural Officer (CDAO) of Rayagada district, the Scheme Officer, District Programme Coordinator, Block Coordinators, and other block-level officials for their invaluable support in providing crucial information. Once again, thank you all for your invaluable contributions, dedication, and support. It has been a privilege to work alongside each of you, and I look forward to continued collaboration in our future endeavours. I extend my best wishes for the success of the publication.

Dr. Sandhya R. Mahapatro
Project Director, SAA

EXECUTIVE SUMMARY

Puri district is one of the 17 districts where the “Special Programme for the Promotion of Millets in Odisha or (hereafter) Shree Anna Abhiyan (SAA), formerly Odisha Millets Mission (OMM)” Phase VII has begun in the Kharif 2022 in one block, namely Krushnaprasad. Under Phase VII in Puri district, SAA implemented in 270 target households are identified for the programme. Out of these, 80 households are selected through the random sampling method from one block, namely Krushnaprasad to conduct the Baseline Survey, 2023, Phase VII.

The survey revealed that among the sample households, 77.50 per cent belong to Other Backward Classes (OBCs)/ Socially and Educationally Backward Classes (SEBCs), 22.50 per cent of HHs belong to the general category. The total population of the surveyed households is 323 of which 56.35 per cent are male and 43.65 per cent are female. The religious composition indicates that all the sample households belong to the Hindu community. A significant portion of the population, 28.48 per cent, are farmers, followed by housewives, 27.24 per cent. The share of daily wage labourers is 3.72 per cent, while businessmen account for 0.93 per cent. Private employees are 1.86 per cent, whereas Student comprises 22.60 per cent, and about 9.60 per cent of the sample population are found unemployed. Out of the total Sample households, 45 per cent of households have *Semi-Pucca* houses, 20 per cent of households have *Kutcha* houses, and 35 per cent of households have *Pucca* houses. Out of the total sample population, 81.73 per cent found to be literate. 62.25 per cent of Sample HHs have small land ownership and followed by 31.25 per cent having marginal land ownership, and the remaining 2.5 per cent of HHs are medium land ownership. Only 8.75 per cent of Sample HHs have their income above 2 lakhs. From the total sample, only 13.75 per cent of farmers have taken agricultural loan.

From the Baseline survey, it is found that 13.75 per cent of sample households have cultivated millets in the Year 2022. The total millets cultivated land by the 11 Sample HHs are 7.6 Acres. The average yield of millets production is 2.44 quintals per Acre. The total millets production by the sample HHs is 18.6 quintals. The sample households use their seeds for millets cultivation. The most common method of millets cultivation among the sample households is Line Transplantation (LT), which is used by 36.36 per cent of households. Broadcasting methods used by 18.18 per cent of households are adopted in the Kharif season. In the Rabi season, farmers adopt the LT method, which is 45.45 per cent.

Out of the total surveyed population, 323 people are consuming millets in the Krushnaprasad Block at an average rate of 6.7 Kg per household per year. The data shows that all the Sample HHs consume millets during the summer season. 45.83 per cent of households consume during the winter season and 31.25 per cent of households consume during rainy seasons. The majority of people consume millets during breakfast, with 87.5 per cent of the population in the block. This is followed by 27.08 per cent consuming millets during lunch and 16.66 per cent consuming evening snacks. While none of the households prefer to dinner time. Jau/Torani is a popular recipe among the surveyed households, as all of them are found to be consuming this recipe. The other popular recipes are Tampo/Pitha, Khiri and Idli/ Upma. The majority of sample households (72.7 per cent) process millets manually, while 27.3 per cent use machines. Among the three households that sell millets, two (66.67 per cent) sell to middlemen and one (33.33 per cent) sells in the daily market. Two of the sellers (66.67 per cent) reported distress sales.

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ABBREVIATIONS

APL	: Above Poverty Line
BPL	: Below Poverty Line
CBO	: Community Based Organization
CRP	: Community Resource Person
FGD	: Focused Group Discussion
FPO	: Farmer Producers Organization
Ha	: Hectare
HH(s)	: Household(s)
ICDS	: Integrated Child Development Scheme
LS	: Line Sowing
LT	: Line Transplant
ITDA	: Integrated Tribal Development Agency
MDM	: Mid-Day Meal
MFP	: Minor Forest Produce
MSP	: Minimum Support Prices
NAL	: Non-Agricultural Labour
NCDS	: Nabakrushna Choudhury Centre for Development Studies
NSSO	: National Sample Survey Organization
OBC	: Other Backward Classes
SAA	: Shree Anna Abhiyan
PDS	: Public Distribution System
PVT	: Participatory Variety Trial
QTL	: Quintal
SAA	: Shree Anna Abhiyan
SC	: Scheduled Caste
SMI	: System of Millet Intensification
ST	: Scheduled Tribe
WASSAN	: Watershed Support Services and Activities Network

Chapter I

INTRODUCTION

1.1 Background

Millets have been a staple food for millions of people in India for centuries, especially in the central tribal belts. They are drought-resistant, highly nutritious, and can be cultivated in a wide range of soil and climatic conditions. Millets are also low in Glycaemic index and gluten-free, making them an ideal choice for people with various health conditions. In recent times, there has been a renewed interest in millets cultivation due to its numerous health benefits and its potential to address food security challenges in the country. The Government of India has been promoting the cultivation of millets as part of its efforts to increase farmers' incomes, reduce dependence on water-intensive crops like rice, and promote sustainable agriculture. In this context, it is essential to understand the significance of millets cultivation and its associated challenges and opportunities.

Millets are cereal grain belongs to the Poaceae family, commonly known as the grass family. Millets are small, round whole grain grown in India, Nigeria, and other Asian and African countries. It is considered an ancient grain, used both for human consumption and livestock and bird feed. Millets have multiple advantages over other crops, including drought and pest resistance. It's also able to survive in harsh environments and less fertile soil. These benefits stem from its genetic composition and physical structure — for example, its small size and hardness. This crop is also divided into two categories — major and minor millets, with major millets being the most popular or commonly cultivated varieties. Major millets include: pearl, foxtail, proso (or white), finger (or ragi); Minor millets include: Kodo, barnyard, little, guinea, brown top, fonio, adlay (or Job's tears). Like most cereals, millet is a starchy grain — meaning that it's rich in carbs. Notably, it also packs several vitamins and minerals. Therefore, it may offer multiple health benefits.

The United Nations designating 2023 as the International Year of Millets, it gets further attentions of general public including the farmers. In the Indian state of Odisha, millets have always been an integral part of the traditional diet and have been cultivated for centuries, primarily among the tribal population. However, during last couple of decades, the popularity of millets has declined due to the increasing adoption of modern food habits and the promotion of high-yielding crops like rice and wheat. This shift has led to a decline in soil fertility and an increased vulnerability to climate change. To address these challenges, the Government of Odisha has launched several initiatives to promote the cultivation of millets, including “The Special Programme for Promotion of millets in Odisha (also known as Shree Anna Abhiyan) with a novel organisational structure was initiated by the Government of Odisha in 2017-18 emphasising production, consumption, processing, and marketing of millets. The program aims to increase production, consumption, processing, and marketing of millets in Odisha, where they have been a staple food for generations. In this context, it is crucial to understand the significance of millets cultivation in Odisha and its potential to promote sustainable agriculture and improve food security. Among other Millets found in Odisha, Finger Millet constitutes a significant share of about 95 per cent.

The Shree Anna Abhiyan program tried to revive these nutrient-rich millets in the agricultural landscape, which were fading away in many parts of Odisha prior to its launching in 2017-2018 by the Government of Odisha. It aimed to promote the production, consumption, processing, and marketing of millets, with a particular focus on tribal areas. The program had a unique structure that emphasized cultivating traditional millets such as Ragi, Gurji, Kosla (Small Millets), Kodo, Kangu (foxtail millet), and Jowars, which were forest dwellers' age-old foods. This initiative gave millet crops the much-needed attention they deserved and revived their growth across the state. In 2023-24, the implementation of SAA phase VII began in 17 districts, including Puri district, and this baseline study aims to provide information on the program's dimensions in the district. The profile of the Puri district is presented below.

1.2 District Profile

Puri district is one of the centrally located districts in Odisha. It lies between 85° 9' to 86° 25' East longitude and between 19° 28' to 20° 10' North latitude. It is bounded by the Khurda district in north, Bay of Bengal in South, Jagatsinghpur district in the East and Ganjam district in the West. Puri is one of the four pilgrimage centres (Char Dham) of India.

1.2.1 Geography and Climate

Puri district is one of the centrally located districts in Odisha. It lies between 85° 9' to 86° 25' East longitude and between 19° 28' to 20° 10' North latitude. It is bounded by the Khurda district in north, Bay of Bengal in south, Jagatsinghpur district in the east and Ganjam district in the west. The climate condition of the district is generally hot with high humidity during April and May and cold during December to January. The monsoon generally breaks during the month of June; Annual rainfall of the district was 1936.0 mm. in 2018 which is higher than the normal rainfall (1408.8 mm.).

1.2.2 Economy

Puri is characterized by the rural and agrarian economy. About 70 per cent of the total population of Puri depends on agriculture. Agriculture is the mainstay of the people of the district. Handicraft and cottage industries of this District is famous the world over, its original source being the temple craft of Mahaprabhu Shri Jagannath and the World-famous Sun Temple at Konark.

1.2.3 Population and Culture

The district has an area of 3479 sq.km. 16.99 Lakhs of population (2011 Census). The district accounts for 2.23 percent of the State's territory and shares 4.05 percent of the State's population. The density of population of the district is 488 per sq. Kms. as against 270 people per sq.km of the State. It has 1707 villages (including 107 un-inhabited villages) covering 11 Blocks, 11 Tehsils and one Sub-division. As per 2011 Census the Scheduled Caste population is 325133 (19.1 per cent) and Schedule Tribe population 6129 (0.04 per cent). The literacy percentage of the district covers 84.7 against 72.9 of the State.

Puri is famous for the World-famous Jagannath Temple & Longest Golden Beach. The most important festival is the World-famous Car Festival. The important products of the handicraft industry are in Appliqué, Stone Carving, Pattachitra, Wood Carving, Modern Patch Work, Terracotta, Bell Metal, and Sea Shell items etc. The District Industries Centre, on its part has imparted training and upgraded the skill of the traditional artisan families and other economically weaker sections of the people, thus improving their per capita income. It has introduced many promotional schemes and promotes Handicraft Training Schools and Coir Training Centres etc. There are also a number of Small-scale Industries running in this District.

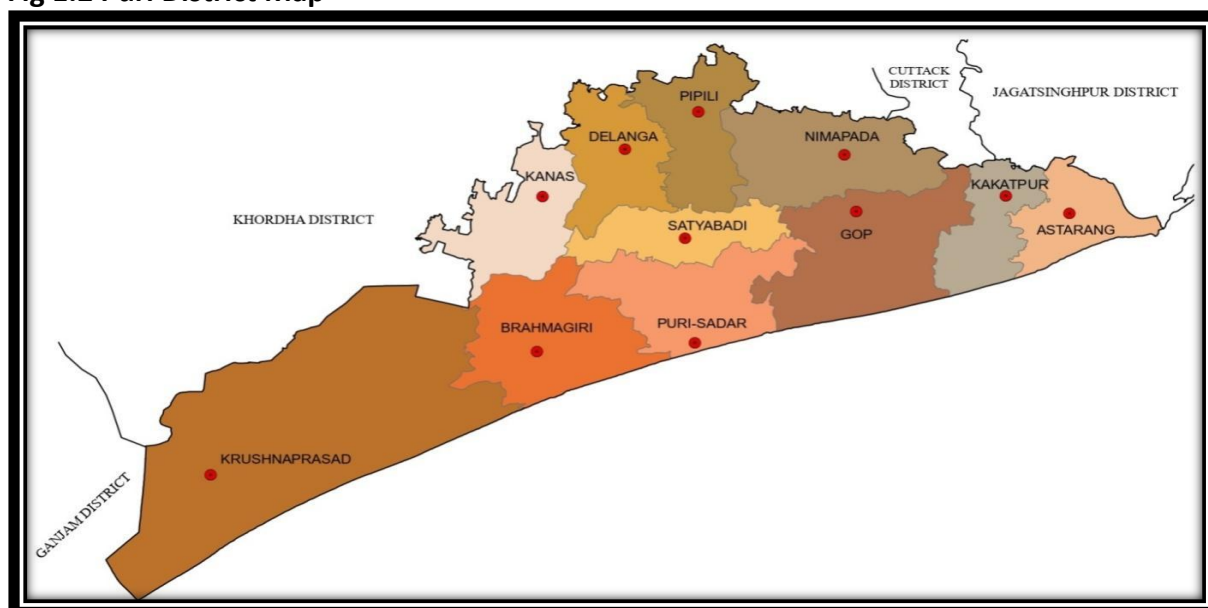
1.2.4 Administrative Structure

It has one Sub-division, 11 tehsils and 11 Blocks and comprises 1722 Revenue Villages. Puri is the only Municipality of the district. Konark, Pipli and Nimapara are the three NACs in the district. Satyabadi, Gop, Kakatpur and Brahmagiri are the major Semi-urban areas in the district.

1.2.5 Agriculture and Irrigation

During the year 2017-2018, the net area sown was 100 thousand hectares against 3863 thousand hectares of the State. The production of paddy was 2600951 quintals, 93349 quintals Green Gram, 22797 quintals Black Gram, 537 quintals Horse Gram, and 12 quintals Till; 10068 quintals Groundnuts and 4781 quintal Potato. During 2017-2018, the total fertilizers used in Puri district is about 17079 MT with a breakage of 9882 MT nitrogenous, 3854 MT Phosphatic and 3343 MT Pottasic and the consumption of the fertilizer per hectare is 88 Kg. During the year 2017-18, it is reported by Deputy Director Agriculture that the irrigation potential created during Kharif and Rabi are 103723 hectares and 66691 hectares respectively through all sources including major / medium irrigation projects in the district.

Fig 1.2 Puri District Map



Source: <https://gisodisha.nic.in/Block/PURI.pdf>

Table 1.1: Socio-Economic and Demographic Features of Puri District	
Indicator	Values
As per Census 2011	
Population	16,98,730
Males	8,65,380
Females	8,33,350
Scheduled Caste	3, 25, 133
Scheduled Tribe	6,129
HHs	3,67,269
Sex Ratio	963
Total Workers	6,21,676
Main Workers	4,50,536
Marginal Workers	1,71,140
Non-Workers	10,77,054
Cultivator as % of Total Worker	27.79
Agricultural Labourers as % of Total Workers	26.37
Literacy rate (%)	84.67
Total Geographical area(sq.km)	3479.00
Land Use Pattern (Area in '000 Ha.) (2014-2015)	
Forest	10
Gross Cropped area	258
Cultivable area	189.00
Permanent Pasture and Other Agricultural Land	9
Net Area Shown	136
Cultivable Waste Land	10
Other Fellow	8
Current Fellows	24
Miscellaneous Trees and Groves	22
Agriculture 2018-2019	
Major Foodgrains Production (in '000 MT)	275.87
Ragi Production ('000 MT)	0.05
Fertilizer Consumption (kg/ha)	90.59
Potential Irrigation Area Created (up to 2018-2019)	
Kharif ('000 Ha)	169.755.08
Rabi ('000 Ha)	107.169
Other Information	
No. of Village Electrified (as on March 2017)	1,511
No. of Banks	230
No. of AWCs	259,9
No. of BPL families	1,63,639
No. of MGNREGS Job Cardsbeing Issued (in Lakh)	2.29
Source: District Statistical Handbook, PURI, 2011 and District at a Glance 2020 & Odisha Agriculture Statistics, 2018-19.	

1.3 Objectives

The objectives of the baseline survey were to obtain information on proposed intervention under SAA around production, consumption, processing, and marketing. It is also pertinent to have some background information of the HHs surveyed. The objectives are -

- To assess the socio-economic condition of the HHs;
- To outline millet production, productivity, and package of practices;
- To examine the consumption pattern of millets and
- To elucidate the method of processing and mode of marketing.

1.4 Methodology

1.4.1. Sample Design

Multi-stage sampling method has been used to select the sample HHs. In the first stage, Puri District has been selected purposively for the study as it is one of the 17 districts where state Government has introduced this Programme. In the second stage, one block namely Krushnaprasad has been selected purposively. In the third stage, two GP from the block has been randomly selected, then two villages from each GP have been selected randomly. In the last stage, 20 household (HHs) from each village have been randomly selected. Therefore, in total the survey was conducted in 80 HHs. The details have been presented in the following table 1.2

Table 1.2: Sample households in Puri District			
Particulars	Program Households (N)	Sample Households (N)	% of HHs under the Survey to Program HHs
Krushnaprasad	270	80	29.63

Source: Baseline Survey 2023

1.4.2 Data Collection, Compilation and Analysis

A total of four villages were selected from one block, where two Gram Panchayats across one block were selected for data collection in the Puri district for the Baseline Survey of 2023, Phase VII. These villages were selected using the simple random sampling method based on the list provided by the implementing agency about the prospective villages to be included under Phase VII.

This baseline survey report is based on both secondary and primary data. The primary data was collected from the respondents in the concerned districts by using a pre-tested interview schedule (Annexure 1) and Focus Group Discussion (Annexure 2). The secondary data on the geographical information, population, agriculture, education, irrigation, forest and institutions has been collected by using various published and unpublished sources including the 2011 Census.

1.5 Limitations of the Study

Firstly, due to logistical reasons and other difficulties, such as the non-availability of respondents, the study was limited to a random sample of 80 households. Secondly, there is the possibility of recall error, especially in cases involving the actual quantity of consumption and marketing. Lastly, in some instances, sample households, particularly non-participant farmer households, consumed millets

without producing them. This was made possible by past stock and acquiring of millets through market and barter. Unfortunately, these details were not captured during the survey.

It is essential to consider these limitations while interpreting the findings of the survey. Future studies can address these gaps and improve the accuracy of the data collection process. Despite these limitations, the present survey provides valuable insights into the socio-economic conditions of the selected households and serves as a baseline to measure the progress made in the future.

1.6 Chapter Details

The Baseline Survey has been divided into six Chapters including the current Introductory Chapter, which provides District Profile, Objectives, Methodology and Limitations of the study. Chapter II provides Socio-economic Profile. Chapter III provides details on Production and Productivity of Millets. Chapter IV discusses Respondent HH's Millets Consumption Pattern. Chapter V annotates on the Processing and Marketing of Millets and the Summary of the Findings.

ChapterII

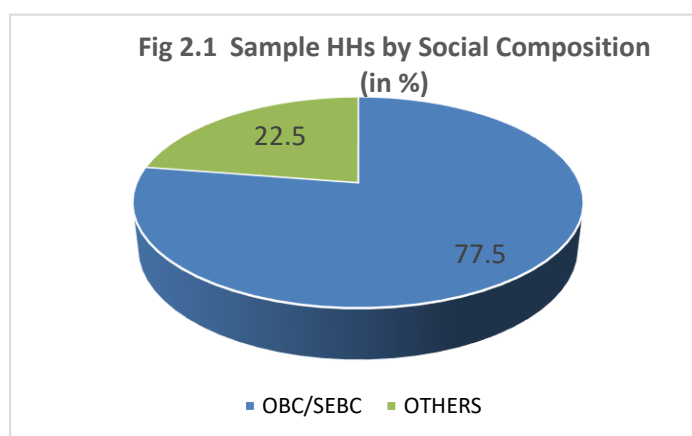
SOCIAL AND ECONOMIC PROFILE

2.1 Introduction

This chapter looks into social and demographic profile of the surveyed HHs. Broadly, it focussed on distribution by social group, religion, gender, age structure, education, occupation and so on. In addition, for the HHs surveyed, it provides the distribution by poverty status (proportion below poverty line and proportion above), distribution by economic activities (not mutually exclusive, as a HH can have multiple economic activities), and distribution by house structure. It also provides information about the distribution of households by their landownership and operational holdings.

2.2 Social Composition

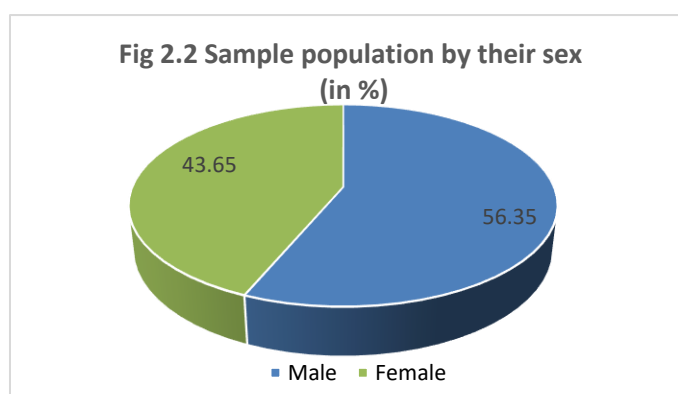
The analysis of social composition of sample households under the Baseline Survey, 2023, Phase VII in Puri district shows that the majority of the sample households of the Krushnaprasad block belong to Other Backward Classes (OBCs) and Socially and Economically Backward Class (SEBC), i.e., 77.50 per cent (62 HHs) and followed by Other Categories, which is 22.50 per cent (18 HHs) (Fig.2.1).



Source: Baseline Survey, 2023

2.3 Sample population by their Sex

The distribution of gender wise population among the sample households is presented in (Fig.2.2). The survey data reveals that out of the total population of 323 persons among the sample households, 56.35 per cent (182) of them are male, while 43.65 per cent (141) of them are female.



Source: Baseline Survey, 2023

2.4 Age Composition

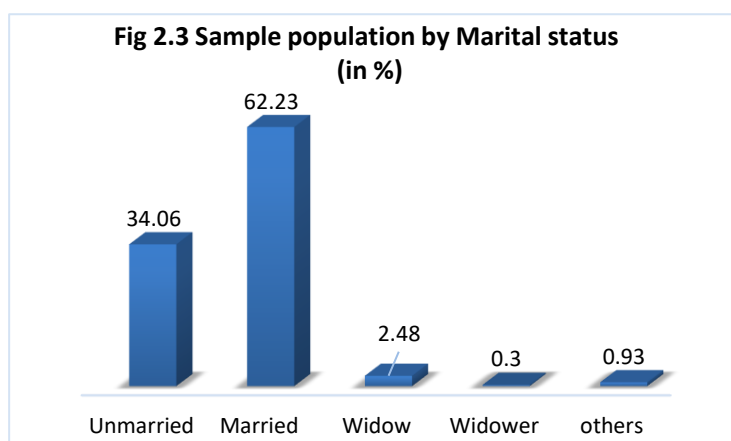
The age structure of a population refers to the distribution of individuals across different age groups. In the survey area, the existence of adult persons is higher, which is 44.27 per cent (143), followed by the middle age group, which is 23.84 per cent (77). In this area, only 2 infants and 8 pre-school children (Table 2.1)

Table 2.1: Distribution of Population by Age			
Sl.	Particulars	N	%
1	Infant	2	0.62
2	Preschool	8	2.47
3	Children	19	5.88
4	Adolescent	33	10.21
5	Adults	143	44.27
6	Middle Age	77	23.84
7	Old age	41	12.70
Total		323	100

Source: Baseline Survey, 2023

2.5 Marital Status of the Sample Population

In the different categories of marital status, it is seen that 62.23 percent (201 persons) are married, followed by unmarried 34.06 percent (110 persons). Whereas, 2.48 percent (8 persons) of women are widows, and only 0.3 percent (1 person) of widower is found in the sample HHs (Fig. 2.3).



Source: Baseline Survey, 2023

2.6 Educational Qualification

Education plays an important role in development, modernization, and population progress. In this study, education is one of the important variables because it has a significant impact on the views and opinions of respondents (Table 2.2).

Table 2.2: Distribution of Sample Population by level of Education			
Sl.	Particulars	N	%
1	Illiterate	59	18.27
2	Primary	27	8.36
3	Secondary	82	25.39
4	Higher Secondary	58	17.96
5	Graduation	65	20.12
6	Post-Graduate	8	2.48
7	Others	24	7.43
Total		323	100

Source: Baseline Survey, 2023

The above Table 2.2 shows the educational status of the Krushnaprasad block of Puri district. Out of the total population, 18.27 per cent are illiterate and 81.73 per cent are literate. 25.39 per cent of people belong to secondary education and 20.12 per cent have graduated. Only 2.48 per cent of persons achieved postgraduate and 7.43 per cent of people have completed other education like Diploma, Management, ITI and so on.

2.7 Type of Family

In the baseline survey from 80 HHs, 80.00 per cent are nuclear families comprising 64 HHs and only 20.00 per cent are joint families with 16 HHs. All the sample HHs of the study area belong to the Hindu.

2.8 House Structure

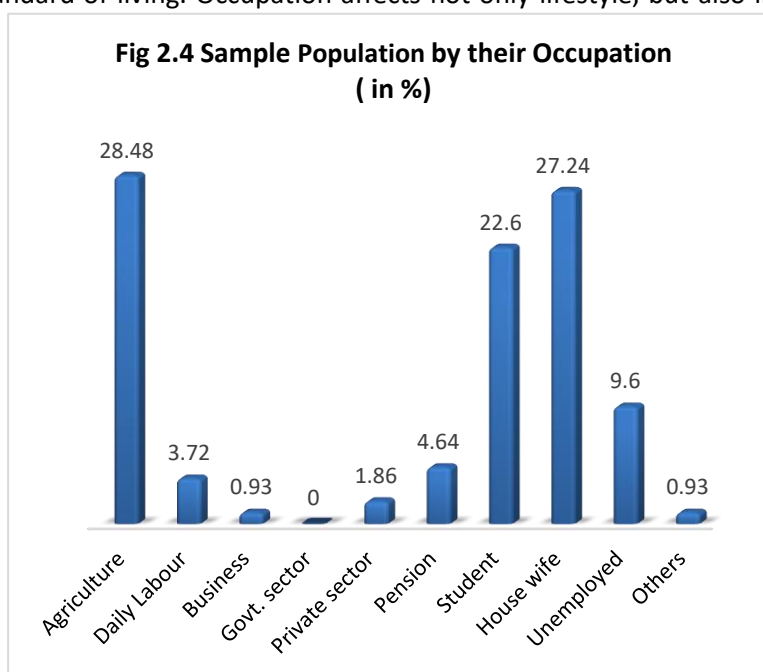
The household facilities play an important role for a family. Data collected through the Baseline Survey, 2023, Phase VII shows that out of 80 surveyed HHs across the Krushnaprasad block in Puri district, the majority of HHs reported that they have Semi-Pucca houses, which constitute about 45.00 per cent, followed by Kutcha house which is 35.00 per cent. Whereas only 20.00 per cent of HHs have Pucca house (Table 2.3).

Table 2.3: Distribution of Sample HHs by House Structure						
Total HHs	Kutcha		Semi-Pucca		Pucca	
	N	%	N	%	N	%
80	16	20.00	36	45.00	28	35.00

Source: Baseline Survey, 2023

2.9 Occupation

The occupation determines the standard of living. Occupation affects not only lifestyle, but also life opportunities. It shows that out of the total population of 323 persons, 28.48 per cent (92) are farmers, followed by housewives, 27.24 per cent (88). While 4.64 per cent (15) are pension holders and only 3.72 per cent (12) works as daily labour. From the total, 1.86 per cent (6) are working in the private sector, and 0.93 per cent (3) are business owners. Students made up 22.60 per cent (73) of the total sample. The unemployed and others had 9.60 per cent (31) and 0.93 per cent (3) respectively (Fig. 2.4).



Source: Baseline Survey, 2023

2.10 Land Ownership Pattern

The primary occupation of a family depends on the quantity of land that they possess. The table 2.4 highlights the land holding status of the sample households in Krushnaprasad Block of Puri district.

From the total sample of HHs, not a single farmer is a large farmer and at the same time, no one is landless. It is seen that, 66.25 per cent of households have small land ownership and followed by 31.25 per cent are marginal land ownership. The remaining 2.5 per cent of households are medium land ownership.

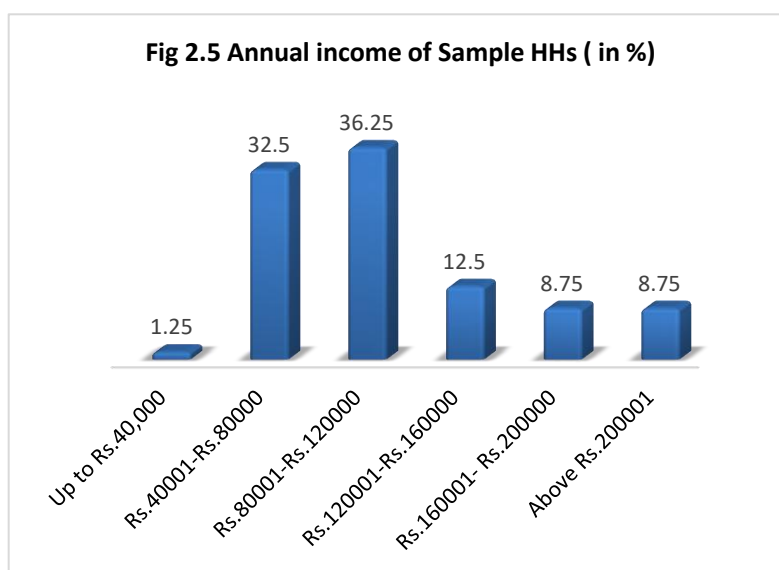
Table 2.4: Distribution of Sample HHs by Land Ownership						
Block	Marginal		Small		Medium	
Krushnaprasad	N	%	N	%	N	%
	25	31.25	53	66.25	2	2.5

Source: Baseline Survey, 2023

NB: Marginal (0-2 acre), Small (2-5 acre), Medium (5-10 acre), Large (above 10 acre)

2.11 Annual Income

Household annual income is the total gross income received by all members of a household within a year. Fig. 2.5 indicates that 1.25 per cent (1) of HHs income is up to Rs 40000/- and 8.75 per cent (7) of HHs have their income above Rs 200001/-. Maximum HHs of the sample, i.e., 36.25 percent (29) of HHs income range of Rs 80001/- to Rs 112000/-.



Source: Baseline Survey, 2023

2.12 Agricultural Loan Status

Table 2.5 presents the distribution of sample households by their agricultural loan availing status. The majority, 86.25 per cent of HHs do not take out any agricultural loans, while only 13.75 per cent of sample HHs have availed of it.

Table 2.5: Distribution of Sample HHs by Agricultural Loan Status				
Block	Yes		No	
	N	%	N	%
Krushnaprasad	11	13.75	69	86.25

Source: Baseline Survey, 2023

2.13 Conclusion

Majority of the surveyed households in the Krushnaprasad block belongs to Other Backward Category (OBC). Agriculture is the primary occupation for most of the people.

Chapter III

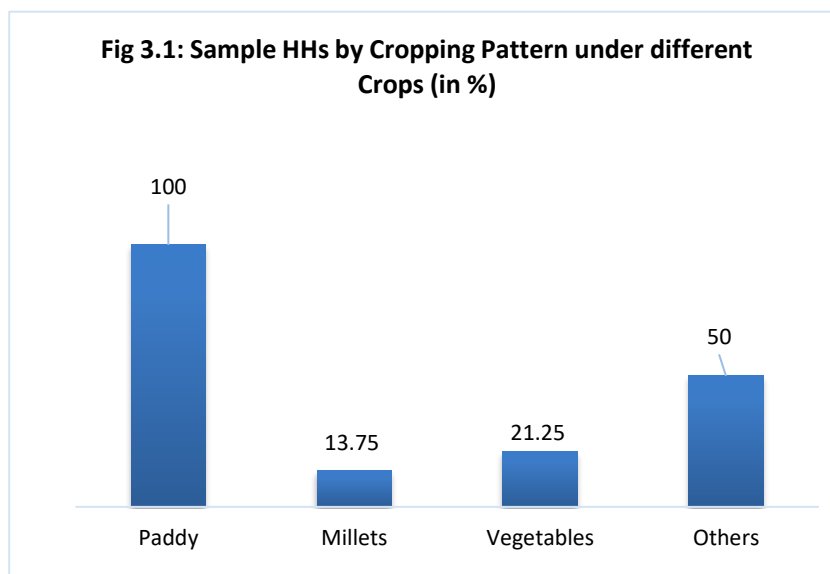
PRODUCTION OF MILLETS

3.1 Introduction

In this chapter, an attempt has been made to throw some light on the status of production and productivity of millets, usage of seeds, and the package of practices in Puri district. From the HHs surveyed in Krushnaprasad block. The analysis focuses on the distribution of area under millets and other crops, the usage of seeds and agronomic practices, as well as the production and yield of millets in the sampled villages. The chapter also highlights the challenges and opportunities for promoting millets in the district.

3.2 Sample Households Cropping Pattern under different Crops

Figure 3.1 presents the distribution of sample households by operational landholding patterns. It shows that, all the sample households are cultivating paddy along with other crops; about 13.75 per cent of them are cultivating millets, 21.25 per cent of them are cultivating vegetables while 50.00 per cent of them are cultivating other crops such as, maze, sunflower, cashew, and lemon.



Source: Baseline Survey, 2023

3.3 Area, Production and Yield

The surveyed HHs in Puri district indicated the production of millets only in the form of *Mandia*. the total production of millets is 18.60 quintals. *Mandia* is cultivated by 11 HHs in an area of 7.6 acres of land in both Kharif and Rabi seasons. The yield is 2.44 quintals per acre in the survey area of Krushnaprasad block.

3.4 Millets Cultivation and types of Land

Generally, millets are cultivated in low fertility land, or other words, millets require less rainfall, moderate temperature, and an adequate amount of sunlight. 5 HHs are cultivating in the Rabi season, whereas 6 HHs cultivate in the Kharif season. In total, 7.6 acres upper land are cultivated by 11 HHs.

3.5 Types and source of Seeds being used

This section presents the distribution of sample millets cultivating sample households by the types of millets seeds they used for cultivation. It is found that all the millets-cultivating sample households 11 HHs used local seed, out of which about 54.54 per cent (6HHs) of them during the Kharif, while about 44.45 per cent (5 HHs) of them used it during the Rabi. All the HHs are using their seed.

3.6 Quality of Seeds

Table 3.1 presents the distribution of millets cultivating sample households by their perception about the quality of millets seeds they use. It shows that about majority (90.91 per cent) of them are reported that the quality of millets seeds they used is of good quality. While about 9.09 per cent of them reported that the millet seeds, they are used of average quality.

Table 3.1: Distribution of Sample HHs by their on quality of seeds					
Particulars	Cultivated Farmers	Good		Average	
		N	%	N	%
Kharif	6	6	54.54	0	0
Rabi	5	4	36.36	1	9.09
Total	11	10	90.91	1	9.09

Source: Baseline Survey, 2023

3.7 Package of Practices

Table 3.2 presents different method of cultivation techniques involved in the process of cultivation such as broadcasting, line sowing, line transplanting, Systematic Millets Intensification (SMI) method, and combination of one or more methods used by different HHs. In Kharif seasons 36.36 per cent HHs used LT methods and 18.18 per cent used broadcasting methods. In Rabi seasons; 45.45 per cent households adopt only LT methods for millets cultivation. No HHs use SMI and LS methods.

Table 3.2: Distribution of Sample HHs by Package of Practices					
Seasons	Total HHs	LT		BC	
		N	%	N	%
Kharif	6	4	36.36	2	18.18
Rabi	5	5	45.45	0	0
Total	11	9	81.81	2	18.18

Source: Baseline Survey, 2023

3.8 Use of Fertiliser

Table 3.3 presents the distribution of millets cultivating sample households by the type of fertiliser they used in their millets cultivation. It shows that about 45.45 per cent of them use organic manure, about 9.09 per cent use chemical fertiliser while another 45.45 per cent of them did not use fertiliser.

Table 3.3: Distribution of Sample HHs by Fertiliser Use								
Particulars	Organic		Chemical		No Use		Total	
	Manure		Fertilizer					
	N	%	N	%	N	%	N	%
Kharif	2	18.18	0	0	4	36.36	6	54.54
Rabi	3	27.27	1	9.09	1	9.09	5	45.45
Total	5	45.45	1	9.09	5	45.45	11	100

Source: Baseline Survey, 2023

3.9 Use of Pesticide

Table 3.4 presents the distribution of millets cultivating sample households by pattern of their pesticide use in millets cultivation. It shows that the majority (63.63 per cent) of them do not use any pesticides, while about 18.18 per cent of them use bio-pesticides and chemical pesticides. All 11 HHs follow the monoculture farming system for millets. After production for storage, all HHs use Jute Bags. They all remove weeds manually.

Table 3.4: Distribution of Sample HHs by Pesticide Use								
Particulars	Bio-Pesticide		Chemical		Not Use any fertilizer or pesticide		Total	
			Pesticides					
	N	%	N	%	N	%	N	%
Kharif	2	18.18	0	0	4	36.36	6	54.54
Rabi	0	0	2	18.18	3	27.27	5	45.45
Total	2	18.18	2	18.18	7	63.63	11	100

Source: Baseline Survey, 2023

3.10 Reasons for not Cultivating Millets

There are various reasons for not cultivating millet such as not profitable, shortage of land, non-availability of seeds, lack of irrigation and so on. 85.50 per cent households reported as not profitable of millets cultivating and 8.69 per cent reported as land is not available, like i.e., 8.69 per cent reported as seeds are not available for millets cultivating (Table 3.5).

Table 3.5: Distribution of Sample HHs by Reasons for Not Cultivating Millets						
Block	Not Profitable		Shortage of Land		Non-availability of Seed	
	N	%	N	%	N	%
Krushnaprasad	59	85.5	4	5.79	6	8.69

Source: Baseline Survey, 2023

3.11 Conclusion

During the Baseline Survey, 2023, in Puri District, across the Krushnaprasad block it was found that Mandia is cultivated by 11 (13.75 per cent) sample households in 7.6 acre of land. HHs cultivated millets through line sowing or line transplanting and some by broadcasting. None of the HHs had adopted SMI method. In the next chapter, analysis of the findings on the consumption pattern of the respondent households is discussed.

Chapter IV

CONSUMPTION OF MILLETS

4.1 Introduction

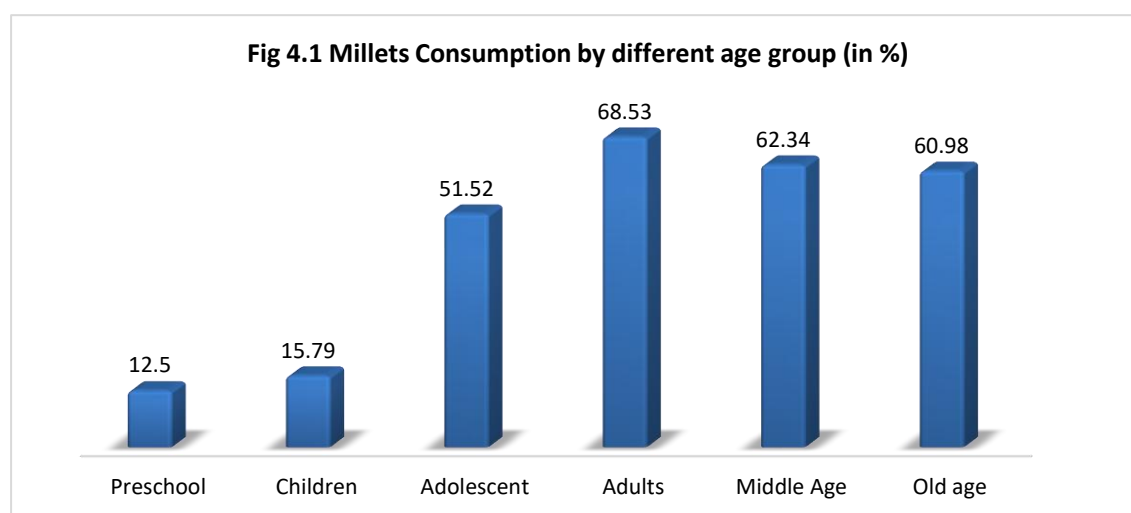
Demand for any product arises due to consumption. Hence, consumption plays a vital role in production and marketing. This chapter analyses the millets intake of households across different seasons, meals, times of the day and generations. The chapter also explores the diversity of millet varieties, recipes and dishes that are consumed by these households and how they prepare them. By doing so, this chapter aims to provide a comprehensive picture of millets consumption patterns and preferences among the sample households, which is one of the focus areas of SAA.

4.2 Consumption of Millets

Out of the total 80 sample households, about 60.00 per cent (48) of HHs are consuming millets. It is also observed that these 48 households consume millets at an average rate of 6.7 Kg per household. Among the millets-consuming sample households, 22.91 per cent (11) of households consume from their self-produced millets and 77.08 per cent (37) of households purchase from the market for their consumption.

4.3 Consumption of Millets by Age Group

Fig. 4.1 presents the intergenerational distribution of millets consumption among the population in the sample households across the Krushnaprasad block of Puri district.



Source: Baseline Survey, 2023

In total, around 59.44 percent (192) of people consume millets. The rate of millets consumption is higher among the adult population, which is 68.53 per cent (98) and followed by the middle age group which is 62.34 per cent (48), and 60.98 per cent (25) consume millets by the old age group. The rate of millets consumption among children and preschool is and 15.79 (3) and 12.50 per cent (1) respectively. Consumption of millets by HHs during different meals of the day reveals that 87.5per cent (42) of HHs consume it in their breakfast, 27.08 per cent (13) of HHs consume it in their lunch, and 16.67 per cent

(8) of HHs consume in evening snacks. Not a single person intake millet at dinner.

4.4 Consumption of Millets across Seasons

Season-wise consumption patterns suggest that consumption of millet is more in the summer season all the 48 millets-consuming HHs that consume millets. Household respondents favour it more in the summer season due to the body being hydrated and used as a summer drink. whereas 45.83 per cent of HHs consume during winter and 31.25 per cent of HHs consume during the rainy season (Table 4.1).

Table 4.1: Distribution of Sample HHs by Millets Consumption across Seasons							
Particulars	No. HHs Consuming Millets	Winter		Summer		Rainy	
		N	%	N	%	N	%
Krushnaprasad	48	22	45.83	48	100	15	31.25

Source: Baseline Survey, 2023

4.5 Consumption of Millets during Different Meals of the Day

Consumption of millets by HHs during different meals of the day reveals that 87.5per cent of HHs consumed it in their breakfast, 27.08 per cent of HHs had consumed it in their lunch, and 16.66 per cent of HHs consumed it in evening snacks (Table 4.2).

Table 4.2: Distribution of Sample HHs by Millets Consumption during different Meals of the day									
Particulars	Millets Consuming HHs	Breakfast		Lunch		Evening Snacks		Dinner	
		N	%	N	%	N	%	N	%
Krushnaprasad	48	42	87.5	13	27.08	8	16.66	0	0

Source: Baseline Survey, 2023

4.6 Consumption of Millets different recipes

From this baseline study it is found that people are consuming millets in several ways in the form of Tampo/ Pitha, Khiri, Jau, Lassi and so on. Table 4.3 shows that 93.75 per cent HHs consumed millets as *jau* or *Torani* followed by Tampo or Pitha which is 33.33 per cent. Chatua consumes by 12.5 per cent HHs. The people also consumed Khiri which is 10.41 per cent.

Table 4.3: Distribution of Sample HHs by Consumption of Millets in different Recipes			
Sl.	Items	N	%
1	Tampo/Pitha	16	33.33
2	Chhatua	6	12.5
3	Jau/Torani	45	93.75
4	Khiri	5	10.41

Source: Baseline Survey, 2023

4.7 Conclusion

This chapter of the Baseline Survey, 2023 focus on the pattern of millets consumption among the sample households across the Krushnaprasad block of Puri district shows that Millets consumption is higher in the summer season. Most of the respondents, except for infants and preschool children, reported that they are consuming millets. Most of the respondents consume millets during lunch time. Jau/Torani is the most common millet recipe across the block of Puri district, followed by *Tampo/Pitha*, *Khiri* and *Idli/Upma*.

Chapter V

PROCESSING AND MARKETING OF MILLETS

5.1 Introduction

Processing and marketing play a vital role in agricultural activity. During processing, goods are transformed to increase their shelf life and to make them more acceptable to the consumer than in their original form. And marketing is essential to sell surplus products. This Chapter looks into the processing of millets by traditional manual methods and by machines, and the mode by which millets are sold. It also attempts to make an analysis of millets produced, consumed sold and stored.

5.2 Processing, marketing and selling of Millets and Millet products

It is found that out of 80 sample households, 11 (13.75 per cent) households are processing millets who are cultivating millets. Traditionally, people usually prefer to process millets manually by using Chaki or Ghorna, but nowadays, due to technological innovation, people get accessibility of machines for processing millets in the locality of rural areas, which helps them to reduce the time and manpower. So, people prefer both the mode of processing of millets like manual and also machinery according to easy availability in the locality. They normally use the pulveriser machine, which is available nearby their locality. From the surveyed HHs, 72.7 per cent (8 HHs) are processed through machine, 27.27 per cent (3 HHs) are processed manually. In this block, from 11 cultivated HHs only 3 HHs (27.27 per cent) are selling and 8 HHs (72.73 per cent) are not selling. From 3 selling HHs, 2 HHs (66.67 per cent) sell their millets to middleman or local businessman, while about 1 HHs (33.33 per cent) sell it in the daily Market/ Hat. Among of them 2 farmers use Cycle and 1 farmer use own vehicle for transportation purpose of millets. Out of the total millet selling Households 3 HHs (66.67 per cent) have reported that they are facing distress of selling.

5.3 Conclusion

The processing and marketing of millets in the sample households of Krushnaprasad block of Puri district under Baseline Survey, 2023, Phase VII reveals that majority of households process their millets using both methods, i.e., machine or by traditional methods. Processing of millets through pulveriser is most used processing units which are situated in nearby villages. Very a smaller number of households sell their surplus produce of millets through middleman and reported about the incidence of distress sale of their millets.

Annexure-1: Mapping of Baseline Survey of Puri District

Sl. No	Indicators	Unit	Baseline Value	
			Krushnaprasad	Total
1	Sample households Cultivating Millets	No	11	11
2	% of HHs Cultivated (2022)			
	a) Millets		13.75	13.75
3	Area under Millets/HH (Acre)	Acre	7.6 Ac.	7.6 Ac.
4	Millets/Ragi Production	Qtls.	18.6	18.6
5	Yield of Millets per Acre	Qtls.	2.44	2.44
6	Package of Practice	%	0	0
Kharif	a) Broadcasting	%	18.18	18.18
	b) LS	%	0	0
	c) LT	%	36.36	36.36
	d) SMI	%	00	0
Rabi	a) Broadcasting	%	0	0
	b) LS	%	0	0
	c) LT	%	45.45	45.45
	d) SMI	%	0	0
Summer	a) Broadcasting	%	0	0
	b) LS	%	0	0
	c) LT	%	0	0
	d) SMI	%	0	0
7	% of HHs Consuming Millets	%		
	a) Breakfast	%	87.5	87.5
	b) Lunch	%	27.08	27.08
	c) Evening Snacks	%	16.66	16.66
	d) Dinner	%	0	0
8	Popular Millets Recipes (%HHs)			
	a) Tampo/Pitha	%	33.33	33.33
	b) Jau/Torani	%	93.75	93.75
	c) Khiri	%	10.41	10.41
	d) Idli/Upma	%	0	0
9	% of HHs using Processing Ragi			
	a) Manually	%	27.27	27.27
	b) Machines	%	72.73	72.73
	c) Both	%	0	0
10	% of HH Selling Millets			
	a) Middleman	%	66.67	66.67
	b) Mandi	%	0	0
	c) Haat	%	33.33	33.33
	d) Money lender/ Sahukar	%	0	0
	e) Sahukar	%	0	0
11	% of distress sale (% of Households)	%	66.67	66.67

Source: Baseline Survey, 2023

Annexure 2
Confidential and to Be Used for Research Purpose Only
Households Schedule for Baseline Survey 2023-24, Phase VII of
SHREE ANNA ABHIYAN (SAA)



Serial No.....

Date.....

Part-I: Socio-Economic Status

1. Profile of the Households

1.1. Name of the Households' Head:

1.2. Name of the Respondent:

1.3. Name of the (i) Village: (ii) GP

(iii) Blocks: (iv) District:

1.4. Category: (i) SC (ii) ST (iii) OBC/SEBC (iv) Others (specify)

1.5. Religion (i) Hindu (ii) Muslim (iii) Christian (iv) Animism (v) Others

1.6. Ration Card Holding: (i) Ration Card (ii) Antyodaya Card (iii) Other (iv) No Card

1.7. Type of Family: (i) Nuclear (ii) Joint (iii) Extended (iv) Others (specify)

1.8. House Structure: (i) Katcha (ii) Semi-Pucca (iii) Pucca

3. HHs' Land ownership in Acre:.....

4. Operational Holdings Under Different Crops (in Acre)

Sl No.	Name of the Crops	Yes/ No	Own Land*	Leased-in*	Sl. No.	Name of the Crops	Yes/ No	Own Land*	Leased-in*
a	Paddy				c	Vegetables			
b	Millets				d	Any Others Crops			
Total Operational Holding									

5. Annual Expenditure:

Sl. No	Source	Expenditure Heads						Total Amount (in Rs.)
	Agriculture	Land Preparation	Transplantation / Sowing	Weeding	Fertilizers / Pesticides	Harvesting	Others	
1	a) Millet							
	b) Paddy							
	c) Vegetables							
	d) Any Other Crops (Specify)							
3	Households Expenses							
4	Other HH Expenses							
	Total							

6. Annual income of the HH (last year.)

7. Have you taken any agricultural loan? 1-Yes 2-No If yes, please provide details.....

2. Household Particulars:

Sl. No	Name of the HH Members	Relationship with HoH (Use Code)	Age	Sex	Marital Status (Use Code)	Educational Qualification (Use Code)	Main		Subsidiary		Consume Millet (Yes/No)
							Occupation (Use Code)	Annual Income	Occupation (Use Code)	Annual Income	
1											
2											
3											
4											
5											
6											
7											
8											
9											
10											
11											
12											

Codes: Marital Status: 1- Married, 2- Unmarried, 3- Widow, 4- Widower, 5- Divorced, 6- Separated, 7- Any Others (pl specify)

Relationship: 1-Self, 2- Spouse, 3- Son, 4- Daughter, 5- Daughter-in-Law, 6- Son-in-Law, 7- Father, 8-Mother, 9-Brother, 10-Sister, 11- Grandson, 12- Granddaughter, 13- Father- in-Law, 14- Mother-in-Law, 15- Any Other (Specify)

Education: 1- Illiterate, 2- Up to Class 5, 3- Class 6-10, 4- Higher Secondary, 5- Graduate, 6- Post-Graduate, 7- Technical (Diploma/Degree), 8- Professional/Management, 9- Any Other (Specify)

Occupation: 1- Agriculture, 2- Daily Wage Labour, 3- Business/Entrepreneurship, 4- Govt sector, 5- Private Sector, 6- Pension/Remittances 7- Student 8- Housewife, 9- Unemployed, 10- Others (pl. specify)

Part-II: Production of Millets

8. Do you cultivate millets?

1-Yes 2-No

If yes, give millet-wise production details

Sl. No.	Millet Crops	Season	Area (in Acre)	Land Type Used	Sources of Irrigation	Type of Seed Used	Source of Seed	Quality of Seeds	Method of Cultivation	Use of Fertilizer	Use of Pesticides	Production (Qnt.)	Kept for Seed (Qnt.)	Kept for Consumption (Qnt.)	For Marketing (Qnt.)
a	Mandia	Kharif													
		Rabi													
		Summer													
b	Suan/Kosla/Gurji	Kharif													
		Rabi													
		Summer													
c	Koda	Kharif													
		Rabi													
		Summer													
d	Any other (specify)	Kharif													
		Rabi													
		Summer													

Land Type Used: 1-Upperland, 2-Slope Land, 3-Middle Land, 4-Low Land.

Sources of Irrigation: 1. Rain, 2. Farm Pond, 3- Stream, 4- MIP/WS, 5-River, 6- Canal, 7- Bore well, 8-Others(Specify).

Type of Seed Used: 1-Local, 2- Certified, 3-HYV. Source of Seeds: 1-Own Seed, 2- Relatives, 3-Market, 4- NGO, 5- Govt./ Community Seed Centre, 6-Others (pl. specify)

Quality of Seeds: 1. Good, 2. Average, 3. Bad

Method of Cultivation: 1) SMI- System of Millets Intensification, 2) LT- Line Transplantation, 3) LS- Line Showing, 4) Broadcasting, 5) Others (specify)

Use of Fertilizer: 1) Organic Manure, 2) Chemical Fertilizers, 3) Both, 4) No Use. Pest Control: 1) Bio-Pesticides, 2) Chemical Pesticides, 3) Both, 4) No Use

9. Whether you follow mixed farming or mono farming system?
If mixed, with which are the crops(s)?

1. Mixed 2. Mono

10. How do you store your seed and grain?

- (i) Jute Bag (ii) Earthen Pot (iii) Bamboo Basket (iv) Pura (paddy rope)
(v) Open Hanging (vi) Other (Specify)

11. Had your seed or grain got damaged during last year?

1. Yes 2. No

12. Have you done weeding for the millets cultivation?

1. Yes 2. No

13. If Yes, Number of times you do weeding in your millet fields, by each method?

- 1) Manually _____ 2) By Weeder _____ 3) Both _____

14. If By Weeder, Sources of weeder?

- i) Own ii) Rental iii) Borrowed from Neighbours iv) Govt. Provided v) Other

15. If HH is not cultivating any of the millets, what is the reason?

- (i) Not profitable (ii) Shortage of land (iii) Non-availability of Seeds
(iv) Lack of Irrigation (v) Others (pl. specify)

16. How many years have you not cultivated Millets ?

17. Do you like to cultivate Millets under this programme?

1. Yes 2. No

Part-III: Consumption of Millets

18. Does your households consume millets?

1. Yes 2. No

If Yes, Types of millets your HH consumed in different seasons (Put Tick Mark)

Sl. No.	Name of the Millets	Winter				Summer				Rainy			
	Times	Breakfast	Lunch	Evening Snacks	Dinner	Breakfast	Lunch	Evening Snacks	Dinner	Breakfast	Lunch	Evening Snacks	Dinner
a	Mandia												
b	Suan/ Kosla / Gurji												
c	Koda												
d	Any Other Millets (Specify)												

19. Millets Requirements of the HH:

Sl. No.	Seasons	Millets Consumed (in Kg.)	Total Requirement of Millets (Kg.)	Sources of Millet Consumed by HH (in Kg)				Total
				Produced	Purchased	Borrowed/ Exchanged	Other Sources	
a	Winter							
b	Summer							
c	Rainy							
d	Total							

20. Consumption of Millets in different Recipes (Put Tick Mark)

Sl. No.	Name of The Millets	Pitha/ Tampo	Chhatua	Jau/ Torani	Khiri	Idli/ Upama	Sweets Items	Others (Specify)	Remarks
a	Mandia								
b	Suan/ Kosla/ Gurji								
c	Kodo								
d	Any Other Millets (Specify)								

21. Is there any special occasion when you prepare millets-based items? **1. Yes 2. No**

If yes, what is/are the occasion(s) (specify)? _____

22. For this what type of millet is required (specify)? _____

23. Do you purchase Millet Based Products from market for consumption? **1. Yes 2. No**

24. If Yes, what are the millets-based items you usually purchase from the market?

1. Biscuit/Mixture 2. Idli/Upama 3. Chhatua 4. Pakoda 5. Others (Specify)

25. How do you like the taste of millet-based products you purchased from market?

1. Liked it 2. So-so 3. Do not Like it

Part-IV: Processing of Millets

26. Do you process the millet products in your house? **1. Yes 2. No**

27. If Yes, who among your family members involved in the processing of millets?

i). Nos. of Male members _____. ii). Nos. of Female members _____

28. How do you process the millets? a) Traditionally b) Machinery c) Both d) Others (Specify)

29. If traditionally, please elaborate the methods of processing.

30. If Machinery, how far is the location of the processing unit from your village? _____ km

Part-V: Marketing of Millets

31. Do you sell millets?

1. Yes 2. No

Sl. No.	Millet Crops	Yes /No	Sources of Millets You Sale	Quantity	Price / Kg.	Govt. Price (MSP)	Where did you sell your millets	Distance in Km	Mode of Transportation Used for Millets Sale	Reason for Sale
a	Mandia									
b	Suan/ Kosla /Gurji									
c	Koda									
d	Any other (specify)									

Sources of Millets You Sell: 1. Own Produced, 2. Purchase from Farmers, 3. Others (Specify)

Where Sold Your Millets: 1. Govt. *Mandi*, 2. Middlemen/ Local Businessman, 3. Moneylender/ *Sahukar*, 4. Daily market/ Haat
5. Others (pl. specify)

Mode of Transportation: 1. Headload, 2. Cycle, 3. Cart, 4. Own Vehicle, 5. Hired Vehicle, 6. Public Transport, 7. Others (Specify)

Reason for Sale: 1. Better Price, 2. Immediate Need of Cash, 3. Loan Repayment, 4. Non-Availability of Market, 5. Any Others (specify)

32. Types of Millets, you Sell and Quantity

33. Any instance of distress sale (less than the market price) of Millets? **1.Yes 2. No**

34. If yes, what is the sale price.....and what is the market price.....

35. What are the marketing processes followed by you? a) Barter b) Money c) Others (specify)

36. Do you sell any millet based value-added products? **1.Yes 2. No**

37. If yes, provide the details about the Millet Based Value Added Products your sale.

38. Remarks

Contact no of Respondent

Signature of the Researcher/Field Investigator

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ନବକୃଷ୍ଣ ଚୌଧୁରୀ ଉନ୍ନୟନ ଗବେଷଣା କେନ୍ଦ୍ର
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About NCDS, Bhubaneswar

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