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Study on Market Price Trends of Ragi in Different Districts of Odisha

Shree Anna Abhiyan (SAA)

Submitted to:
Directorate of Agriculture and Agriculture and Food Production
Government of Odisha

Submitted by :
Nabakrushna Choudhury Centre for Development Studies,
Bhubaneswar

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Nabakrushna Choudhury Centre for Development Studies
ICSSR Institute in Collaboration with Government of Odisha

FOREWORD

It is with great pleasure that I extend my warmest greetings to you through this foreword letter, reflecting on the remarkable journey of the "Special Programme for Promotion of Millets in Odisha," referred to as Shree Anna Abhiyan (SAA) formerly known as Odisha Millets Mission (OMM). The roots of the SAA delve deep into a significant consultation meeting convened on 27th January 2016 at the Nabakrushna Choudhury Centre for Development Studies (NCDS). Today, as we stand on the precipice of unveiling the results of our dedicated efforts, it is with great pride and anticipation that I introduce the report "Study on Market Price Trends of Ragi in Different Districts of Odisha" Under SAA. This study represents a pivotal component of our overarching mission, an endeavour to understand and quantify the impact of our actions.

The study shows a positive trend in market engagement for ragi farmers, particularly in tribal-dominated regions, where mandi participation has grown. Ensuring equitable market access across all districts remains a key priority for improving the economic conditions of ragi farmers. This study also highlights both procurement and market-related challenges impacting ragi farmers across different districts. Higher production often leads to increased sales at mandis, but logistical issues like transportation, mandi distance, and quality standards continue to create barriers. Many farmers opt for local markets (haats) due to ease of access and fewer formalities, despite lower prices. Price variability and government policies also play a significant role in influencing ragi sales.

This study is a result of meticulous planning, rigorous data collection, and careful analysis, all designed to provide us with a clearer understanding of procurement with issues and challenges. It is my fervent hope that the insights presented in this report will not only serve as a testament to our dedication but also guide us towards even more impactful actions in the future. I extend my deepest gratitude to all those who have contributed to this mission and this report. It is your dedication and tireless efforts that have brought us to this point. Together, we have sown the seeds of positive change in the tribal areas of Odisha, and together, we shall continue to nurture this transformation.

As the Director of NCDS, I extend my heartfelt appreciation to all the members of our dedicated research team for their unwavering commitment and tireless efforts in realizing the objectives of the SAA. Your diligence and perseverance have been instrumental in bringing our collective vision to fruition. I extend my deepest gratitude to all our partners, stakeholders, and collaborators for their invaluable support and steadfast dedication to the cause of promoting millets in tribal areas of Odisha. Together, let us continue to forge ahead, leaving an indelible mark on the landscape of sustainable agriculture and rural development.

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 "Study on Market Price Trends of Ragi in Different Districts of Odisha" Under Shree Anna Abhiyan (SAA)". 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 thefindings presented.

I extend my heartfelt thanks to the concerned 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), 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 for his 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 acknowledge the contributions of SAA research staff who dedicatedly worked for the development of this report.

I would also like to express my appreciation to the members of the Programme Secretariat (Watershed Support Services and Activities Network, WASSAN), along with the dedicated staffs of the State Project Monitoring Unit (SPMU), for their unwavering support and assistance throughout the of this project work.

My sincere gratitude goes out to the Chief District Agricultural Officers (CDAO), Scheme Officers, District Programme Coordinators, Block Coordinators, and other block-level officials from sample districts 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

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ABBREVIATION

DA&FE	Department of Agriculture & Farmers’ Empowerment
FAQ	fair average quality
ICDS	Integrated Child Development Services
MDM	Mid-Day Meal
MPS	minimum support price
OMM	Odisha Millet Mission
PDS	Public Distribution System
SAA	Sri Anna Abhiyan
TDCCOL	Tribal Development Cooperative Corporation of Odisha Limited

EXECUTIVE SUMMARY

The study on "Study on Market Price Trends of Ragi in Different Districts of Odisha", aims to comprehend themarketing dynamics- selling points of Ragi with a focus on the accessibility of Mandi and the factors that influences the level of procurement and selling of Ragi. In addition to this, the study highlights theissues and challenges of government interventions in incentive, MSP, and procurement process. Thisreport surveyed 1,760 ragi growers across 44 blocks in 10 districts. The majority (61.5%) of respondents belong to Scheduled Tribes (ST), with a substantial representation in districts like Rayagada, Gajapati, and Kandhamal. Other significant groups include OBCs (29.26%) and SCs (6.08%).ST farmers dominate in Rayagada (67.5%) and Gajapati (96%), while OBCs are prevalent in Dhenkanal (78.8%) and Boudh (73.75%). Koraput and Balangir consistently have high average quantity of ragi sold, with average sales surpassing 1,000 kg yearly. Districts such as Kandhamal and Kalahandi have shown consistent growth in sales volume, whereas regions like Gajapati and Keonjhar experience more fluctuation.

Selling Points Analysis

Rayagada, Kandhamal, Mayurbhanj, and Koraput show a high engagement, with most farmers selling in mandis by 2023-24. Some areas, notably Dhenkanal and Boudh, exhibit low mandi participation, possibly due to infrastructural challenges. Overall, Local haats have low engagement. District-wise Keonjhar, Kalahandi, and Koraput shows the highestparticipation where as participation varies in districts like Balangir and Boudhwhich could be due to the factors such as market accessibility and local price variations. Districts like Kandhamal, Koraput, and Mayurbhanj show increased sales through traders, while others like Rayagada and Gajapati indicate a shift towards mandis.Dhenkanal and Kalahandi exhibit variable trader reliance, possibly influenced by price fluctuations and alternative selling options. Keonjhar, Dhenkanal, Mayurbhanj, and Boudh increasingly connect with consumers directly, reflecting a trend towards consumer engagement. Districts such as Rayagada and Gajapati show little to no direct consumer sales, pointing to logistical challenges.

Overall it is seen that Mandis have become the primary selling point across most districts, doubling in farmer participation from 2021-22 to 2023-24. On the other hand, sells directly to consumers have shown steady growth, suggesting potential for local and organic markets.The analysis indicates an increasing reliance on government mandis across districts like Rayagada and Kandhamal, providing fair prices and encouraging regulated selling. While local haats and trader engagement are lower and fluctuate by district, direct consumer sales have potential for growth, especially in regions like Keonjhar and Mayurbhanj.

This chapter delves into the various factors influencing the procurement and selling of ragi in Odisha. Procurement, as a crucial aspect of the millet supply chain, is affected by multiple factors including growing conditions, market demand, quality standards, and the *overall supply chain dynamics. Similarly, the selling process is influenced by price fluctuations, accessibility, and local market factors.*

Quantity and Price at Selling Points

Rayagada had the highest sales at Mandis, with only 2,000 kg sold outside at an average price of Rs 25.33, which is below the Minimum Support Price (MSP).Dhenkanal saw the highest average price outside Mandis at Rs 50, indicating a premium price for non-Mandi sales. Boudh has a significant portion sold outside Mandis, with an average selling price of Rs 52.6, reflecting high demand in the local market. Keonjhar showed a balanced distribution between Mandi and non-Mandi sales, with a higher-than-average price outside Mandis at Rs 40.28. It is found that districts like Rayagada, Koraput, and Balangir rely heavily on Mandis, while districts like Dhenkanal and Mayurbhanj achieve higher prices outside, reflecting greater local market access.

District wise variation in Mandi Accessibility

Balangir had the highest percentage (60.6%) of farmers reported easy to sell at Mandis. Farmers from Koraput, Rayagada, and Gajapati indicated that increased production motivated Mandi sales.Mayurbhanj has a strong support network from FPOs and CRPs, with 51.3% of farmers acknowledging this structure.Keonjhar, on the other hand recorded the highest percentage of farmers (16.9%) who were unable to meet FAQ standards and transportation cost as a barrier.Kalahandi cited low production (21.9%) as a significant factor for reduced Mandi sales.

Mode of Transportation

Transportation options vary, impacting Mandi accessibility. Autos and tractors are the most common modes, while motorcycles are used moderately in districts like Mayurbhanj and Balangir.

Reasons for Not Selling Ragi at Mandi

Keonjhar has the highest number of farmers (41.3%) keeping ragi for household consumption.Dhenkanal shows a preference for village sales, with 78.8% of farmers selling locally rather than at Mandis.

Issues and Challenges

The challenges are categorised into production-related, market-related, logistical, and institutional barriers that hinder effective access to the mandi system. Maintaining Fair Average Quality (FAQ) standard is a primary obstacle, with farmers reporting difficulties in meeting criteria like moisture, colour, and cleanliness. This issue is prevalent in districts such as Rayagada and Koraput.

Major issues observed include:

- ***FAQ Standards and Market Price Discrepancies:*** *Farmers find it challenging to meet strict FAQ standards, often leading to rejected or undervalued produce. Additionally, market prices fluctuate significantly between districts, and farmers in some areas sell below the Minimum Support Price (MSP) due to limited access to mandis.*
- ***Payment Delays and Procedural Bottlenecks:*** *Delays in payment post-sale create liquidity issues, particularly in districts like Gajapati, Koraput, and Kandhamal. The lengthy procurement process and long queues also discourage farmers, pushing them towards alternative markets.*
- ***Transportation Costs and Limited Accessibility:*** *High transportation costs due to distant mandi locations are common in remote districts, such as Mayurbhanj and Rayagada, reducing the viability of accessing MSP rates.*

  Low Awareness of MSP and Reliance on Intermediaries: *A lack of awareness about MSP among marginalized communities has led to dependency on middlemen, who offer faster cash but at lower prices. This trend is evident in regions like Kandhamal and Koraput.Gajapati and Rayagada exhibit the highest awareness rates, while Dhenkanal reports the lowest, indicating potential gaps in information dissemination.*
- ***Local Preferences and Infrastructure Gaps:*** *Many farmers prefer local haats over mandis due to proximity and ease of sale, while others retain ragi for household consumption, particularly in Keonjhar and Kandhamal. Limited storage and support from Farmer Producer Organizations (FPOs) also negatively impact farmer participation in formal markets.*

Field Observations:

Additional on-ground observations highlight issues such as crop loss due to natural causes, traders directly purchasing from fields to avoid mandis, and systemic gaps in official support. There is also variation in mandi accessibility across regions, with some areas utilizing mandi cards and others facing distance constraints. Furthermore, issues like barter systems in Rayagada and low awareness of millet recipes in Bolangir underscore the need for both market integration and consumer education.

Addressing these challenges requires a multifaceted approach that enhances mandi access, strengthens farmer support services, and simplifies procurement processes. Efforts to improve FAQ compliance, increase MSP awareness, and reduce transportation costs could significantly benefit smallholder ragi farmers, making the procurement system more inclusive and effective.

CHAPTER-1: Introduction

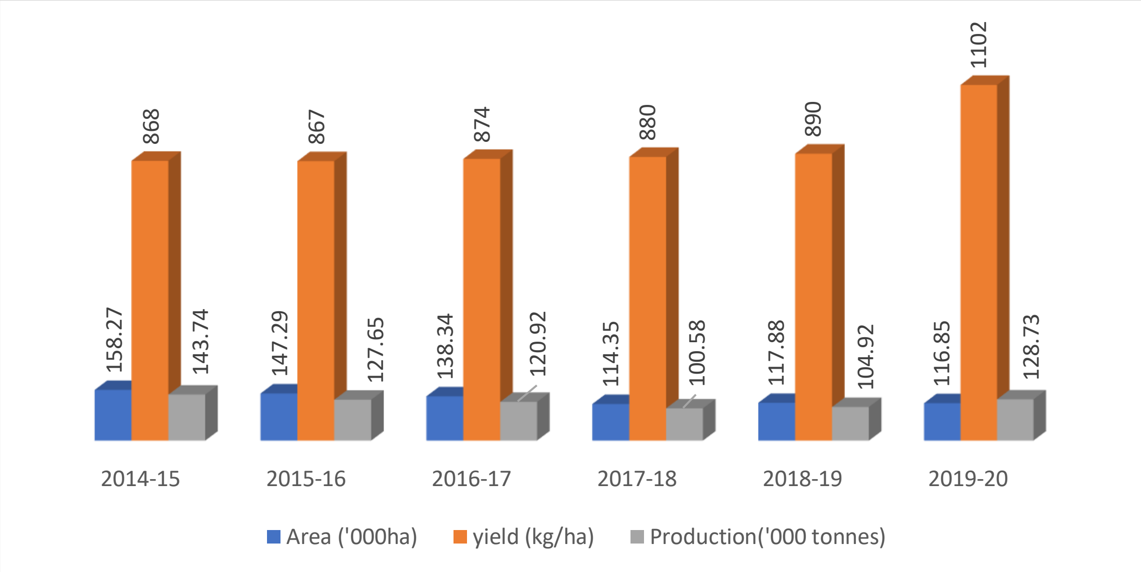
1.1 BACKGROUND

Food grains constitute the main food items of the entire population in the country (Shobana *et al*., 2013). As a result of sustained efforts, food grain production has increased from 50.8 million tonnes in 1950-51 to 296.65 million tonnes in 2019-20. Among the staple foods Ragi is one of the most important food grain in India, having its nutritional value and can be produced in rainfed region. Over the time millet production is considered as an important source of livelihood generation in the country. Millet refers to a group of small-seeded annual grasses that are grown as grain crops, mostly on marginal lands in arid regions of temperate, subtropical, and tropical climates (Baker, 1996). When it comes to nutrition, finger millet is better than most main cereal crops. It is also a strong source of micronutrients like iron, calcium, phosphorus, and magnesium. In the world, the total area under millets in 2019 was 31.65 million hectares which provided about 28.37 million tonnes of millets with a productivity of 896.3 kg/ha (Anonymous, 2021). In tropical regions of the world, millets are considered as important crops due to their resistance to pests and diseases, short growing season and productivity under hardy and drought conditions. Ragi (*Eleusine coracana*) also known as finger millet is one of the important food crop mainly used in India and Africa.

India is the largest producer of Ragi, with significant cultivation in the southern states of Karnataka, Tamil Nadu, Andhra Pradesh, Telangana, and parts of Maharashtra. Karnataka alone accounts for around 60-65% of India's total Ragi production.Odisha is one of the states of India where effort has been made to improve the millet production and consumption. The government of Odisha established the flagship program Sri Anna Abhiyan (SAA) formerly Odisha Millet Mission (OMM) in 2017 with the goal of reviving and promoting millet farming and consumption. The goal of this programme is to improve farmers' income, address nutritional security, and advance sustainable agricultural techniques, especially in areas that are rain-fed and tribal where millet was formerly widely grown.

The SAA program supports farmers by distributing high-quality seeds, offering subsidies and providing training on modern farming techniques and sustainable practices. There is also many awareness campaign organized to educate consumers about the health benefits of millets, encouraging their inclusion in diets.Besides, efforts are made to include millets in government schemes like the Public Distribution System (PDS), Mid-Day Meal (MDM), and Integrated Child Development Services (ICDS), ensuring a stable demand for millets. There has been a general decline in the area under cultivation for Ragi due to the shift to more commercially viable crops like rice, wheat, and maize. However, the promotion of millets under government initiatives has helped reverse this trend to some extent in recent years.

Fig 1.1: Trends in area under cultivation, yield rate and production of Millet



Source: Agricultural Census

The figureshows the trend in the area, yield and production of millet in Odisha from 2014-15 to 2019-20. It is seen that before the mission i.e., from 2014-15 to 2017-18 more or less there is a decline in all the three aspects including area, yield and production. The overall trend shows that even though the area under cultivation has reduced, improvements in yield have maintained or an increase in total production has been observed. However, after 2017-18 with the implementation of the SAA it has been gradually increasing that is the area under millet has seen maximum growth of 22.6 per cent in 2022-23. But millet constitutes just 3 per cent of gross cropped area.

In Odisha foodgrain production has increased by 24.2 per cent from 113.8 lakh MT in 2021-22to 141.4 lakh MT in 2022-23. The trend in increased food production was attributed to significant rise in rice and millet production. Since the implementation of Shree Anna Abhiyan(SAA), millet production has increased by 121 per centupto2022-23, though on a low base. In 2022-23, millet production in Odisha has increased by 47.3 per cent over the previous year to reach 2.7 lakh MT. Government of India fixed minimum support price (MPS) for 22 crops with a margin of at least 50 per cent over the cost of production to ensure better return for the farmers. (Odisha Economic Survey 2023-24)

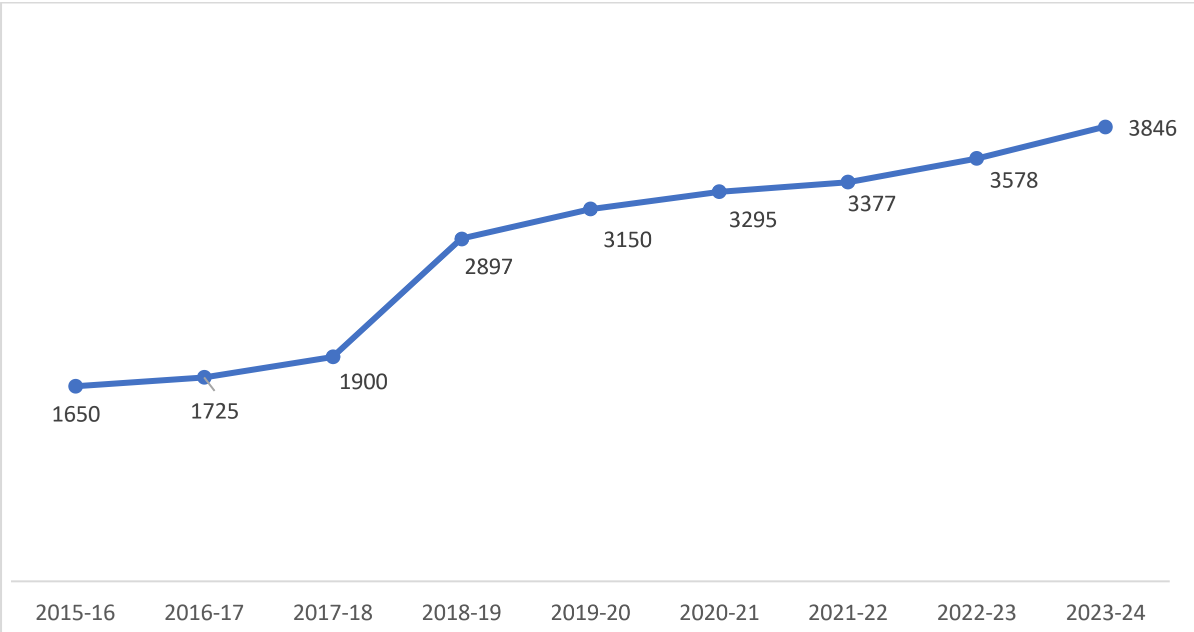
India declared 2018 as the "National Year of Millets," promoting millets as nutritious and climate-resilient crops. Since then, there has been a growing emphasis on increasing the production of millets, including Ragi. The "Millet Mission" and the inclusion of millets in the Public Distribution System (PDS) have helped support Ragicultivation. With increasing health awareness, there is growing demand for Ragi in urban areas. This has led to better market prices, encouraging farmers to grow Ragi once again. The popularity of organic and traditional foods is also driving the resurgence of Ragi.The national policy think tank, NITI Aayog, has lauded the Odisha Millets Mission, initiated by the Department of Agriculture & Farmers' Empowerment (DA&FE), Government of Odisha, for not only boosting Ragi production but also creating new income avenues for farmers.

1.2 Procurement at Minimum Support Price

Ragi procurement was started in Kharif Marketing Season (KMS) in 2018-19 with the support of Tribal Development Cooperative Corporation of Odisha Limited (TDCCOL).The aim is to avail farmers minimum support price (MSP) conforming with fair average quality (FAQ) norms, ensure marketing support for enhancing production as well as support in Ragi disbursement under public distribution system (PDS) or supplementary nutritional programmes like the integrated child development and mid-day meal schemes.

Under SAA, the procurement was carried out by block-level procurement agencies such as primary agriculture cooperative societies, large area multi-purpose cooperative societies, and women self-help groups. Tribal Development Cooperative Corporation Ltd has been the state-level nodal procurement agency facilitating the processes and activities in the state.Earlier, farmers in remote locations used to travel long distances to register their names and submit necessary documents at the production cluster and procurement agencies.

Fig 1.2: Minimum Support Price (Rs/ Qntl) of Millet, 2015-24



Source: Agricultural Census

As part of that initiative, the state has also extended support to millet farmers by procuring millets at MSP. In Kharif Marketing Season (KMS) 2022-23, around 6 lakh quintals of millets were procured from 59,621 farmers in the State. The MSP per quintal of millet as depicted in the figure increased over the years from Rs 1650 in 2015-16 to Rs 3846 in 2022-23Nevertheless, as per the latest data available from the programme secretariatWASSAN, despite an increase in MSP, there is a decline in Ragi Procurement among the farmers with an around 10,000 farmers withdrawn from procuring Ragi. This is a matter of concern for the government in identifying the barriers which compels farmers to withdrawn from procurement despite many benefits. The decline in Ragi procurement could be attributed many challenges the farmers face including market price, marketing issues, high consumption and so on. Given this scenario, to explore the challenges and opportunities for such declining trend in beneficiaries, the Government of Odisha entrusted NCDS to do a rapid assessment of the market price trend in Ragi produces in Odisha. The major question is does the decline in procurement was due to changing market price of Ragi?

1.3 Objectives

- To understand the marketing dynamics- selling points of Ragi with a focus on the accessibility of mandi.
- To understand the factors that influences the level of procurement and selling of Ragi
- To findout the issues and challenges and comprehend the role of government interventions in incentive, MSP, and procurement process

1.4 Methodology

This study wascarried out in 10 districts, i.e., Rayagada, Gajapati, Keonjhar, Dhenkanal, Kandhamal, Kalahandi, Balangir, Boudh, Mayurbhanj and Koraput purposively. The district were selected randomly from the implementing districts.The number of administrative blocks surveyed in each district varies, with Koraput having the highest at 7 blocks, while Dhenkanal and Boudh have the lowest at 2 blocks each, in total 44 blocks are selected. From each block 2 villages, as a whole 88 villages were selected where the mission was already implemented. From each village 20 Ragi grower farmers are selected randomly comprising of 1760 total farmers.

Table1.1. Number of Ragi producing farmers surveyed

Sl. No.	District	No. of Blocks	No. of farmers
1	Rayagada	6	240
2	Gajapati	3	120
3	Keonjhar	4	160
4	Dhenkanal	2	80
5	Kandhamal	6	240
6	Kalahandi	4	160
7	Balangir	4	160
8	Boudh	2	80
9	Mayurbhanj	6	240
10	Koraput	7	280
	Total	**44**	**1760**

Source: Primary Survey, 2024

This comprehensive study is based on both secondary and primary data. Primary data was collected by using a structured Ragi grower farmer's interview schedule (Annexure II) from the concerned villages of the districts. Secondary data such as Agricultural Census, Odisha Economic Survey etc was used to analyse the status of Ragicultivation.

1.5 Limitations of the Study

The study is limited to 10 districts of Odisha given the time constraint. As the report required the quantity of production, selling, surplus and different market prices there is the possibility of recall error. Despite these limitations, it provides justification to the objective of the study.

1.6 Chapter plan

This study consists of 5 chapters as follows,

1- Introduction
2- Profile of farmers and marketingpractices of Ragi
3- Factors influencing the procurement and selling
4- Issues and Challenges of procurement and selling
5- Summary and Conclusion

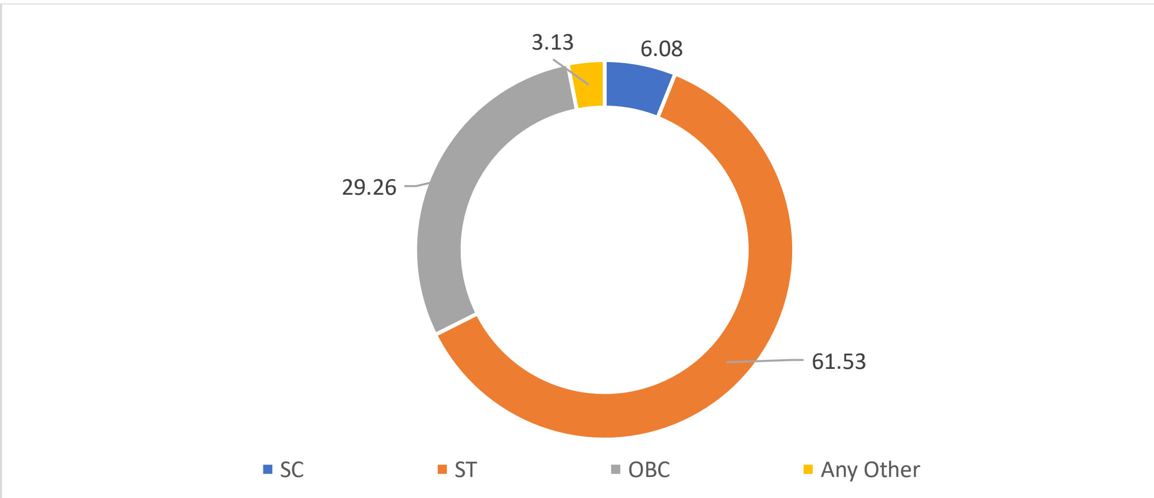
CHAPTER 2: Marketingpractices of Ragi

Ragi, has drawn interest recently due to its many health advantages and versatility across the agro-climatic settings. Ragi offers a variety of marketing opportunities due to its remarkable nutritional profile and contribution to sustainable agriculture. This chapter presents and brief profile of the respondents and examine the different selling points for Ragi, particularly focusing on the accessibility of mandis. Selling Ragi at government mandis offers farmers access to a well-structured and regulated market, ensuring fair prices and potentialadvantages from government programs like MSP and procurement initiatives.These mandis alsoserves as a vital platform for farmers to directly engage with traders, buyers, and government agencies for improved market linkages.
This chapter of the study discusses the marketing practices of Ragi that includes the social categories of farmers producing Ragi, marketing channels of Ragi and variation in farmers producing Ragiover the years and challenges in marketing of Ragi etc.

2.1 Social Status of Farmers

This particular studyinterviewed 1760 number of Ragi growers covering 44 blocks of 10 districts.Among the surveyed respondents, 61.5 percent belong to ST followed by OBC that is 29.26 percentwhereasScheduled Caste constitutes only 6.08 percent.

Fig 2.1: Social status of Surveyed Ragi Farmers



Source: Primary Survey, 2024

In Rayagada district, ST farmers dominate with 67.5% (162 out of 240) followed by OBC farmers 24.6 percent and very less 4.6 percent SC famers. Gajapati is a district where ST farmers are overwhelmingly dominate by almost 96 percent. Whereas the OBC and SC farmers are constitute 2.5 percent and 1.67 percent respectively. From the total 160 respondents in Keonjhar district 56.25 percent are ST farmers. OBC farmers account for a substantial 38.1 percent while 5.6 percent is SC farmers. From 80 respondents only 2 are ST in Dhenkanal district. The district is dominated with OBC as it is the larger group with 78.8 percent. There is also presence of general category about 19 percent. Only 2.5 percent farmers are ST and no SC farmers. In Kandhamal district ST farmers are dominated group (67.1 percent) followed by OBC (18.75%) and SC (6.25%) with their fair representation. In Kalahandi district ST farmers are the largest group with 60 percent followed by OBC and SC. In Balangir 55 percent farmers are ST followed by OBC (40%), while only 5 percent are SC farmers. In Boudh districts 73.75 percent are OBC farmers followed by ST farmers (15%), whereas 10 percent are SC farmers. Mayurbhanj overwhelmingly dominated by 77 percent, while OBC farmers account for 18 percent. ST farmers in Koraput district is 61.4 percent and OBC farmers make up 31 percent and only 5 percent are SC.

Table 2.1: Social group-wise distribution of Ragi farmers

District	SC	ST	OBC	Others	Total
Rayagada	11	162	59	8	240
Gajapati	2	115	3	0	120
Keonjhar	9	90	61	0	160
Dhenkanal	0	2	63	15	80
Kandhamal	15	161	45	19	240
Kalahandi	28	96	31	5	160
Balangir	8	88	64	0	160
Boudh	8	12	59	1	80
Mayurbhanj	12	185	43	0	240
Koraput	14	172	87	7	280
TOTAL	**107**	**1083**	**515**	**55**	**1760**

Source: Primary Survey, 2024

Tribal farmers form the largest group in most districts, highlighting their significant presence in farming communities, especially in tribal-dominated areas. Districts especially Rayagada, Gajapati, Kandhamal, Mayurbhanj, and Koraput have more ST farmers. OBC farmers show a significant presence in districts like Keonjhar, Dhenkanal, Balangir, Boudh, and Koraput. SC farmers are generally fewer across districts, with Kalahandi and Koraput having slightly more form a smaller proportion of the farming population.

2.2Amount of Ragi Sold by Farmers for 2021-2024.

The table 2.2 give a detailed analysis of the average quantity of millet (in kg) sold at Mandis across 10 districts in Odisha from 2021-22 to 2023-24. This highlights district-level trends in millet sales, indicating areas of growth and stability within Odisha's millet market.

It is observed that, sales in Rayagada district have remained relatively stable, with a slight increase from 965.65 kg in 2021-22 to 1008.72 kg in 2023-24.After a significant drop in 2022-23 to 154.02 kg, the sales rebounded to 560.81 kg in 2023-24 in Gajapati.On the contrary, inKeonjhar sales peaked in 2022-23 at 1651.43 kg but dropped sharply to 383.88 kg in 2023-24. It is very interesting to found that both Dhenkanal and Boudh district entered the millet market in 2022-23, where Dhenkanal started with 200 kg, and saw a substantial increase to 508.33 kg in 2023-24. While Boudhin 2022-23 with 875.44 kg, but sales decreased to 582.17 kg in 2023-24.

Table 2.2: Average quantity sold at Mandi across the districts (in kg)

District	2021-22	2022-23	2023-24
Rayagada	965.65	964.52	1008.72
Gajapati	519.68	154.02	560.81
Keonjhar	507.14	1651.43	383.88
Dhenkanal	0.00	200	508.33
Kandhamal	271.94	342.11	459.40
Kalahandi	570.58	570.58	850.96
Balangir	670.00	1095.46	1176.45
Boudh	0.00	875.44	582.17
Mayurbhanj	255.19	236.82	265.86
Koraput	1029.80	1190.57	1079.00

Source: Primary Survey, 2024

In Kandhamal,consistent growth is seen over the years, from 271.94 kg in 2021-22 to 459.40 kg in 2023-24. Sales have steadily increased from 570.58 kg in 2021-22 to 850.96 kg in 2023-24 in Kalahandi.Balangir experienced significant growth, rising from 670 kg in 2021-22 to 1176.45 kg in 2023-24, making it one of the highest-selling districts. Sales have been stable with minor fluctuations in case of Mayurbhanj district. Koraput have been a consistently high-selling district, with sales remaining above 1000 kg across all three years, peaking at 1190.57 kg in 2022-23.

Balangir and Koraput are the leading districts in terms of quantities sold, with consistent high sales.Districts like Kandhamal, Kalahandi, and Balangir have shown consistent growth, suggesting expanding millet production with increased market demand.Gajapati and Keonjhar have seen significant fluctuations, indicating possible market or production inconsistencies.

2.3 Diverse market place location for selling Ragi

Farmers cultivating Ragi face a variety of market dynamics, and they sell their produce at different points depending on a range of factors, such as proximity to markets, household needs and access to infrastructure. These selling points can include local village markets, haats(informal weekly markets), mandis (regulated agricultural markets), or direct sales to middlemen.

Each selling point offers distinct advantages and challenges for Ragi farmers. For instance, local village markets and haats might provide easier access and lower transportation costs but may offer lower prices than larger markets. Mandis, on the other hand, are designed to ensure better price realization through Minimum Support Price (MSP) guarantees, but logistical barriers such as distance, transportation costs, and meeting quality standards can prevent some farmers from accessing them. This section will throw light on amount of Ragi sold over the years in different selling points in the study area.

- **Mandi**

The number of farmers who sell their Ragi produce in the Mandi over three different years (2021-22, 2022-23, and 2023-24) across various districts is shown in table 2.3. In total it is seen that with time the percentage of farmers selling Ragi produce in mandi is increasing. The participation of farmers in procurement process is increased from 28.5 percent in 2021-22 to 72.8 percent in 2023-24. In

Rayagada district there is a consistent increase in the number of farmers selling Ragi in the Mandi. In 2021-22 it was 47.9 percent which is significantly increased to 79.2 percent in 2022-23 almost all farmers (235 out of 240) are selling their produce in mandi. Gajapati districts also show a steady growth in sell of Ragi in mandi from 52.5 percent in 2021-22 to 94.2 percent in 2023-24. In keonjhar district very low participation in 2021-22 but there’s a noticeable increase by 2022-23 (39 farmers) and 2023-24 (58 farmers). Despite growth, the overall participation remains relatively low compared to other districts.

Table 2.3: Number of farmers sell Ragi at Mandi

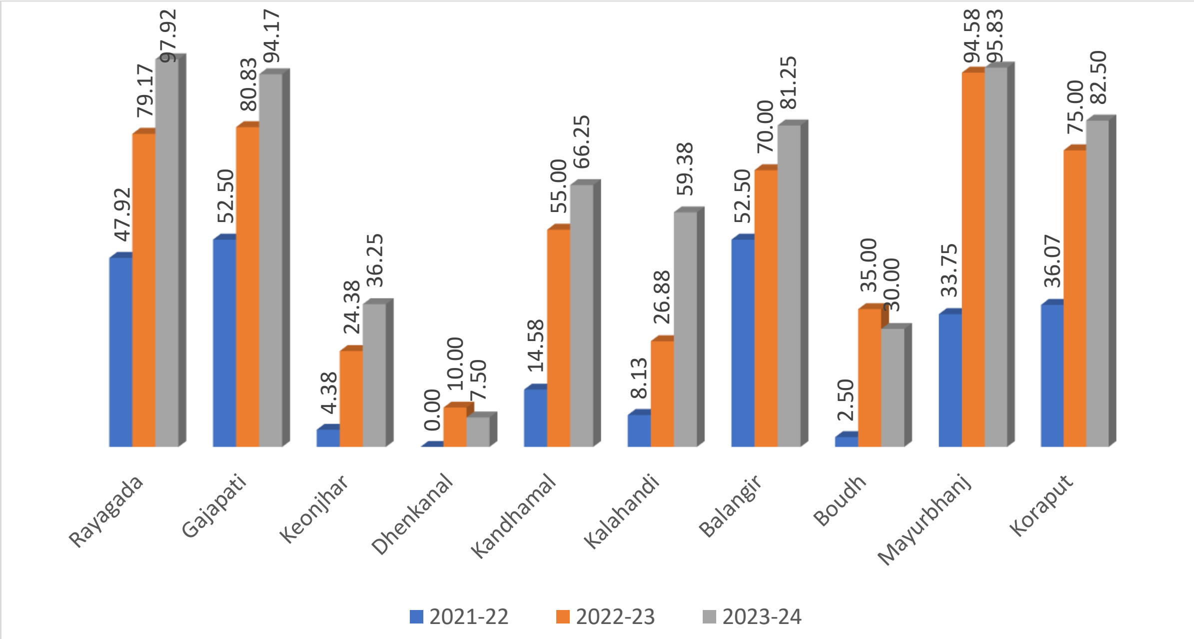
Sl. No.	District	2021-22	2022-23	2023-24
1	Rayagada	115	190	235
2	Gajapati	63	97	113
3	Keonjhar	7	39	58
4	Dhenkanal	0	8	6
5	Kandhamal	35	132	159
6	Kalahandi	13	43	95
7	Balangir	84	112	130
8	Boudh	2	28	24
9	Mayurbhanj	81	227	230
10	Koraput	101	210	231
	Total	**501**	**1086**	**1281**

Source: Primary Survey, 2024

In Dhenkanal district minimal involvement in selling Ragi, with no farmers in 2021-22, only 8 farmers in 2022-23, and a decline to 6 farmers in 2023-24. A significant increase in participation over time in Kandhamal district from 35 farmers (14.6%) in 2021-22 to 132 in 2022-23, reaching 159 (66.3%) in 2023-24. In Kalahandi district in 2021-22, only 8.1% of farmers sold their Ragi, increasing to 26.9% in 2022-23, reached to 59.4% by 2023-24, marking significant progress in market involvement. There is steady growth from 84 in 2021-22 to 112 in 2022-23, and further to 130 (81.3%) in 2023-24 in Balangir district. Only 2.5% of farmers sold Ragi in 2021-22, but participation improved to 35.0% in 2022-23 in Boudh district. However, this declined to 30.0% in 2023-24, indicating inconsistent market engagement. In 2021-22, 33.8% of farmers were selling their produce in Mayurbhanj district, with a significant jump to 94.6percent and 95.8 percent in 2022-23 and 2023-24 respectively. In Koraput district there is substantial increase from 36 percent in 2021-22 to 75 percent in 2022-23.

From the figure 2.2 it is clearly seen that except Dhenkanal and Boudh district, all other districts show a positive trend in the number of farmers selling Ragi in the Mandi over the three years. Notably, Rayagada, Kandhamal, Mayurbhanj, and Koraput show a significant increase in farmer participation. By 2023-24, districts like Rayagada, Kandhamal, Mayurbhanj, and Koraput have most of their farmers selling in the Mandi, indicating strong market participation. These districts have achieved excellent market engagement over the years, with a near-complete farmer participation by the end of the observed period.Dhenkanal stands out with consistently low involvement, and Boudh shows fluctuating participation, which may indicate logistical, infrastructural, or awareness challenges. Keonjhar and Kalahandi also have relatively low participation compared to their total farmer count.

Fig 2.2: Year wise Percentage of farmers sell their Ragi produce in Mandi



Source: Primary Survey, 2024

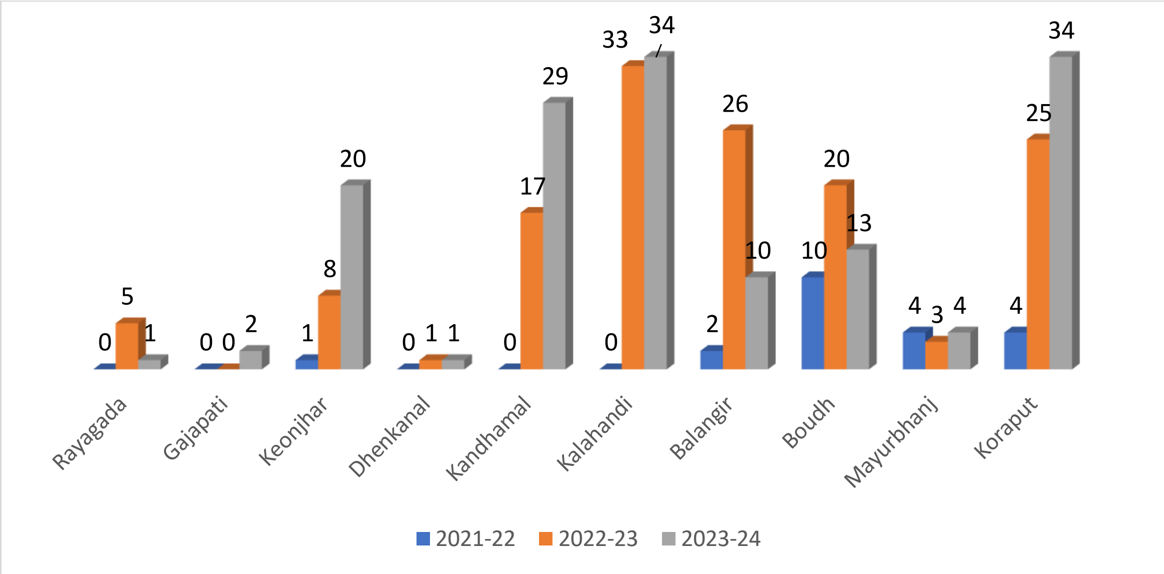
This analysis suggests that while most districts have seen a gradual increase in the number of farmers selling Ragi in the Mandi, some regions still face challenges in getting more farmers to participate. It shows overall positive growth in farmer participation in selling Ragi in the Mandi.

- **Local Haat:**

The figure represents the number of farmers selling their Ragi produce in Local Haat across different districts for the years 2021-22, 2022-23, and 2023-24.
In Rayagada district the farmer participation is almost negligible. It increased to 2.1% in 2022-23 but fell back to just 0.4% in 2023-24 shows minimal and inconsistent participation. No farmers from Gajapati district participated in Local Haats in 2021-22 and 2022-23, with only 1.7% in 2023-24 indicating very low engagement. Keonjhar district has slow but steady growth, starting from 0.6% in 2021-22, increasing to 5.0% in 2022-23, and further to 12.5% in 2023-24. No farmers from Dhenkanal district sold Ragi in 2021-22 and only 1.3% in both 2022-23 and 2023-24. This indicates a lack of interest or opportunity for farmers in Dhenkanal to sell in Local Haats. No participation in 2021-22, but 17 farmers sold Ragi in 2022-23, increasing to 29 by 2023-24 in Kandhamal district.

There is gradual improvement, but overall participation remains low compared to the total number of farmers. The district saw a significant rise, with 0% in 2021-22, jumping to 20.6% in 2022-23 and 21.3% in 2023-24. Kalahandi stands out as one of the highest-engaged districts in Local Haats. In Balangir district there is very less farmers selling Ragi. The sharing in selling rose from 1.3% in 2021-22 to 16.3% in 2022-23 but dropped to 6.3% in 2023-24.

Fig 2.3: Year wise Number of farmers sell their Ragi produce in Local Haat



Source: Primary Survey, 2024

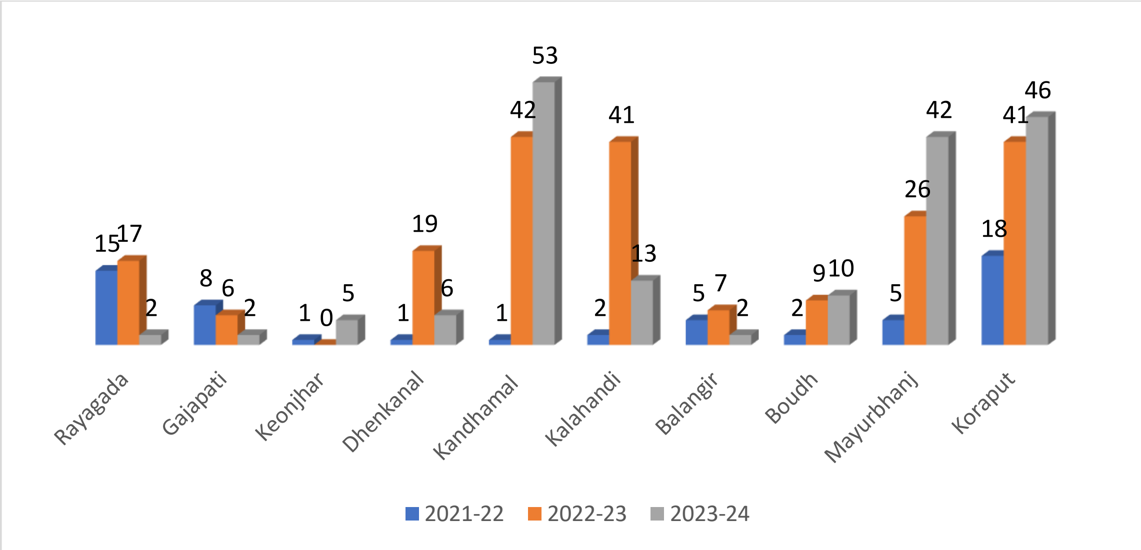
There was a increase but again a significant decline in participation in the last year. As of Balangir, Boudh has the same trend. It is early at 12.5% in 2021-22, increasing to 25% in 2022-23, but falling to 16.3% in 2023-24. In Mayurbhanj district there is almost no significant participation from this district, indicating very less accessibility in Local Haats. Whereas in Koraput district the farmer's accessibility in local haat rose from 1.4% in 2021-22 to 8.9% in 2022-23, and further to 12.1% in 2023-24.

The number of farmers selling Ragi in Local Haat is significantly lower than the total number of farmers in all districts. This indicates that Local Haats are not a major market channel for Ragi, with only a small fraction of farmers using them. Keonjhar, Kalahandi, and Koraput show some level of engagement, with Koraput having the highest number of farmers (34) selling in Local Haat by 2023-24. Rayagada, Gajapati, Dhenkanal, and Mayurbhanj have very low participation rates, with most districts having only 1 or 2 farmers selling Ragi in Local Haat by 2023-24. Districts like Balangir and Boudh exhibit fluctuations in farmer participation, which could be due to external factors such as market accessibility, pricing, or local conditions.

- **Traders**

This figure shows the number of farmers who sell their Ragi produce through Traders in different districts over the years 2021-22, 2022-23, and 2023-24. Across most districts, the number of farmers selling through traders is relatively low compared to the total number of farmers in each district.
There is significant growth in number of farmers in Kandhamal, Koraput, and Mayurbhanj. In Kandhamal district, farmers selling Ragiincreased to 22.1 percent in 2023-24 from only 0.4 percent (from only one farmer to 53 farmers). Koraput and Mayurbhanj also show consistent increases, reaching 16.4% and 17.5%, respectively, by 2023-24. These districts are representing increased engagement with traders over the years.

Fig 2.4: Year wise number of farmers sells their Ragi produce with traders



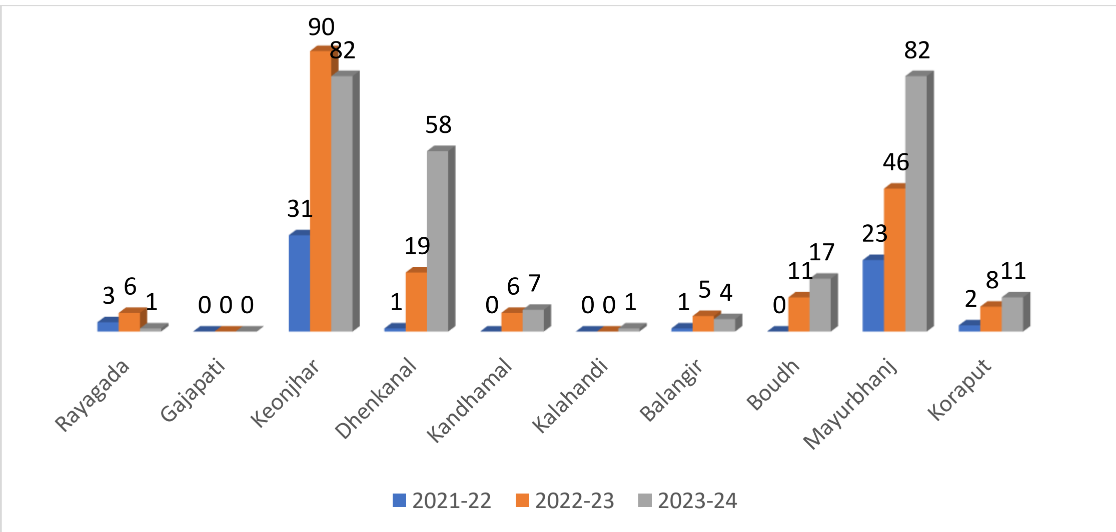
Source: Primary Survey, 2024

Dhenkanal and Kalahandi show unpredictable trends, with high peaks in 2022-23 followed by distinguished drops in 2023-24. Rayagada, Gajapati, and Balangir show declining percentages over time, indicating a decreased dependence on traders for sell. This has been indicating that more procurement in mandi. Decrease to 0.8% in Rayagada and 1.7% in Gajapati by 2023-24 shows minimal trader participation in these regions. Boudh, on the other hand shows more selling, rising from 2.5% to 12.5% over the three years (2 farmers in 2021-22 to 10 farmers in 2023-24), indicating accessibility of traders. Above all, it suggests a diverse pattern in the reliance on traders, with certain districts benefiting more from this sales channel than others.

- **Direct Consumer**

This table presents the number of farmers who sold their Ragi produce directly to consumers across different districts for the years 2021-22, 2022-23, and 2023-24.

Fig 2.5: Year wise number of farmers sells their Ragi to direct consumers

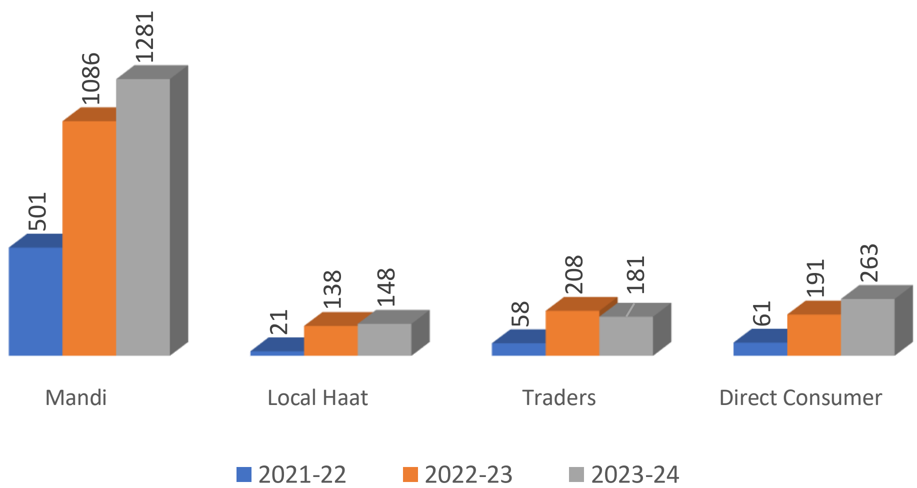


Source: Primary Survey, 2024

The number of farmers selling directly to consumers varies significantly across districts and over the years. While some districts show a steady increase, others have consistently low numbers or no engagement in direct consumer sales.

Keonjhar& Dhenkanal exhibit significant growth and Mayurbhanj and Boudh show increasing adoption in the percentage of farmers engaging in direct consumer sales. While in Gajapati district there is having no direct consumer sales. In keonjhar and Dhenkanal the percentage of farmers selling directly to consumer is 51.3 percent (31 farmers to 62 farmers) and 72.5 percent (1 farmer to 58 farmers) respectively in 2023-24. Mayurbhanj also shows an increasing trend from 9.6 percent in 2021-22 to 34.2 percent in 2023-24. Whereas Rayagada, Kandhamal and Kalahandi have low percentage of farmers selling directly to the consumer in 2023-24. Gajapati continues to have no participation of farmers in selling to direct consumer. Rayagada (0.4%) and Balangir (2.5%) have decreasing trend in 2023-24. It is seen that selling directly to consumer are gaining in some areas, simultaneously there are limitation of access across different regions.

Fig 2.6: Total number of farmers in different selling points

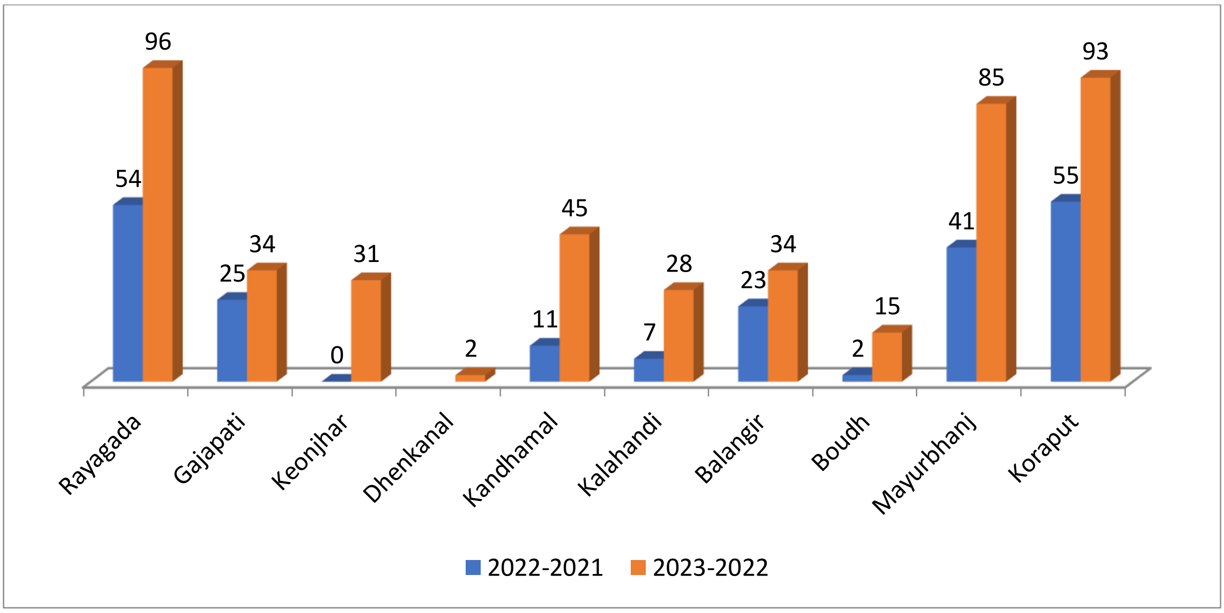


Source: Primary Survey, 2024

The fig 2.6 shows the total number of farmers selling Ragi across different selling points over three consecutive years: 2021-22, 2022-23, and 2023-24. This shows a significant increase in accessibility of mandi, more than double from 2021-22 to 2022-23 and growing further in 2023-24. In case of local haat there is dramatic increase from 21 to 138 between the first two years, with modest growth in the third year. A sharp rise between 2021-22 and 2022-23, followed by a slight decrease in 2023-24 is being seen for selling to traders. Selling directly to consumers has shown a steady growth over the three years, almost multiplying by 2023-24.

The Mandi is the most popular selling point, showing consistent growth in all three years. Local Haat and Direct Consumer have also experienced growth, but at a more modest pace after initial increases. Traders saw an initial rise in farmer participation but experienced a slight dip in the most recent year. This suggests a trend towards Mandi and Direct Consumer markets becoming increasingly favoured by farmers selling Ragi.

Fig 2.7: Number of farmers Selling Less produces in the Mandi over the years



Source: Primary Survey, 2024

The figure 2.7 shows the data on the number of farmers who sold less produceat mandis across different districts of Odisha for two time periods: 2021-2022 and 2022-23. The total number of farmers selling less produce at mandis increased sharply from 218 (2022-2021) to 463 (2023-2022), representing a more than 100% increase. This indicates a widespread and growing challenge for farmers.

In Rayagada district, the number of farmers selling less produce has risen significantly, increasing from 54 to 96, marking a substantial 78% rise. Meanwhile, in the districts of Boudh, Kandhamal, and Kalahandi, there has been a sharp decline in the quantity of produce sold, with more farmers reporting lower sales compared to the previous year, indicating a significant worsening of conditions. In Keonjhar district, no farmers faced the issue of selling less in 2022-2021, but in 2023-2022, number of farmers selling less than in the previous year has more than doubled. Around 31 farmers encountered this challenge, highlighting a new and significant issue.

The districts of Rayagada, Mayurbhanj, and Koraput contribute the highest absolute numbers of farmers selling less, highlighting emerging challenges in these regions. Kandhamal, Kalahandi, and Boudh on the contraryreported an increase in number of farmers.

The percentage of farmers selling less millet between 2022-23 is more than doubled. (Table 2.4) As per the data the percentage is increased significantly from 12% in 2022 to 26% in 2023.Thisindicates an emerging challenge for farmers to maintain or increase their sales and in turn their income. The data presented in the table show there is significant variation across the districts with respect to change in sell. Among the districts, between 2022-23 the decline in sell was increased more in Rayagada from 23% to 40% indicating a substantial issue with sales performance in Rayagada.

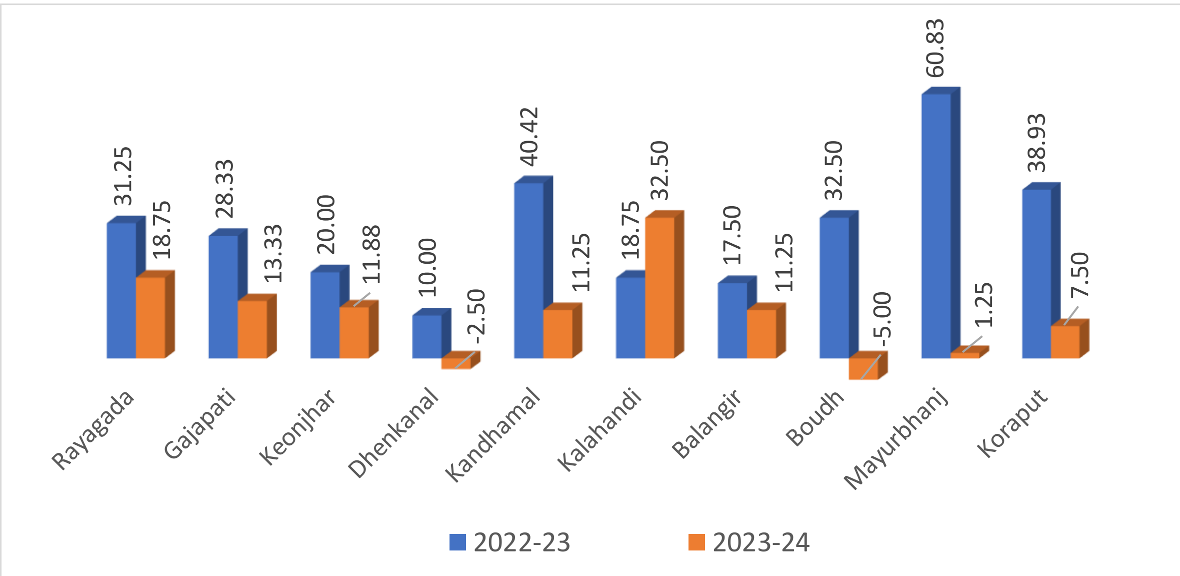
Table2.4: Percentage of farmers selling less than previous year across the districts

District	2022	2023
Rayagada	23	40
Gajapati	21	28
Keonjhar	0	19
Dhenkanal	0	3
Kandhamal	5	19
Kalahandi	4	18
Balangir	14	21
Boudh	3	19
Mayurbhanj	17	35
Koraput	20	33
Total	12	26

Source: Primary Survey, 2024

In Keonjhar, no farmers reported decline in sell in 2022 (0%), but in 2023, a significant share of farmers that is 19% reported selling less, marking a new concern for the district. In Kandhamal, significant rise in percentage of farmers reported decline in sale from 5% to 19%, reflecting growing challenges in the district. Kandhamal, Kalahandi, Boudh, and Mayurbhanj show sharp increases in this percentage.Balangir district continues to face consistent sales issues, with an increase in percentage of farmers reported less sale and the percentage is significantly high in Kandhamal, Kalahandi, Boudh, and Mayurbhanj.

Fig 2.8: Percentage change in number of farmers selling their Ragi produce at Mandi



Source: Primary Survey, 2024

The Fig 2.8 provides the percentage change in the number of farmers selling their Ragi produce at the mandi for two periods: 2022-23 and 2023-24. Most districts show a decrease in the percentage change for 2023-24 compared to 2022-23. Some districts, like Dhenkanal and Boudh, report negative changes in 2023-24. Rayagada district shows significant drop from 31.25% in 2022-23 to 18.75% in 2023-24 indicates reduced participation in mandi sales. Gajapati district also shows the decreased in percentage change from 28.33% to 13.33%, reflecting a sharp decline in mandi participation. Whereas in Boudh and Dhenkanal district the percentage change dropped, showing an overall negative change. Fewer farmers are selling at mandis compared to the previous year. Significant decline in Kandhamal district from 40.42% in 2022-23 to 11.25% in 2023-24 indicates major challenges for farmers. Kalahandi district is the only district which shows an increase from 18.75% to 32.50%, with significant growth in mandi participation. Koraput district is indicating a substantial drop in participation.

2.4 Conclusion

This chapter reveals significant variation in farmers' market participation, sales trends, and the socio-economic profile of Ragi producers. ST farmers dominate Ragi production in several districts like Rayagada, Gajapati, Kandhamal, Mayurbhanj, and Koraput, highlighting the crop's importance in tribal farming systems. OBC farmers also form a considerable portion in districts like Keonjhar, Dhenkanal, Balangir, and Boudh, whereas SC farmers are generally fewer.

has been observed that sale of Ragi at regulated mandis has increased across most districts, particularly in Rayagada, Kandhamal, Mayurbhanj, and Koraput. Districts like Dhenkanal and Boudh show minimal or inconsistent participation, likely due to logistical or infrastructural barriers. Overall, participation in local haats is low with districts like Keonjhar, Kalahandi, and Koraput showing the highest but still limited engagement. Engagement with traders shows mixed results, with Kandhamal, Koraput, and Mayurbhanj reported higher reliance on traders by 2023-24. Other districts like Rayagada and Gajapati have seen a decline in dependence on traders, possibly due to more farmers opting for mandis.Whereas, districts like Keonjhar, Dhenkanal, Mayurbhanj, and Boudh show increasing participation in direct consumer sales, reflecting a growing trend of farmers connecting directly with end-users. Districts like Koraput, Balangir, and Rayagada have shown consistent growth in sales volume across the three years. In contrast, districts like Keonjhar have experienced erratic trends, with a sharp increase followed by a drop. Boudh and Kandhamal saw a decline in sales by 2023-24, indicating possible challenges in market access or production.

Overall, the findings indicate positive trends in Ragi market participation in several regions, especially with mandi engagement rising significantly in tribal-dominated districts. However, challenges remain in ensuring that all farmers, particularly those in underperforming districts like Dhenkanal and Boudh, have equal access to reliable and profitable markets.

CHAPTER 3: Factors influencing in the procurement and selling

The procurement of Ragiinvolves several specific steps and considerations due to its status as a traditional, nutrient-rich grain.The factors influencing the procurement of Ragi evident from various studies showsits growing conditions, market demand, supply chain dynamics, and quality standards.The procurement and selling processes are influenced by a variety of internal and external factors. These factors can affect decision-making, efficiency, cost, and profitability.

3.1 Quantity and price at selling points:

The table-3.1 outlines the total quantities of Ragi sold, including the amount sold at mandis and outside mandis, along with the average selling prices for those sold outside mandis. It also highlights the variation in selling prices across districts.

Table 3.1: Sale of Ragi produces and price of Ragi, 2023-24

District	Total Quantity sold (in kg)	Total quantity sold at mandi (in kg)	Quantiy sold other than Mandi (in kg)	Average Selling price except Mandi (in Rs)	Ratio of quantity sold at Mandis to total quantity sold
Rayagada	239050	237050	2000	25.33	99.16
Gajapati	64082	63372	710	30.75	98.89
Keonjhar	31860	22265	9595	40.28	69.88
Dhenkanal	5925	3050	2875	50	51.48
Kandhamal	87096	73044	14052	38	83.87
Kalahandi	100173	80841	19332	41.85	80.70
Balangir	159568.8	152938.8	6630	46	95.85
Boudh	24674.25	13972	10702.25	52.6	56.63
Mayurbhanj	69122	61148	7974	49.76	88.46
Koraput	283630	249250	34380	31	87.88

Source: Primary Survey, 2024

Koraput has the highest total quantity sold (283,630 kg), with a large proportion (249,250 kg) sold at mandis, however, the major proportion of Ragiproduced sold at mandis is found highest in Rayagada, Gajapati and Balangir. In Rayagada district, the highest quantity of Ragisold at mandis (237,050 kg) that constitute 99% of total sale and a small portion of 2,000 kgsold outside the Mandi.The average price of selling Ragi in Gajapati outside mandis is Rs 25.33, indicating a relatively low selling price compared to other districts and falls below the MSP in that district. The quantity sold in Mandis ct is 63,372 kg at mandis constitute around 99% of total quantity sold in Gajapati. The sale of Ragi in Mandi is found relatively lower in Boudh and Dhenkanal. In these districts half of the quantity that was ready for selling was sold at mandis. The Dhenkanal district has highest average price outside Mandis at Rs 50, suggesting a premium for millet sold outside mandis, while quantity sold at mandi and other places is very low. The average selling price outside mandi in Kandhamal district is almost same with the MSP. In Balangir district large volume sold at mandis (152,938.8 kg) and a relatively small amount outside (6,630 kg) with average price Rs 46.13,972 kg sold at mandis and 10,702.25 kg sold outside, indicating a significant portion is sold outside mandis in Boudh district. Here the average selling price is also very high,i.e., Rs 52.60. Highest total quantity sold (283,630 kg) with a substantial quantity at mandis (249,250 kg) and outside (34,380 kg) with average selling price outside mandis is relatively low at Rs 31.

Districts like Rayagada, Koraput, and Balangir, Gajapati, Mayurbhanj rely heavily on mandis for millet sales, indicating strong market support in these areas.Dhenkanal, Boudh, and Mayurbhanj achieve high prices outside mandis, showing more market accessibility outside mandi.Keonjhar and Boudh show a balanced distribution between Mandi and non-Mandi sales, which could indicate diverse market access. Districts like Koraput, Rayagada, and Balangir lead in total millet production, contributing significantly to Odisha's overall output.

3.2 Reasons for increase accessibility of Mandi

The percentage of farmers' responses from different districts concerning various reasons for selling Ragi at mandis, such as ease of selling, increased production, official support, MSP versus market price, and the presence of FPO/CRPs is shown in the below table 3.2. The reasons for selling more in Mandis is multiple.

Table 3.2: Reasons for increase in quantity sold at Mandi

Districts	Easy to sell	More production	Officials are very supportive/cooperative	MSP is more than the market price	Presence of FPO/CRP
Rayagada	31.7	70.4	11.3	35.4	6.7
Gajapati	22.5	66.7	1.7	28.3	3.3
Keonjhar	0.6	11.9	0.0	0.0	2.5
Dhenkanal	3.8	3.8	0.0	0.0	0.0
Kandhamal	4.6	37.5	0.0	35.4	0.0
Kalahandi	3.8	39.4	0.0	36.3	0.0
Balangir	60.6	60.0	3.1	0.0	0.0
Boudh	23.8	22.5	0.0	0.0	0.0
Mayurbhanj	17.1	62.5	45.4	1.3	51.3
Koraput	16.8	67.9	7.5	48.2	1.4
Total	18.64	49.89	9.32	22.73	8.58

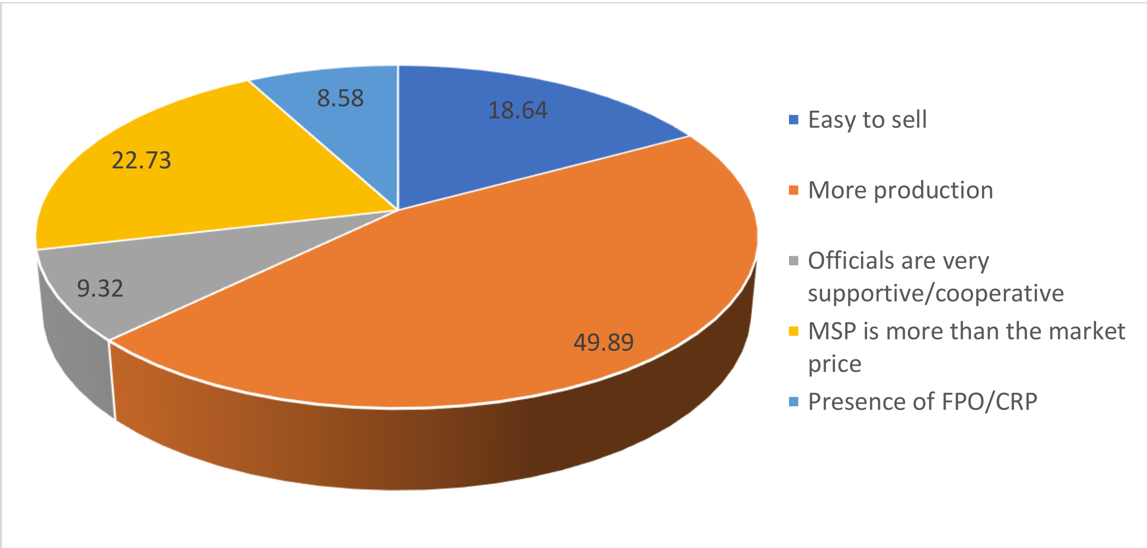
Source: Primary Survey, 2024

Easy in selling is reported more in Balangir (60.6 %) followed by Rayagada(31.7%) indicating accessibility to Mandi is easier in these districts where as the challenges selling Ragi at Mandi is more in districts like Keonjhar(0.6%), Dhenkanal(3.8%) and Kalahandi(3.8%). Sufficient production of Ragi leads the farmers to sell more in Mandis in few districts like Rayagada (70.4%), Koraput (67.9%), Gajapati (66.7%) and Mayurbhanj (62.5%). .InMayurbhanj 45.4% of farmers sell through mandis as they findtheofficials are supportive. These figures are significantly higher than any other districts.

This is because Mayurbhanj district has a strong presence of FPOs/CRPs and 51.3% of farmers acknowledge the support structure of the same.

Koraput has the highest percentage (48.2%) of farmers selling in mandis as the MSP is higher than the market price, followed by Rayagada (35.4%) and Kalahandi (36.3%) which illustratelargerprocurement in comparison to other districts.

Fig 3.1 Percentage of farmersresponded on increase in quantity sold at Mandi by reasons



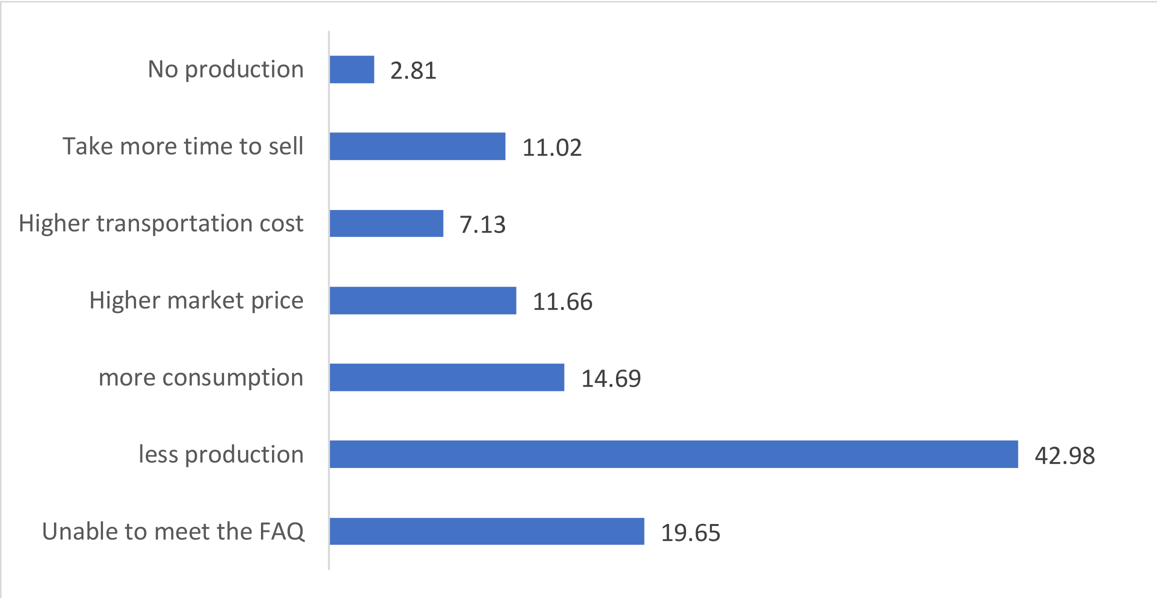
Source: Primary Survey, 2024

Moreover, it is found that in total more production is the major reason to increase the accessibility of mandi. Around 50 percent surveyed farmers reported preference for mandi than any other place because of increase in their production followed by responses on MSP more than market price (22.7 percent).

3.3 Reasons for decrease accessibility of Mandi

The Fig 3.2 provides the percentage of farmers' responses regarding the decrease in the quantity of Ragi produce sold at mandi across various districts. Several factors contributed to the less accessibility of mandi have been identified. The factors such as inability to meet the FAQ (Fair Average Quality) standards, less production, more local consumption, higher market prices, higher transportation costs, longer selling time, and less or no production have been identified for the low accessibility of mandi.

Fig 3.2: Percentage of farmers reported reasons for decrease in sell in Mandis



Source: Primary Survey, 2024

Less production (42.98%) remains the predominant reason for the decrease in sale of Ragi at mandis. Farmers experience lower yields, due poor weather conditions, lack of inputs, limited irrigation facilities and other seen and unforeseen factors.Around one fifth of surveyed farmers reported inability to meet the FAQ standards is a requisitefor decline in sell at mandis. The phenomena suggest a lack of resources and/or awareness for improving grain quality. Some farmers found to consumemore millet domestically to ensure theirfood security or cultural preferences. A small percentage of farmers (11.66 %) are opting to sell outside mandis due to better prices in local or private markets. Simultaneously, transportation expenses acts asa barrier tosome farmers (7.13 %), discouraging them from selling at mandis which are situated faraway from their villages.

Less production is the most commonly cited reason for reduced sells at Mandi, followed by domestic consumption. Keonjhar and Kalahandi emerge as districts facing multiple challenges, particularly in terms of production and market. Maintaining FAQ standards is also another major reason for less selling in mandi. Higher market prices and transportation costs also play a significant role in some districts, though they are less widespread overall. Theanalysis highlights both production-related and market-related factors influencing farmers' inability to sell their produce at mandis.

3.4 Mode of Transportation

Mode of transportation also affects theselling of Ragi as it hinderstheaccessibility to mandis. The available modes of transportations are bicycle, motorcycle, auto, tractor etc. The major modes of transport across most districts, are autos and tractors. Bicycles are less frequently used, while motorcycles have moderate usage in districts like Mayurbhanj, Balangir, and Gajapati.

3.5 Awareness on MSP

The table-3.3 shows the number of farmers who are aware of the MSP across different social categories (SC, ST, OBC, and Others) for various districts.

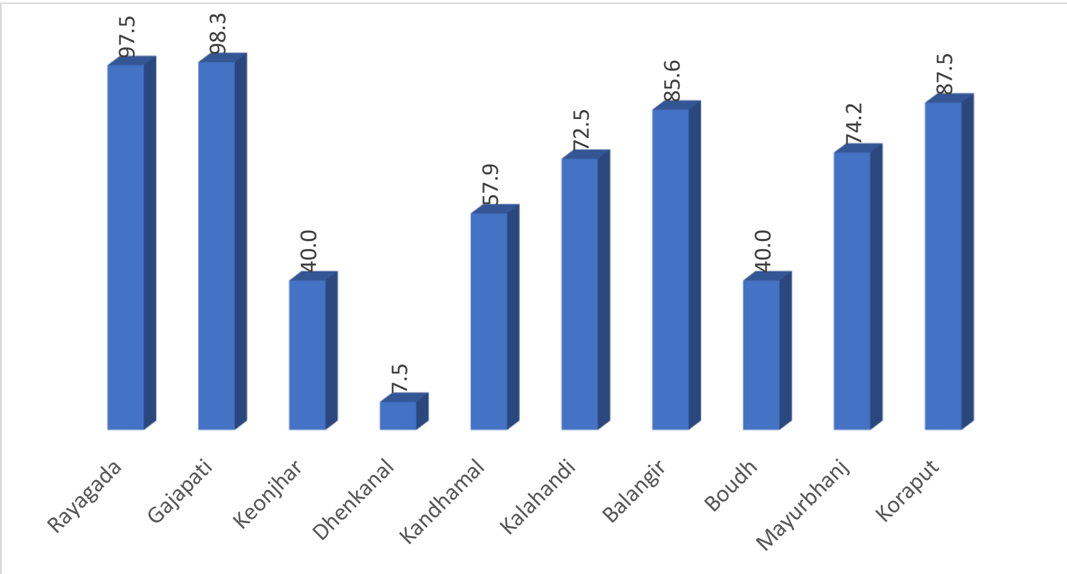
Table 3.3: Number of farmers aware of MSP

District	SC	ST	OBC	Other	Total
Rayagada	11	157	58	8	234
Gajapati	2	113	3	0	118
Keonjhar	0	36	28	0	64
Dhenkanal	0	1	5	0	6
Kandhamal	11	92	27	9	139
Kalahandi	17	79	16	4	116
Balangir	8	81	48	0	137
Boudh	4	4	23	1	32
Mayurbhanj	9	137	32	0	178
Koraput	13	150	78	4	245

Source: Primary Survey, 2024

In most of the districts, ST farmers have the highest awareness of MSP, particularly in Gajapati(113), Rayagada (157), Koraput (150), and Mayurbhanj (137). It is seen that awareness is generally lower in the SC farmers across all the districts. In case of Scheduled Caste, the districts Rayagada, Kandhamal, and Kalahandi show higher awareness compared to others. In OBC category the awareness is moderate across districts, with Koraput (78), Balangir (48), and Rayagada (58) reported relatively higherawarness. Gajapati (98.33%) and Rayagada (97.5%) show the highest MSP awareness, while Dhenkanal (7.5%) is the lowest.

Fig 3.3: Percentage of farmers aware of MSP across the districts



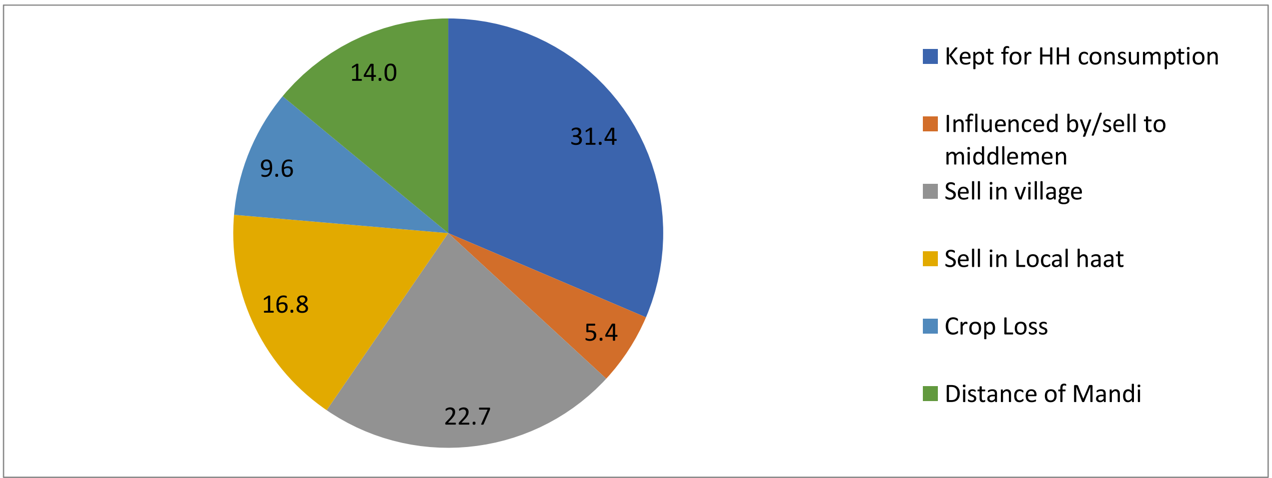
Source: Primary Survey, 2024

Overall, Gajapati (98.33%) and Rayagada (97.5%) show the highest awareness of MSP, while Dhenkanal (7.5%) is the lowest. Both the district Keonjhar and Boudh farmers have medium level of awareness(40 %).

3.6 Reasons for not selling Ragi at Mandi

Figure-3.4 presents the reasons for not selling Ragi at Mandi. Among the reasons, preference for own consumption rather than sell accounting is 31.4percent. This indicates food security concerns or a subsistence farming approach among the farmers.

Fig 3.4 Percentage of farmers responses on not selling Ragi at Mandi



Source: Primary Survey, 2024

Around 22.7 percent farmers prefer to sell in village followed by selling in local haat (16.8%) which is more convenient and transportation cost is lower. A considerable number of farmers (14 percent) cite the distance to the mandi as a reason, suggesting transportation difficulties or high costs act as the barrier in selling the Ragi produce in Mandis.This analysis provides insights into the reasons why farmers in different districts are not selling Ragi, highlighting the importance of improving market access, reducing crop losses, and addressing price concerns.

Table 3.4: Percentage of farmers responses on not selling Ragi

Districts	Kept for HH consumption	Influenced by/sell to middlemen	Sell in village	Sell in Local haat	Crop Loss	Distance of Mandi
Rayagada	60.0	20.0	20.0	20.0	0.0	20.0
Gajapati	28.6	28.6	14.3	28.6	0.0	14.3
Keonjhar	64.7	0.0	49.0	18.6	4.9	26.5
Dhenkanal	0.0	9.5	85.1	0.0	9.5	0.0
Kandhamal	81.5	8.6	2.5	39.5	12.3	28.4
Kalahandi	32.3	7.7	0.0	49.2	15.4	18.5
balangir	13.3	16.7	13.3	0.0	23.3	0.0
boudh	26.8	0.0	26.8	14.3	23.2	0.0
Mayurbhanj	80.0	30.0	30.0	0.0	20.0	90.0
Koraput	42.9	14.3	16.3	32.7	16.3	32.7

Source: Primary Survey, 2024

Table 3.4providesthe number of farmers' responses on reasons for not selling Ragi at mandi across the surveyed districts. The different reasons are reported as kept for household consumption (HH consumption), influences byMiddlemen, to sell in local village, local haat (markets), Crop Loss etc.

In districts like Keonjhar (64.7%), Kandhamal (81.5%), Mayurbhanj (80%), and Rayagada (60%) it is observed that majority of farmers are not sellingRagi in Mandi for domestic consumption. In Dhenkanal none of the sample farmers selling in Mandi but they prefer to sell in village. Gajapati (28.6%) and Mayurbhanj (30%)recorded domestic consumption and role of middlemen is the significant reason for not selling in Mandi. Keonjhar (49%) and Koraput (32.7%) show relatively higher percentages of farmers preferredto selllocally whereas Kalahandi shows no farmers sell at village. Kalahandi (49.2%) and Koraput (32.7%) sell large amounts of Ragi locally. For Kandhamal (12.3%)andKoraput (16.3%) district crop loss is found as the significant reason. . Distance from Mandi is the major barrier in Mayurbhanj (90 percent).

Table 3.5: Factors influencing thevariation in RagiPrice(in numbers)

Sl No	Districts	Volumeof production	Demand from the consumers	Government policies	Any other
1	Rayagada	21.4	41.7	36.9	0.0
2	Gajapati	15.8	41.8	42.4	0.0
3	Keonjhar	0.4	58.8	11.1	29.8
4	Dhenkanal	98.7	0.0	0.0	1.3
5	Kandhamal	5.7	49.1	45.2	0.0
6	Kalahandi	2.5	66.7	30.9	0.0
7	Balangir	57.3	42.7	0.0	0.0
8	Boudh	48.3	51.7	0.0	0.0
9	Mayurbhanj	23.8	36.8	36.3	3.1
10	Koraput	14.0	42.5	43.5	0.0

Source: Primary Survey, 2024

Table 3.5 highlights the factors influencing variations in Ragi prices in different districts reported by number of farmers. The factors analyzed are the volume of production, demand from consumers, government policies, and any other factors specified. Volume of production as the reason for variation in Ragi price was recorded by all most all the farmers in Dhenkanal(98.7%) followed by Balangir(57.3%) and Boudh(48.3%). More than 40 % fo farmers in most of the districts reported high demand from consumers as the reason for variation in Ragi price. Districts like Kalahandi(66.7%), Keonjhar(58.8%), Boudh(51.7%), more than half of the respondent reported this is one of the prime reason. Government policies and interventions as the reason for pricing of Ragi is reported by majority of farmers in Koraput(43.5%), Kandhmal(45.2%), Gajapati(42.4%), Mayurbhanj and Rayagada(36%). In such districts role of governance in Ragi pricing is the primary or second most important reason reported by the farmers.

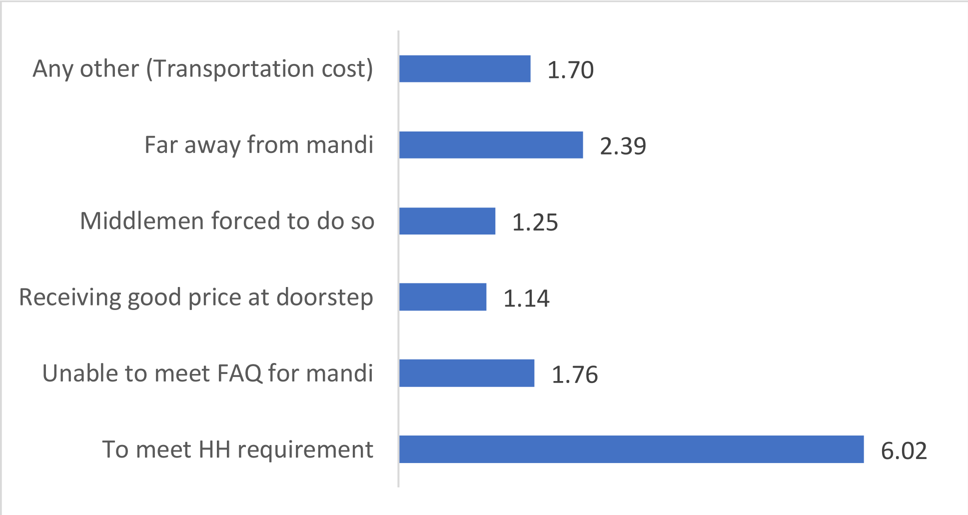
It is found that consumer demand and government policies are the most influential factors driving price variations in districts like Koraput, Rayagada, and Mayurbhanj. Balangir and Dhenkanal has the highest influence from the volume of production, but little from government policies, suggesting price variation is driven primarily by supply-side factors. Districts like Dhenkanal and Boudh show limited influence from external factors such as consumer demand and government policies, indicating a more stable pricing environment.

3.7 Selling below Minimum Support Price

The figure 3.5 represents data on percentage of farmers reported selling their crops below the MSP across different districts. It breaks down the reasons for selling below MSP, such as household (HH) requirements, inability to meet FAQ for the mandi, receiving a better price at the doorstep, middlemen influence, distance from the mandi, and other reasons.

Fulfilment of household needs reported by 6.02% of farmer, indicates immediate financial requirements may outweigh the benefit of waiting for higher prices. Some farmers (1.76%) were unable to meet the FAQ standards required for selling in mandis, due to quality issues with their produce.A smaller percentage (1.14%) stated that they received a reasonable price at their doorstep, reducing the need to sell at MSP in distant markets. The distance to mandis (2.39%) lead to more transportation cost also played a role, suggesting that farmers who are situated far from formal markets may face logistical challenges that push them to sell locally, even at lower prices.

Fig 3.5: Percentage of farmer's responses on selling their produce below MSP



Source: Primary Survey, 2024

The number of farmers selling below MSP to meet their household requirements is found higher in Koraput (184), Kandhamal (76), and Rayagada (60). Many a time financial pressure forces the farmers to sell their produce at lower prices resulting in distress selling.Some farmersare unable to meet the FAQ standards which leadto sell below MSP.In Koraput and Boudh due to convenience and reduced transaction cost, some farmers prefer to sell at doorstep where they also get a price which is approximately equal to MSP. Besides, distance from Mandi also played an important role. InKeonjhar and Dhenkanal none of the farmers are selling below MSP, indicating market pricesare better or at least equal to that ofMSP. Balangir and Boudh have fewer farmers selling below MSP, but logistical reasons like distance and middlemen influence still appear in some cases. Addressing these challenges remains pivotal to assure them MSP prices.

3.8 Conclusion

The analysis shows that farmers districts with higher price variability are more likely to sell locally to avoid the complexities and uncertainties associated with mandis, s. Despite lower prices received at local hatts, farmers prefer local haats for ease of sale, despite lower prices due to lesser formalities and logistical requirements compared to mandis. Various factors such as local haat prices, transportation issues, mandi accessibility, and payment delays play a significant role in shaping the procurement and sell of Ragi across the districts. This underscores market-related and logistical challenges faced by farmers, suggesting that improvements in mandi accessibility, payment systems and transportation support could greatly enhance market integration for Ragi producers.

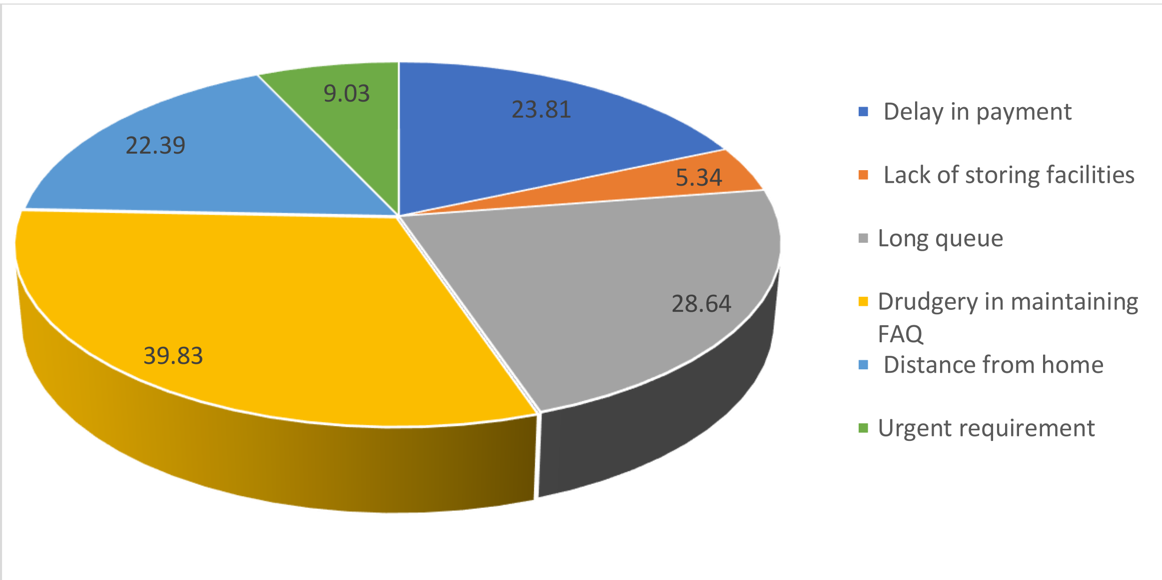
CHAPTER 4: Issues and Challenges

Ragi procurement faces several barriers both from demand and supply side that further impact the farmers in accessing mandi for selling of millet and inturn production of millet. To analyse all these barriers, the evidence collected from the field is grouped into production-related, market-related, logistical, and institutional barriers that affects the smooth procurement of Ragi.

4.1 Farmers' responses on challenges they are facing in the accessibility of Mandi

The responses from farmers in different districts regarding the challenges they face while selling their own production at the "Mandi" captured during the survey.

Fig 4.1 Farmers responses on Challenges in accessibility Mandi



Source: Primary Survey, 2024

It is seen that, maintaining FAQ is the major problem of many farmers. Almost 40 %farmers' feels that it is very difficult task and also some of criteria of FAQ are impossible to achieve like the moisture, colour of Ragi etc. The accessibility to Mandi is greatly affected in Rayagada and Koraput district for right maintenance of FAQ. Kalahandi and Kandhamal also have the similarissues for many farmers. Clearing all the formalities of Mandi for procurement of Ragi is a long process and it takes a long time to complete the same, which is another problem for farmers. Rayagada (111), Koraput (142), and Kandhamal (101) have the most complaints regarding long waiting times. Even if there is provision of money transfer within 72 hours, but in reality, thatdo not happen. Oftenthere is delay in payment which is particularly acute in Gajapati , Koraput (93), Kandhamal (87), and Rayagada (71) district as compared to other districts. Overall 23.8 %farmers opinedthat if their payment would be paid in time more Ragi producer would interested to sell their produce through mandi. In some of the surveyed areas, it was found that the mandi is situated far away from the farmers households which is another reason to discouragethe farmers from selling at mandis. High cost due to distance is reported by 22.4 % farmers that makes selling in mandis infeasible. In Rayagada(94), Mayurbhanj

(90), Kandhamal (73), and Koraput (82) farmers mention distance from home is a major problem. Besides this there are other hindrancesfaced by farmers during selling at mandi. For instance, lack of storing facility, urgent requirement, no support from FPOs/CRP, seasonal problems, transportation, festival celebration, less knowledge about the procurement process.
Addressing issues like delayed payments, transportation costs, and quality control at the mandi (FAQ)could help improve farmers' access to better prices and markets.

4.2 Issues and Challenges

- **FAQ Standards**: Many farmers struggle to meet the stringent Fair Average Quality standards. Issues such as moisture content, color, grain size, and foreign matter cause rejection or reduced prices at the mandi. This is especially problematic in districts like Keonjhar and Kalahandi, where farmers cite this as a significant barrier to selling at the mandi. Hence, local haats remain a major selling avenue in such districts
- **Market Price vs. MSP**: The government offers a MSP to safeguard farmers, many regions report that the market price is often lower or only marginally above MSP. Farmers from districts like Rayagada and Koraput frequently face this issue, where MSP is sometimes perceived to be more favorable but difficult to access due to which farmers sellbelow the MSP in local markets.
- **District-Wise Price Variability**: There is high variation in Ragi prices across districts. For instance, while Boudh has high prices (up to ₹100/kg), Rayagada and Gajapati report much lower prices (₹16-28/kg). This disparity indicates a lack of market integration and can result in localized gluts or shortages, leading to depressed prices in some areas.
- **Payment Delays**: Farmers often experience delays in receiving payments after selling Ragi at the mandi. This is particularly common in districts like Gajapati, Koraput, and Kandhamal, where payments are delayed beyond the fixed 72-hour window, forcing farmers to avoid selling at the mandi due to liquidity constraints.
- **Long Queues and Delay in procurement process**: The procurement process at mandis is often slow, involving long waiting times and cumbersome procedures, particularly in Rayagada, Koraput, and Kandhamal. This discourages many farmers from using these markets, pushing them towards local haats or direct sales to traders.
- **Lack of Transport Facilities and high transportation cost**: Many farmers rely on rudimentary transportation options like bicycles or walking, while others use autos and tractors in some regions. This limited access to proper transportation further hinders mandi participation by increasing transportation cost. This is particularly evident in Rayagada, Mayurbhanj and Koraput where the mandi is located far from the villages, increasing costs and making it less viable for farmers to sell at MSP rates.
- **Lack of awareness of MSP**: In some districts, especially among marginalized communities (SC and OBC groups), awareness of MSP is low. Dhenkanal, Keonjhar, and Boudh show low MSP awareness, resulting in farmers either selling to middlemen or in local markets at lower prices. Such lack of awareness also gave scope to intermediaries to sell directly to them for quicker cash.
- **Household Consumption**: Many farmers prefer to keep Ragi for their household consumption rather than selling it in the market, especially in Keonjhar and Kandhamal districts, which is often a reflection of subsistence farming practices.

4.3 Conclusion

The procurement of Ragi faces multiple interconnected issues, including quality standards, pricing, infrastructure, and awareness gaps. The challenges are also not uniform across the districts. Addressing these challenges requires an integrated approach that improves access to mandis, enhances support services, increases awareness of MSP, and reduces bureaucratic inefficiencies. By tackling these issues, the procurement process can become more inclusive, efficient, and profitable for smallholder farmers.

4.4 Field Observation:

- Due to the rise in Ragi consumption, several traders increasingly deal directly with Ragi producers after the production is over. The traders from that state went straight to the Ragi producer and bought from the field, especially in the Rayagada district, located side by the border between Andra Pradesh and that state.
- Mandi opens in January and harvesting takes place in September or October. They were unable to wait for Mandi to open in order to meet their immediate cash needs. They need money, especially for their big Christmas celebration in December**,** so they sold out of their produce at the other available market.
- Lack of registration by the Ragi producers restricting them to sell in Mandi as may a time they have depend on other farmers to get their cards to access Mandi. As they have to depend on others, they findother available sources for selling which leads to discouraging the production of millet.
- There are restrictions on the amount of selling, particularly in the Koraput district. They must sell a minimum of five quintals and a maximum of nineteen quintals. Those with fewer than five quintalscannot access the Mandi, while those with higher production levels are not making the most of it. In Koraput district, in some areas there is a restriction on the quantity of sales. At minimum they have to sell 5 quintals and a maximum 19.5 quintals. Those who have less than 5 quintals, they are not able to access mandi and those who has more production, are not fully utilizing the Mandi. As per the local farmers they maximum point is setting for more self consumption, i.e, if the production is more than 19.5 quintal the plus amount can be utilised for own consumption.
- There is a delay in the payment process. Payment will be made to the farmers after lifting from mandi by TDCC. Normally the delay in lifting takes 15 days. In some areas of Gunupur block, vehicle for lifting Ragi is not arranged properly. If any vehicle uploaded something near mandi point they at the time of return the same vehicle load Ragi for TDCC.
- FAQ is the biggest issue in the accessibility of mandi. To meet all the criteria of FAQ is very difficult especially moisture, dust, colour etc. Another problem related to this is even if thresher machine provided by government for cleaning, it required high voltage electricity supply. For this there is no provision, farmer has to bear the electricity cost. And also, the thresher machine not working properly to reach the dust free millet as FAQ requirement. In some places no machine provided.Normally the farmers bring the Ragi with 13 percent to 15 percent moisture which is not accepted by mandi because as per FAQ norm it should be within 12 percent.

- In Koraput block now the mandi is placed far away, but in the previous year it was nearer to the village. So this year's procurement is less than the previous year.
- In Baipariguda block, the SC and ST Ragi growers are not aware of MSP and also not comfortable with the whole procedure. The general cast farmers are aware and know the procedure, but least cooperated with other farmer
- In Koraput block, the mandi cards do not belong to the actual farmer who sold in the mandi. Card is issued in the name of some local traders who collect Ragi from the producer in low price and later sell at mandi in their card and earn profit.
- In kolnara block of Rayagada district the mandi is far away. It is interesting to found that the barter system is now days also going on. In this particular area they exchange mandia for rice.
- In some area, if once returned due to FAQ issues they are not at all interested to again come back to mandi as they have to bear the transportation cost twice.
- In Jasipur block which is a semi-urban area where SAA activated before 5 years. They cultivated Ragi both in Kharif and Rabi and having huge production. But the biggest issue is that even if they produce twice in a year but the procurement is only once in a year. So even if there is huge amount of production but procurement is less.
- In Kusumi, the mission started in 2022. The accessibility of mandi is very low and they also don’t know the proper procedure of accessibility of mandi. The area is adjacent to Jharkhand and the traders from that area directly come to the farmers and buy from them from their field at alow price. The farmers also entertain this type trend as they do not have to take any type risk such as storage, quality maintenance, transportation cost etc. If the officials are active and efficient then this issue can be cleared.
- In Rairangpur, there is overall excellent performance. Even if it started just before 2 years as they are educated, more aware, good transportation facility, interested for consumption they are very much interested to produce. In this particular area traders directly came to the farmers and collect their produce.
- In Balangir district the mission started before 3 years and their performance is good. In this area both production and consumption is high. But they face one problem to consume as they have very less or no idea about millet recipes. They need training for cooking and simultaneously support from the government officials.

CHAPTER 5: SUMMARY AND CONCLUSION

5.1 Summary

The Shree Anna Abhiyan, implemented across all districts of the state, focuses on reviving millet cultivation by providing high-quality seeds, training on sustainable practices, and subsidies. It promotes millet consumption through government schemes like the Public Distribution System (PDS), Mid-Day Meal (MDM), and Integrated Child Development Services (ICDS), supporting a stable demand for millets. Since its inception, millet production in Odisha has grown significantly, increasing by 121% by 2022-23.Ragi procurement through the mission ensures fair prices for farmers and integrates Ragi into the PDS and nutritional programs. The study conducted on the SAA involves surveying farmers in various districts to understand marketing, price variations, and government interventions. Despite limitations, the study provides insight into the challenges and suggests policy recommendations to improve Ragi production and market accessibility.

This survey examines the socio-economic dynamics, market participation, and selling patterns of Ragi farmers across various districts, emphasizing their engagement with different selling points such as government mandis, local haats, traders, and direct consumer sales.

The study reveals that ST farmers dominate Ragi farming in districts like Rayagada, Gajapati, Kandhamal, Mayurbhanj, and Koraput, while OBC farmers are more prominent in Keonjhar, Dhenkanal, Balangir, and Boudh. SC farmers are generally few across all districts. The major aim is to understand the reasons for the decline in Ragi procurement

5.2 Key findings of the study

5.2.1. Market Participation Trends:

- Mandis: Across most districts, selling at regulated mandis has significantly increased by 2023-24, particularly in Rayagada, Kandhamal, Mayurbhanj, and Koraput, where nearly all farmers now use this channel. Districts like Dhenkanal and Boudh show minimal or fluctuating participation.
- Local Haats: Engagement with local haats is low across all districts, with Keonjhar, Kalahandi, and Koraput showing the highest participation, though still limited.
- Traders: There is a mixed trend, with districts like Kandhamal, Koraput, and Mayurbhanj showing increased reliance on traders by 2023-24, while others, like Rayagada and Gajapati, show decreased dependency, likely due to the rise of mandis.
- Direct Consumer: Some districts, such as Keonjhar, Dhenkanal, Mayurbhanj, and Boudh, show a growing trend in direct consumer sales, indicating that more farmers are exploring direct-to-consumer channels.

5.2.2.*Sales Trends*

Sales volume of Ragi shows an overall positive trend in districts like Koraput, Balangir, and Rayagada. However, erratic patterns are observed in Keonjhar, and declining sales in Boudh and Dhenkanal suggest possible challenges in market access or production.The absolute number of farmers in the accessibility of mandi are increasing but at decreasing rate. In addition to this the total number of farmers selling less produce at mandis increased sharply from 218 (2022-2021) to 463 (2023-

2022).The percentage of farmers selling less millet between 2022-23 increased significantly from 12% in 2022 to 26% in 2023.

The procurement and selling of Ragi are influenced by multiple factors including market dynamics, transportation, pricing structures, and mandi accessibility. District-specific conditions vary significantly, with Rayagada, Koraput, and Mayurbhanj standing out for higher production levels, better mandi accessibility, and stronger support from government policies and FPOs/CRPs (Farmer Producer Organizations/Community Resource Persons).

5.2.3. Factors influencing Ragi procurement and sales

- Mandi Accessibility: Farmers in districts like Rayagada and Balangir find it somehow easier to sell in mandis, while districts like Keonjhar and Dhenkanal face challenges in accessing mandis due to lower production or the inability to meet FAQ standards.
- Household consumption: Among the reasons for not Selling at Mandi, Keonjhar and Kandhamal reported, household consumption of Ragi is a major reason for not selling at mandi.
- Transportation: Access to transport plays a role in determining where farmers sell their produce. Autos and tractors are the most common modes of transport, but high transportation costs still pose challenges in some districts.
- Knowledge &awareness of MSP also found as an important key factor influencing Ragi procurement.
- Inequality in market Price: The price of Ragi varies significantly across districts, with some areas reporting much lower prices than others, creating inequality in market access.
- Role of Intermediaries and Preference for Local Markets: Farmers often sell to middlemen for quick cash, or prefer local markets (haats) due to easier access, despite lower prices.

5.5 Policy Recommendation:

Some policy suggestions based on the identified challenges in Ragi procurement:

- To address the FAQ challenges there is need to reassess FAQ standards to make them more realistic for small-scale farmers while ensuring quality. Adjust parameters like moisture content and allow slight variations in colour is required. In addition to this provision of functional threshers and cleaning machines with subsidized or free electricity supply to meet the FAQ. More awareness generation is needed to maintain the FAQ norms.
- Stringent monitoring and Implementation of a digital tracking system can ensure payments are processed within 72 hours which delayed by around 15 days found from the field.
- The average time gap between procurement from the farmers and lifting should be minimised by introduction of mobile procurement units in remote villages.
- To increase awareness about the MSP, there is a need to register all Ragi farmers and issue mandi cards in their names to prevent farmers from exploitation.
- The procurement schedule should be soon started just after harvest at block level to ensure that farmers don’t have to sell their produce early at lower price.
- Millet-Based Nutrition Programs: The integration of millet inICDS and PDS programmes to increase local demand should be expanded.

- Cooking Training Programs: Providing millet recipe training, in to promote household consumption in all the blocks of the intervention programe.

These policy recommendations aim to enhance procurement efficiency, improve farmers' earnings, and ensure the sustainability of millet production in Odisha.

5.6 Conclusion

The findings indicate a generally positive trend in market engagement for Ragi farmers, particularly in tribal-dominated regions, where mandi participation has grown. However, challenges persist in districts like Dhenkanal and Boudh, where access to profitable and structured markets remains limited. Additionally, local haats and traders play a secondary role for most farmers, while direct consumer sales are emerging as a growing opportunity in some areas. Ensuring equitable market access across all districts remains a key priority for improving the economic conditions of Ragi farmers.

Ragi procurement faces a range of complex, interconnected challenges, particularly with regard to quality control, infrastructure, and timely payments. The study highlights both production and market-related challenges impacting Ragi farmers across different districts. Higher production often leads to increased sales at mandis, but logistical issues like transportation, mandi distance, and quality standards continue to create barriers. Many farmers opt for local markets (haats) due to ease of access and fewer formalities, despite lower prices. Price variability and government policies also play a significant role in influencing Ragi sales.Addressing issues such as transportation costs, enhancing mandi accessibility, improving awareness of MSP, and bettering payment systems could support farmers in securing fairer prices and greater market integration. Additionally, support structures like FPOs/CRPs are crucial for empowering farmers to overcome these barriers.

Addressing these issues requires improvements in mandi accessibility, better infrastructure, and increased awareness of MSP benefits. An integrated approach involving enhanced support services, efficient payment systems, and strengthening local institutions like FPOs is necessary to make Ragi procurement more accessible and profitable for farmers.

The **Shree Anna Abhiyan** has gained attention for successfully blending traditional agriculture with modern techniques, and it serves as a model for other states and countries interested in promoting millet-based agriculture.

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