

GOVERNMENT OF INDIA  
MINISTRY OF AGRICULTURE AND FARMERS WELFARE  
DEPARTMENT OF AGRICULTURE AND FARMERS WELFARE

**RAJYA SABHA**

**UNSTARRED QUESTION NO. 807**

TO BE ANSWERED ON 09/02/2024

**MARKETING OF MILLET PRODUCTS**

**807. SHRI VIJAY PAL SINGH TOMAR:**

Will the Minister of Agriculture and Farmers Welfare be pleased to state:

- (a) whether Government has taken steps to set up shops to exclusively sell millet products in every district of the country;
- (b) if so, the details thereof and the number of exclusive millet products shops set up by Government, State/UT-wise;
- (c) whether Government has incentivized Self Help Groups (SHGs), especially run by women to promote the production and selling of millets-based products; and
- (d) if so, details of such collaborations with the SHGs, if not, whether Government is planning to do the same?

**ANSWER**

MINISTER OF AGRICULTURE AND FARMERS WELFARE  
(SHRI ARJUN MUNDA)

(a) to (d): The Government has taken several initiatives during the International Year of Millets-2023 declared by United Nations General Assembly (UNGA) with the objective to create domestic and global demand and to provide nutritional food to the people. The action plan of IYM-2023 focused on strategies to enhance production and productivity, consumption, export, strengthening value chain, branding, creating awareness for health benefits etc. Different startups and FPOs working with millets are enabled to on board on the Open Network for Digital Commerce (ONDC) to sell millet products directly to the consumers. Millets were promoted during G20 presidency in India, Millet Culinary carnival, International Trade Events, Chef's Conference, exhibition of Farmers Producer Organizations (FPOs), road shows, kisan melas, Chef's training for paramilitary forces, ASEAN India Millet Festival at Indonesia and

Delhi etc. This has created an ecosystem for millets in the country and millets and its value added products are now ready available in market throughout the country.

In view of International Year of Millets 2023, the ICAR-Indian Institute of Millets Research (IIMR), Hyderabad has been recognized as "Global Centre of Excellence on Millets" which is been entrusted with the nodal responsibility of millets R&D in the entire country. As far as marketing of millets is concerned, the ICAR-IIMR, Hyderabad is encouraging use of millets by regularly conducting workshops on millet recipe/ millet sweets like kheer and cookies/ cooking with Millets for all sector of people including chefs. IIMR through its Nutrihub is conducting the relevant entrepreneurial programmes like Nutri-Cereals Entrepreneurship and Startup Training Program (NEST). ICAR-IIMR. Hyderabad has developed various "Ready to Eat" and "Ready to Cook" millet-based foods. "Eatrite" branding of millet foods have been successfully built through campaigning, popularization and awareness programmes.

ICAR-IIMR, Hyderabad is also supporting the farmers through Farmers Producer Organizations (FPOs) to procure the primary and secondary processing units under ICAR's-Farmers First Programme. It is also providing training to the farmers, farm women, home makers, students and young entrepreneurs on cultivation practices of millets, value-added millet food products, daily recipes etc. and supporting them to establish their own enterprise, own brand and good remuneration.

Self Help Groups (SHGs) are involved in millet cultivation and enterprise throughout the country. State Rural Livelihood Missions (SRLMs) leveraged Pradhan Mantri Formalisation of Micro Food Processing Enterprises (PMFME) Scheme for establishing 535 millet processing units and around 1000 SHG members have been trained on seed production.

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