

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

LOK SABHA
UNSTARRED QUESTION NO. 4386
TO BE ANSWERED ON THE 28th MARCH, 2023

MILLET BASED PRODUCTS

4386. SHRI KOTHA PRABHAKAR REDDY:

Will the Minister of AGRICULTURE AND FARMERS WELFARE कृषि एवं किसान कल्याण मंत्री be pleased to state:

- (a) whether poor demand for millet based products and low public awareness of their benefits have resulted in only 13 out of the 40 food stalls at the recently held G20 International Food Festival where 'International year of Millets' and 'Taste the World' are the main themes of the festivals;
- (b) if so, the details thereof and the reasons therefor;
- (c) whether the Government is laying emphasis on promoting millet-based products at Government events, canteens and kitchens, however, food stall owners say there is inadequate demand for millet-based products as consumers do not prefer them though the consumer base of millet-based products has grown over the past two years but its reach is limited to health conscious people only;
- (d) if so, the details thereof and the reasons therefor; and
- (e) the corrective steps being taken by the Government to encourage people to use millet products?

ANSWER

MINISTER OF AGRICULTURE AND FARMERS WELFARE

कृषि एवं किसान कल्याण मंत्री (SHRI NARENDRA SINGH TOMAR)

(a) to (e): In order to celebrate India's G-20 presidency and to generate awareness about the G-20 summit, New Delhi Municipal Committee (NDMC) had organized a G-20 themed Food Festival at Talkatora Indoor Stadium from 11th to 12th February 2023. The main aim of the G-20 food festival was to spread awareness about and taste the International food delicacies. All the G-20 member countries and guest countries were invited to participate in this G-20 Food Festival,

out of which, Japan, China and Turkey participated in the food festival. Cuisines from various States such as Manipur, Mizoram, Punjab, Gujarat, Tamil Nadu, Telangana, Bihar, Kashmir, Kerala, Maharashtra, Karnataka, Rajasthan, Delhi, etc. was enjoyed in the food festival. Towards celebration of International year of Millets (IYM) - 2023, Ministry of Agriculture put up the stalls for Millet foods and almost 1/3rd of the stalls were allotted to Millet foods. These Millet based products in the G-20 Food Festival received overwhelming response.

In view of International Year of Millets, the Government of India is implementing a multi stakeholder approach towards celebration of IYM-2023. The action plan of IYM-2023 focuses on strategies to enhance production and productivity, consumption, export, strengthening value chain, branding, creating awareness for health benefits etc. Further, month wise action plans have been prepared by Central Ministries, State Governments and Indian Embassies to create awareness about millets for increasing production and demand.
