

**GOVERNMENT OF INDIA  
MINISTRY OF CONSUMER AFFAIRS, FOOD & PUBLIC DISTRIBUTION  
DEPARTMENT OF FOOD AND PUBLIC DISTRIBUTION**

**LOK SABHA  
UNSTARRED QUESTION NO.684  
TO BE ANSWERED ON 6<sup>TH</sup> DECEMBER, 2023**

**EXCELLENCE CENTRES UNDER NFSM**

**684. SHRI DUSHYANT SINGH:**

**Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION उपभोक्ता मामले, खाद्य और सार्वजनिक वितरण मंत्री be pleased to state:**

- (a) whether the Government is planning to establish any new excellence centres under National Food Security Mission (NFSM), if so, the details thereof, State-wise;
- (b) whether there are going to be any excellence centers in the state of Rajasthan, if not, the reasons therefor;
- (c) the initiatives that are being taken by the Government to incentivize the farmers who are producing coarse grains especially millets;
- (d) whether the Government has any plans to promote the enhanced consumption of millets; and
- (e) if so, the efforts taken/being taken in that direction?

**A N S W E R**

**MINISTER OF STATE FOR MINISTRY OF RURAL DEVELOPMENT AND  
CONSUMER AFFAIRS, FOOD & PUBLIC DISTRIBUTION  
(SADHVI NIRANJAN JYOTI)**

---

(a): Under the National Food Security Mission (NFSM) there is no such proposals for establishment of new centres of excellence.

(b): Under the auspices of Indian Council of Agricultural Research (ICAR) - Indian Institute of Millets Research (IIMR) dedicated as the "Global Centre of Excellence on Millets (Shree Anna)", a new Regional Research Center for Bajra at Barmer, Rajasthan was inaugurated on 27 September, 2023.

.....2/-

**(c): In order to increase production and productivity of Shree Anna, the Department of Agriculture and Farmers Welfare (DA&FW) is implementing a Sub-Mission on Nutri-Cereals under NFSM in all districts of 28 States & 2 Union Territories viz. Jammu & Kashmir and Ladakh. Under NFSM-Nutri Cereals, the incentives are provided to the farmers, through the States/UTs, on crop production and protection technologies, cropping system based demonstrations, production & distribution of certified seeds of newly released varieties/ hybrids, Integrated Nutrient and Pest Management techniques, improved farm implements/tools/resource conservation machineries, water saving devices, capacity building of farmers through trainings during cropping season, organizing events/workshops, distribution of seed minikits, publicity through print and electronic media etc. In addition, states such as Assam, Bihar, Chhattisgarh, Karnataka, Madhya Pradesh, Maharashtra, Odisha, Rajasthan, Tamil Nadu, Uttarakhand and Uttar Pradesh have initiated Millet Missions in the States to promote Shree Anna. To make India a global hub for 'Shree Anna', the Indian Institute of Millets Research (IIMR), Hyderabad has been declared as the Centre of Excellence for sharing best practices, research and technologies at the national and international level.**

**(d) & (e): The Department of Agriculture & Farmers Welfare took a proactive approach in mainstreaming Shree Anna through various international and national events and expo such as Dubai Expo 2022, Suraj Kund Mela 2022, Aahar- The International Food & Hospitality Fair 2022, BIOFACH India 2022, SARAS Food Festival 2022, etc. showcasing the diversity of various Shree Anna based value-added products. Shree Anna was also showcased at the FAO's 9th Session of the Governing body of International Treaty on Plant Genetic Resources for Food and Agriculture (ITPGRFA) at New Delhi in September 2022. A key event organized towards International Year of Millets was the Global Millets (Shree Anna) conference, held from 18th - 19th March 2023 at IARI Pusa campus, New Delhi which was inaugurated by the Hon'ble Prime Minister. In continuation to the efforts towards mainstreaming Shree Anna, a 'Millets Experience Centre (MEC)' has been opened at Dilli Haat, INA, New Delhi with an aim to raise awareness on Shree Anna and encourage its adoption among general public. In order to encourage consumption of Shree Anna among government employees, all Government offices have been advised to include Shree Anna snacks in departmental trainings/meetings and Shree Anna based food items in departmental canteens. In addition, Millets were also promoted during G20 presidency in India, Millets Culinary carnival, International Trade Events, Chef's Conference, exhibition of Farmer Producer Organizations (FPOs), Chef's training for paramilitary forces, ASEAN Indian Millet Festival at Indonesia etc.**

**In order to improve level of nutrition among the beneficiaries covered under the National Food Security Act, 2013, all the States/UTs have also been advised to procure millets and distribute for NFSA beneficiaries as per local consumption preference and as per the guidelines of the Government of India.**