

Integrated local and regional value chain development for small millets

Some observations and reflections



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Outline of the presentation

- The need for local & regional SM value chain devt.
- Engagement of DHAN on SM value chain devt.
- Observations on SM value chain devt. in TN region
- Concerns
- Some thoughts on next steps



Improving nutrition security thro' millets

- For millets to address triple burden of malnutrition & NCDs
 - They need to be consumed as 'bulk foods' by a large population
 - Millet foods have to transform from “*niche foods*” to “*mass foods*”.
- This “transformation” can happen only if
 - The multiple constraints of different millet value chain actors are addressed in an integrated way &
 - Local/regional millet value chains are created/strengthened



DHAN's efforts for SM value chain devt. with partners since 2011

Enhancing millet production as part of local farming systems

- Community Managed Seed Systems- conservation, PVS & seed supply
- Addressing location specific constraints thro' facilitating adoption of IPP & harvesters
- FPO promotion for organised production to ensure better price realisation



Promoting decentralized processing infrastructure

- Developing appropriate processing equipment
- Scaling up their reach thro'
 - Supporting 6 local equipment manufacturers to scale up availability
 - Facilitating adoption in 10 states across India through partners
 - Demonstration in 10 states
 - Orientation to potential buyers
 - Guiding new entrants in setting up of processing enterprises
 - Capacity building of SMPUs
 - Building a cadre of local mechanics



Local & regional market development



- Developed 56 appealing SM based food products
- Scaling up the reach of the food products thro'
 - On-site incubator support to 66 micro and small food enterprises
 - Strengthening millet porridge vendors
 - Disseminating in Central, East & North India

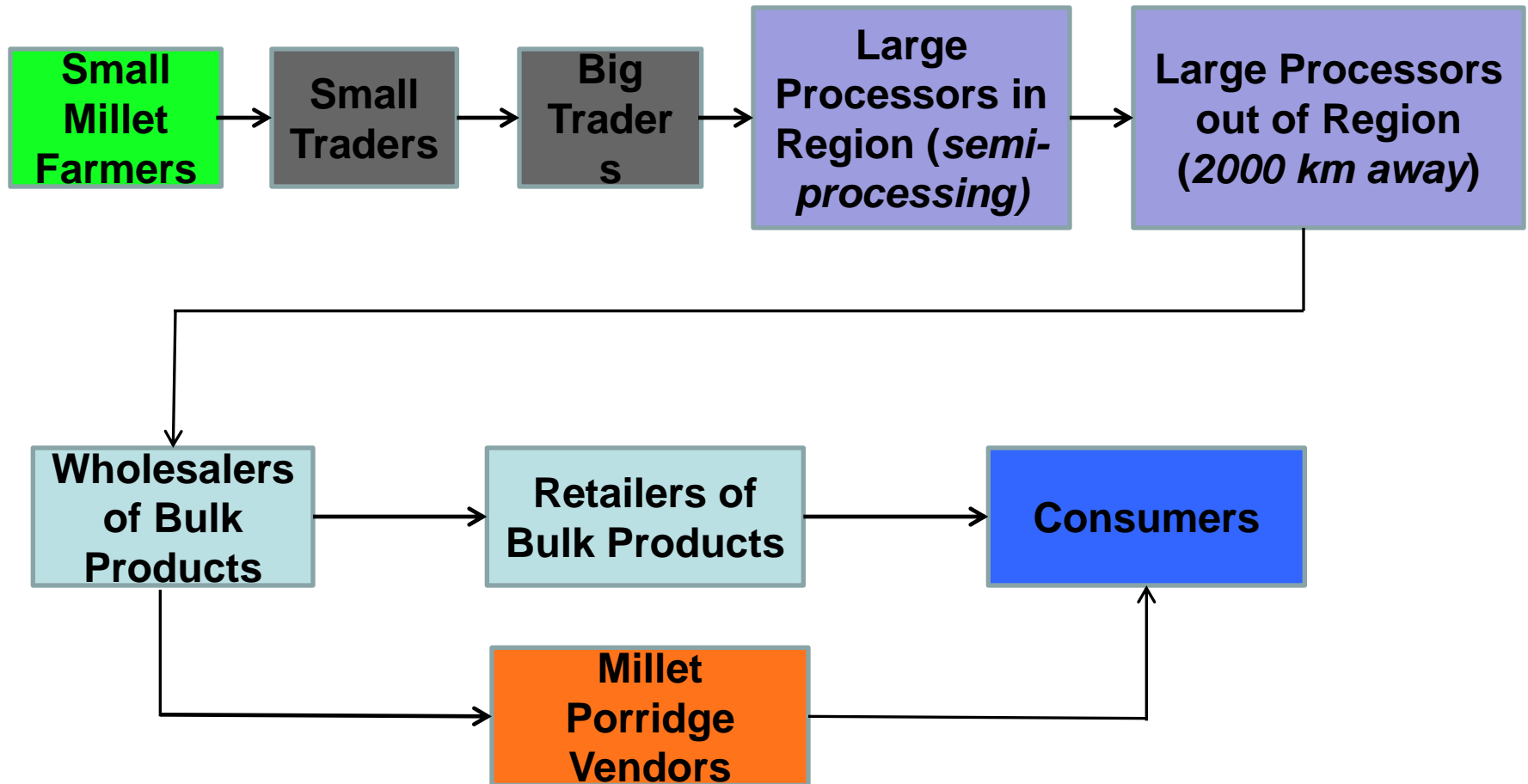


Promoting consumption of millets as part of local/regional food cultures

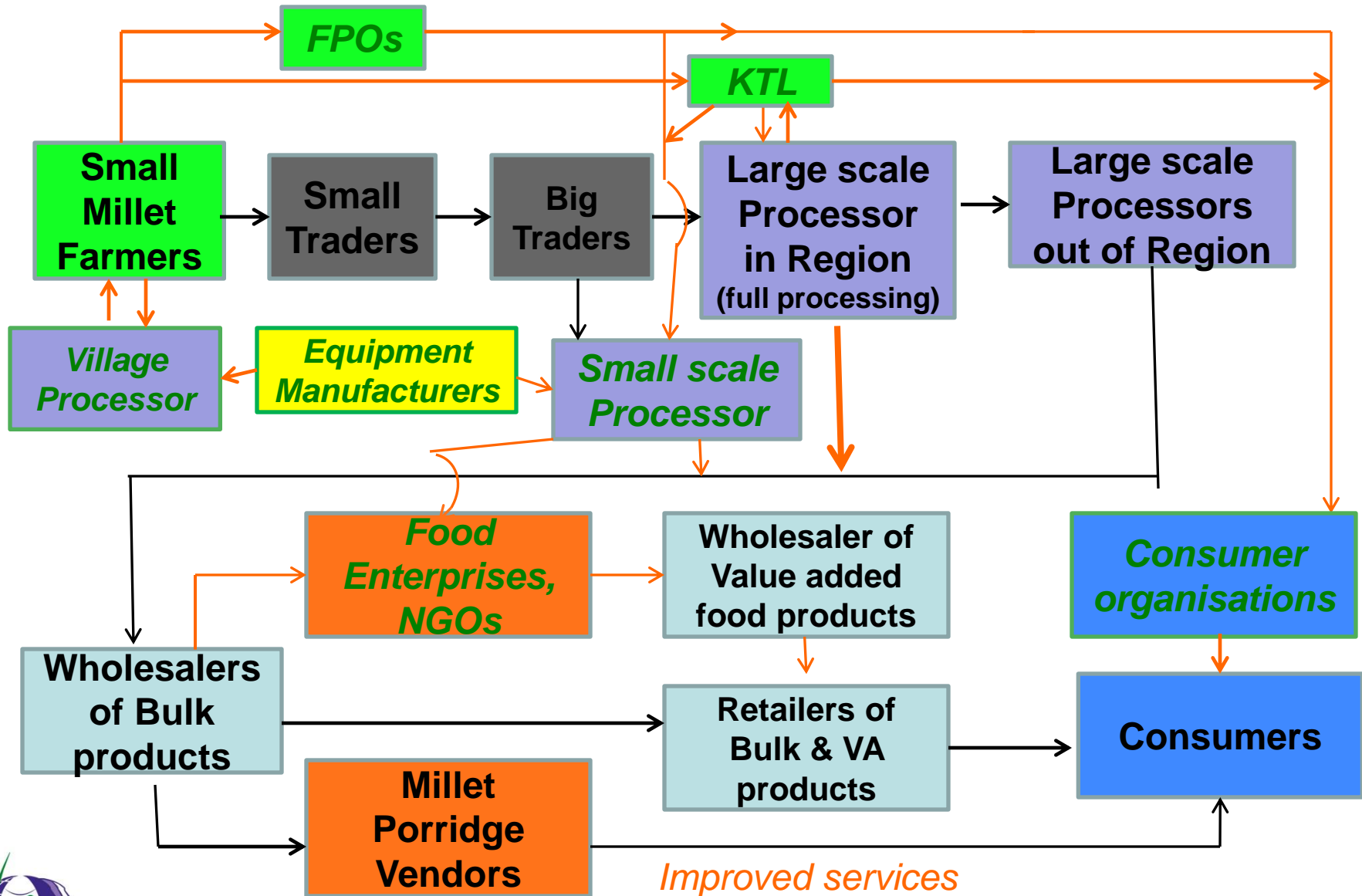
- Wider media & event based campaigns to generate demand
- Shortening of millet food chains to ensure supply at affordable price
- Engaging with
 - **Producers**- local SMPU & skill building
 - **Consumer organisations**- Capacity building & SM supply to 84 Women/ farmers federations
 - **Government**- Pilots on introduction in PFPs



Earlier Market Chain of Small Millets (other than finger millet) in TN region



Current Regional Market Chain of Small Millets



Observations

- Regional value chain development is in progress
- Result of many actors
 - Media have contributed for market demand generation
 - Many private actors including processors and food enterprises have played significant role
 - Supportive role of Government
- Involvement of local actors has made the difference
 - All the initiatives of DHAN and its partners - equipment manufacturers, TNAU and food enterprises have significantly contributed



Observations

- The large scale processors in Tamil Nadu has contributed and benefited significantly
- Large scale food manufacturers yet to make their presence felt



Concerns

- Price fluctuation at farm gate level quiet high
 - Farmers and FPOs are not assured of viable price
- Supply chain constraints are still high
- Small scale local processors have to compete with large scale local processor- No level playing field
- Price at consumer level still high and varying
- Inadequate reach to the “bottom of the pyramid” consumers
- Less progress in making producers as consumers
- Influence of market devt. on diversity of SMs



Some thoughts on next steps

- Medium to long term regional level strategy for taking forward needed
- Support and active role of government in the long term is crucial
- Technology gaps need to be addressed
- Twin strategy of (i) supporting market development & (ii) implementing ‘what market will not do’ to be followed
 - increase consumption among the “BOP” population
 - to strengthen the roles of women, farming communities and marginalised communities (STs and SCs) in the emerging millet value chains



Some thoughts on next steps

- Supporting market development
 - Lot of scope for innovation and role of multiple actors
 - Exclusive business devt. support to MSMEs-
Equipment manufacturers, processors, food enterprises
 - Onsite incubation can be a key component
 - Business enabling support
 - Less taxes, easy credit, lessening entry barriers in the market, B2B meet, etc.
 - Evolving & ensuring regulation & standards



Some thoughts on next steps

- Doing what market will not focus
 - Boosting production thro' focused support to the producers
 - Streamlining supply chain- **assured prices, procurement by govt. like other commodities**
 - Support for integrated interventions at different scales (micro to medium)
 - Inclusion of small millets in PFPs
 - Large investment on awareness and skill building through innovative campaigns
 - Focused support to non-profit actors- R&D organisations, NGOs, CSOs



Some thoughts on next steps

- Has high learning value for other regions with millets
- Scaling up the proven 'working models on local/ regional small millet value chain development' available in few states to other parts of the country holds promise





I thank our
partners, value
chain actors &
supporters!



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