



# Nutricereals for farmers, environment and consumers security

## Role of Governments, Multilateral Agencies and the Private Sector in Millet Promotion

### Millet Promotion: Perspective of DHAN Foundation

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# Improving nutrition security through 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

# Improving nutrition security through millets...

- Integrated interventions at local/regional level covering production, processing, marketing and household consumption **by multiple actors including government** hold promise
- Developing appropriate technologies through **joint R&D** and scaling up their reach/adoption have given promising results

# Scaling up millet production as part of local farming systems

- Community Managed Seed Systems involving conservation, PVS and seed supply
- Increasing productivity by addressing location specific constraints through IPs
- Support for marketing of farm produce to ensure better price realisation & to address supply chain constraints



# Promoting decentralized processing infrastructure

- Developing appropriate processing equipment
- Scaling up their reach through
  - Supporting local equipment manufacturers
  - Setting up of village level processing enterprises - *for custom hiring service*
  - Supporting setting up of regional processing enterprises- *for commercial supply*
  - Building a cadre of local mechanics



# Local & regional market development

- Developing appealing food products
- Scaling up the reach of the food products through
  - Supporting micro and small food enterprises
    - Establishment support
    - Capacity building
    - Onsite business development support
    - Building B2B linkages
  - Strengthening millet porridge vendors



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

- Wider media & event based campaign to generate demand
- Shortening of millet food chains to ensure supply at affordable price
- Engaging with
  - **Producers**- enabling them to consume
  - **Consumer organisations (like Women/ farmers federations)** - Building their capacity to promote millets
  - **Government**- Pilots on introduction in PFPs



# Mainstreaming millets in regular diets - Roles

- Engagement of multiple players is a necessity – R&D organisations, NGOs, CSOs, private sector and Government
- Sustained and focused support to value chain actors is essential
- Support and active role of government in the long term is crucial
- Twin strategy of (i) supporting market development & (ii) implementing ‘what market will not do’ to be followed by public and non-private agencies to ensure
  - increase consumption among the “*bottom of the pyramid*” population
  - to strengthen the roles of women, farming communities and marginalised communities (STs and SCs) in the emerging millet value chains



# Mainstreaming millets in regular diets - **Way forward**

- Intensifying support for the development of local/regional millet value chains
- Scaling up the proven 'working models' available in few states to other parts of the country



#NextGenSmartFood

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**Thank You !**

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