

Policy support for enhancing household level consumption of small millets

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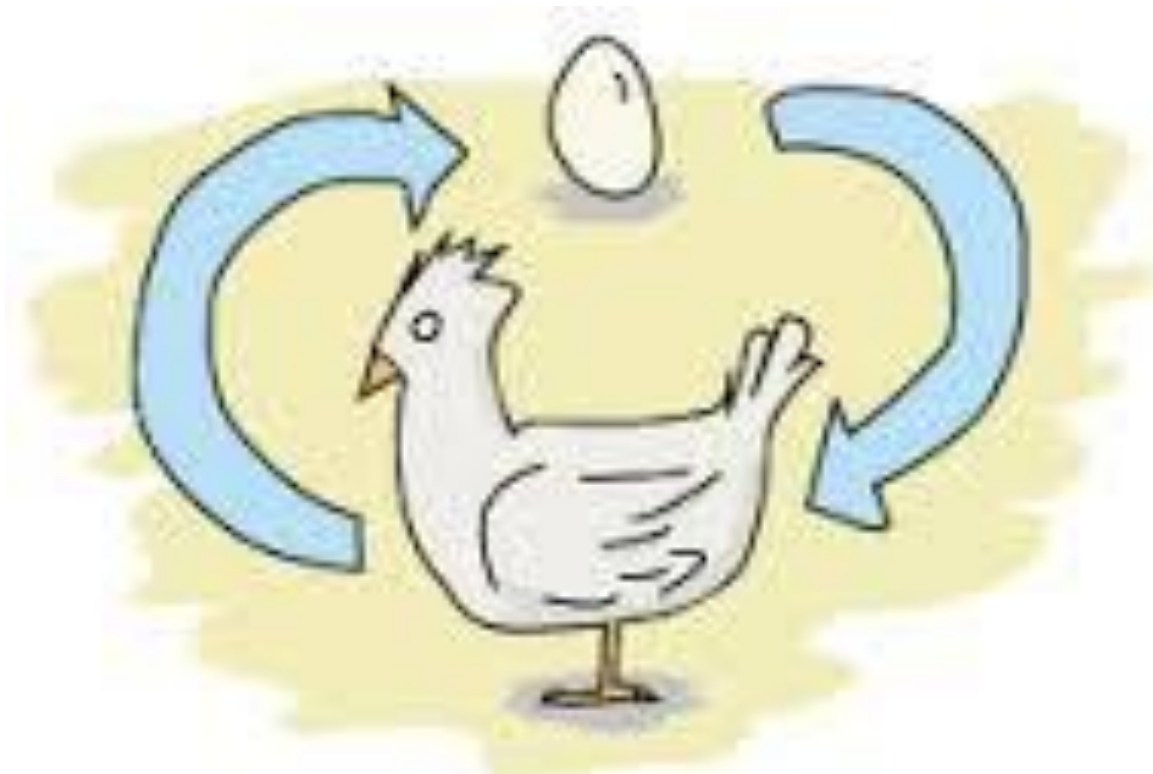
www.wassan.org

www.rainfedindia.org



The Problem of Millets Essentially is....

Production → Where is
Demand?



Consumption → Where is
Supply?

SNPs can potentially break this dilemma & trigger markets and infrastructure investments

Structure:

1. Why government intervention?
2. Causal loop analysis :
 - Millets & millets consumption
3. Some initiatives on ground and their implications
4. Policy requirement for promoting millet consumption.

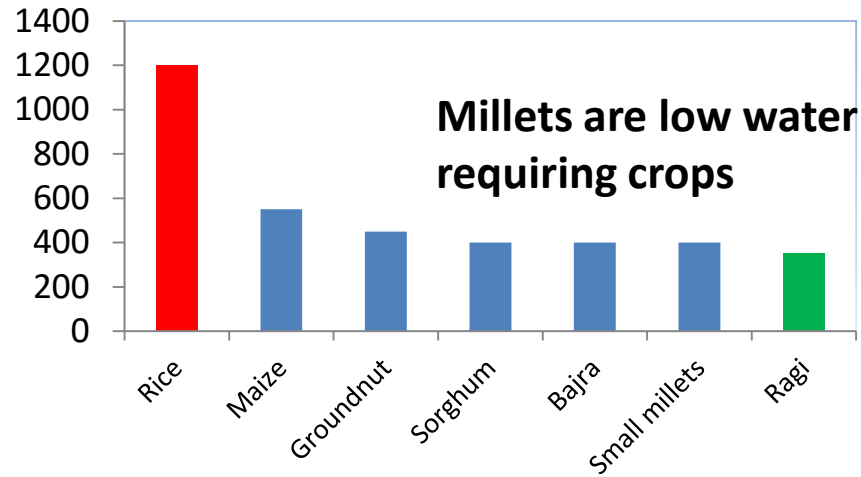
Important Pointers For Policy



1. Millets are bulk grains and **need to be consumed** in bulk to generate substantial demand to trigger area expansion.
 - Niche markets would not suffice
 - Rural bulk demand is a crucial driver
2. **Diversity** of millets needs **decentralisation** (of choice of crops, of processing facilities, storage and of demand)
3. Millets are **food-cultures**; traditional and modern – location specific
4. Isolated **Supply Centric Initiatives** will NOT bring millets back
5. Millets are in **specific agro-climatic** niches/ farming systems.

WHY GOVERNMENT INTERVENTION?

CASE I: Larger Public GOod



- **Millets are nutritionally superior over rice**
- **Low Glycemic index, fibre rich foods**
- **Contains high nutrients and micronutrients**
- **→ Potentially better state nutrition programs**

- Can be produced and procured from rainfed locations, marginal lands
- **Climate resilient crops**
- Savings on water & power consumption in agriculture and related subsidies.

Potential for correcting the distorted crop-systems, decentralised food security, enhance resilience, nutritional imbalances, saving on water etc., that might simultaneously reduce subsidy burden

→ A larger public good case

Why Government's Intervention?

Case I I:

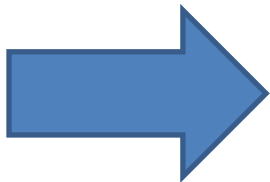
- Small millet markets are mostly invisible
- Imperfections in the market makes price discovery difficult
- Infrastructure, technology & business development very poor and not standardised
- Need for correcting nutritional imbalances at macro level
- Un-doing the Green Revolution

- Millets are bulk grains; nutrition is a universal requirement;
- Distorted food grain policies

Need Macro-economic Drivers for change

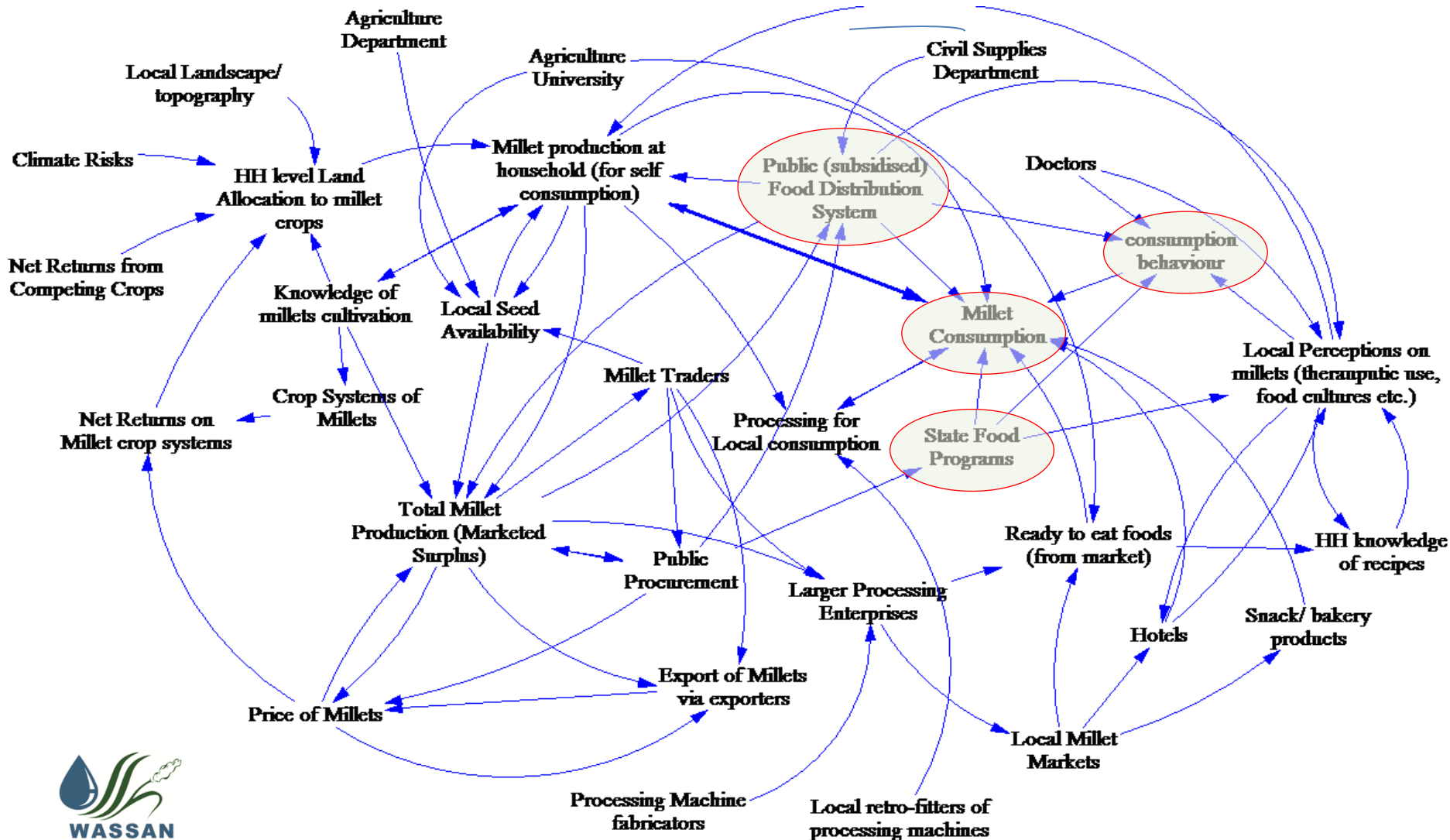
What's the Larger Policy Goal?

- Reviving millets into
 - food cultures and
 - farming systems lead to **healthy lives** and **healthy crops** and **healthy natural resources**



Creating **Bulk Demand** for **considerable period** is a strategic driver for market, infrastructure and technology development

Millets Ecosystems: Casual Loop Analysis



A complex interplay of policies, changes in food cultures, public investments and others have resulted in decline of millets over time - on farms and in plates. Revival of millets has to negotiate with these multiple causal loops, actors and their relations. It requires simultaneous action on crop systems, improving productivity, food cultures, state nutrition programs and public investments on value addition and market infrastructure development, among others.

There is no single or linear magic-bullet for millets revival.

Pilot Initiative in Vikarabad District, Telangana



- Food festivals at the AWCs
- Feed back and consent from mothers' committee



No. of working days per month	25
No. of Children per center	23
No. of centers	45
Total meals / month	25875

Per month	Cost	Days/month	No. of meals	Budget required (Rs)
Rice based	6.13	8	8280	50,756
Korra kichidi	8.32	8	8280	68,910
Jonna Upma	10.39	9	9315	96,767
Total Budget required :			25875	216,434
Total rice based (existing) : If for all 25 days :				158,614
Additional budget required				57,820
No. of months of pilot			3	
Additional budget required for total				

ITDA : TSP Funds : Srikakulam, AP

- **ITDA HOSTELS:**

- Introducing Ragi Malt: weekly 4 times, @ 20 g per serve.
- Monthly using 5.4 tons of ragi flour supplied by farmers' organisation with CAVS support.



- **ITDA in AWC: Korra Paayasam for 1000 Pregnant and Lactating women in Seethampeta (formally being launched on 3rd June, 2017)**

- Korra rice 300kg / 1000 women/ 8 serves per month
→ 3600kg/1000 women per year → Needs just 20 acres to supply for entire year.

(20 acre needed to supply (Av 3q/per acre: 6 tons raw grain/3.6tons rice)

ITDA : Vizianagaram, AP

- Ragi biscuits to students of tribal welfare hostels.
 - & Serving ragi malt to 3000 students.
 - Weekly 4 times/ 20g/or 2 biscuits/ per serve
 - Using 1000kg of ragi biscuits monthly.
 - Will be launched on 5th June 2017- supply by Cooperative promoted by SABALA.

ITDA: East Godavari- Y Ramavaram Mandal, AP

- Proposed to supply Sorghum in 2 GPs through PDS as a pilot.
- 6kg/hh/ monthly/ (replacing paddy rice)
- Will be launched on 1st July 2017.

Sorghum in PDS, Vikarabad, Telangana

- Proposed to supply Sorghum in 6 fair price shops in Vikarabad districts
- 6 kgs @ Rs.10 per kg in addition to Rice.
- Will be launched on 2nd June 2017 (Telangana Formation Day).

What advantages we see in these...

- In all these initiatives grain is supplied by the local farmers organisations or local markets
- Operated through civil supplies – can be easily institutionalised.
- Much of the supplies can be met by integrating with inter-crop systems
- Local enterprise development:
 - Processing mills
 - Local trade
 - Secure markets
- Decentralised ICDS/ PDS brings local preferences into food-choices
- Intense engagement with households resulting in household level increase in millet consumption.
- Integrating millets into crop systems for household consumption

Policy Issues Cropping Up:

1. Rice is available for ICDS and SNPs at subsidised rate; similar subsidy not available for millets → necessitating additional budget.
2. The subsidy is from the central govt; local govt reluctant to extend subsidy.
3. State govt has MSP but no procurement.
4. State govt can take a decision on procuring millets in lieu of rice; this needs a political decision at a higher level
5. Need for strengthening local processing and storage facilities (crop production is easier).
6. Need for investments on building consumer preferences/ engagement

Emerging Policy Issues: contd..2.

1. ICDS should allow decentralised formulation of Menus (depending on location specificities of crops, food cultures).
2. Establish decentralised procurement systems (instead of centralised bids).
3. Invest on training the Anganwadi workers & on food festivals with mothers committees / others.
→ generating public opinion.
4. Need to work on millet based menus for different categories of population : U5 children, Pregnant & lactating women.
5. Decentralised processing facilities
6. Local supply chains with farmers' organisations