

SPECIAL PROGRAMME FOR PROMOTION OF MILLETS IN TRIBAL AREAS OF ODISHA

“Securing Nutrition and Surviving Droughts”



Consultation on Reviving Millets



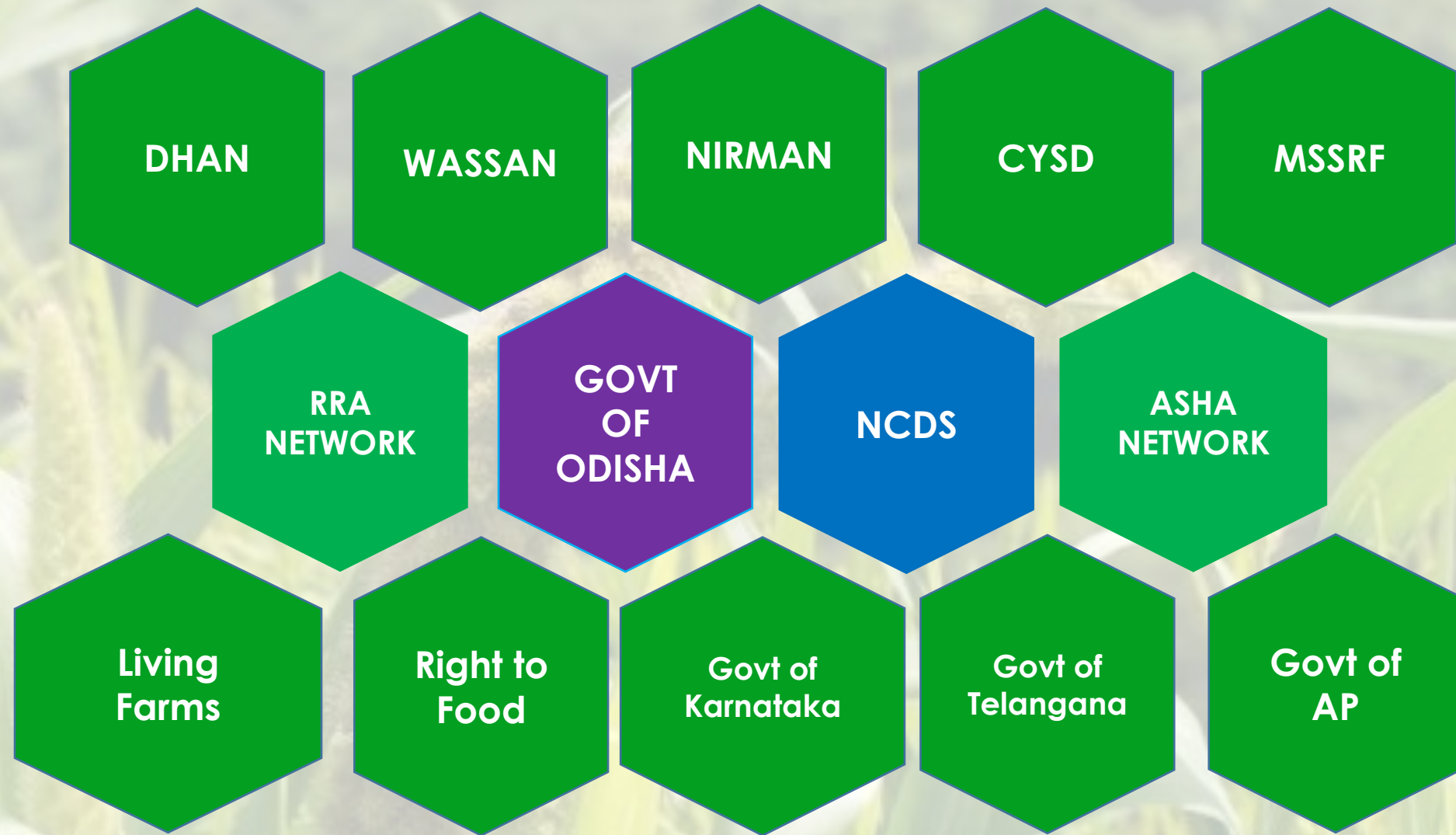
One day Consultation on Reviving Millets in Southern Odisha
Organised by
Development Commissioner and NCDS
In collaboration
with
ASHA Network & RRA Network
Venue- NCDS , Bhubaneswar
Date-27th January 2016

ASHA
Living Farms
Chitra Organic
Revitalising
Rural Livelihoods

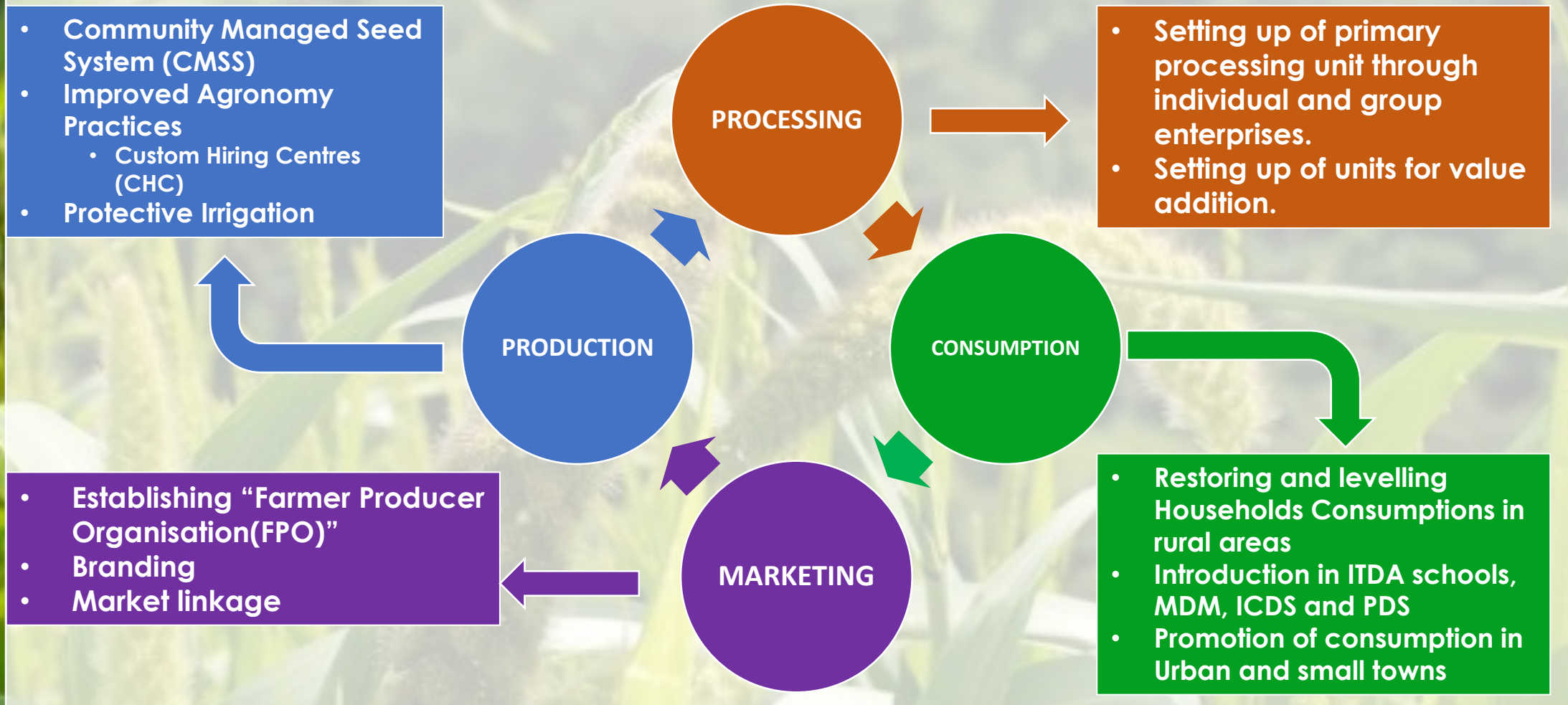


- Designing of the “Special Program for Millets in Tribal Areas of Odisha”
- Research Study on Millets of South Odisha
- Budget Outlay – 65.54 Cr
- Project Period – 5 Yrs

Consultation Meetings



Framework of the Programme



Partnerships

- Programme Management
- Monitoring
- Documentation
- Co ordination
- Baseline and Evaluation
- Policy Development

Private Players
& Start ups
(500 Partners)

- Setting up of State Level Platform where Private Players (Entrepreneurs , Traders , Machine Manufactures) in Millets can interact with State & NGOs working on millets.

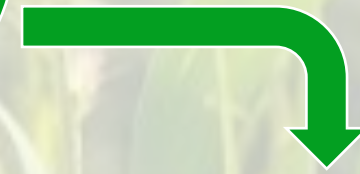
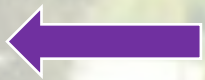
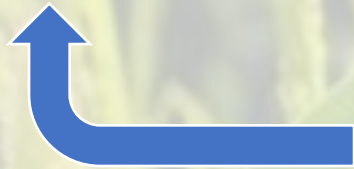
State Secretariat
& Govt Institutes
(NBPGR , IIPT ,
OUAT , etc)

FPO
(30 FPOs & 200
CBOs)

- Builds Capacities the FPOs & CBOs on the various components
- Monitoring and Documentation of the work of CBOs

NGO
(20 NGOs)

- Implements the Programme
- Anchors the programme among the community '
- Nodal Agency for linking Government , Entrepreneurs and Markets



Roles & Responsibilities

SN	Level	Agency	Role
1	Sub-Block level	Community Based Organisation	Implementing the program
2	Block Level	Facilitating Agency (NGO)	Facilitating and supporting the Farmers' organisation in implementation
		DoA, VAW /AAO of ATMA	Supporting FA in convergence and monitoring the program
3	District Level	Program Secretariat ATMA District Collector	Program Administration, Funding and convergence , Extending technical support, Convergence, and governance
	State Level	Program Secretariat anchored by NCDS on a consortium mode	Design and Process Management of the Program, Convergence, support to FAs, capacity building, communication and policy development
		Directorate of Agriculture	Program Administration, funding, physical and financial review.
		High-powered Committee	Governance and policy development

Transforming each Block in to **Millet Hub**

MILLET HUB

Services

- Extension arm for Govt Programmes and facilitates convergence.
- Linkages with Departments on various schemes.
- Agronomic process, Seed storage and multiplication.
- Bank Linkages for Entrepreneurs and Critical Irrigation
- Non pesticide Management

Business

- Aggregation of various crop harvest
- Collective marketing & Organic Input shop
- Value addition and packaging

Enterprise Promotion

- Millet Processing Centers– GP Level for HH Consumption and Block Level for
- Diverse Seed Centre linked to Public Seed Systems
- Urban and peri urban markets
- Custom hiring centers

Training and CB

Training Material

- Millet Recipe Experts
- Trained Mechanics and Fabricators at Block Level
- Material and learning videos available at Block level

Information Center

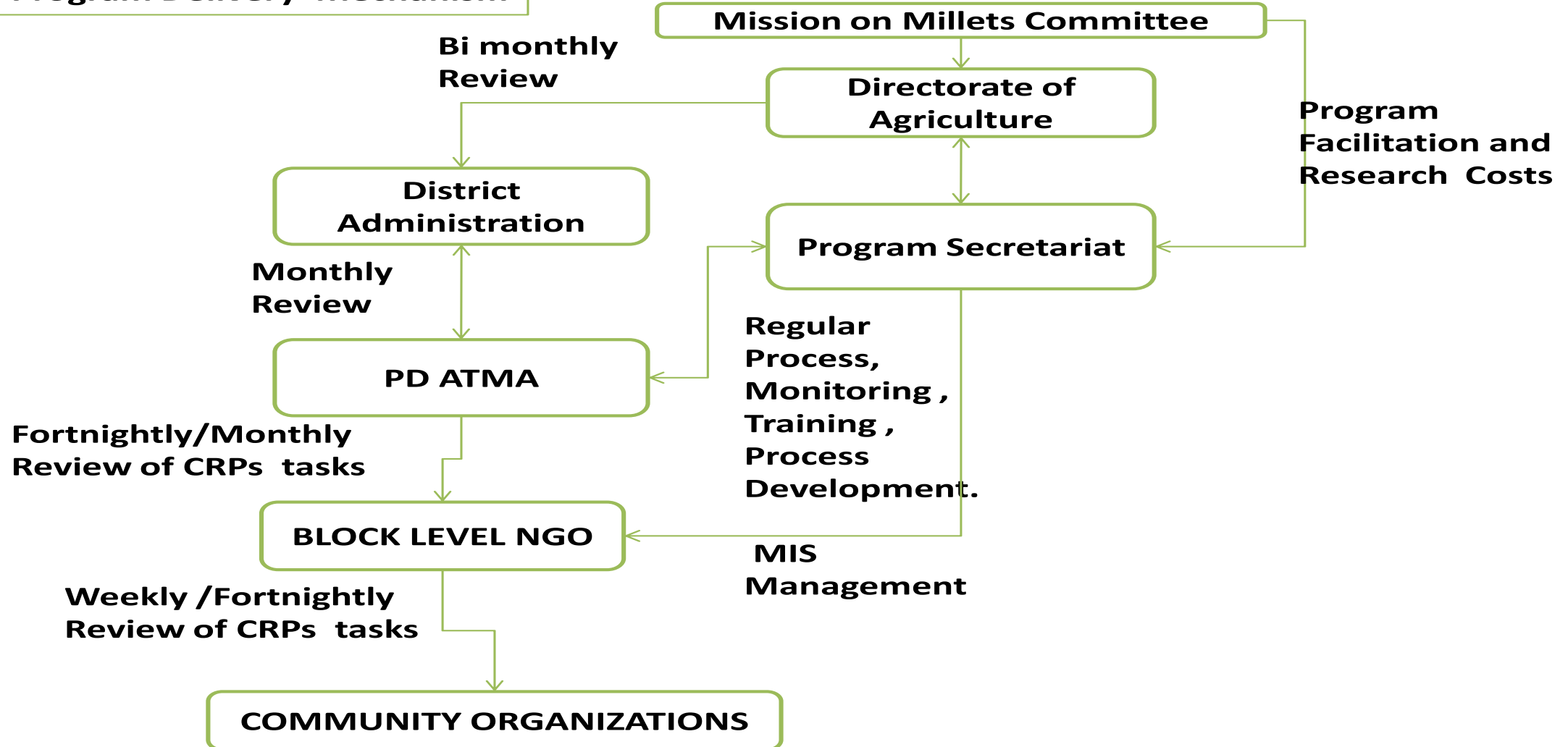
- Weather information
- IT Enabled Agro advisories to farmers including pest management
- Market information

Expected Outcomes

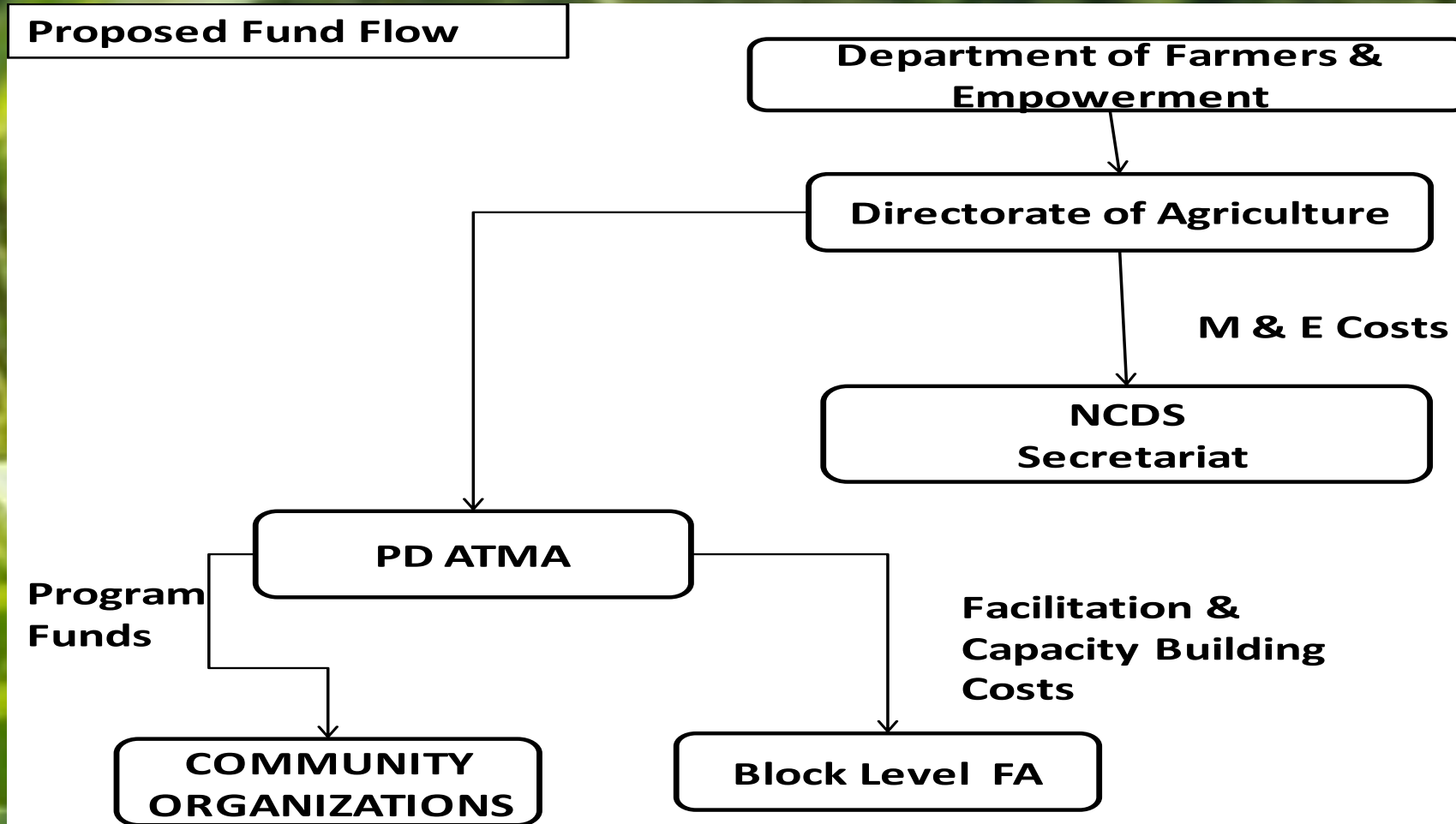
- Increased production to at least 1.20 lakh Quintals.
- Establishing 120 functional seed centres managed by farmers.
- 400 millet based enterprises in the 30 blocks.
- FPOs will be established in all the 30 program blocks to procure, process and supply millets to the consumer outlets.
- Introduction of millets in ITDA Hostels, ICDS and MDM programs in 30 blocks & inclusion of millets into PDS.
- Increased in household millet consumption by 25% of the base line to increase millet consumption in 1.20 lakh households.
- Promote improved agronomic practices in 30,000 Ha.
- Goal is to transform the programme blocks in to **Organic Millet Hubs**.

Programme Delivery Mechanism

Program Delivery Mechanism



Fund Flow Mechanism



Process of Selection

- **Stage 1:** Maximum of three Organisations will be prioritized per block from the received applications after Desk assessment by Programme Secretariat at NCDS.
- **Stage 2:** Presentations by prioritized NGOs before ATMA and Experts under chairmanship of District Magistrate and Collector. Scoring sheets will be developed by Programme Secretariat for the selection process.
- **Stage 3:** One NGO per block will be selected as Facilitation Agency (FA) for the Block by the District ATMA Governing Board based on the highest number of marks.
- **Stage 4:** NGOs selected as FAs will submit all relevant documents. NGOs will also submit the CBO details and panchayat details.
- **Stage 5:** After field check verification by Dept of Agriculture Officials , Programme Secretariat, NGOs are selected and MoU signed between ATMA and Selected NGOs for the Programme.

Progress till now..

S.No	Activity	Status	Responsibility	Date
1	Approval of Guidelines	Completed	DoA & FP	Nov 25 th 2016
2	Floating of Expression of Interest	Completed	Programme Secretariat	Dec 23 rd 2016
3	State Level Workshop on Communication and Branding and Marketing of Millets in Odisha	Completed	State Secretariat	January 21 st 2017
4	Orientation Workshop for District Agriculture Officials of 7 Districts	Completed	Programme Secretariat	March 3 rd and March 4 th 2017
5	District Level Selections and Field Visit completions of 90 NGOs in 30 blocks and 7 Districts by multiple expert teams	Completed	ATMA & Programme Secretariat	May 5 th 2017
6	Final Approvals of NGOs and CBOs and identification of the GPs and Villages	Completed	ATMA & Programme Secretariat	May 20 th 2017
7	Orientation Work and Planning Workshop for Block level officials	Completed	Programme Secretariat	May 25 th 2017
8	Training Programmes for all block level NGOs for 7 districts on improved agronomic practices	Pending	Programme Secretariat	June 15 th 2017
9	Completion of farmer data collection for the 1 st year – 500 Acres per block – 15000 acres with improved package of practices	Pending	NGOs	June 20 th 2017

THANK YOU

