

# Scaling up Small Millet Food Products

Strengthening micro and small food enterprises

Entry and establishment of significant number of food enterprises in the small millets value chain is a key for sustained and dynamic growth of consumption of small millets!



## Project interventions

1. Support for compliance of government protocols
2. Support for standardisation of existing products and diversifying to new products
4. Improving visibility through advertising and participating in exhibitions and fairs



Training on food packaging at Mandla, Madhya Pradesh



Organics & Millets 2018 International Trade Fair, Bengaluru

3. Capacity building on food hygiene and safety and packaging



Training on small millet value added at PHTC, TNAU

5. Support in developing business-to-business linkages & linkage with other service providers



Exposure visit to Amma Paramabariyam, Coimbatore

## Results so far...

1. 30 enterprises in Tamil Nadu have introduced new food products
2. 21 have improved packaging
3. 30 have increased sales
4. 14 have improved their production capacity
5. 1,54,000 additional consumers reached

# Scaling up Small Millet Post-harvest and Nutritious Food Products Project