

Scaling up Small Millet Food Products

Capacity building of end users of food products



Capacity building of individual and food service provider is a key for increasing consumption and demand for small millet food products!

Project interventions

Differentiated efforts taken for (a) consumer in the production area and (b) consumer in other area with focus on (i) awareness raising, (ii) skill building on utilisation and (iii) improving availability at an affordable price.

I. Preparation of promotion materials



Radio episodes



Music album on small millet



Small millet recipe films in Telugu/Hindi/Odiya

II. Capacity building of end users

1. Awareness building



Walkathon programme at Krishnagiri



Novel small millet recipe competition at Madurai



Media campaign

2. Skill building



Recipe demonstration for SHG at Chittoor



Cooking class on payment basis for city dwellers



Building the capacity of caterers at Madurai

3. Linking consumer organisations to suppliers of small millet rice



Rice distribution at Salem

Results so far...

1. Built capacity of 78 women/farmer federations
2. Built skills and knowledge of 12,667 persons, including 10,651 women from 78 locations improved
3. 12000 families supported for purchase of small millets
4. More than 2,00,000 persons reached with message on small millets

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

