



Small millet promotion by member based organisation

**The experience of
Salem Women Federation Collective
Salem Region
16-02-2018**

Salem Region a Profile:

- No. of Federations : 19 (10+9)
- No of New Locations Promoted through People fund : 2
- No. of Groups : 2518
- Total Members : 38373
- Total Savings : Rs.56 Cr
- Total Own fund : Rs.60 Cr
- Total Member Loan Outstanding : Rs.150 Cr
- Total O/S Cash Credit(IB, PGP & BOI) : Rs. 140 Cr
- Insured Member & Spouse under AABY - LIC : 65000 Lives

Continues..

- Medical Insurance : 30000 Families
- Pension & Livestock Insurance : 1200 Families
- PMJJBY : 39253 Lives
- PMSBY : 58402 Lives
- APY : 11724 Lives
- Adolescent Girls Groups : 896 Groups / 12162 Girls
- Kitchen Garden : 1 Lakh Families - 1500 T vegetable harvested
- Working with Disabled person : 3500
- Community College : 1 - 120 person trained
- Working with 250 Schools : Health & value education
- Helping 10 orphanage : Donating 10 T of Rice/Year

Continues

- Environmental conservation : Planted 40000 trees
- Tank fed Agriculture : 4 Tanks in Thalaivisal and Attur
- Legal aid Clinic : 150 cases (1 Clinic)
- Working with farmers : 1500 farmers, 2 PC promoted, 2 shops opened
- Initiated SUHAM Hospital (12 Bed) : 70Lakhs, 796 Operations,2392 IP, 38452 OP
- SUHAM Institute : 15 Students studying in Salem.
- Generic Pharmacy : 1
- DRC : Initiated (DHAN Resource Centre for training)
- Toilet Construction : 4000
- Small Millet : 245 T distributed to members for Awareness and 2 Outlets Opened
- Cost Coverage : All federation have own Building
- Staff : 240

Promoting Small Millet

- Our Experiences

- **Introducing Small Millet**
- **Creating Awareness**
- **Ensuring Availability**
- **Challenges faced**
- **Best Practices**
- **Way forward**

Creating Awareness – Thru'

- Group Meetings
- Adolescent girls group meeting
- Group/Cluster/Federation AGBMs
- Cluster/Federation Mahasabhas
- Annual Walkathon Event
- Leaders Training
- Peer Educator Meeting
- Awareness to Pregnant Ladies in PHC
- Awareness to School Children's & Teachers
- Awareness to BDO/Anganwadi staffs
- Awareness to Health Camps for Members and Adolescent girls and School Children
- Awareness to federation staff at all levels in the region

Creating Awareness – Cluster Mahasabha



Creating Awareness – Federation Mahasabha



Creating Awareness – Federation Mahasabha



Creating Awareness - Annual Walkathon Event



Creating Awareness – Annual Walkathon Event



Creating Awareness - Annual Walkathon Event



Creating Awareness – Peer Educators Meeting



Creating Awareness – Peer Educators Meeting



Creating Awareness – Peer Educators Meeting



Creating Awareness – Peer Educators Meeting



Creating Awareness – Peer Educators Meeting



Creating Awareness – Peer Educators Meeting



Creating Awareness - Health Camps



Creating Awareness - Health Camps



Creating Awareness to Staff



Ensuring Availability...

- Small Millet Recipe Demonstration/ToT
- Recipe Pamphlet & Booklet Distribution
- Small Millet wall painting in School and federation office
- Small Millet DVD Distribution
- Screening Small millet Awareness film
- Livelihood enhancement training for Micro food Enterprises.
- Small Millet Outlet Opening – 2
- Small Millet Distribution to member – 245 T

Recipe Demonstration to Community



Recipe Demonstration in Schools



Training of Trainers



Pamphlet and Booklet Distribution...



Pamphlet and Booklet Distribution...



Wall Paintings at School and Federation Offices...



Wall Paintings at School and Federation Offices...



Wall Paintings at School and Federation Offices...



Small Millet DVD Distribution...



Screening Small Millet awareness film



Livelihood enhancement training for Micro food Enterprises.



Livelihood enhancement training for Micro food Enterprises.



Livelihood enhancement training for Micro food Enterprises.



Small Millet Outlet...



Small Millet Distribution to Members...



Small Millet Distribution to Members...



Small Millet Distribution to Members...

S.No	Federation Name	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	2017-2018 Pongal Kit (Kavuni Rice)	Total
1	MuVK	12000	1000	2500	2563	11500	13500	43063
2	SVVK	12000	1000	2500	3485	11500	11500	41985
3	SKVK	12000	1000	2000	4280	4000	4000	27280
4	SPMVK	8000	500	2000	1250	3500	3500	18750
5	SVK	8000	1000	2000	2100	4000	4000	21100
6	SAGVK	12000	1000	2500	3050	8000	8000	34550
7	SANVK	8000	1000	2000	2175	7000	7000	27175
8	TVVK	5000	500	2000	930	4000	4000	16430
9	GVK	0		500	1675	4000	4000	10175
10	SSVK	0	0	0	0	1500	1500	3000
11	SOVK	0	0	0	0	1000	1000	2000
Total		77000	7000	18000	21508	60000	62000	245508

Challenges Faced...

- Convincing member & family to consume small millets on regular basis
- High Cost of Small millets
- Making Different food preparations
- Convincing younger generation to consume small millets
- Availability at local Shops

Best Practices...

- Integrating small millet agenda in all the meetings and the functions.
- Food Prepared with small millet being distributed in all meetings and functions.
- Integrating Small millet as a special Programme in every federation.
- Consistent effort to promote SM to all the members families in the region every year.

Way Forward...

- Every group, cluster and federation integrated in Search Conference process about SM awareness and Availability plan up to 2022.
- Making SM products.
- Plan to distribute 2500 T in next 5 years
- 10000 T for 5 years by members themselves.
- Plan to open SM Outlet by all federations.
- SM to be part of every meal by all families.



Thank You