



Millet Conclave EXPO

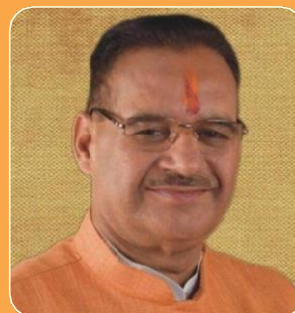
27-28 April 2023 | Hotel Madhuban, Dehradun



ABOUT EVENT

Millets are the oldest foods known to humans but their importance and cultivation reduced due to large scale cultivation of rice and wheat because of urbanization and industrialization. With diabetes, hypertension and cardiovascular disease becoming more prevalent, as gifts of newly acquired life-styles and food habits, millets have returned as a viable option to live healthy life and can reduce the incidence of these lifestyle diseases. Millets have many nutritional, nutraceutical and health promoting properties especially the high fibre content, nature of starch has major role in reducing the risk of diabetes other related diseases. Indeed millets act as a prebiotic feeding micro-flora in our inner ecosystem. Millet will hydrate our colon to keep us from being constipated. The high levels of tryptophan in millet produce serotonin, which is calming to our moods. Niacin in millet can help lower cholesterol. Millet consumption decreases triglycerides and C-reactive protein, thereby preventing cardiovascular disease. All millet varieties show high antioxidant activity. Millet is gluten free and non-allergenic.

CHIEF GUEST



Shri Ganesh Joshi

**Agriculture Minister,
Uttarakhand**

OBJECTIVE - Potential benefits of millet cultivation:

- **Climate-resilient:** Unlike other crops, millets have a short growth cycle and can thrive in low-input farming systems with minimal water and fertilizers. They are also drought-tolerant and can withstand extreme weather conditions making them a valuable crop in the face of climate change.
- **Nutrient-rich:** Millets are rich in nutritional content, including protein, fibre, minerals like iron and magnesium, and vitamins like B-complex. They offer a healthy and diverse dietary option for people in Uttarakhand, where malnutrition and anemia are prevalent.
- **Income generation and employment opportunities:** Millets can provide a reliable source of income for farmers as they have a high market demand, both nationally and internationally. They can also create job opportunities in processing, packaging, and marketing.
- **Protection of biodiversity:** Millet farming is often practiced in diverse cropping systems, which promotes biodiversity and ecological balance. They also require less water and fertilizer inputs, leading to soil conservation and reduced carbon emissions.

Uttarakhand is a leading producer of Millets

Millets are important crops with high nutritional value that can grow well in dry zones or rain-fed areas, and even under conditions of low soil fertility. This places them high on the 'climate change compliant crops' parameter. While millets are cultivated in 8 states of India, Uttarakhand ranks 3rd in the area of land under millet cultivation. Barnyard Millet and Ragi (or Finger Millet) are two prominent millet value chains in Uttarakhand that are dominated by smallholder farmers. In Uttarakhand, a large share of barnyard millet harvested is utilized for self-consumption by the farmers, even though there is a large scope for value addition. Ragi production in Uttarakhand has the 6th largest production area in India and accounts for 85% of the total millet production in the country.

Promoting Millets in Uttarakhand

Promoting millet-based agriculture in Uttarakhand could help in achieving sustainable development goals, including poverty alleviation, reduction in malnutrition, and protection of biodiversity. The following interventions can help in promoting millets in Uttarakhand:

- **Capacity building of farmers:** Training and capacity building programs can be organized to educate farmers on the benefits of millet cultivation and good agricultural practices. These programs can also promote crop diversification and crop rotation, which can enhance soil fertility and pest management.
- **Research and development:** Research and development can be undertaken to increase the yield and nutritional content of millets. This can involve developing high-yielding varieties, improving farming practices, and devising efficient processing techniques.
- **Market linkages:** Millet-based products can be promoted in local and regional markets through partnerships with farmers, NGOs, and private companies. Capacity building of farmers and processing units can be carried out to meet the demands of consumers.
- **Policy support:** Policies can be formulated to incentivize millet cultivation, processing, and marketing. Government subsidies can be provided for millet cultivation, and policies can be framed to encourage import substitution of millet-based products.

Participants

- Food Processing Companies
- Government Bodies/State Enterprises
- Food Safety and Standards Agencies
- Foreign Missions in Nutrition and Food Processing Sector
- Farmers and Agri Entrepreneurs
- Policymakers, Scientists & Academics
- Agro & Food Industry
- Start-Ups Manufacturer
- Beverage Industries
- Food Service Equipment Dealer/ Distributor

Conclusion:

Promotion of millet-based agriculture can have significant social, economic, and environmental benefits in Uttarakhand. The adoption of millet cultivation can play a crucial role in building the resilience of the farming community against climate change while providing nutritious and income-generating opportunities. It can also contribute to the conservation of biodiversity and promote sustainable development in the region.

Millet Value Chain in Uttarakhand: Challenges and Prospects

Barnyard Millet - Lack of awareness of Barnyard Millet products such as millet cookies and barnyard millet flour in the market is a major challenge. Additionally, consumer knowledge about the products is also limited. This impedes the demand for the product and consequently its market prices. Marketing through social media advertisements, hoardings, FM broadcasting, and TV advertisements can significantly improve consumer awareness about the benefits of consuming Barnyard Millet.

Low productivity of the existing barnyard millet seeds is another challenge. Farmers use traditional seeds instead of high-yield variety (HYV) seeds, which hinders commercial production. The vulnerability of crops to pest attacks and resistance of farmers to using chemical pesticides further disrupts production. The provision of HYV seeds to farmers at a subsidized rate can encourage higher yields and improve crop health. Further, solar traps and organic pesticides (such as Neem Oil, Beauveria, and Bassiana) provided to farmers at subsidized rates can be an effective strategy by the implementation agency to mitigate pest infestation.

Ragi - Use of indigenous practices for Ragi cultivation, non-availability of HYV seeds, and micronutrient disorders due to improper soil profiling by the implementation agency are challenges facing farmers in the production cycle of Ragi. To address these challenges, the implementation agency should ensure the distribution of HYV seeds to the farmers and use quicker information dissemination networks for

resolving seed-related enquiries. Systematic training and regular technical assistance can be provided to farmers to bridge the gap in agronomic practices. The implementation agency can also alter its soil profiling approach and recommend the appropriate fertilizers and dosage to farmers. Further, the development of outlets in urban markets: Agricultural Produce Market Committees (APMCs) to supply the product directly to wholesalers and retailers should be prioritized.

Thus, government intervention in areas such as seed distribution, access to fertilizers, agronomic training, strengthening farmer federations, and facilitating market access can contribute significantly to increased yields and farmer incomes. This would help in meeting the potential of millets production in the state of Uttarakhand, India.

ABOUT THE ORGANISER

PHD Chamber of Commerce and Industry (PHDCCI) acting as the "Voice of Industry & Trade" with a large membership base of 1,50,000 direct and indirect members consisting of large, medium and small industries, has forged ahead leveraging its legacy with industry knowledge across multiple sectors to take the Indian Economy to the next level. PHDCCI has been working as a catalyst for the promotion of Indian industry, trade and entrepreneurship for the past 118 years. It is a forward-looking, proactive and dynamic PAN India apex organization. As a partner in progress with industry and government, PHDCCI works at the grassroots level with strong national and international linkages for propelling progress, harmony and integrated development of the Indian economy.

At the global level, we have been working with the Embassies and High Commissions in India and overseas to bring in International Best Practices and Business Opportunities.



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