

# INTERNATIONAL YEAR OF MILLETS 2023: INDIA'S ACTION PLAN TO PROMOTE MILLETS EXPORT

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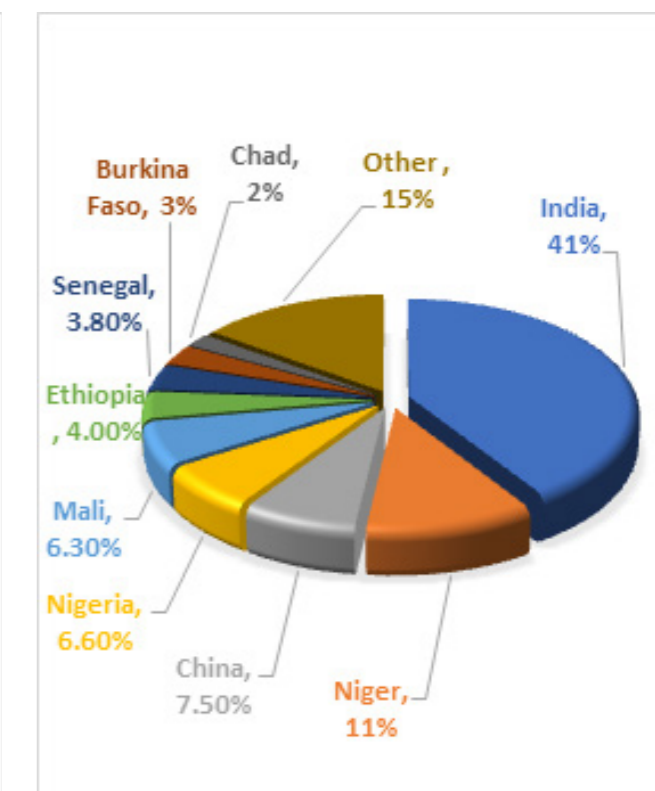
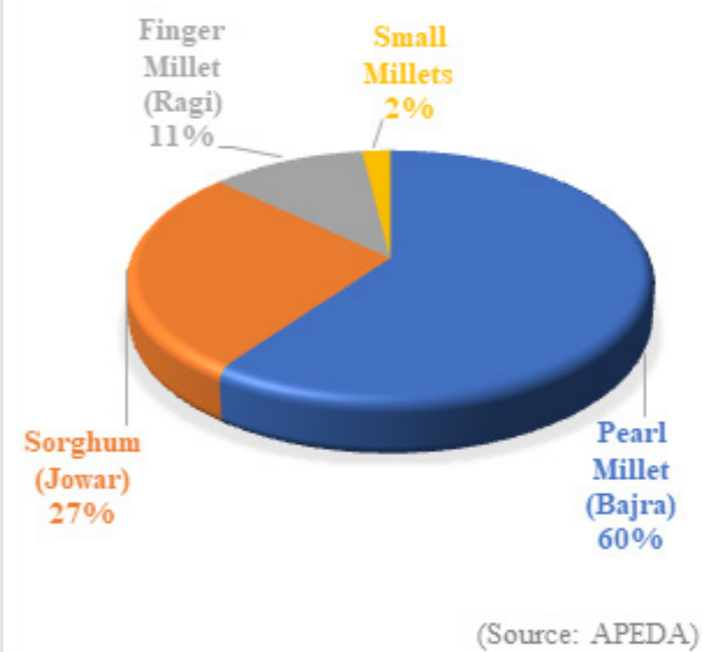
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## INTRODUCTION

As the United Nations has declared 2023 as the International Year of Millets, India, the largest producer of nutri-cereals, has initiated steps to boost exports. India accounts for an estimated share of around 41 percent of global millets production. According to Agricultural and Processed Food Products Export Development Authority (APEDA), India is the largest producer of millets in the world with a share of 41 per cent in 2020. The major millets producing states in India are Rajasthan, Uttar Pradesh, Haryana, Gujarat, Madhya Pradesh, Maharashtra, Karnataka, Tamil Nadu, Andhra Pradesh and Telangana. Currently, together these ten states account for around 100 per cent of Millets production in India. Three states namely Rajasthan, Uttar Pradesh and Haryana accounts for more than 81 per cent share in total millet products. Rajasthan contributes half of the total millet production in India's total millets production.

Indian millets are a group of nutritiously rich, drought tolerant and mostly grown in the arid and semi-arid regions of India. They are small-seeded grasses belonging to the botanical family Poaceae. They constitute an important source of food and fodder for millions of resource-poor farmers and play a vital role in the ecological and economic security of India. In India, multiple varieties of millets such as Bajra (Pearl Millets), Jowar (Sorghum), Ragi (Finger Millet), Canary seeds, Buckwheat and Other Cereal. Pearl millet (Bajra) and Sorghum (Jowar) constitutes the largest share in India's total production of millets. Given the importance of millets in building nutritional security in the country, the government initiated a series of efforts including gazetting millets as Nutri-Cereals and the declaration of the National Year of Millets in 2018.

Major Millets Production In India-  
2021-22 (4th Adv. Estimate)





# ENHANCING MILLETS PRODUCTION:

A Sub-Mission on Nutri Cereals (millets) under National Food Security Mission comprising sorghum (Jowar), pearl millet (Bajra), finger millet (Ragi/Mandua) and small millets viz; little millet (Kutki), kodo millet (Kodo), barnyard millet (Sawa/Jhangora), foxtail millet (Kangni/Kakun), proso millet (Cheena) is implemented by Department of Agriculture and Farmers Welfare from the year 2018-19 in 212 districts of 14 states. The North Eastern States, Himachal Pradesh and UT of Jammu & Kashmir and Ladakh have been given flexibility to implement programme on nutri-cereals. Furthermore, the Government has revised the guidelines for movement of the surplus millets from one state to another. The provision of inter state transportation of surplus millets through Food Corporation of India is incorporated to cater for advance demand placed by consuming states before the start of procurement.



## STRENGTHENING GRIP ON THE GLOBAL STAGE:

India will play a major role in celebrating the International Year of Millets 2023, announced by the United Nations. The proposal was made at the UN by Prime Minister Shri. Narendra Modi and 72 countries supported it. While addressing the recently held 'Millets-Smart Nutritive Food' conclave organised by the Agricultural and Processed Food Products Development Authority (APEDA) with the support of the Ministry of Commerce & Industry and the Ministry of Agriculture & Farmers Welfare recently, Union Minister for Commerce and Industry Shri. Piyush Goyal said, "The world has accepted several such initiatives championed by India from Yoga to Millets, a clear reflection of Prime Minister Narendra Modi's global leadership and the

success of his bid to promote the India story across the world."

The Minister said that we must work together to mainstream the millet story and make millets globally acceptable to solve problems of malnutrition and starvation that many parts of the world continue to face. At the 'Millets-Smart Nutritive Food' conclave, at least 50 Mission heads from different countries, 35 importers from 18 countries, participated in person. Besides, 75 Indian Embassy representatives joined the conclave virtually. The event also witnessed huge participation of representatives from different countries as well as important stakeholders such as exporters, importers, FPOs, Start-

ups, farmers, etc.

For exports of Indian millets, the Indian government has planned to facilitate the participation of exporters, farmers and traders in 16 international trade expos and Buyer Seller Meets (BSMs). As per the government's robust strategy, Indian missions abroad would be roped in branding and publicity of Indian millets, identification of international chefs as well as potential buyers such as departmental stores, supermarkets and hypermarkets for organising B2B meetings and direct tie-ups. In addition, Ambassadors of Foreign missions in India of the targeted countries and potential importers would also be invited to showcase various millet-based products, including Ready to Eat millet products and facilitate B2B meetings.

The APEDA has planned to organise millet promotional activities in South Africa, Dubai, Japan, South Korea, Indonesia, Saudi Arabia, Sydney, Belgium, Germany, the UK and the US by facilitating participation of different stakeholders from India in some of the significant food shows, Buyer Seller Meets and roadshows.

As part of the promotion of Indian millets, APEDA has planned to showcase millets and its value-added product at various global platforms such as Gulfood 2023, Foodex, Seoul Food & Hotel Show, Saudi Agro Food, Fine Food Show in Sydney (Australia), Belgium's Food & Beverages Show, Germany's BioFach and Anuga Food Fair, San Francisco's Winter Fancy Food Show among other places.

The Centre has created the Nutri Cereals Export Promotion Forum to give impetus to the export of potential products, including millets, and to remove the bottlenecks in the supply chain of Nutri cereals. Recently a knowledge report titled "Super food Millets: A USD 2 Billion Export Opportunity for India," was released. This is a first-of-its-kind endeavor to capture the global and Indian scenario of millets in order to assess India's potential for exporting millets and

millet-based value-added products around the world. It is estimated that the millets market is set to grow from its current market value of more than USD 9 billion to over USD 12 billion by 2025. By boosting millet exports, the Government of India aims to increase farmers' incomes while promoting sustainable farming in the country.

## CONCLUSION

Millets constitute an important source of food and fodder for millions of resource-poor farmers and play a vital role in the ecological and economic security of India. India is the largest producer of millets in the world but India shares only one percent of millets export. That is why India needs to reduce this gap by applying good policies and implementing of projects. Indian Government tries to promote Indian millet globally. The government implemented Sub-Mission on Nutri Cereals (millets) under National Food Security Mission for promoting millets.

