

Value added Products of Millet in India and it's Branding

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Abstract

Millets are tasty grains that have a mildly sweet, nut-like flavour. Millets are rich sources of protein, dietary fiber, energy and minerals when compared to rice. Small millet based value added products including traditional recipes, bakery products, pasta products, flaked and popped products instant food mixes are developed and standardized by various institutes.

Introduction

Millets are tasty grains that have a mildly sweet, nut-like flavour. Millets are rich sources of protein, dietary fiber, energy and minerals when compared to rice. These millets have diversified high food value but the consumption of these millets has declined for want of standardized processing techniques to compete with fine cereals. Hence an effort was made to increase the utilization of small millets in popular foods which would find ready acceptability with the tag of 'HEALTH FOODS'.

Referring to the traditional food habits in the region, former MLA Chandrakant Bellad said that traditionally rice cooked using millets, particularly foxtail millet, was consumed along with buttermilk in rural areas. Training based on value addition to millet, branding and marketing is needed to educate youths, he said

Why 2023 is declared as Millet Year?

The United Nations has declared 2023 as the International Year of Millet (IYOM) on the initiative of Prime Minister Narendra Modi's initiative, Union Agriculture Minister Narendra Singh Tomar said. "2023 will provide an opportunity to increase global production, efficient processing and better use of crop rotation and promote millets as a major component of the food basket," the minister said.

T.N. Prakash Kammaradi, agricultural economist and former chairman of Karnataka Agricultural Prices Commission, observed that millets have three different dimensions of

climate, nutrition, and cultural quotient. “This is because they are climate-resilient and suit dryland farming. Similarly, they have high nutritional value. They are also related to culture since they are an integral part of food habits,” he said. With 2023 designated as the International Year of Millets, the public's understanding of the health benefits of millets, as well as their environmentally friendly cultivation methods, will only grow. This will strengthen India's entrepreneurial ecosystem in the nutricereals space.

Benefits of millets

Millet contains a high concentration of phenolic compounds, particularly ferulic acid and catechins. These molecules act as antioxidants, shielding your body from the damaging effects of oxidative stress. Millet is high in fibre and non-starchy polysaccharides, two types of indigestible carbohydrates that aid in blood sugar control. Millet contains soluble fibre, which creates a viscous substance in your digestive tract. As a result, fats are trapped and cholesterol levels are reduced.

Value addition in millets

Small millet based value added products including traditional recipes, bakery products, pasta products, flaked and popped products instant food mixes are developed and standardized by various institutes. The products which are commonly prepared by the farmers using cereals are replaced with small millets to increase their utilization

Puffs

1. **Sorghum puff:** Sorghum puffs are product which is a resultant of explosive puffing or gun puffing where the sorghum grain is expanded to maximum expansion consistent with the grain identity (similar shape of the grain).
2. **Foxtail millet puffs:** The foxtail puffs are white in colour and are crispy in nature, similar to the puffed rice. The shelf life is for 2 months when packed in air tight MET pouches at ambient temperatures and study is still in progress
3. **Pearl millet puffs:** The bajra puffs are greenish - creamy in colour and are crispy in nature. Shelf life is for 3 weeks months when packed in air tight MET pouches at ambient temperatures, shelf life studies are in progress

Extruded flakes

Extruded Flakes are Ready-To-Eat products prepared using twin-screw hot extruder which combines heating with the act of extrusion to create round shaped product which is further flattened in roller flaker machine.

Instant foods

Instant Foods play an important role in everyone's day-to-day life. The very term 'instant food' means simple, fast and convenient food which is easy and fast to prepare besides being hygienic, free from microbial contamination and also convenient to eat

- Instant sorghum idli mix
- Instant upma mix
- Instant dosa mix
- Instant pongal mix
- Millet instant laddu mix

Millet's pasta

Sorghum/Finger millet /Foxtail millet /Pearl millet semolina and refined wheat semolina are blended in the mixing compartment of the vermicelli-making machine and blended with water for 30 minutes and extruded using a pasta die. Wheat is added as the less gluten content of millets requires minimum percentage of wheat for preparing pasta.

Millet's cookies

Cookie of 100% millets is prepared using a planetary mixer, automatic cookie making machine and rotary oven. Cookies have been prepared at IIMR using the formulation pearl millet, finger millet and foxtail millet flour of superior quality with addition of sugar, milk solids, trans free-fat, salt and nature identical flavoring substances.

Millet's cake

Millet cakes have been prepared at IIMR using 100% pearl millet, finger millet or foxtail millet flour and adding superior quality fat, sugar, eggs and chocolate/vanilla essence; and also adding all the millets together with varied proportions. Of all the cakes made finger millet cake was highly acceptable.

Branding of millets

Best millet brands in India

1. Organic tattva
2. Conscious Food

3. Slurp Farm
4. Yogabar
5. Organic Soul
6. TruNaturals
7. B&B Organics

Meghana Narayan and Shauravi Malik, co-founders of Wholsum Foods Pvt Ltd (makers of millet-based children's food brand Slurp Farm), stated that the Budget has highlighted the grain, particularly through national and international branding of millet products.

According to them, a new wave of entrepreneurship is sweeping the country, and the move will enable many young Indians to bring their ideas to life and build brands for the new-age Indian consumer. "Wholsum Foods and Slurp Farm are proud to be a part of both India's startup and millet stories, and we look forward to playing a role in this next chapter of India's growth," they said.

Conclusion

Despite their exceptional nutritional profile, food use of millets is still confined only to traditional consumers and economically deprived sections of the society. Diversification of food resources by incorporating less popular millets is essential for achieving the nutritional security and combat with emerging climatic vagaries and life-threatening diseases

Reference

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