

MILLETS MAINSTREAMING: A CONCEPTUAL FRAMEWORK

The millets mainstreaming framework (Figure 1) is centered around six dimensions of millet value chain, which include production, storage & transportation, processing, packaging & branding, distribution and consumption. The core system includes a layer of activities in production dimension i.e., capacity building for adoption of improved agronomic practices, provision of farm inputs & farm mechanization, irrigation infrastructure and agricultural research & extension for enhanced productivity. The activities under storage and transportation include availability of the storage infrastructure, support provided to post-harvest handling and increasing the shelf life as well as assuming the handling and transportation cost. The processing dimension activities include processing as a part of harvesting, grading, and technology diffusion of all major millets; a special attention is given to processing of minor millets. The packaging and branding dimension captures nutrition labeling, support to FPOs/aggregators, organic certification for better price realization and creation of logos for branding. The activities under distribution dimension capture hand holding of community-based organizations like FPOs/SHGs in aggregation, matchmaking support to different stakeholders in the marketing value chain and support for market linkages as well as export promotion. Finally, the consumption dimension captures the support for increased household consumption of millets for its nutritional value through a well-established strategy, dedicated awareness campaign, provision of start-up capital for setting up/management of Kiosks & handholding for opening Mobile outlet/Farmer sales outlet.

This core system is embedded within the broader mainstreaming performance of the system, referring to the five dimensions of institutional commitment & coordination, sustainable and innovative financing, multistakeholder partnership, enabling environment for enhanced production & inclusion in safety nets and gender.

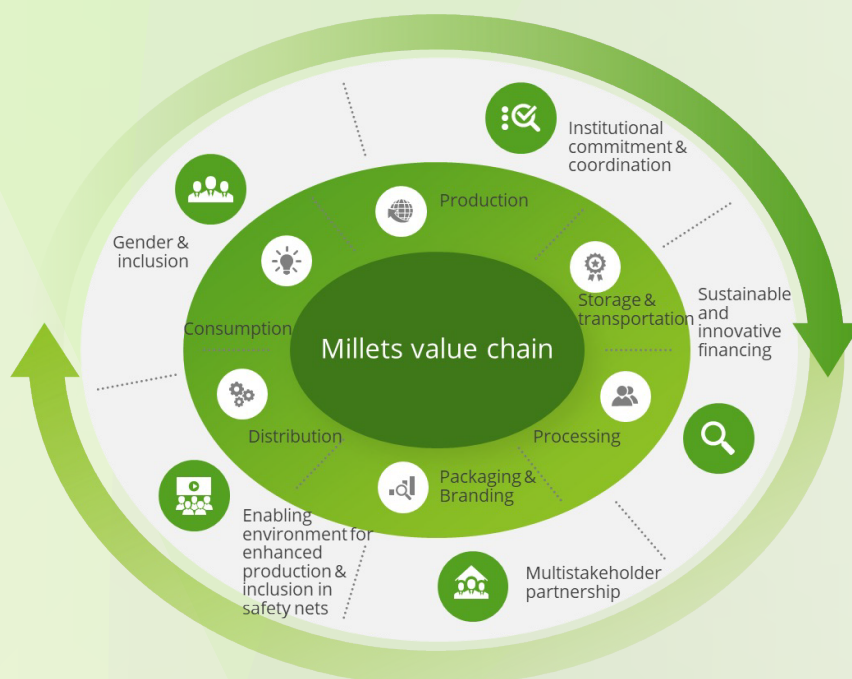


Figure 1: Millets Mainstreaming Framework

Table 1: Millets Mainstreaming Indicators

Dimension	Sub-dimension	Indicators			
Millet value chain	<i>Production</i>	Adoption of improved agronomic practices for enhanced productivity	Farm inputs and farm mechanization	Irrigational infrastructure	Agricultural research & extension
	<i>Storage & transportation</i>	Storage infrastructure	Post-harvest handling	Shelf life	Handling and transportation cost
	<i>Processing</i>	Harvesting and productization	Grading	Technology diffusion	Attention to Minor millets
	<i>Packaging & branding</i>	Nutrition labelling	Dedicated support to FPOs/ aggregators	Organic certification for better price realization	Branded logo
	<i>Distribution</i>	Hand holding of community-based organizations like FPOs/SHG in aggregation,	Matchmaking support to different stakeholders in the marketing value chain	Market linkages	Support for millet export
	<i>Consumption</i>	Strategy to increase the household consumption of millets	Awareness campaign	Mobile outlet/ Farmer sales outlet	Start-up capital for setting up/ management of Kiosk



Dimension	Sub-dimension	Indicators			
Mainstreaming	<i>Institutional Commitment & Coordination</i>	State level Policy advisory committee	State level millet missions supported by a Secretariat	State's dedicated financial and human resources	Planned convergent activities by the line departments
	<i>Sustainable and innovative financing</i>	State budget allocated	Availability of millets mainstreaming to different departments/agencies	Annual plans & budget spending	Sources of finance other than government
	<i>Multistakeholder partnership</i>	Partnerships with NGOs, research institutes	Partnerships with corporates, start-ups, agri-incubators	Partnerships with SHGs, FPOs, PACS	Information sharing on lessons learned, and emerging issues
	<i>Enabling environment for enhanced production & inclusion in safety nets</i>	Incentive for the adoption of improved agronomic practices for millets	Millet procurement system	MSP for major and minor millets	Inclusion & distribution of millets in food distribution & supplementary nutrition programs
	<i>Gender and inclusion</i>	Engagement with marginalized groups like tribal community & women	Addressing drudgery reduction of women	Participation of landless/tenant farmers	Provision of specialist HR cadre like community resource person to provide the last mile services



ANNEXURE 1 STATE'S QUESTIONNAIRE ON MILLETS MAINSTREAMING

I. Millet Value Chain

A. Production

1. Are there any capacity building programmes for adoption of improved agronomic practices for enhanced productivity of millets, like System of Millet Intensification (SMI), Line Transplantation in millets (LT) & Line Sowing including intercropping in millets (LS), etc?
2. Is there any
 - a. initiative on provision of farm inputs like establishment of a decentralized seed system (like community seed centers) & composting, etc?
 - b. Is there any attempt for mechanization for improved production like establishment of custom hiring centers and its financing?
3. Is there any provision for supporting Site-Specific Protective Irrigation Infrastructure?
4. Is there any participatory trial or field day conducted during the Kharif and Rabi season for advancing agricultural research & sharing progressive farmers' experiences on the benefits of improved agronomic practices?

B. Storage and transportation

5. Is there any provision of infrastructure for the storage of millets?
6. Are there any guidelines or hand holding support systems for effective storage and post-harvest handling of millets to ensure its hygiene standards and quality?
7. Are there any guidelines or technologies introduced for increasing the shelf life of millets?
8. Is there any provision of bearing the handling and transportation costs during the procurement of millets?

C. Processing

9. Is there any financial support provided to block-level enterprises on
 - a. processing (dehullers, cleaner, grader, de-stoner thresher cum pearler, etc)?
 - b. value addition and productization like biscuit/noodles making machine, etc.?
10. Are there any grading guidelines that have been established to support block level enterprises?
11. Is there any initiative dedicated to processing of minor millets?
12. Is there any effort for technology diffusion in the millet processing industry?

D. Packaging & branding

13. Is there any effort for nutrition labelling for influencing food preferences?
14. Is there any dedicated support to FPOs/aggregators for packaging and branding of millet products to harness full potential in domestic and international markets?
15. Is there any support for organic certification?
16. Is there any branded logo of millet(s) produced in the state?

E. Distribution

17. Is there any support for farmer collectives like Cooperatives/FPOs/SHGs to increase wholesale supply?
18. Is there any support for matchmaking of farmers with processors, retailers and independent businesses?
19. Is there any support for market linkage i.e. linking production site to food destination, like establishment of market yards (mandis)?
20. Is there any support for millet export?

F. Consumption

21. Is there any established strategy to increase the household consumption of millets?
22. Are any awareness materials prepared for campaigns to increase awareness of household consumption of millets?
23. Is there any provision for opening a Mobile outlet/Farmer sales outlet?
24. Is there any provision of start-up capital for setting up/management of Kiosk for millets-based products by FPO/CBO/SHG/Cooperatives, preferably Women SHGs?

II. Millets Mainstreaming

A. Institutional Commitment & Coordination

25. Is there any committee/body that coordinates and provides policy advice on millets mainstreaming, e.g., Multi-departmental High-Power Committee?
26. Are there institutions specifically mandated for millets mainstreaming, like state level millet mission and supported by a Secretariat with adequate technical backstopping?
27. Does Government provide dedicated financial and human resources to support millets mainstreaming?
28. Are the line departments responsible for planning and financing state level millet mission activities, and have planned convergent activities?

B. Sustainable and Innovative Financing

29. How much of the total state budget is made available for the millets mainstreaming?
30. How much of the total state budget is given to Departments/Agencies? List those Departments/Agencies.
31. Do they have annual plans detailing this information and are approved budgets actually spent?
32. Are there other sources of financing that are supporting state's millet mainstreaming initiatives, like CSR funds, national & international funding agencies?

C. Multistakeholder partnership

33. Are there any specific partnerships with NGOs, research institutes for organizing policy seminars, advocacy dialogues, in-field demonstration, and research partnerships?
34. Are there any specific partnerships with corporates, start-ups, agri-incubators for commercialization of millet value chain?
35. Are there any specific partnerships or guidelines for involvement of community level institutions in millet programming- SHGs, FPOs, PACS to participate across millet value chain?
36. Is there sharing of information, key needs, lessons learnt, and emerging issues on mainstreaming practices?

D. Enabling environment for enhanced production & inclusion in safety nets

37. Is there any incentive support or Direct Benefit Transfer introduced for the adoption of improved agronomic practices for millets?
38. Is there any established millet procurement system? Is it functional?
39. Is there any minimum support price (MSP) announced for major and minor millets?
40. Is there any convergence achieved with ICDS, MDM and PDS for the inclusion & distribution of millet in food distribution & supplementary nutrition programs?

E. Gender and inclusion

41. Are there specific guidelines to engage with the marginalized groups like tribal community & women?
42. Is there any intervention targeted to reduce the drudgery of women, like introduction of equipment/machinery during production & processing stage?
43. Are there any specific policies/guidelines to allow landless/tenant farmers to participate?
44. Is there any provision of specialist HR cadre like community resource person to provide the last mile services?