



INDIAN MILLETS VALUE CHAIN :BY INDIAN POTATOES LTD.

A MISSION TO ADDRESS FOOD SECURITY & NUTRITION SECURITY

It was 18th March, 2023 when Indian Prime Minister Mr. Narendra Modi renamed Indian Millets as “SHREE ANNA” in a International Agribusiness Conclave to celebrate International Year of Millets 2023, announced by United Nations ‘s General Assembly in March 2021 and underlined his mission to bring back the Millets to the plates of every one.

Following the foot prints and taking the mission ahead , Horticulture Produce Management Institute conceptualized and promoted a special platform “INDIA MILLET INITIATIVE” to take the journey of HPMI’s President Dr. Satyen Yadav with Millets which was started in 2004 to establish the entire value chain of Millets from seed to plate in India and take it to Globe and contribute their efforts in addressing the challenges of food security and nutrition security and achieving the three major goals of Sustainable Development Goals of United Nations through a commercial arm of Group “INDIAN POTATOES LIMITED” as commercial project on “INDIAN MILLETS VALUE CHAIN”.



INTERNATIONAL YEAR OF MILLET 2023



COMPONENTS OF THE PROJECT : The entire value chain has the following components of the project to address the backward and forward linkages including market access development with seed to plate approach.

01-High Quality seeds including Biofortified Seeds :

High quality seeds Agriculture University for multiplying RHB 234 a biofortified Pearl Millet variety having 100% more Zinc and Iron .This activity will help farmers replacing the normal seeds with these selected varieties and will increase their production as well as quality which will help them in getting remunerative prices and we will get the desired produce with desired nutrients .Govt. of India has developed 76 bio-fortified varieties for different crops.This activity needs time to multiply breeder seeds from parent seeds followed by foundation seeds and certified seeds which can be sold through University counters as well as State Seed corporations and directly to registered growers of the company empowered by India Millet Initiative. We have identified centers in Rajasthan , Tamil Nadu, Karnataka and Chhattisgarh for crop specific programs.

02-Agri-inputs including bioagents, bio-fertilizers and extension support:

Agri-input management is very important components of the value chain. Since, we are promoting Organic Farming for our produce for which we have identified farmers in specific agro-climatic zone for contract production and they would be provided authentic agri-inputs and other extension support for entire backward linkages to ensure right produce and right production. Agri-inputs include certified seeds , bio-fertilizers,bio-agents other required support in terms of mechanization and precision farming. This will be a independent profit center under the vertical of "Agri Mart" to be set up in franchisee mode in the clusters , developed by Indian Potatoes Limited and powered by Horticulture Produce Management Institute and India Millet Initiative.

03-Post harvest infrastructure and management including value addition :

The Millet crops lacks appropriate post-harvest management centers and storage to ensure the right kind of produce, also plan to promote Indian products and high value processed products and this is the need of the hour.To address the need ,a Mega Food Park for Millets has been planned in Koppal District in Karnataka in the heart of Millet growing area and 52 acres land has been purchased and the project is likely to start in July with a time bound plan to complete the India's first Mega Food Park in 18 months with all integration of required activities to support end to end solution for addressing the entire value chain to produce high value products with appropriate branding and packaging with all required quality certifications .Project is estimated to have a financial outlay of about 250 Cr.

04-Market access development in India as well as in other potential countries :

There are lots of gaps in the value chain of Millets. Neither the enough products are available not the market. Everyone is talking about goodness of Millets but where to get, how to get and how to consume. We have prepared 11 recipe books on each Nutri Cereal Crops (Shree Anna) and developed 600 plus products with different Millets and now we plan to promote them and create awareness in India as well as in potential importing countries. We have got a eCommerce platform , a concept of B to C marketing and a innovative plan that is Millet Cafeteria.We are also planning to have Millet Cafeterias in all major countries who supported India's resolution of International Year of Millets 2023.

FINANCIAL OUTLAY :

The Seed production , Infrastructure in potential State like Rajasthan, Karnataka ,Tamil Nadu and Chhattisgarh will require approximately euros 220 Million Euros to complete the project in 18 months.