

MARKETING STRATEGIES FOR PROMOTING MILLETD

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Abstract :

Coarse grains are beneficial for health and an important part of Indian agriculture. The United Nations has declared 2023 as the 'Year of the Millet'. For the first time in all research, the importance and nutritional value of whole grains has been revealed. Research shows that whole grains can stunt growth in children and adolescents by 26-39%. The research, conducted by seven organizations in four countries, was led by Senior Nutritionist of the International Crops Research Institute of Semi-Arid Tropics, Dr. S. Anita did. He said, jab bajri high nutrients promote growth. The research findings were published in the journal Nutrient.

Introduction :

Millets, cereals/coarse grains, very ancient crops. From 3500-2000 BC. Once in Asia, Africa, and South America, large crops of these coarse grains were grown here. Depending on the geographical structure of the country, different grasses/coarse grains were grown in that place. Cereals are also mentioned in our ancient Vedas. And now all of a sudden Millets is being discussed once again. There has been talk of millets being a superfood. The year 2022-23 has been



declared as the 'International Year of Millets'. Even in the recently presented Union Budget, the government has announced to provide support and encouragement to millets agriculture. Even on social media, one can see the enthusiastic discussion of dieters about using whole grains. But the main question is, which grains exactly are whole grains or millets? Was it in your diet? So why has their use decreased? What is the difference between our usual crops of wheat, maize, barley and cereals? Cereals are small in size and there are hundreds of varieties. Cultivation of cereals does not require much cost, tillage, much water, fertilizers etc. Man was primarily dependent on cereal cultivation before the establishment of civilization. Evidence of such has been found at many archaeological sites; But with the advent of other grains and the improvement(?) in man's diet, traditional cereals not only faded away, but faded into oblivion. One must see here that the grains, vegetables, fruits etc. grown in that country, region are

suitable for the residents of that place. Once upon a time there was a simple rule that eat what is ripe. But there were reforms, new means of transport and communication came, trade, exports increased and that rule was reversed.

India as the global hub for millets :

Today our sorghum is considered as a super food in the world. Sorghum is a panacea for those who have severe gluten intolerance, which is the inability to digest wheat. Not only jowar, we have been eating countless grains like Indian, Bajri, Vari, Kodo, Nachani, Rala, Kang, Kutu, Amaranth, Sannawa for generations; But in the last few years, its intake has decreased. But there is a lot of variety of millets in India. Different cereals are eaten all over India. Remember your traditional diet. The use of millets can be seen in it even from daily meals to fasting. Cereals are unique in that they are superior in nutritional value and digestibility. It has been proven that wheat chapatti/roti and sorghum/Nachni bread are very easy to digest bread. If there is a misconception that cereals can only be used for bread, then it is wrong. Can make many dishes like upma, kheer, ambil, dosa, idli, pulao, khichdi. That is why millets should be used in our diet. This is the new picture of local-global. It is good to include the traditional recipes of our local millets in the diet.

Benefits of millets for children :

Every parent prioritizes the physical and mental growth of their children. Feeding children is both necessary and at times difficult. The solution is to identify foods that provide good nutrition. Millet is a good cereal that provides adequate nutrition to children. It is gluten free, nutritious, easily digestible and has very low allergenicity. This grain can be eaten as a snack and can also be a main meal component. Similarly, millets are multifaceted. So millets can be given for daily bins as well. It has natural properties of many important nutrients and this grain is also easy to digest.

Abundant nutrition :

While planning a balanced diet for your children, it is important to ensure that their diet contains all the important nutrients for their growth. Millet is a nutritious grain and is beneficial for health. It is rich in fiber, protein, iron and calcium. So it is important to have this grain in the diet. Children have specific nutritional requirements so that they can grow and develop properly. Millet is an amazing superfood that is rich in essential nutrients. It can be a good addition to a child's balanced diet. ITC's Ashirwad Multi Millet Mix is an innovative and synergistic blend of millet grains. It is rich in protein and promotes muscle growth and stamina. So children become physically active. Calcium in millets strengthens bones. This is very necessary as children are growing. Coarse grains or millets are a highly diverse group of small-seeded grasses, widely grown worldwide as animal fodder and grain for human consumption. Generally coarse grains are fine, round and can be eaten as is. It does not need any special purity or any special treatment. Most of the species commonly known as coarse grains or millets belong to the tribe Paniceae, but some also belong to various other tribes. Coarse grain

is also called Sri Anna. In earlier times, the husk/bark or shell of this coriander was pounded and removed using a pestle and mortar. After that it was also ground into flour according to the requirement. Due to this, this grain was called coarse grain. Most farmers in the country grew these grains exclusively for food. Sorghum and millet are generally larger grains and are called 'Greater Millet'. While ragi, vari, rala, millet, burti, proso and browntop are all known as 'minor millet' or 'fine grains'. While amaranth and buckwheat (kuttu) are called 'pseudo millets' or 'pseudo coarse grains'. Coarse grains are native to the subtropics of Asia and Africa; It is a particularly important crop in India, Mali, Nigeria and Niger. In which developing countries account for 97% of global production. The crop is advantageous due to its productivity and short growing season under dry, high-temperature adverse conditions. Coarse grains are local crops in many parts of the world. Sorghum and millet are important crops in India and parts of Africa, and are the most widely produced. In addition, nachni, vari, and rale are also important coarse grain species. Coarse grains may have been a staple of the human diet for about 7,000 years, and likely played an important role in the development of multi-crop agriculture and stable farming societies. Generally, coarse grains are small-grained, annual, warm-climate cereals of the grass family. They are very tolerant of drought, disease and other extreme conditions. In addition, it contains as many nutrients as other major cereals. The Indian Coarse Grains Research Institute (ICAR-IIMR) is an agricultural research institute based in Rajendranagar (Hyderabad, Telangana, India) conducting basic and policy research on sorghum and other coarse grains, established by the Government of India. The institute operates under the Indian Council of Agricultural Research (ICAR). The institute conducts agricultural research on breeding, improvement, pathology and value addition of coarse grains. The Institute was established in 1958 under the First Intensive Research Project on Cotton, Oilseeds and Coarse Grains (PIRCOM). In 2014, the institute was upgraded as 'BHA KSR P - BHA BHA DHA S.S.' From India to United Arab Emirates, Nepal, Saudi Arabia, Libya, Oman, Egypt, Tunisia, Yemen, UK. and America are major export countries of coarse grains. Among them are millet, ragi, kangni, rale, vari, amaranth sorghum and kuttu (buckwheat) are the various types of coarse grains exported from India. While Indonesia, Belgium, Japan, Germany, Mexico, Italy, USA, United Kingdom, Brazil and the Netherlands are major importers of coarse grains from various other countries. There is a need to create awareness about the health benefits of 'millet' or coarse grains which provide energy and nutrition. Efforts will be made to increase the production of coarse grains all over the world so that there is no shortage of grains in the future. For this, the idea of declaring the next year as the 'International Millet Year' has been brought forward by the Government of India and this has been accepted by 72 countries and the United Nations General Assembly. On that occasion.

Conclusion :

The year 2023 has been declared as the International Year of Millets by the United Nations. The Government of India had requested the United Nations in this regard. The plan is to increase local and international demand for coarse grains. It should not be a problem to try for that from this year itself. In Indian cuisine, coarse grains are used in the diet, but not daily. Recently, however, there has been a lot of propaganda, especially on social media, that

coarse grains should be eaten frequently. On the occasion of the announcement of this 'Year of Bulk Grains', we need to know a little about the bulk grains. With a view to promoting the export of food grains, the Union Ministry of Commerce and Industry through Apeda i.e. Agriculture and Processed Food Products Export Development Authority, the flagship agricultural export promotion body of the Ministry, has formulated a comprehensive policy that will help to further promote the export of Indian coarse grains worldwide. The United Nations General Assembly on 5 March 2021 announced that the year 2023 would be celebrated as the International Year of Coarse Grains, after 72 countries supported India's proposal at the United Nations to observe the International Year of Coarse Grains. Against this backdrop, this coarse grain export promotion program of the government is going to be important. In the year 2021-22, India exported coarse grains worth USD 34.32 million. The year 2023 is going to be celebrated as the International Year of Coarse Grains by the United Nations and the export of coarse grains is further encouraged by the Central Government. With an aim to popularize Indian coarse grains and their value added products worldwide, the Central Government is organizing various programs to celebrate International Year of Coarse Grains at national as well as international level. Branding and promotion of Indian coarse grains will be given to Indian embassies abroad. To promote the export of Indian coarse grains, the central government has planned to increase the participation of exporters, farmers and traders through 16 international trade exhibitions and buyer-seller meetings. In line with the government's strong policy of promoting the consumption of coarse grains, Indian embassies abroad will be entrusted with the responsibility of branding and promoting Indian coarse grains. Also various activities like organizing vendor to vendor meetings as well as identifying potential buyers like department stores, supermarkets and chefs of international fame for direct partnership. Along with this, Indian ambassadors and competent importers of the target countries will be invited to see the display of various products based on coarse grains including 'Ready to Eat' i.e. ready-to-eat i.e. ready-to-eat coarse grain products and facilitate the organization of vendor-to-vendor meetings. Aiming to promote the consumption of Indian coarse grains, Apeda plans to showcase coarse grains and their value-added products at global forums such as Gulfood 2023, Fudex, Seoul Food and Hotel Show etc. India is one of the major producers of coarse grains in the world and 41% of the total coarse grains produced in the world is produced in India alone. India produced 27% more coarse grains in 2021-22 than the previous year. In India, the states of Rajasthan, Maharashtra, Karnataka, Gujarat and Madhya Pradesh have the highest production of coarse grains. However, only 1% of the country's total coarse grain production is exported. The coarse grain market in the country, currently valued at USD 9 billion, is expected to gain momentum and reach USD 12 billion by 2025. A pre-inaugural event is planned for the International Year of Coarse Grains 2023 celebration on December 5, 2022, with the participation of key stakeholders in the supply chain such as food producer associations, start-ups, exporters, producers of value-added food products based on coarse grains. The central government has prepared 30 e-information brochures for each target country to promote Indian coarse grains and their nutritionally-value-added products. It will contain information on various types of coarse grains and nutritional value-added products made from them in India available for export, active exporters, start-ups, Farmers Producer

Organizations (FPOs) and importers/retailers chain/hyperlink markets etc. This brochure will be circulated to Indian embassies abroad, importers, exporters, start-ups and other stakeholders. The government is also mobilizing start-ups to promote exports of nutrition-value-added products in the ready-to-eat (RTE) and ready-to-serve (RTS) categories, such as noodles, pasta, breakfast cereals, biscuits, cookies, snacks, sweets, etc. As part of the central government's strategy to promote coarse grains, major international retail super markets such as Lulu Group, Carrefour, Al Jazeera, Al Maya, Walmart will be partnered to set up a separate division for branding and promotion of coarse grains. APEDA has created a separate section on its website for Bhard Dhani and has uploaded country-wise and state-wise e-information brochures for the information of stakeholders. To promote coarse grains and related nutrition-value-added products in the international market, the government has collaborated with ICAR-Indian Institute of Millets Research (IIMR), Hyderabad, ICMR-National Institute of Nutrition, Hyderabad, CSIR-Central Food Technological Research Institute (CFTRI), Mysore and farmer producers. In collaboration with the organization (FPO), it has started preparing a five-year strategic plan. The Union Government has set up the Nutri Cereals Export Forum to promote the export of potential products including millets and other coarse grains and to remove bottlenecks in the supply chain of nutritious cereals (Nutri Cereals). From India to United Arab Emirates (U.A.E), Nepal, Saudi Arabia, Libya, Oman, Egypt, Tunisia, Yemen, U.K. (U.K) and USA (U.S.A) are major export countries of coarse grains. Bajri, Nachani, Kangni, Rale, Vari, Rajgira Jwari and Kuttu (Buckwheat) are the various types of coarse grains exported from India. Indonesia, Belgium, Japan, Germany, Mexico, Italy, U.S.A., United Kingdom, Brazil and the Netherlands are the world's major coarse grain importers. 16 major types of coarse grains are produced and exported. These include sorghum (sorghum), millet, finger millet (Nachni), minor millet (Kangni), proso millet (China), kodo millet (Kodo), barnyard millet (Vari/Samwa/Saanwa/Zangora), little millet (Kutki), Two include coarse grains like pseudo millet (buckwheat/kuttu), amaranth (amaranth) and brown top millet. Apeda has signed an MoU with IIMR to promote nutritional value addition and farmers' income. Apeda has launched a range of affordable wholegrains for all age groups, priced between Rs 5 and Rs 15, during the 'Aahar Food Mela', Asia's largest international B2B food and hospitality fair.

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