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Millet and Odisha go way back.
SHGs play pivotal role in Millet Promotion
Coffee table Book released

Bhubaneswar, 10/11/2023:

The Nutri-Cereal as a diet brings diversity and nutritional security and sustainable growth and development to many Mission Shakti SHGs and families. The Department of Agriculture and Farmers' Empowerment in convergence with Department of Mission Shakti, has promoted SHGs and their federations to take up Millet Processing and set up value-addition units under the Odisha Millets Mission Initiative.

Mission Shakti Self Help Groups have played a pivotal role in promoting and supporting millet enterprises in Odisha. These enterprising women have harnessed the potential of millets as a sustainable and nutritious food source, benefiting both rural livelihoods and public health. SHGs have been engaged in various aspects of millet production and value addition. With training and capacity-building programs, helping them adopt modern and sustainable agricultural practices for millet cultivation, Mission Shakti in convergence with Odisha Millets Mission has encouraged the processing and marketing of millet-based products, which has led to increased income for the women involved.

By empowering women to become active participants in the millet value chain through Millet Shakti Cafes, Outlets, Tiffin Centers, Millet on Wheels and more, Mission Shakti SHGs have not only enhanced economic opportunities but have also contributed to furthering the cause of food security, improved nutrition, and sustainable agriculture in Odisha, making it a model for promoting millet enterprises across the region.

On 10th Nov, 2023 on the second day of the International Millets Convention 2023, Janta Maidan, Bhubaneswar, Department of Mission Shakti contributed to the dedicated day consisting of a panel discussion focusing on the promotion and significance of millets in sustainable agriculture and women's empowerment, screening of video, felicitation of 30 best SHGs and addresses by key dignitaries.

The program commenced with the arrival of participants, setting the stage for a day filled with knowledge-sharing and celebration of women's achievements in millet-based enterprises. With Smt. Sujata R. Karthikeyan, Commissioner-cum-Secretary of Mission Shakti, extending a warm welcome to the attendees, the event kicked off with the screening of a compelling video showcasing the journey of SHGs towards becoming successful millet entrepreneurs.

Smt. Basanti Hembram, Hon'ble Minister of Women & Child Development and Mission Shakti, addressed the audience, sharing her insights on the critical role that women's self-help groups play in the

state's development and their significance in promoting millet cultivation. Along with that, a Coffee Table Book titled "Farm to Plate" was released, encapsulating the inspiring stories of women who have played a pivotal role in the millet value chain and 30 outstanding Self-Help Groups, who have excelled in promoting millet-based entrepreneurship and have contributed to enhancing the livelihoods of countless women were felicitated on this occasion.

During this event, Mr Bruce Poh , Senior Advisor, World Skill Singapore Council & CEO, ITE Education Servicer Pvt. Ltd., Smt. Sharmila Oswal, Director of the Center of Excellence Millets Pahle India, Smt. Alka Mishra, Chairperson of World Skill Centre, Prem Chandra Chaudhary, Director of the Directorate of Agriculture & Food Production, Smt. Prema Das, President of Divyajyoti SHG in Sundargarh, Smt. Raimati Ghiuria, Director of Bamandei FPO in Koraput, and more than 1500 Mission Shakti SHG members were also present.

Mission Shakti's active participation and significant contributions at the International Millets Convention 2023 highlighted the Department's commitment to promoting millet-based entrepreneurship, sustainable agriculture, and women's empowerment in Odisha. The event served as a platform for sharing knowledge and experiences, furthering the cause of millets and women's economic independence.

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