

# Aparna Natural Millets Producer Co. Ltd.

“Powered by Farmers. Trusted by Families.”



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# Establishment of a 1 TPD Millet Processing Unit

Empowering Tribal Farmers & Enhancing Nutrition in Rayagada – a compact, farmer-owned millet processing unit designed and promoted by the Board of Directors, Aparna Natural Millets Producer Company Ltd. This project aligns directly with the Odisha Millets Mission (OMM) and the Central PMFME scheme to create a locally anchored, sustainable value chain for minor millets.

Audience: Local government officials, scheme administrators (OMM & PMFME), and socially-minded investors. Purpose: Secure administrative convergence, subsidy clearance, procurement inclusion, and strategic support to operationalize the unit at 1 Ton Per Day capacity.



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# Project Vision & Core Objectives

## Vision

To create a sustainable, farmer-owned value chain in Rayagada that retains value locally, increases incomes for tribal producers, and supplies safe, nutrient-dense millet products to public nutrition programs and markets across Odisha.

## Assured Procurement

Provide transparent, timely procurement at fairer prices directly to 500+ FPC members, eliminating exploitative middlemen margins and stabilizing seasonal farmer incomes.

## Post-harvest Loss Reduction

Introduce primary and secondary processing (cleaning, dehulling, grading, roasting, and packaging) to reduce losses, improve shelf life, and increase marketable value.

## Nutrition & Supply

Manufacture high-quality millet products (Ragi flour, pulverized millet mixes) that meet procurement specifications for ICDS, Mid-Day Meals (MDM), and tribal hostels, improving local dietary diversity and micronutrient intake.



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# Why Rayagada? Local Need and Strategic Opportunity

## Context & Production

Rayagada district is a leading producer of Ragi and other minor millets in Odisha. Small and marginal farmers—predominantly tribal households—cultivate these crops across fragmented plots. Current market practices see raw grain sold to intermediaries for low margins; value is exported out of the district with minimal local beneficiation.

A local processing unit will keep value-add activities (cleaning, dehulling, milling, packaging) within Rayagada, raising farmgate returns, and enabling traceability and quality control for institutional buyers.

## Projected Social Impact

Direct beneficiaries: 500+ registered farmer members. Indirect reach: thousands of household consumers through ICDS/MDM procurement and retail channels. The FPC model ensures profits are distributed to members, and governance remains farmer-centered.

- Reduces dependence on middlemen
- Strengthens farmer bargaining power and cash flows
- Improves local nutrition through diversified millets products



# Technical Specifications — 1 TPD Processing Design



## Pre-cleaning & Grading

Multi-stage aspiration and sieving to remove dust, chaff and stones. Grading ensures consistent feedstock to downstream machines and improves finished product uniformity required for institutional procurement standards.



## De-huller & Destoner

Efficient de-hulling to preserve kernel integrity and reduce breakage. Integrated destoner ensures foreign material removal to meet hygiene and safety thresholds (visible foreign matter <0.5%).



## Pulverizer (Flour & Pulverized Mixes)

Variable gap pulverizer to produce coarse and fine flours (atta and maida equivalents for millet), enabling product SKUs such as Ragi flour, multi-millet atta, and fortified blends.



## Roaster & Automatic Packaging

Controlled roasting for aroma and anti-nutrient reduction, followed by automated weighing, pouch sealing and date-coding for traceability. Packaging options: 1 kg retail pouches and 25 kg institutional sacks.

Ancillary: cold storage room for finished goods, quality lab for moisture & microbial checks, wastewater management and occupational safety systems. Layout designed for modular expansion to 2-3 TPD in Phase II.



# Financial Overview: Costs, Funding & Projections

## Total Project Cost

₹1.15 Crore – capital expenditure for machinery, civil works, packaging line, QC lab, initial working capital, and start-up operational expenses.

## Means of Finance

Bank Loan: ₹70.00 Lakhs (sanction application submitted); Promoter Contribution: ₹4.75 Lakhs; PMFME Subsidy (35%): Applied for ₹40.25 Lakhs. Any residual gap to be managed through short-term working capital facilities or member advances.

## Year 1 Revenue & Profit

Revenue Projection (Year 1): ₹1.50 Crore based on institutional off-take + B2B/B2C sales mix. Net Profit Projection: ₹35 Lakhs (after operating expenses, depreciation and interest), yielding a healthy return and cash flow for debt servicing.

Key financial assumptions: 70% capacity utilization in Year 1, average realization per kg aligned to market-linked rates, institutional contract premiums for meeting quality/packaging standards, and conservative raw material price escalation.



# Social & Economic Impact — Jobs, Livelihoods & Nutrition

## Employment & Inclusion

15 direct jobs prioritized for local tribal youth and women in operations, quality control, packaging, and logistics. Indirect employment through procurement aggregation, transport, and retail distribution.

## Farmer Livelihoods & Income

Increased farmer incomes through assured procurement, price stabilization and farmer-centric profit distribution. With a farmer-member base of 500+, expected uplift in household income, improved cash flows during lean seasons, and stronger community resilience to price shocks.

## Nutrition & Local Food Security

Supplying hygienic, milled millet products to ICDS and MDM supports nutrition goals—more bioavailable micronutrients, lower contamination risk, and culturally acceptable foods for tribal diets. A targeted supply of fortified Ragi flour can address anemia and child nutrition indicators in program catchment areas.



# Market Strategy & Long-Term Sustainability



## B2G — Institutional Offtake

Primary channel: ICDS, Mid-Day Meals, Tribal Hostels and other government welfare programs in Rayagada and adjacent districts. Aim for formal MOU and district-level procurement inclusion to ensure predictable institutional volumes.



## B2B — Retail & Mission Outlets

Supply to Odisha Millets Mission outlets, local retailers and cooperative stores. Build bulk SKUs (25 kg) for institutional buyers and 1 kg retail SKUs for neighborhood retail.

Sustainability levers: producer governance model (FPC), quality premiums through certification (hygiene, organic/identity preserved where possible), diversified channels (institutional + retail), and scalable operations for 2nd-phase capacity enhancement.

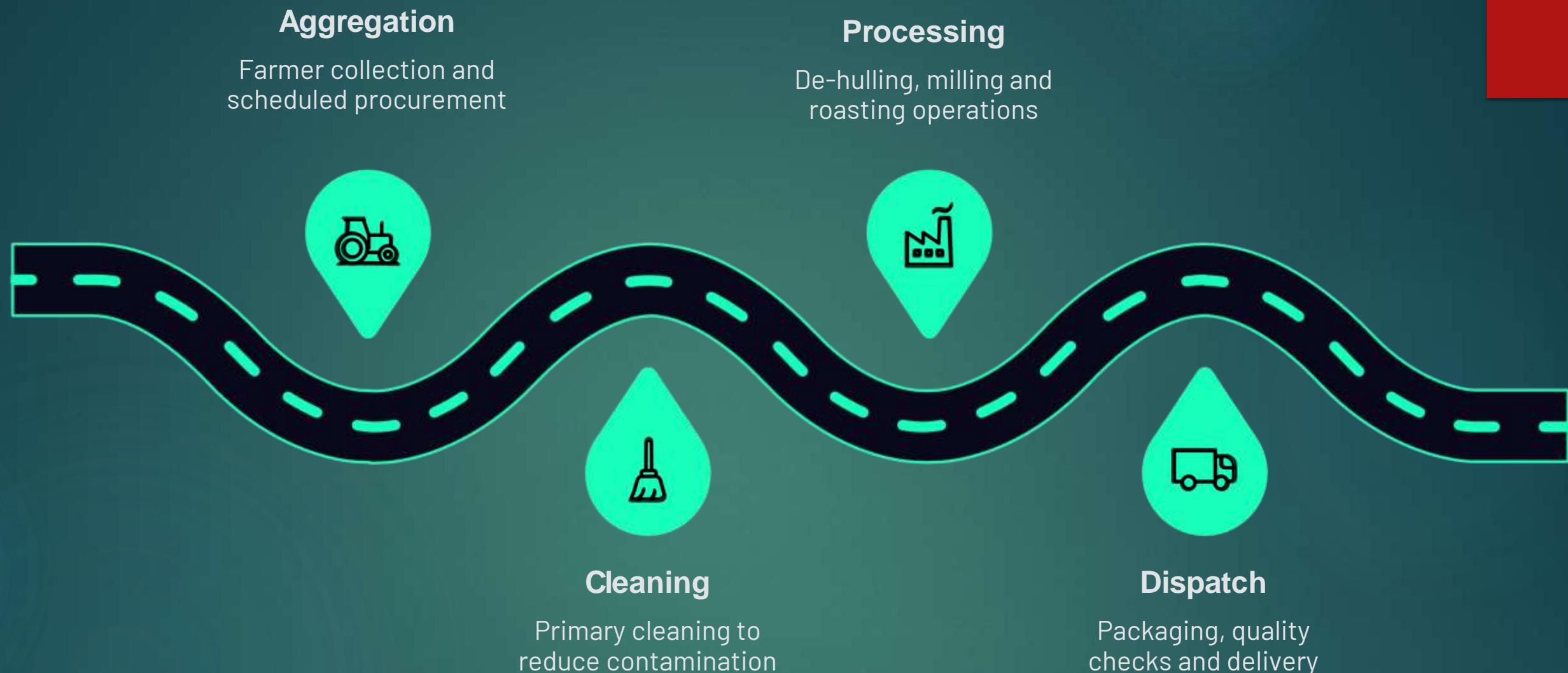


## B2C — Brand 'Aparna Millets'

Launch consumer brand emphasizing provenance (Rayagada tribal millet), nutrition, and traceability. Use local-language labelling, small-batch premium positioning, and targeted digital outreach in Odisha for urban health-conscious buyers.



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This diagram illustrates the end-to-end value chain and quality control checkpoints: (1) Farmer aggregation and scheduled procurement; (2) Primary cleaning to reduce contamination and moisture variability; (3) De-hulling & milling to produce target granulometry for institutional menus; (4) Roasting and laboratory QC for food safety; (5) Automated packaging and batch traceability; (6) Timely dispatch to ICDS/MDM and retail networks. Integrated quality checks at steps 2-4 ensure compliance with program specifications and reduce rejection risk.

Operational KPI targets (Year 1): procurement coverage for 500 members,  $\leq 5\%$  post-harvest loss at the FPC level, product moisture  $\leq 10\%$ , and institutional delivery lead time  $\leq 7$  days.



# Support Requested from Collectorate & District Administration

1

## 1. Administrative Guidance

Facilitate faster clearance and issue of necessary certificates for PMFME subsidy claim processing, and expedite verification visits required by the Ministry/implementing agency.

2

## 2. Procurement Convergence

Inclusion of Aparna Millets in district procurement lists for ICDS/MDM and tribal hostels; support in piloting direct procurement of milled products for a defined menu cycle.

3

## 3. Land & Infrastructure Assistance

Help identify an industrial shed / serviced land parcel near transport access, or provide support for clearances (environment, building, utilities) to accelerate project commissioning.

4

## 4. Linkages & Capacity Building

Facilitate introductions to state procurement officers, enable training collaborations for women workers through local skill centers, and support documentation for food safety certification.

We request a district-level meeting to formalize timelines and designate nodal officers to ensure PMFME subsidy disbursal and procurement trial implementation within the next 60-90 days.



# Conclusion & Next Steps

## Phase 1 — Commissioning (0–3 months)

Finalize land/site, complete machinery installation, initiate staff recruitment and hands-on training, and secure PMFME subsidy disbursement and loan drawdown.

## Phase 2 — Operationalization (3–9 months)

Begin regular procurement cycles from farmer members, achieve 70% capacity utilization targets, obtain institutional trial orders for ICDS/MDM, and implement QA documentation and traceability.

## Phase 3 — Scale & Consolidate (9–24 months)

Expand market reach across Odisha, introduce fortified SKUs, pursue certification, and plan Phase II capacity uplift to 2–3 TPD based on demand and working capital performance.

"We are committed to making Rayagada a hub for millet value addition." Thank you for your time and partnership. For coordination, subsidy follow-up, and procurement discussions, please contact:

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