

Awareness Campaign for promotion of millets in tribal Areas of Odisha

On 23.09.2022 to 26.09.2022

On the Eve of national nutrition Week, CREFTDA organized a special awareness campaign for four days i.e. from 23.09.22 to 24.09.22 through Van movement in the villages of Raruan, Bhanjakia, Godapalsa, Niunty, Tilakuti, Angarpada & Baidyanath G.P. which was supported by ATMA, Mayurbhanj. This campaign was meant for promotion of household consumption and production of millet. The campaign can be termed as Van Campaign as because a Van was used for the movement of the resource person from village to village for educating farmers and other villagers. The major objective of the campaign was to



- Create awareness among the farmers and villagers on the benefits of millet consumption in the domestic level
- Develop understanding among the farmers on benefits and incentives facilities available in the millet cultivation, processing and marketing facilities are in the millet mission programme

The programme was flagged off by Mr. Chakradhar Mohannty, BAO, Raruan and CREFTDA staffs at Raruam Block on 23rd Sept 2022. The whole program was pre-scheduled with a day, date and time plan to cover 46 villages under 7 earlier mentioned Gram Panchayats by 26th Sept 2022.

To cover maximum villagers in the campaign use of loud speakers, personnel interaction and meeting with the people were the strategies followed for the success of the mass campaign.



Day-1

Under the guidance of Addl. BC and CRP van round up the village with mike and organized a meeting involving the village people, SHG mother, millet farmers discussed on the following points-

- What is Millet and it's food and nutritional value?
- Increased household level consumption for better health and nutrition.
- Inclusion of Millets in to various Govt. schemes and program like ICDS, PDS etc.
- Facilities for processing and marketing, CHC etc.
- Incentives for Millet cultivations.
- Importance of millet cultivation and consumption in changing climatic situation.



In this programme a village meeting done regarding the millet cultivation, consumption. Addl. BC discussed on the various aspects of the Millet Mission program like cultivation of millets like, cultivation of millet with following the best agronomic practices , preparation and application of bio- fertilizer and pesticides. Benefits of millet consumption or millet products food include in various Govt. schemes and programs, provision for CHC, incentive etc. The first day campaign ended at about 5 pm.

Day-2

In the second day of the awareness campaign Mandia Ratha(The van) covered Bhanjania & Godapalsa GP. During the campaign CRP and volunteers distributed leaflets and made announcements in the villages. Two meetings were organized with the participation of the villagers, SHG members and millet farmers. The following points are discussed in the meeting.



- Millet and its food and nutritional value.
- Increased household level consumption for better health and nutrition.
- Inclusion of millets in to various Govts. Schemes and programs.
- Provision of incentives for millet cultivation.
- Facilities for processing and marketing.



In the village Godapalsa under Godapalsa GP during campaign interacted with the farmers on the millet cultivation using best agronomics practices, benefits of millet consumption and cultivation. Provision of incentives and marketing facilities etc.

Thereafter at 5 PM close up the program.

Day-3

Third day of Mandia Ratha covered the Niunty & Tilakuti GP in the guidance of Addl. BC and CRP. During the van campaign miking relating to millet production, consumption was done and also distributed leaflets to the people. In the campaign interacted with the people and organized two nos. of village meeting involving the SHG mother and millet farmers. The following points are discussed in the meeting-



- Millet and its food and nutritional value.
- Increased household level consumption for better health and nutrition.
- Inclusion of millets in to various Govts. Schemes and programs.
- Facilities and incentives for millet cultivation and marketing.
- Method of millet cultivation etc.

In Niunty & Tilakuti village with the active participation of SHG members and farmers of the village. Also there interacted with the people in household on the millet mission program,

millet cultivation and consumption and marketing facilities etc. Thereafter close up the campaign at 5 PM for the day.

Day 4

On the fourth day as per the schedule program Mandia Ratha visited Angarpada & Baidyanath GP in the guidance of Addl. BC and CRP. During the visit micking related to millet mission program & millet consumption and production was done. Also during the visit interacted with people and organized two nos of village meetings involving the SHG mothers, villagers and millet farmers of the villages. The following points are discussing in the meeting-



- Millet and its food and nutritional value.
- Increased household level consumption for better health and nutrition.
- Inclusion of millets in to various Govts. Schemes and programs.
- Provision of incentives for millet cultivation.
- Facilities for processing and marketing.

During the visit to villages interacted with the people in the millet mission program, millet consumption and cultivation etc. After all at 5 PM close up the visit and back.

Awareness Campaign for promotion of millets in tribal Areas of Odisha

On 27.09.2022 to 30.09.2022

On the Eve of national nutrition Week, CREFTDA organized a special awareness campaign for four days i.e. from 27.09.22 to 30.09.22 through Van movement in the villages of Nuagan, Budamara, Panpataria, Ghagarbeda & Narasandha G.P. which was supported by ATMA, Mayurbhanj. This campaign was meant for promotion of household consumption and production of millet. The campaign can be termed as Van Campaign as because a Van was used for the movement of the resource person from village to village for educating farmers and other villagers. The major objective of the campaign was to

- Create awareness among the farmers and villagers on the benefits of millet consumption in the domestic level
- Develop understanding among the farmers on benefits and incentives facilities available in the millet cultivation, processing and marketing facilities are in the millet mission programme

The programme was flagged off by Mr. Chakradhar Mohannty, BAO, Raruan and CREFTDA staffs at Raruan Block on 27th Sept 2022. The whole program was pre-scheduled with a day, date and time plan to cover 36 villages under 5 earlier mentioned Gram Panchayats by 30th Sept 2022.

To cover maximum villagers in the campaign use of loud speakers, personnel interaction and meeting with the people were the strategies followed for the success of the mass campaign.



Day-1

Under the guidance of Addl. BC and CRP van round up the village with mike and organized a meeting involving the village people, SHG mother, millet farmers discussed on the following points-

- What is Millet and it's food and nutritional value?
- Increased household level consumption for better health and nutrition.
- Inclusion of Millets in to various Govt. schemes and program like ICDS, PDS etc.
- Facilities for processing and marketing, CHC etc.
- Incentives for Millet cultivations.
- Importance of millet cultivation and consumption in changing climatic situation.



In this programme a village meeting done regarding the millet cultivation, consumption. Addl. BC discussed on the various aspects of the Millet Mission program like cultivation of millets like, cultivation of millet with following the best agronomic practices , preparation and application of bio- fertilizer and pesticides. Benefits of millet consumption or millet products food include in various Govt. schemes and programs, provision for CHC, incentive etc. The first day campaign ended at about 5 pm.

Day-2

In the second day of the awareness campaign Mandia Ratha(The van) covered Panpataria GP. During the campaign CRP and volunteers distributed leaflets and made announcements in the villages. Two meetings were organized with the participation of the villagers, SHG members and millet farmers. The following points are discussed in the meeting.

- Millet and it's food and nutritional value.
- Increased household level consumption for better health and nutrition.



28 Sep 2022 11:40:12 am
Unnamed Road
Hindola
Mayurbhanj
Odisha

- Inclusion of millets in to various Govts. Schemes and programs.
- Provision of incentives for millet cultivation.
- Facilities for processing and marketing.

In the village Panpataria during campaign interacted with the farmers on the millet cultivation using best agronomics practices, benefits of millet consumption and cultivation. Provision of incentives and marketing facilities etc.



Thereafter at 5 PM close up the program.

Day-3

Third day of Mandia Ratha covered the Ghagarbeda GP in the guidance of Addl. BC and CRP. During the van campaign miking relating to millet production, consumption was done and also distributed leaflets to the people. In the campaign interacted with the people and organized two nos. of village meeting involving the SHG mother and millet farmers. The following points are discussed in the meeting-



- Millet and it's food and nutritional value.
- Increased household level consumption for better health and nutrition.
- Inclusion of millets in to various Govts. Schemes and programs.
- Facilities and incentives for millet cultivation and marketing.
- Method of millet cultivation etc.

In Ghagarbeda village with the active participation of SHG members and farmers of the village. Also there interacted with the people in household on the millet mission program, millet cultivation and consumption and marketing facilities etc. Thereafter close up the campaign at 5 PM for the day.

Day 4

On the fourth day as per the schedule program Mandia Ratha visited Narsandha GP in the guidance of Addl. BC and CRP. During the visit micking related to millet mission program & millet consumption and production was done. Also, during the visit interacted with people and organized two nos of village meetings involving the SHG mothers, villagers and millet farmers of the villages. The following points are discussing in the meeting-

- Millet and its food and nutritional value.
- Increased household level consumption for better health and nutrition.
- Inclusion of millets in to various Govts. Schemes and programs.
- Provision of incentives for millet cultivation.
- Facilities for processing and marketing.

During the visit to villages interacted with the people in the millet mission program, millet consumption and cultivation etc. After all, at 5 PM close up the visit and back.

