

ODISHA MILLETS MISSION

REPORT ON FOUR DAYS AWARENESS CAMPAIGN

NATIONAL NUTRITION MONTH SEPTEMBER-2022

Bangriposi Block, Mayurbhanj

Date-20-09-2022 TO 23-09-2022

FA: -Gram Swaraj

A four-day awareness campaign during national nutrition month, September 2022 under Odisha millets mission has been successfully completed with a very positive support by ATMA, Mayurbhanj & District Coordinator (WASSAN) from dated 20th September to 23rd September 2022. Inaugurated at ATMA Office, Baripada Mayurbhanj, by CDAO cum PD, ATMA, Mayurbhanj, ATMA Scheme Officer, Mayurbhanj, DPC, WASSAN with Different govt official staff like BAO, AAO, FAs & FPOs staff after completed district level inaugurated programme also celebrated block level with positive support BAO, AAO, VAWs CDPO, BPC, Mission Shakti, Block Chairman and all ICDS staff those are the key stakeholder and taken ownership to implementing of Odisha Millets Mission Programme

Objective Of National Nutrition Month:

A nutrition education and information campaign sponsored annually by the academy of nutrition and dietetics, National Nutrition Month held annually in September focuses attention on the importance of making informed food choices and developing sound eating and physical activity habits.



Objective of Odisha Millets Mission Programme: -

- Increasing Household Consumption of Millets by 25% to the baseline.
- Revalorization of Millet Food Cultures in Urban and Rural Areas.
- Conservation and Promotion of Millet Landraces through seed system of landraces.
- Promotion of Post-harvest and Primary Processing Enterprises on Millets.
- Improving Productivity of Millets Based Crop System.
- Promotion of Millets Value Addition Enterprises in Rural & Urban Ares of Odisha.
- Inclusion of Millets in PDS, MDM, ICDS, Welfare Hostels and Others.
- Facilitating the Millets Markets and Export of Millet based Products from Odisha.



The theme of the National Nutrition Month September,2022 has been announced by govt of India and the goal of the theme is to encourage people to enjoy and taste cuisine from different parts of the world while keeping the focus on healthy nutrition through public awareness about nutrition and healthy eating habits among the Indian public.

The month is observed to make people understand the importance of nutritional and adaptive eating habits so that they can maintain a healthy lifestyle. For a healthy survival one most requires the essential nutrients and food for growth and a long and good life style, Nutrients such as carbohydrates, fibres, fats, proteins, minerals, vitamins, and waters must be an important part of our diet to maintain our manure system always healthy. It is a known fact that a good nutrition diet is essential for a healthy mind and body and there are very famous saying like “health is wealth”

In for days awareness campaign, we had covered 13 GPs, 75 villages,2270 Household and 3780 Peoples covered during the campaigning aware to all peoples of villages regarding importance of National Nutrition Month September 2022, regularly eating nutrients foods, millets is the future food of life for a sustainable health condition, celebrating the international year of millets now govt of Odisha started distributed of Mandia through PDS to all ration consumers for increase consumption of millets which was a objective of Odisha Millets Mission like Inclusion if peoples regularly eating millets food will improve millets production and market linkage.

Odisha Millets Mission (OMM) also known as the **Special Programme for Promotion of Millets in Tribal Areas of Odisha** was launched by the Government of Odisha in 2017 to revive millets in farms and on plates. The aim was to tackle malnutrition by introducing millets in the public distribution system (PDS) and other state nutrition schemes. Mr. Aswini Kumar Das, district Coordinator, WASSAN, said about the four major objectives are production, consumption (both in urban and rural), processing and marketing. The focus is on reviving millets in farms and putting it on plates.

Millets, a nutritious and climate-resilient crop, have traditionally been cultivated and consumed by tribal communities in the rain fed areas of our state. The conscious pursuit of an agricultural policy since the 1960s to meet national food security with paddy and wheat, however, led to a decline in millet production and consumption among these communities. Though millets were included for distribution via PDS system in the National Food Security Act 2013 and more recently recommended by Niti Aayog and the National Food Security Mission (NFSM), implementation of the same had met with marginal success due to a lack of an integrated approach to the supply-chain.



It has already exceeded its targets and is currently being implemented in 142 blocks spread across 19 districts. Already last year, finger millet, locally known as *mandia* was distributed to 1.6 million households via the PDS, and in subsequent years there are plans to increase procurement and perhaps replace rice rations with millets. One of the key ingredients for the triumph of OMM is its decentralized approach to project implementation where in each block an NGO was chosen as the implementing partner to ensure the seamless working of supply-chain processes from farm to plate. Also, the government of Odisha has a decentralized approach to PDS where grains are procured, processed and distributed within the district. This is in sharp contrast to the Karnataka initiative where the government centralized the procurement and distribution of finger millet in PDS but consequently could not meet its objectives.

A rally was also organised in the next day with the support of ICDS including SHG members, AWWs, youth members, PRI members with placards, banners & leaflets. All the CRPs volunteers go round the village & convinced the people about daily household consumption of millets. A millet Rath was also prepared during the awareness campaign.

Expenditure Details

SL No	Particulars	Total Expenditure
1	Hiring of Van with fuel Decoration, Audio equipment's flowers and flexes	16000.00
2	Printing material for Campaign	3000.00
3	Misc (Purchase of ingredient to make millet food)	1000.00
	Total	20000.00

ODISHA MILLETS MISSION

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Date-24-09-2022 TO 27-09-2022

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