

## **FOUR DAYS AWARENESS CAMPAIGN ON NATIONAL NUTRITIONAL MONTH**

**Venue: Bisoi Block**

**Dt. 20-09-2022 to 23-09-2022**

A four-days Awareness campaign on National Nutritional month is completed at Bisoi Block of Mayurbhanj District with a very positive support of district coordinator (WASSAN) on 20<sup>th</sup> to 23<sup>rd</sup> of September 2022. CDAO Mr. Malay Kumar Duari Inaugurated the Awareness Rath at ATMA office, Baripada. Scheme Officer Mr. Nilamadhaba Das, ADPC and BPC Mr. Dibakar Mohapatra also present in this inauguration ceremony.

### **Objective-**

1. To restore & increase consumption of millets in the households Level through awareness, Village Rally, counselling.
2. To increase production.

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).

Odisha Millet Mission have 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.

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.



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. During this campaign the campaign team go round the village give leaflet. The first day our campaign covered 10 Villages, (Bisoi, Dhana, Katas, Panposhi, NB. Pokharia, Makhuna, Ektali,



Dantuni, Asansikhad, Ghodabindha) under Bisoi and NB. Pokharia GP Areas. In the second day the campaign covered 10 Villages (Khadambeda, Deopatta, Kitabeda, Sanbalichua, Pundida, Jodia, Gargadi, Phuljhara, Jamirdiha, Sunajodia) under Khadambeda and Jodia GP Areas. In the third day the campaign covered 8 Villages (Sanpurunapani, Chuapani, Karanjharan, Jagannathpur, Bodajodi, Sarupani, Mahiskudar, Saragoda) under Sanpurunapani and Jaganathpur

GP Areas. In the Fourth Day the campaign covers 10 Villages (Kundulia, Luhaani, Manicha, Luhabalia, Kundura, Laxmiposhi, Handiphuta, Satsole, Kashipenth) under Luhakani and Bisoi GP Areas. This four Days Awareness campaign covered 38 Villages under 8 GP of Bisoi Block and also aware about 6000 people on millets nutritional value.

#### Expenditure

Hiring of Van with fuel, decoration audio equipment, flower and flex	16,000.00
Printing material	3,000.00
Misc	1,000.00
<b>Total</b>	<b>20,000.00</b>



## **FOUR DAYS AWARENESS CAMPAIGN ON NATIONAL NUTRITIONAL MONTH 2<sup>nd</sup> PHASE**

**Venue: Bisoi Block**

**Dt. 24-09-2022 to 27-09-2022**

A four-days Awareness campaign on National Nutritional month is completed at Bisoi Block of Mayurbhanj District with a very positive support of district coordinator (WASSAN) on 24<sup>th</sup> to 27<sup>th</sup> of September 2022. FA Gram Swaraj Staffs CRPs were taking part as participant in the programme

### **Objective-**

1. To restore & increase consumption of millets in the households Level through awareness, Village Rally, counselling.
2. To increase production.

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Odisha Millet Mission have 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.

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.

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. During this campaign the campaign team go round the village give leaflet.



The first day our campaign covered 08 Villages (Kundulia, Jamirdiha, Manicha, Luhabalia, Kundura, Deodang, Nuadihi, Bisoi) under Luhakani, Bautibeda and Bisoi GP Areas . In the second day the campaign covered 10 Villages (Bautibeda, Parabhadi, Thulukchatani, Mangalpur, Mahubhandar, Bobaijoda, Bhatachhatra, Kendumara, Kasipani,) under Bautibeda and Bhatachhatra GP Areas. In the third day the campaign covered 10 Villages (Asana, Bankidihi, Khadiasole, Palgola, Talapati, Arjunbila, Nuagaon, Sanjambila, Kurkutia, Dumrdiha,) under Asana and Nuagaon GP Areas. In the Fourth Day the campaign covers 10 Villages (Jodia, Gargadi, Phuljhara, Sunajodia, Saraspada, Sagjodi, Budhikhamari, Handiphuta, Edelbeda, Bholbeda ) under Jodia and Luhakani GP Areas. This four Days of Awareness campaign covered 40 Villages under 8 GP of Bisoi Block and also aware about 8000 people on millets nutritional value.

#### Expenditue

Hiring of Van with fuel, decoration audio equipment, flower and flex	16,000.00
Printing material	3,000.00
Misc	1,000.00
<b>Total</b>	<b>20,000.00</b>