



# Special Event on the Occasion of RathYatra in Kandhamal District of Odisha

## Major Objectives of the Programme:

- Increasing Household Consumption of millets by about 25% to enhance household nutrition security and to create demand for millets.
- Promoting Millet Processing enterprises at panchayat and Block level to ease processing at households and for value added markets
- Improving Productivity of millets crop systems and make them profitable.
- Developing Millets Enterprises and establishing Market Linkages to rural/urban markets with focus on women entrepreneurs.
- Inclusion of millets in State Nutrition Programmes and Public Distribution System

Kandhamal is one of the millet districts in Odisha among the seven millet districts. On the auspicious day of RathYatra (dated. 24th June 2017), Dr Brunda D, Collector & District Magistrate, Kandhamal District inaugurated the Special programme for promotion of millets in tribal areas for Kandhamal District. This programme was attended by the district officials from agriculture department, horticulture department, NABARD, Panchayati Raj Department.

As part of the inauguration at district level, a millet stall was also set up by the ATMA with support of Programme secretariat and programme facilitating agencies of the Kandhamal District. The stall was part of the Kandhamal fresh



initiative of the Collector & District Magistrate.



A special event included the preparation of the millet dishes or recipes for devotees, who attended the rathayatra. Ahinsa NGO was roped in as a resource agency for preparation of hot cooked millet items. Millet biscuits and other bakery items were prepared by Programme Secretariat (WASSAN). Along

with this, 60 varieties of indigenous seeds were displayed by Ahinsha Club (NGO), these varieties included; Millets, Pulses, Vegetables, Rice etc.

Along with millet products, following were also displayed by the Millet Mission partners

1. Display of processed Ragi flour by Jagruti NGO
2. Display of millet seeds and millet recipe booklet by NIRMAN.



Collector and District Magistrate inaugurating the Programme

Millet products were tasted by the Collector & District Magistrate, Additional District Magistrate, Project Director ATMA, Deputy Project Director ATMA and Assistant general manager, NABARD. Millet products were highly appreciated by

the Collector & District Magistrate. Collector & District magistrate concluded the inauguration by suggesting starting a new biscuit making unit for district of Kandhamal so

that they can be supplied in ST SC Welfare hostels. Programme Secretariat agreed to submit a proposal for the same.

More than 500 people visited the stall and enquired about the millet products. This event generated considerable interest on millet consumption in the Phulbani town. Event was also covered widely in the media.