

Millets The Nutri Cereals

Popularising the consumption

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History

- Mahabharata has mentioned the millets –
- Harappa : Foxtail millet (*Setaria viridis*, *Setaria glauca*), finger millet (*Eleusine coracana*), little millet (*Panicum sumatrense*), Italian millet (*Setaria italica*) and sorghum millet (*Sorghum bicolor*) were cultivated in large quantities
- Most of festival has incorporated millet eating
- Ayurveda has emphasized about millets

Can millets be called a Superfood?

Definition of Superfood:

Superfood is a marketing term for foods claimed to confer health benefits resulting from an exceptional nutrient density

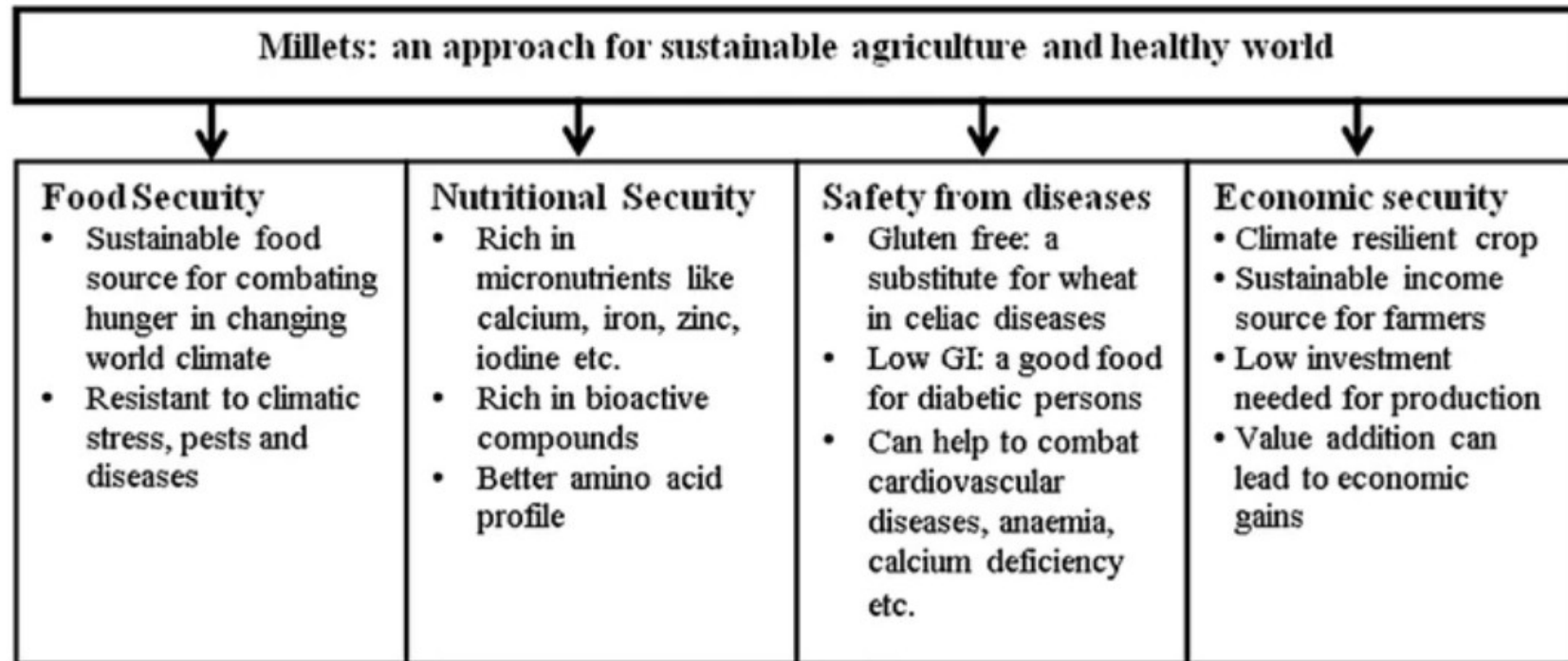
Multidimensional benefits associated with millets makes it a potential Superfood

Millets are known to be **high in protein, dietary fibre**, and are a **powerhouse of nutrients and phytochemicals** including iron, folate, calcium, zinc, magnesium, phosphorus, copper, vitamins and antioxidants



Millets as Superfoods

As the government sets to achieve its agenda of a malnutrition-free India and doubling of farmers' incomes, the promotion of the production and consumption of nutri-cereals seems to be a policy shift in the right direction.





Overview on Millets

Millets are a group of highly variable small-seeded grasses, widely grown around the world as food and fodder.

Major millets



Pearl Millet (Bajra)



Sorghum (Jowar)



Finger Millet (Ragi)

Minor millets



Barnyard
Millet
(Sawai)



Little
Millet
(Kutki)



Proso
Millet
(Cheena)



Foxtail
Millet
(Kanqni)

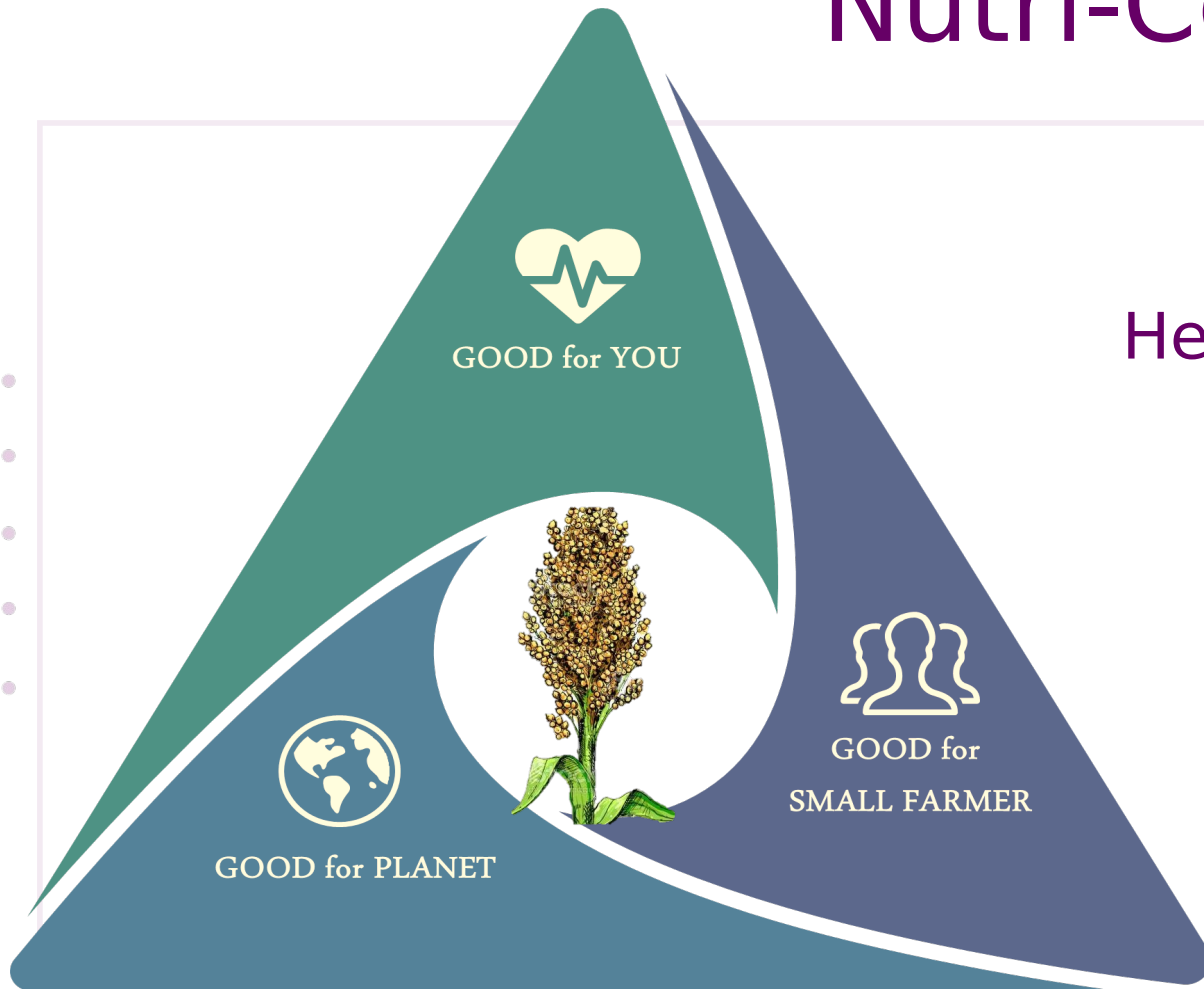


Kodo
Millet



Browntop
Millet

Nutri-Cereals are smart food

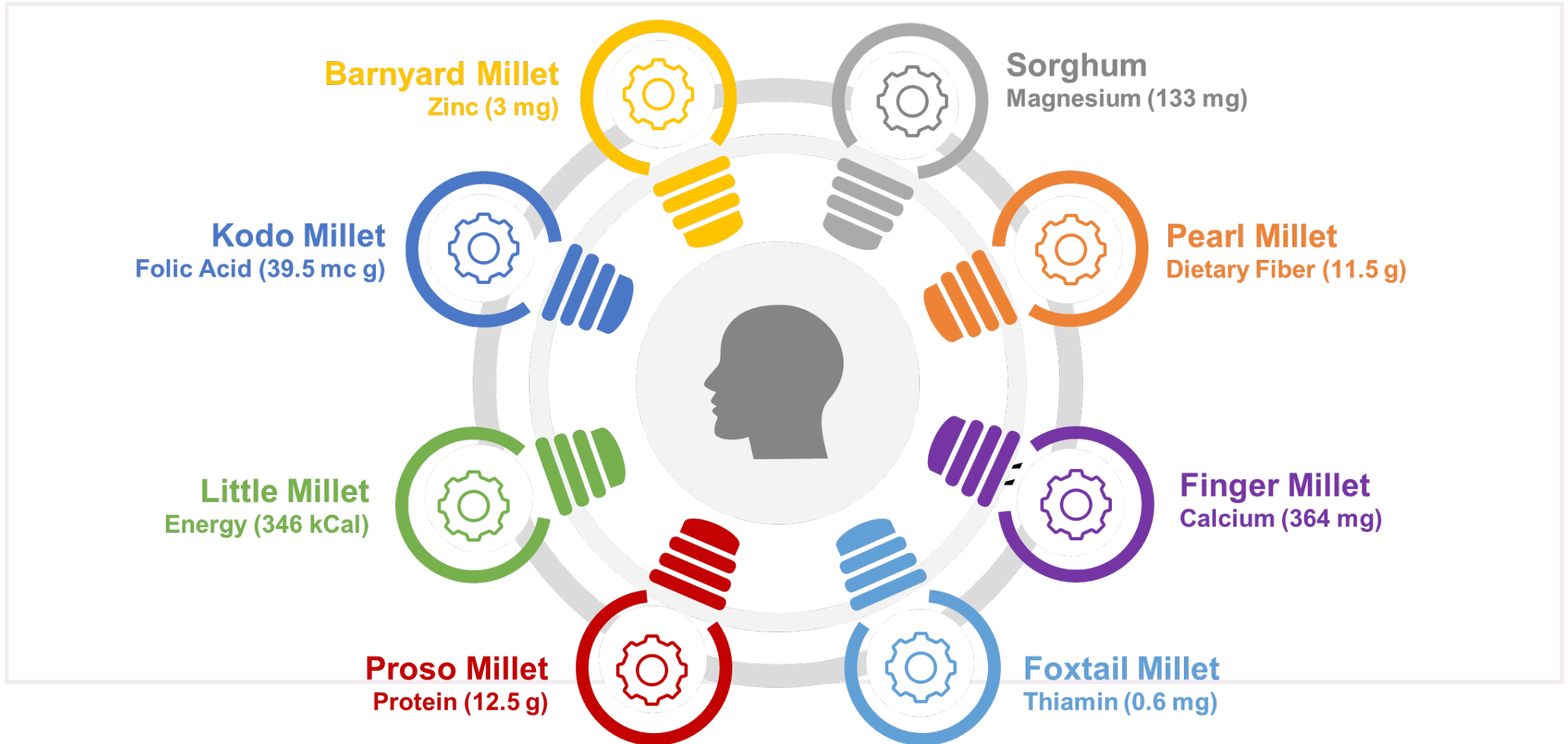


A glimpse of benefits

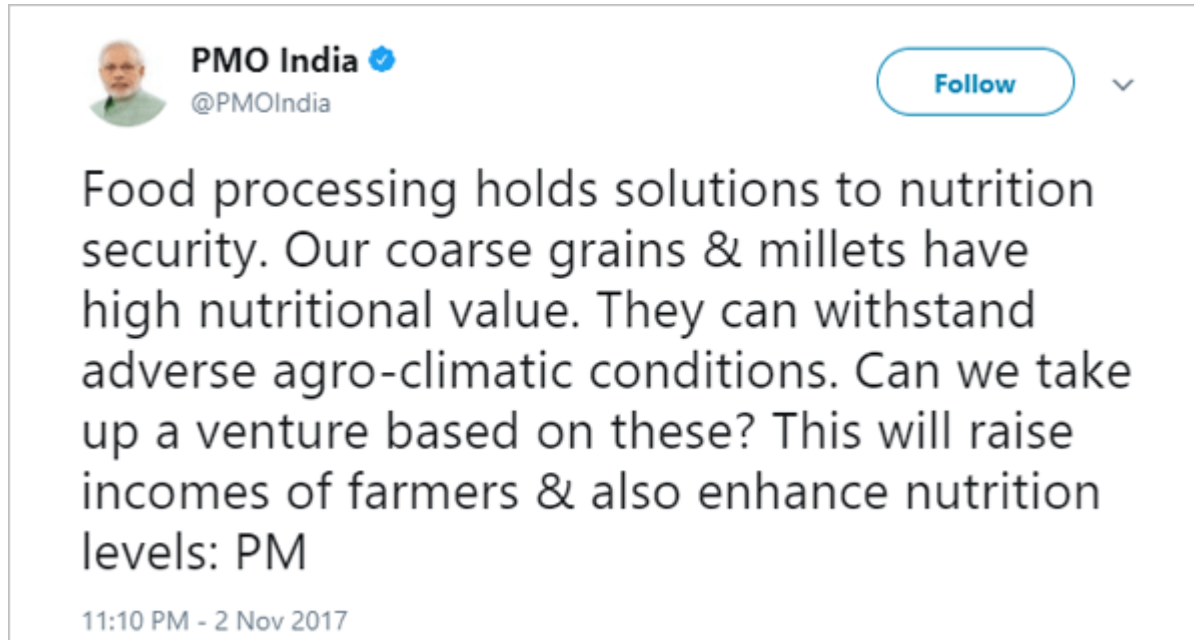
Helps in addressing:

- Rural poverty
- Malnutrition
- Adaptation to climate change

Millets & Nutrients Mapping



Hon'ble Prime Minister highlights the importance of millets





India's Millets Mission Programme

- The Government of India's Millet Mission comes under the **National Food Security Mission (NFSM)**, launched in October 2007.
- NFSM-Coarse Cereals is divided into two parts and one of them is the sub-mission on **nutri cereals** to be implemented in **202 districts of 14 states**.
- Before this, millets were being promoted under INSIMP (Nutritional Security through Intensive Millets Promotion) during 2011-12 to 2013-14.
- Currently, millets are being promoted through **technology dissemination**, quality seeds through **millet seed hubs**, **awareness generation**, **minimum support price** and **inclusion in PDS**



Solution - Nutritional Programmes of India

Ministry of Rural Development

- ✓ Applied nutrition programme

Ministry of Social Welfare

- ✓ Integrated child development services scheme
 - ✓ Balwadi nutrition programme
 - ✓ Special nutrition programme

Ministry of Health and Family Welfare

- ✓ National nutritional anemia prophylaxis programme
- ✓ National prophylaxis programme for prevention of blindness due to vitamin A deficiency
- ✓ National iodine deficiency disorder control programme
 - ✓ RCH,IMNCI, NRHM, RMNCH-A

Ministry of Education

- ✓ Mid-day meal programme

Millets & Health potential

Millets & Diabetes Management

Millets & Cardiovascular diseases

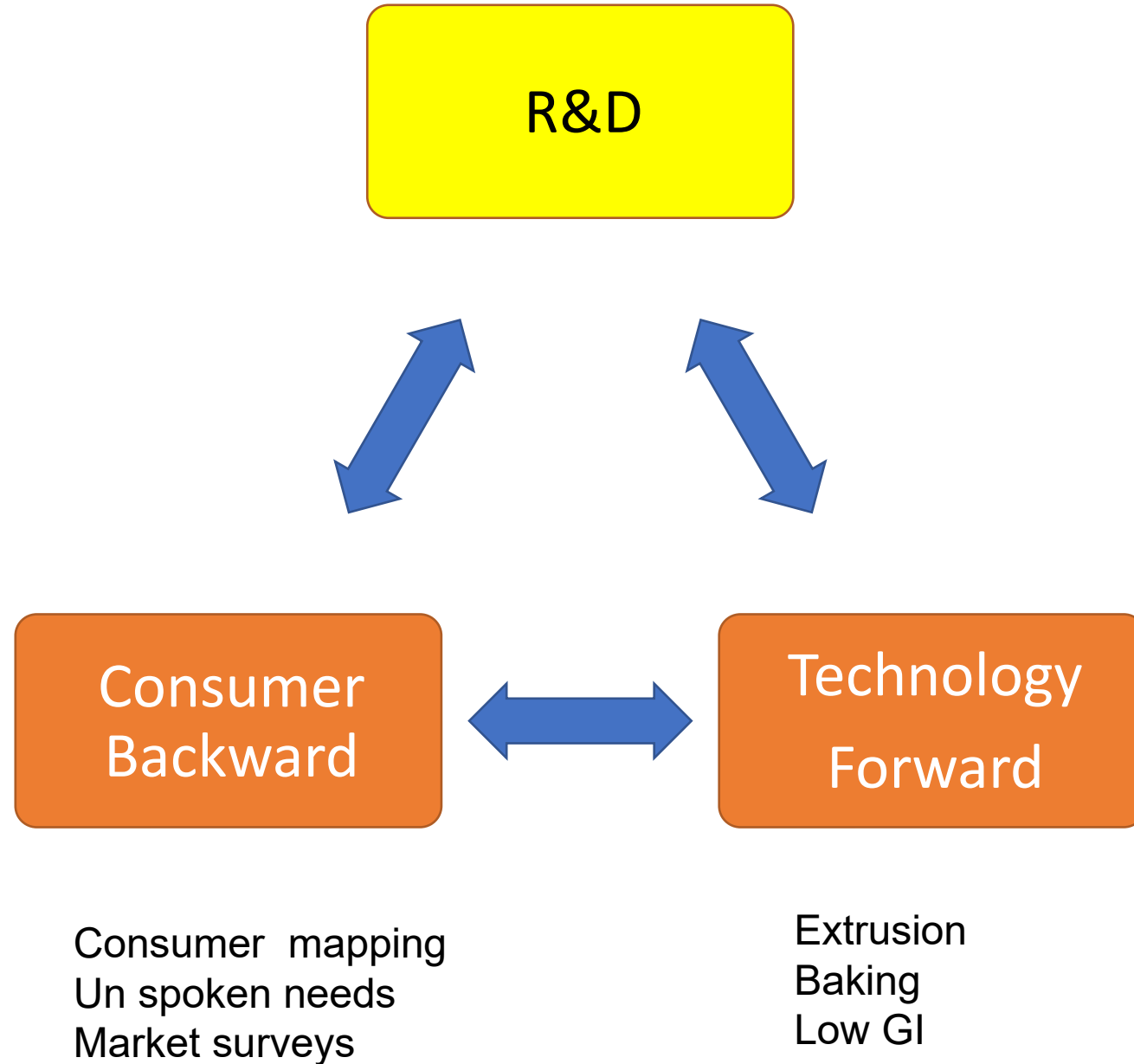
Millets & Hypertension

Millets & Anaemia

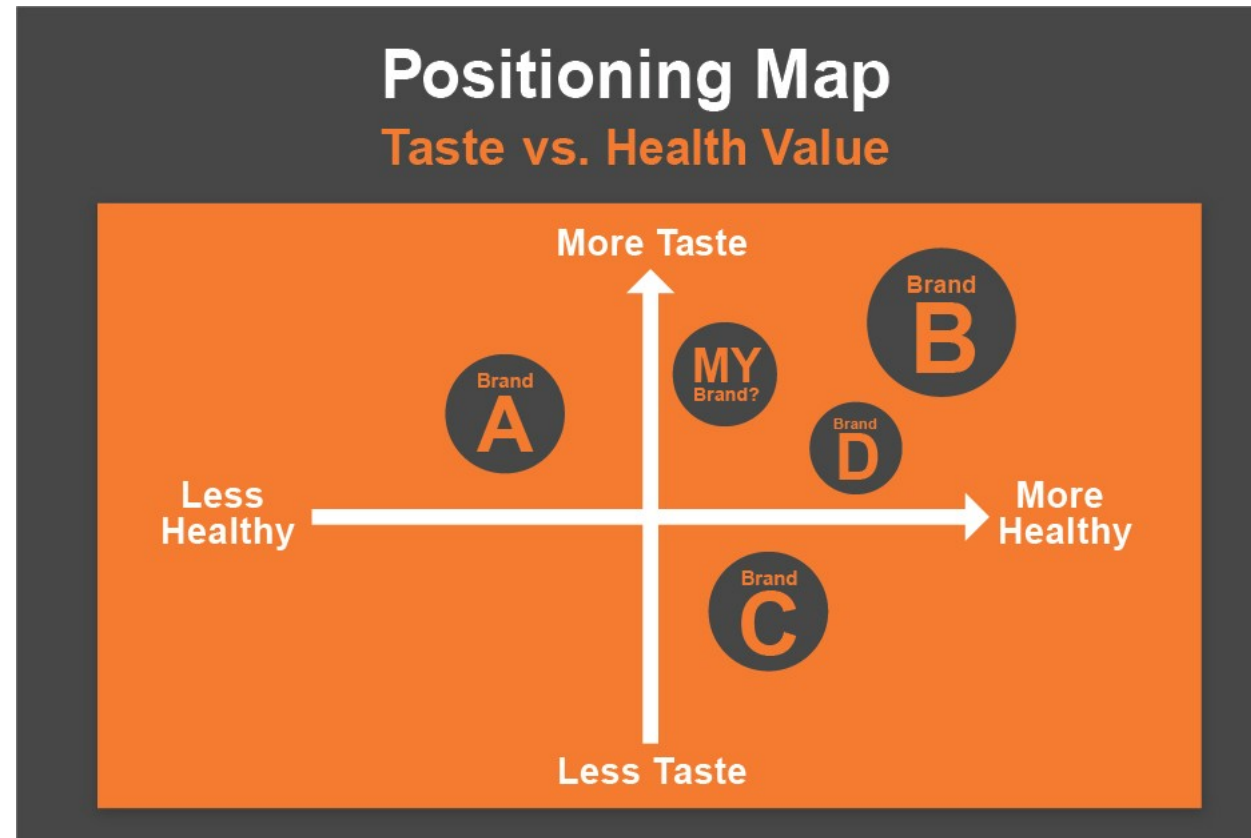
Millets & Obesity

Millets & Gut health

Today's R&D



TASTE VS HEALTH



Millets claims



Challenges

- Brand Millet
- QUALITY
- Supply chain
- Taste incorporation
- Processing
- R&D
- Consumer acceptance
- Health Claims



Innovation



“There is a way to do it better - find it”

-Thomas Edison

Future is Industry & Academia Synergy



Innovation

=

Creativity

Academia

+

Commercialisation

Industry



Thank you !!



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