



INTERNATIONAL YEAR OF
MILLETS
2023



Eat Millet Stay Healthy

“Millets are one of the oldest crops known to humans and can grow in adverse weather conditions with marginal irrigation requirements. they were first domesticated in Asia and Africa and later spread across the globe as a cereal crop for the evolving civilization.”



Challenges in north India



- *Since millets are forgotten grain hence people are not familiar cooking with millets.*
- *Limited millet based meal, snacks and dessert options available in north Indian market.*
- *Available options target high income group consumers.*
- *Most millet products available in market lack taste*
- *North India have very limited millet processing plants*
- *North India does not have adequate institutes for training and processing millets*

Our suggestions

“Create a demand Supply will automatically follow”

- *State level programs for promotion of millets*
- *Integrating millets in north Indian cuisine for people to adapt.*

**“INCLUDE
NOT
ELIMINATE”**



- *Dishes made up of millets must be introduced at mass consumption Institutions to promote adaptability at grass root level (lowest in pyramid)*
- *Training of cooks at state level*
- *Government must launch schemes for setting up processing plants*

Awariness & Promotion

- *Millet awariness sessions by trained staff in*
 1. *schools*
 2. *Colleges*
 3. *Banks*
 4. *RWA*
- *Launch of up gov youtube millet channel*
- *Advise hotels to include millet snacks in high teas buffets*
- *Organise millet food fests across state in different cities.*





ADAPTION

- *Introduction of millets in mid day meal at goverment schools*
- *Introduction of millet sweets for pregnant females*
- *Introduction of millet meals and snacks in sports academies*
- *Adding millet meals in*
 - *Government hospitals*
 - *Government ministries*
 - *Government Canteens*
 - *Police academy*
 - *Prisons*
- *Introduction of millets in goverment run orphanages,old age homes and correction centres*
- *Guest house and hotels run by goverment*

TRAINING

- *Introduction of millet cooking courses in ITI and other government run institutions.*
- *Traning and education the anganwadi cooks to use millets.*



Sponsoring millet processing training programs for food processing startups



Thank **You!**

Our Vision is to make UTTAR PRADESH number one promoter, exporter and consumer of millets in India.