

Action plan to promote exports of millets

November 14, 2022

In news– Centre has formulated an action plan to promote exports of millets and value-added products of millets recently.

About the action plan-

- To promote shipment of nutri-cereals, the Ministry of Commerce and Industry through its apex agricultural export promotion body, **Agricultural and Processed Food Products Export Development Authority (APEDA)** has prepared a comprehensive strategy to promote Indian millet exports across the globe commencing December 2022.
- The millets export promotion programme also comes at the backdrop of the proposal of India that was supported by 72 countries which lead to the **United Nations' General Assembly (UNGA) declaring 2023 as International Year of Millets (IYoM)** on March 5, 2021.
- **The government is currently organising IYoM-2023 at domestic and international level** to popularize Indian millets as well as its value-added products across the world and make it a peoples' movement.
- For exports of Indian millets' promotion, centre has planned to **facilitate participation of exporters, farmers and traders in 16 international trade expos and Buyer Seller Meets (BSMs)**.
- As per the government's robust strategy to promote millets, **Indian missions abroad would be roped in branding and publicity of Indian millets**, identification of international chefs as well as potential buyers such as departmental stores, supermarkets and hypermarkets for organizing B2B meetings and direct tie-ups.

- In addition, **Ambassadors of Foreign missions in India of the targeted countries and potential importers would also be invited to showcase various millet-based products**, including Ready to Eat millet products and facilitate B2B meetings.
- As part of the promotion of Indian millets, **APEDA has planned to showcase millets and its value added product at various global platforms such as Gulfood 2023, Foodex** etc.
- The pre-launch of IYoM-2023 is scheduled for December 5, 2022 involving stakeholders of the supply chain such as FPOs, Start-ups, exporters, producers of millet-based value-added products.
- **As per the centre's millet promotion strategy, major international retail supermarkets like Lulu group, Carrefour, Al Jazira, Al Maya, Walmart, etc. would also be roped in to establish millet corner** for branding and promotion of millets.
- APEDA has also created a separate section for millets on its website and the country-wise and state-wise e-catalogues have been uploaded for information to the stakeholders.
- **Government has also started formulating five-year strategic plan for the promotion of millets and value-added millet products** in the international market in association with ICAR-Indian Institute of Millets Research (IIMR), Hyderabad, ICMR-National Institute of Nutrition, Hyderabad, CSIR-Central Food Technological Research Institute (CFTRI), Mysore and Farmer Producer Organizations (FPOs).
- **Centre has created the Nutri Cereals Export Promotion Forum** to give impetus to the export of potential products, including millets, and to remove the bottlenecks in the supply chain of Nutri cereals.
- **Millets have superior nutritional values in comparison to highly consumed cereals such as rice and wheat.**
- **Millets are rich in calcium, iron, and fibers** that help

in fortifying essential nutrients for the healthy growth in children. Also, the usage of millets in infant food and nutrition products is increasing.

- APEDA has also signed a Memorandum of Understanding (MoU) with IIMR to boost value-addition and farmers' income.
- APEDA launched a variety of millet products for all age groups at affordable prices during AAHAR food fair, which is Asia's biggest B2B international food and hospitality fair.

Millets Production in India-

- **India is one of the leading producers of millets in the world with an estimated share of around 41 percent in the global production.**
- As per FAO, world production of millets in the year 2020 was 30.464 million metric tones (MMT) and **India's share** was 12.49 MMT, which **accounts to 41 percent of the total millet production.**
- India recorded 27 percent growth in millet production in 2021-22 as compared to millet production in the previous year was 15.92 MMT.
- **India's top five millet producing states are Rajasthan, Maharashtra, Karnataka, Gujarat and Madhya Pradesh.** Share of export of millets is nearly 1% of the total millet production.
- Exports of millets from India include mainly whole grain and the export of value-added products of millets from India is negligible.
- As per the DGCIS data, India registered a growth of 8.02% in the export of millets in the financial year 2021-22 as the export of millets was 159,332.16 metric tonne against 147,501.08 metric tonne during the same period last year.
- **India's major millet exporting countries are** U.A.E, Nepal, Saudi Arabia, Libya, Oman, Egypt, Tunisia, Yemen,

U.K and U.S.A. The varieties of millets exported by India include Bajra, Ragi, Canary, Jawar, and Buckwheat.

- **The major millet importing countries in the world are** Indonesia, Belgium, Japan, Germany, Mexico, Italy, the U.S.A, United Kingdom, Brazil and Netherlands.
- **There are 16 major varieties of millet, which are produced and exported,** including Sorghum (Jowar), Pearl Millet (Bajra), Finger Millet (Ragi) Minor Millets (Kangani), Proso Millet (Cheena), Kodo Millet (Kodo), Barnyard Millet (Sawa/Sanwa/Jhangora), Little Millet (Kutki), Two Pseudo Millets (BuckWheat/Kuttu), Ameranthus (Chaulai) and Brown Top Millet.
- It is estimated that the millets market is set to grow from its current market value of more than USD 9 billion to over USD 12 billion by 2025.